



FÉDÉRATION INTERNATIONALE DE GYMNASTIQUE
2011 – 2016 Partnership Opportunities

E V E N T • B R O A D C A S T • S P O N S O R S H I P





About FIG

Founded in 1881 as the first International Sports federation, the FIG is recognized by the International Olympic Committee (IOC) as the sole worldwide governing body for the sport of gymnastics.

The FIG oversees the conduct of international gymnastic activities, including organization and award of the World Championships for its six disciplines, education for judges and coaches, and development of competition rules.

This event, television and sponsor guide introduces the many different partnership opportunities available with the FIG.





FIG Fast Facts

- 127 National Member Federations
- 50 million participants world wide
- More than 1 billion TV Viewership
- 10,000 hours of television broadcast
- More than 500,000 Spectators





FIG Activities



OLYMPIC DISCIPLINES – 54 MEDALS

- Women's Artistic Gymnastics
- Men's Artistic Gymnastics
- Rhythmic Gymnastics
- Trampoline Gymnastics

NON-OLYMPIC DISCIPLINES

- Aerobics Gymnastics
- Acrobatic Gymnastics
- Gymnastics For All

EDUCATIONAL

- FIG Academies
- Judges and Coaches Certification

A large, faint watermark of the FIG logo is visible in the bottom right corner of the page, overlaid on a white wireframe globe graphic.

FIG



FIG Events



Men's and Women's Artistic World Championships
Rhythmic World Championships
Trampoline World Championships

Aerobic World Championships
Acrobatic World Championships

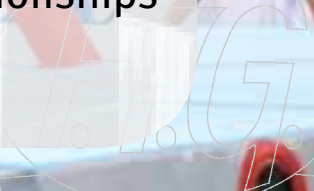




FIG Event Schedule

EVENTS	2009	2010	2011	2012	2013	2014	2015	2016
ARTISTIC WORLD CHAMPIONSHIPS	42st London/GBR Oct. 13 - 18	42nd Rotterdam/NED Oct. 17 - 24	43rd Tokyo/JPN Oct. 8 - 16	 LONDON	44th Antwerpen/BEL	45th/Nanning/CHN October	46th/Glasgow/GBR	 RIO DE JANEIRO
RHYTHMIC WORLD CHAMPIONSHIPS	29th Mie/JPN Sep. 22 - 27	30th Moscow/RUS Sep. 19 - 26	31st Lille/FRA Sep. 13 - 26	 LONDON	32nd Kiev/UKR September	33rd/Izmir/TUR September	34th/Stuttgart/GER	 RIO DE JANEIRO
TRAMPOLINE WORLD CHAMPIONSHIPS	26th St. Petersburg/RUS Nov. 7 - 22	27th Metz/FRA Nov. 8 - 20	28th Birmingham/GBR Nov. 8 - 20	 LONDON	29th Varna/BUL November	NOVEMBER	31st/Odense/DEN	 RIO DE JANEIRO
AEROBIC WORLD CHAMPIONSHIPS		11th Rodez/FRA June 18 - 20		JUNE 12th Sofia/BUL		JUNE		JUNE
ACROBATIC WORLD CHAMPIONSHIPS		22nd Wroklaw/POL July 13 - 19		APRIL 23rd Orlando/USA		APRIL 24th Publiez/FRA		APRIL
WORLD GYMNASTRADA			14th Lausanne/SUI July 10 - 16				15th Helsinki/FIN	
WORLD GYM FOR LIFE CHALLENGE	1st Challenge Dornbirn/AUT July 15 - 19				2nd Challenge Cape Town/RSA July 7 - 14			3rd Challenge
CONGRESS		78th Congress Vysoke Tatry/SVK		79th Congress Cancun/MEX October 25 - 27		80th Congress OCTOBER		81st Congress OCTOBER
COUNCIL	9th Council Lillestrom/UEG May 19 - 24	10th Council Chiba JPN/AGU May 12 - 13	11th Council San Jose/PAGU May 17 - 23	12th Council St. Petersburg/RUS May 18 - 19	MAY EUROPE	MAY ASIA	MAY AMERICAS	MAY AFRICA

