

# Glasgow 2018 European Championships Supplier Engagement Event







# The European Championships



- New multi-sport event bringing together existing official European Championships and launching a new golf event
- Devised by the European Federations to enlarge TV audiences and increase brand power
- To be held every four years the first in summer 2018 with two Host Cities, Glasgow and Berlin
- Run by the sports federations, the Host Cities and the broadcast partners







### **Key Components**

- Seven sports across two cities staged 1-12 August 2018
- Glasgow/Scotland accommodation in hotels (no village)
  - approx. 72,000 hotel nights
- 8,500 athletes and officials (Glasgow/Scotland)
- European Broadcast Union a key partner
  - free to air broadcasters across 56 countries
  - BBC2 Winter Olympics approach to coverage
  - potential 1.03 billion TV audience, 2,700 broadcast hours





#### **Our World-Class Venues**



#### **Aquatics**

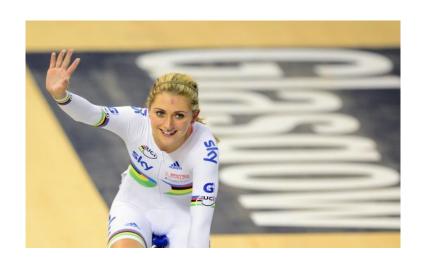
- Tollcross swimming
- Commonwealth Pool Edinburgh diving and synchronised
- Loch Lomond open water swimming
- 1700 athletes and officials











#### **Cycling**

- Track: Sir Chris Hoy Velodrome
- Road Race: Glasgow city centre
- Time Trial: Greater Glasgow
- Mountain Bike: Cathkin Braes
- BMX: Knightswood Park
- 975 athletes and officials







#### **Gymnastics**

- The SSE Hydro
- 1,060 athletes and officials

#### **Rowing and Triathlon**

- Strathclyde Country Park
- 1,470 athletes and officials

#### **Golf**

- Gleneagles Centenary Course
- 195 athletes and officials









# **Cultural Programme**





- City centre focused live zones –
  Merchant City Festival, George
  Square, Sauchiehall Street
- Partnerships with other local authority hosts
- Collaboration with Berlin
- Tied into Scotland-wide Year of Young People 2018





## **Key Benefits for Glasgow**

#### **Economic:**

- International broadcast/media coverage – 1.03 bn viewers
- Visitor economy
- Berlin business/cultural links
- Event industry procurement

#### **Sporting:**

- Maintain international profile and Top Ten World Sporting City status
- Build relationships with Sports Federations
- Sustain sporting/active legacy









### **Opportunities**



- Procurement for a variety of goods and services with a range of contracts values
- Tenders will be issued from summer 2016 onwards with the highest volume anticipated in 2017
- Sponsorship opportunities available to give businesses the right to associate with the event and receive a rights and benefits package.
- Public Contracts Scotland (<u>www.publiccontractsscotland.gov.uk</u>) are hosting a dedicated page listing all the contracts surrounding the Championships.





## **Opportunities**



- Technology
- Telecomms
- Power
- Event services (eg. legal, ticketing, accommodation, digital media, medical)
- Overlay infrastructure (temporary seating, staging, platforms, marquees etc.)
- Ground transport
- Communications





# **City operations impact**



- Lower security profile than Glasgow 2014 eg. 2015 World Gymnastics Championships, Davis Cup, IPC World Swimming Championships
- All communications for businesses, residents and spectators run by the city
- No Games lanes
- No big stadia crowds





# #TheMoment



# www.europeanchampionships.com



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