Benefits and Challenges of Mass Sport Events From a Host City Perspective

Play the Game 2013

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AGENDA

I) From elite to mass participation events
II) Meeting an increasing demand
III) Why invest in mass sport events?
IV) Some challenges and barriers
V) The need for professional partners
VI) Questions and debate
FROM ELITE TO MASS PARTICIPATION EVENTS

Focus has been on international elite events.

Single-events focusing on branding, spectator experiences and economic impact.

But not on mass participation events (re-occurring events).

This focus has now changed a bit.

Hosted in Aarhus in recent years:
- Men’s and Women’s European Handball Championships
- European Table Tennis Championship
- World Artistic Gymnastics Champs
- UEFA European Under-21 Champs.
- 49er European Championship
- CEV Men’s European Volleyball Championship
Inspiration from other cities and events

- Vattenfall Cyclassics
- Gothenburg 1/2 marathon
- Vasaloppet
- Great North Sea Run
- IRONMAN Copenhagen
- Inspired by an increasing demand
MEETING AN INCREASING DEMAND

- The Aarhus City Half Maraton
- The KMD IRONMAN 70.3
- The Aarhus-Copenhagen
Aarhus City Half Maraton

- 10,000 runners at start 2012
- Goal of 15,000 in 2017
KMD IRONMAN 70.3

- Expected to be sold out with more than 6000 participants in 2014
PART II: MEETING AN INCREASING

Aarhus - Copenhagen

- A recreational one-day bicycle road race
- Started last year with nearly 7000 participants
EVEN MORE TO COME..
WHY INVEST IN MASS SPORT EVENTS?

MONETARY REASONS:

• Additional economic impacts

• Higher pay off than in elite events

• Extra income for local clubs
WHY INVEST IN MASS SPORT EVENTS?

NON-MONETARY REASONS

• Contributing to health strategies
• Events give specific goals to aim for
• Higher knowledge/know-how capturing through re-occuring events
• Bridging the silos
• Present the city from new angles
• Increased community spirit and pride
• Positive city branding
THE NEED FOR A COMMON VISION

The city and its citizens must share your vision as mass sports events often upset the daily life of the citizens.

THE NEED FOR COOPERATION

The use of public roads and spaces requires more in terms of logistic cooperation than indoor elite events.
SPECIFICALLY, YOU HAVE TO AGREE ON:

- The chosen date

- The route

- Consequences for the traffic

- Dispensations from the city council and its departments

- Other - e.g. unhindered access to shops and restaurants?

- How many restraints will be allowed to impose on the citizens?

- How large grants are needed for attracting and developing the events?
The need for professional partners

• You need professional partners

• Or partners who are ready to professionalise their organisation

• Long-term investments of time and money

• Knowing that the pay off is not secured from day one
THE NEED FOR PROFESSIONAL PARTNERS

- Possible partners: private companies or event companies from clubs
- A very different approach to event-making (decision-making, hiring etc.)
- A controversial point of view
- But we will not stop...
WE SHOULD ASK OURSELVES:

• Will the demand keep growing?

• Which kind of events will prevail?

• Which new events will we see?

• Will private companies at some point completely take over?
Thank you for your attention!

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