AVAILABLE

AWARDED

Television



TRUE WORLDWIDE COVERAGE

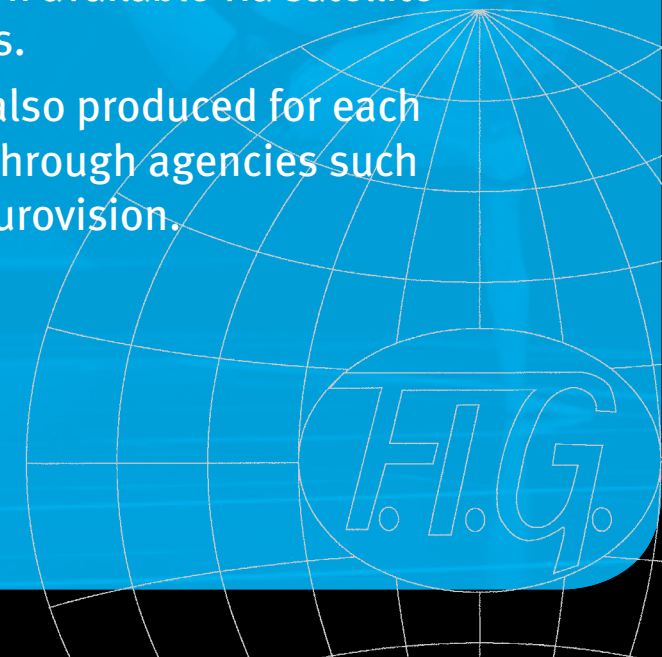
The FIG has one of the most robust broadcasting packages of any International Federation. Annually producing 25 + hours of competition, reaching in excess of 100 countries on 5 continents, distributing more than 10,000 hours per Olympic cycle.

FIG Events are professionally produced in collaboration with local host broadcasters and long term broadcast partners. All Events have Live transmission available via satellite with English graphics.

Daily news feed are also produced for each event and available through agencies such as Reuters and the Eurovision.

TELEVISION RIGHTS PACKAGE 2013-2016

EVENT	LIVE FEED MINUTES	LIVE FEED HOURS	HIGHLIGHT PACKAGE HOURS
Artistic Gymnastics	2480	41	11
Rhythmic Gymnastics	2400	39	12
Trampoline	1140	19	7
Aerobic Gymnastics	480	8	2
Acrobatic Gymnastics	480	8	2
TOTAL	6,980	115	34





Media Exposure Case Study – London 2009

The World Artistic Gymnastics Championships in London drew tremendous interest from the media.

TV COVERAGE *

Total coverage in monitored countries: 117 hours
Total cumulated audience in monitored countries: 643,32 million.

MEASURED MEDIA EXPOSURE, PRINT/INTERNET**

The total number of impressions measured was 4,553,701,964.

80% of the impressions were generated via the internet.

There is a great opportunity for the FIG to grow its brand and increase the popularity and notoriety of gymnastics by increasing the investment in new web technologies including social media and other new platforms.

* Based on IFM study 2009

** Based on Burrelles Luce study 2009





Sponsorship



- Category Exclusivity
 - *In-category by event broadcast*
 - *Interchange of brands is allowed*
- Product Sampling as agreed by venue
- VIP Tickets to each session
- Hospitality
- Website Integration and Activation
- Use of Marks as agreed per contract
- In-camera on floor advertising boards



World Championship Bid Information

Artistic Gymnastics

Men's and Women's Artistic Gymnastics is an Olympic discipline that features some of the most memorable moments in Olympic sport. The first Artistic World Championships was conducted in 1903, it involves more than 75 nations from all five continents and average between **7 – 17 days** in length (8-10 competition days) in October, with approximately **18 hours of "LIVE" television broadcast and 4 hours of highlight shows** distributed to more than 100 countries.



