

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** (www.publiccontractsscotland.gov.uk) 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



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