

MAJOR SPORTS EVENTS GUIDE | 2011

The essential guide for any organisation involved in the delivery of major sports events.

The Major Sports Events Guide 2011

Published February 2011 by Sportcal Global Communications Ltd

ISBN: 978-0-9556479-8-7

Publisher	Mike Laflin
Editors	Daphne Chan, Gordon Berry, James Marsh, Sarah Smith
Research Team	Ezechiel Abatan, Caroline Duxfield, Daphne Chan, Henri de la Grandville, James Marsh, Joe McTague, Stephanie Owens
Contributors	James Marsh
Advertising	Edward Read, Gill Sage
Design/Production	Naomi Dawson, Martin Illing, Rob Binfield
Pictures	Getty Images
Print	Optichrome

Allington House
25 High Street
Wimbledon Village
London SW19 5DX
United Kingdom

T +44 (0)20 8944 8786

F +44 (0)20 8944 8740

E sales@sportcal.com

W www.sportcal.com

No part of this publication may be reproduced, distributed or transmitted in any form or by any means, or stored in any retrieval system of any nature, without prior written permission, except for permitted fair dealing under the Copyright Designs and Patent Act 1988. Application for permission for use of copyright material including permission to reproduce extracts in other published works shall be made to Sportcal Global Communications Ltd. Full acknowledgement of Sportcal Global Communications Ltd must be given.

Data is published in good faith and is the best information possessed by Sportcal Global Communications Ltd at the stated date of publication.

The published data does not constitute advice and should not be relied upon by any person in making (or refraining from making) any decision.

Copyright and Database Right

2011 Sportcal Global Communications Ltd.

All rights reserved.

1. Foreword	6
<hr/>	
2. Sponsors	7-8
<hr/>	
3. Calendar of Events 2011 - 2017	9
<ul style="list-style-type: none"> • Preview of the key events of 2011 • Listing of all major events taking place from 2011 - 2017 	
<hr/>	
4. Major Sports Events Guide 2011	37
<ul style="list-style-type: none"> • Covers more than 60 sports • Key contacts • Major future events • Over 140 analysed events with data on: <ul style="list-style-type: none"> - Attendance figures - Venue capacities - Number of participants - Financial data - TV coverage with viewing figures - Digital media analysis - Sponsors - Service providers 	
<ul style="list-style-type: none"> • Sports federations listing <ul style="list-style-type: none"> - Listing of major international sports federations and associations - Listing of key organising committees and event organiser 	303
<hr/>	
5. Event Bidding 2011 - 2020	311
<ul style="list-style-type: none"> • Listing of all events with bidding opportunities for 2011 through to 2020 	
<hr/>	
6. Service Providers Directory	323
<ul style="list-style-type: none"> • Listing of all the major service providers to the events industry 	
<hr/>	

Foreword

2011 promises to be another great year of sport, and the latest edition of Sportcal's Major Sports Events Guide provides the most comprehensive guide to all that is happening in sport in 2011 and beyond. Sportcal has worked closely with sport's key stakeholders, from international, regional and national federations to rights holders and event organizers to ensure that the Guide contains the most accurate and up-to-date event information.

Calendar of Events

The Calendar section provides a concise, month-by-month guide to all the major sport events and sports-related conferences in 2011, through to 2017, covering over 750 events from over 100 sports.

The 2011 section is presented in a diary-style format, showing the start and finish of each event, while 2012 and beyond is presented in list format.

Major Sports Events Guide

The Major Sports Events Guide section provides a detailed sport-by-sport guide to over 60 major sports, including a newly-expanded directory for each sport, which includes information on its world governing body, regional bodies and related organisations.

The section provides a guide to the major events taking place within each sport in the coming years, plus information on events yet to be awarded and available for bidding.

Each sport includes in-depth analysis of key events which have recently taken place, including data on participants, finances (where available), media coverage, sponsors and service providers.

The Guide also includes an additional directory, covering the international federations and professional bodies of over 100 sports.

Service Providers Directory

This year's Service Providers Directory provides an in-depth guide to some of the leading organisations involved in delivering major sporting events from a wide range of sectors.

The section provides contact information for over 200 organisations ranging from architects, facility service providers and lawyers to insurance companies, and television producers and distributors.

Online Major Events Service

To support the Major Sports Events Guide 2011, Sportcal's online Events service provides a complementary guide to all the latest developments in the global sports events industry.

The Event Bidding section provides constantly updated information on which events are available for cities and nations to bid for, the timelines of those bidding processes, who the confirmed candidates are, and which city or nation has been successful in its bid.

The section provides information on various bids in progress, with in-depth guides to the individual bidding groups, the latest news and announcements related to each bid.