Period

Suggested period is October

Host city and venue requirements

Venue

- Minimum 6,000 seat capacity and 2400 sq m
- Minimum 12 rooms in Arena of various size for event management
- Warm-up Hall (2,000 sq m) adjacent to main Arena
- 6 complete training halls (2 WAG and 2 MAG) approximately 4,600 sq m

Accommodation

- At least 850 rooms of 3-star or better quality (peak nights) for a total of 8,000 total room nights
- Charge not more than CHF 150 for full-board accommodation in twin
- Hotels should be within 30 minutes to training and Competition venues
- International airport within city limits
- A budget of approximately CHF 4-6 M

Finance

The Local Organising Committee (LOC) is responsible for the financial and organizational requirements of staging the Event as outlined in the FIG Event Contract and Handbook including accommodation, transportation (local and some international), accreditation, security, event promotion, facilities, competition, hospitality, workforce, prize money, doping control.

The Organizing Committee has the rights to:

Ticket Revenue

Marketing Rights (less FIG long-term partners)

Year in October	Duration	Rights Fee	Number of Participants	Competition Format	Bid City Candidate Timeline		
					Open	Due	Decision
Year Following the Olympic Games	15 days 8 competition days	\$600,000	1,200	Individual			
Non Olympic even year	15 days 10 competition days	\$625,000	1,500	Individual and teams	6 years prior	December 15 5 years prior	May 4 1/2 years prior
Year preceding next Olympic Games	15 days 10 competition days	\$650,000	1,400	Individual and team restricted			

For more questions and information, please contact:
info@fig-gymnastics.org

Deposit required with Application: CHF 50'000
Minimum Prize Money: CHF 98'000

World Championship Bid Information

Rhythmic Gymnastics

Rhythmic Gymnastics is the only Olympic discipline that is exclusively for women. The Rhythmic World Championships involves more than 50 nations from all five continents and average **12 days** in length (8 competition days) in September, with approximately **14 hours of “LIVE”** television broadcast and **3 hours of highlight shows** distributed to more than **100** countries.



Period

Suggested period is October

Host city and venue requirements

Venue

- Minimum 4,000 seat capacity and 1,200 sq m
- Minimum Ceiling Height 8 meters, (10 – 12 meters recommended)
- Minimum 7 rooms In Arena of various size for event management
- Warm-up Hall (1,800 sq m) adjacent to the field of play
- 4 complete training halls (approximately (4,600 sq m) - 12 Rhythmic Gymnastics carpets

Accommodation

- At least 850 rooms of 3-star or better quality (peak nights) for a total of 8000 total room nights
- Hotels should be within 30 minutes to training and Competition venues
- International airport within city limits
- A budget of approximately CHF 2-3 M

Finance

The Local Organising Committee (LOC) is responsible for the financial and organizational requirements of staging the Event as outlined in the FIG Event Contract and Handbook including accommodation, transportation (local and some international), accreditation, security, event promotion, facilities, competition, hospitality, workforce, prize money, doping control.

The Organizing Committee has the rights to:

- Ticket Revenue
- Marketing Rights (less FIG long-term partners)
- Merchandising

Year in September	Duration	Rights Fee	Number of Participants	Competition Format	Bid City Candidate Timeline		
					Open	Due	Decision
Year Following the Olympic Games	9 days 4 competition days	\$370,000	680	Individual restricted and groups			
Non Olympic even year	12 days 7-8 competition days	\$385,000	750	Individual teams and groups	6 years prior	December 15 5 years prior	May 6 years prior
Year preceding next Olympic Games		\$400,000	720	Individual and team restricted			

For more questions and information, please contact:
info@fig-gymnastics.org

Deposit required with Application: CHF 50'000
Minimum Prize Money: CHF 63'000

World Championship Bid Information

Trampoline Gymnastics

Trampoline Gymnastics is the latest Olympic Discipline (added in 2000). The Trampoline World Championships and World Age Group Competitions average **14 days** in length, (7-8 competition days), with more than **1900 participants** (athletes, coaches and media), more than **11,500 total hotel room nights** and approximately **8 hours of “LIVE” television broadcast** and 2 hours of highlight shows distributed to more than **100 countries**.