Online Global Sports Calendar

Sportcal produces an online Global Sports Calendar that is constantly updated, and provides the most comprehensive guide to over 30,000 events taking place each year, across over 100 sports.

The calendar is fully searchable and can be studied by sport, date, nation, or by grade of event, with information on events as far ahead as 2022.

Contributors

Sportcal thanks all the international federations, continental federations, professional associations and event organizers that have supported and assisted Sportcal in the production of the Major Sports Events Guide 2011. Their support and encouragement is greatly appreciated.

Sponsors

Sportcal thanks all the sponsors of the guide for their valuable support which allows us to provide the guide free of charge to all premium subscribers to Sportcal.

In particular we would like to thank our Platinum sponsors, Aggreko, AISTS, innovision and Munich 2018.

We hope you find the Major Sports Events Guide 2011 an invaluable reference guide to all that is happening in sport in 2011 and beyond.

Mike Laffin
Publisher and CEO
Sportcal

Sponsored by

aggreko

aists
MASTERING SPORT



innovision®



PLATINUM SPONSORS



The International Academy of Sports Science and Technology (AISTS) is a renowned centre of education and applied research in sport, located in the Olympic Capital, Lausanne, Switzerland.

By integrating sports science, business and technology, AISTS offers a multidisciplinary approach to postgraduate education, continuing professional education, and applied research in the sports industry. The MSA – Master of Advanced Studies in Sport Administration and Technology is offered through AISTS and is an internationally recognised postgraduate programme, aimed at sports enthusiasts with a university degree who would like to start a professional career in sports management.

Newly introduced, the Executive MBA in Sports Administration and Technology is offered to current sports management professionals wishing to advance their knowledge and skills to grow their existing career.

Founded in 2000 by the International Olympic Committee (IOC), the University of Geneva, the University of Lausanne, the Ecole Polytechnique Fédérale de Lausanne (EPFL), the Swiss Graduate School of Public Administration (IDHEAP), IMD Business School, the City of Lausanne, and the Canton of Vaud, AISTS forms a unique network of multi-field expertise. With the IOC as one of the founding members of AISTS, the academy is strongly linked to the Olympic Movement and its core values.



Aggreko is the global leader in the rental of power and temperature control services providing 24/7 service support with more than 4,000 employees operating from over 144 locations.

Our custom-built generators and temperature control units, low on both noise and emissions, have been specifically designed to meet the demands of the event industry. From powering the Beijing and Vancouver Olympics to Football, Cricket and Rugby World Cups our track record of powering and cooling world class events is second to none.

To showcase the advantages that a rental power and temperature control specialist can bring to your event, Aggreko has provided a complimentary copy of Energising Events, our customer magazine for the event industry. We welcome your thoughts and feedback on the issue and hope you enjoy the read!

PLATINUM SPONSORS



Our highly acclaimed work in the global sports sector spans governments, bidding cities, organising committees, brands, sponsors and rights holders

Our strategic live communication brand is called event architecture. Event architecture incorporates strategic event planning, feasibility studies, financial modelling, major event legacy planning, quality and sustainability tracking, face to face communications, content and presentation development, stage management, filming and editing, protocol, logistical planning and design.

From an event delivery perspective, we specialise in experiential marketing, brand activation, environmental design and live events.

Our world-class event architecture and event delivery includes the Grand Depart of the Tour de France, Grand Finale in London of the Beijing Olympic Torch Relay, The Africa Cup of Nations, The Ashes and ICC World Twenty20 Cricket World Cup.

Brand activation includes Philips for FIFA World Cup, Red Bull Air Race, Red Bull X-Fighters and BBC Sports Personality of the Year.



Munich's bid to host the 2018 Olympic and Paralympic Winter Games is founded on our vision of welcoming the world to a global Festival of Friendship. Munich 2018 will be a vibrant celebration of sport and Olympism: the buzzing atmosphere of stadia filled with ardent, knowledgeable fans will spill out onto the streets of Munich, Garmisch-Partenkirchen and Lake Königssee and sweep the country. Munich 2018 will reignite an entire generation's passion for winter sports.

Bavaria has a proud heritage of hosting world-class winter sports events in a safe, secure and welcoming environment. We're just as proud of that renowned warmth and hospitality that makes the region an irresistible draw for tourists year-round. In 2018, these two remarkable assets will create the optimal conditions for elite athletic performance and an unforgettable spectacle for fans the world over.

Munich 2018 will be the first time in Olympic history that the living legacy of Olympic Summer Games venues will be transformed into Winter Games arenas. Munich's iconic Olympic Stadium has served the city, Germany and the international sporting community for 40 years. Should Munich be awarded Germany's first Winter Games for 80 years, it could well serve the Olympic Movement for 40 more.

GOLD SPONSORS