Period

Suggested period is November, 1st week being the world championships and 2nd week being the Age Group Competition (14 days in total).

Host city and venue requirements

Venue

- Minimum 3,000 seats - 1,600 sq m and 10m-12m high
- Rooms in Arena: about 10 rooms required, various size for event management

Accommodation

- 4 or 5 hotels, one being a low cost

Entry Fees

- WCH → 100% to FIG
- WAGC → 50% to FIG and 50% to LOC

International rights for the WAGC belong to National Federation.

Finance

The Local Organising Committee (LOC) is responsible for the financial and organizational requirements of staging the Event as outlined in the FIG Event Contract and Handbook including accommodation, transportation (local and some international), accreditation, security, event promotion, facilities, competition, hospitality, workforce, prize money, doping control.

The Organizing Committee has the rights to:

- Ticket Revenue
- Marketing Rights (less FIG long-term partners)
- Merchandising

Year in November	Duration	Rights Fee	Number of Participants	Competition Format	Bid City Candidate Timeline		
					Open	Due	Decision
Year following the Olympic Games		\$220,000		Individual and teams			
Second year of the Olympic cycle	14 days 8 competition days	\$230,000	1,700		6 years prior	December 15 5 years prior	May 6 years prior
Year preceding the Olympic Games		\$250,000		Individual			

For more questions and information, please contact:
info@fig-gymnastics.org

Deposit required with Application: CHF 20'000
Minimum Prize Money: CHF 48'000

World Championship Bid Information

Acrobatic Gymnastics

The **Acrobatic Gymnastics** World Championships and World Age Group Competitions average **15 days** in length (6 competition days), with more than **250 participants** in the Senior competition and 550 in the Age Group Competition (athletes, coaches and media), more than **5,000 total hotel room nights** and approximately **3 hours of “LIVE” television broadcast** and **2 x 55’ televised highlight shows** distributed to **100 countries**.



Period

Suggested period is April, 1st week being for the Age Group and 2nd week being for the world championships (14 days in total)

Venue

- Minimum 3,000 seats and 8m high (10m-12m as recommendation).
- Minimum length 45 meters, by 30 meters wide
- Rooms in Arena: about 10 rooms required, various sizes for event management

Accommodation

- 4 or 5 hotels, one being a low cost
- A budget of approximately CHF 1-2 M CHF

Entry Fees

- WCH → 100% to FIG
- WAGC → 50% to FIG and 50% to LOC

TV rights: national right to National Federation, international rights to FIG

Finance

The Local Organising Committee (LOC) is responsible for the financial and organizational requirements of staging the Event as outlined in the FIG Event Contract and Handbook including Accommodation, transportation (local and some international), accreditation, security, event promotion, facilities, competition, hospitality, workforce, prize money, doping control.

The Organizing Committee has the rights to:

- Ticket Revenue
- Marketing Rights (less FIG long-term partners)
- Merchandising

The opening paragraph refers to World Age Group and WCH, but the information below appears to be just WCH. For example, the duration for both events would be 15 - 17 days.

Year in April	Duration	Rights Fee	Number of Participants	Competition Format	Bid City Candidate Timeline		
					Open	Due	Decision
Every even year	7-8 days 4 competition days	\$100,000	1,000	Individual and teams	6 years prior	December 15 5 years prior	May 6 years prior

For more questions and information, please contact:
info@fig-gymnastics.org

Deposit required with Application: CHF 20'000
Maximum Prize Money: CHF 44'000

World Championship Bid Information

Aerobic Gymnastics

The **Aerobic Gymnastics** World Championships and World Age Group Competitions average **14 days** in length, with more than **1000 participants** (athletes, coaches and media), more than 5,000 total hotel room nights and approximately **4 hours of “LIVE” television broadcast** and **2 hours of televised highlight shows** distributed to more than **100 countries**.



Period

Suggested period is June, 1st week being for the Age Group and 2nd week being for the world championships (14 days in total)

Venue

- Minimum 3,000 seats
- Rooms in Arena: 9 rooms, various sizes for event management

Accommodation

- 4 or 5 hotels, one being a low cost

Entry Fees

- WCH → 100% to FIG
- WAGC → 50% to FIG and 50% to LOC

TV rights: national right to National Federation, international rights to FIG

Finance

The Local Organising Committee (LOC) is responsible for the financial and organizational requirements of staging the Event as outlined in the FIG Event Contract and Handbook including Accommodation, transportation (local and some international), accreditation, security, event promotion, facilities, competition, hospitality, workforce, prize money, doping control.

The Organizing Committee has the rights to:

- Ticket Revenue
- Marketing Rights (less FIG long-term partners)
- Merchandising

Year in June	Duration	Rights Fee	Number of Participants	Competition Format	Bid City Candidate Timeline		
					Open	Due	Decision
Every even year	7-8 days 4 competition days	\$110,000	550	Individual and teams	6 years prior	December 15 5 years prior	May 6 years prior

For more questions and information, please contact:
info@fig-gymnastics.org

Deposit required with Application: CHF 20'000
Minimum Prize Money: CHF 44'000

World Gymnaestrada Bid Information

Gymnastics For All

The World Gymnaestrada is the largest participation event organised by the FIG. During one week, there are many different gymnastics performances staged with small or large groups (10-1,500 gymnasts), both indoors and outdoors. The World Gymnaestrada is **7 days** in length, with more than **20,000 participants**, more than **30,000 total hotel bed nights** and approximately **4 hours of “LIVE” television broadcast** and **2 x 55’ televised highlight shows** distributed to **100 countries**.

The World Gymnaestrada is a world-wide, non-competitive FIG Gymnastics for All event held every 4 years and attracting the largest number of active participants of any FIG event. Participation is for everybody, regardless of gender, age, race, religion, culture, ability or social standing.



For more questions and information, please contact:
info@fig-gymnastics.org

Period

Proposed period is July, over 7 days

Event Specifications

Opening Ceremony, Group Performances, Large Group performances, National Evenings, FIG Gala, Educational Forum and Closing Ceremony.

Venues:

- Opening Ceremony : open air arena of approx 25,000 seats and 7,000 m2 (max 2 hours)
- Group Performances: A minimum of eight indoor arenas of approx 400m2. 1,000 seats per arena required
- National Evening: 2 indoor arena of approx. 800 m2. 1.5h event used by our National Federation to present the best of their gymnastics
- Minimum 4,000 spectators for one of the arena and minimum 2,000 for the other one
- FIG Gala: indoor arena of approx. 800 m2. 1.5 h in which FIG present the best of Gymnastics for All and its interpretation by the FIG. Minimum 4,000 seats required
- Educational Forum: A venue for both practical and theoretical presentations
- Closing Ceremony: open air arena of approx 25,000 seats and 7,000 m2 (max 1.5 hours)

Accommodation

Group accommodation shall mainly be in schools, or similar, equipped with appropriate sanitary facilities. Other accommodation possibilities can be offered.

Entry Fees

- 12% of the total amount of the entry fees will go to the FIG
- According to the agreement a percentage of the Ticket sale is to be paid to the FIG.

TV rights: national right to National Federation, international rights to FIG

Marketing rights: All marketing, sponsoring and publicity rights belong to the National Federation

Catering: The meal hall shall be an indoor facility, which has the capacity to cater for a large volume of participants at any one time. Consideration needs to be given to efficient serving and flow of participants entering & exiting the meal hall while also maintaining a relaxed and friendly atmosphere where participants can enjoy their meal.

Year in July	Duration	Rights Fee	Number of Participants	Bid City Candidate Timeline		
				Open	Due	Decision
Year preceding next Olympic Games	7 days		20,000	6 years prior	December 15 5 years prior	May 6 years prior

Deposit required with Application: CHF 50'000



FIG Contact Information

For more information on the
Fédération Internationale de Gymnastique

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www.youtube.com/figchannel
www.facebook.com/fig.gym
twitter.com/#!/officialfig





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