



UNITED WORLD  
**WRESTLING**

**“IF and Host City Partnerships”**

**World Wrestling Championships 2021**

**UWW & Oslo**



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**WRESTLING**

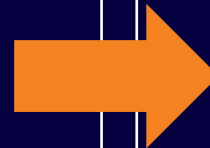
Gordon Templeman  
Commercial Operations & Communications  
Director



## Updating the Host City Process

### Challenges

- Not a clear Bid Process
- Limited Dialogue (UWW & NF)
- Timelines restrictive



### Update

- Clear & communicated Bid Process
- Dynamic Exchange (multiple parties)
- Minimum 3 years in advance

**Unconventional Wrestling Market**

Grow the sport of Wrestling in Norway and in Scandinavia

**City interested in hosting more events**

# WHY OSLO?

Developed infrastructure and prior knowledge to hosting major sporting events

**City interested in financially feasible events**

Wrestling Norway is on the rise with Olympic, World & European Medallist

# Bid Process Timeline

Bid process is a collaboration



## PHASE 2:

Bid reviewal and technical visits lead by United World Wrestling. Additional documents can be submitted within three weeks after the first visit.

## PHASE 4:

United World Wrestling and the newly appointed host city will work in close collaboration to ensure the successful delivery of the event.



## PHASE 1:

Your bid should be submitted 4 years prior to the event.

## PHASE 3:

The event will be awarded 3 years prior the event, at the Senior World Championships.



# Process



- Streamlined process
- City/State involved early
- No surprises

## Partnership with the city of Oslo

What issues can organizing the WWC in 2021 help Oslo with?

### Children / Youths

- Grow wrestling in Oslo = increase the sports on offer

### Integration

- Children from immigrant backgrounds with a strong connection to wrestling.

### Infrastructure

- Construction and refurbishment of sport halls





# Partnership with the Norwegian Wrestling Federation

What issues can organizing the WWC in 2021 help the NWF with?

## Visibility

- International visibility otherwise not achieved

## Recruitment

- Hoping for an increase in participation in Oslo and Norway, in the build up to, and after the WWC.

## Education

- Train staff, volunteers and develop future leaders





## Advantages of collaborative process

### City

- ROI
- Negotiating power
- Secure political and stakeholders commitment

### Convention Bureau

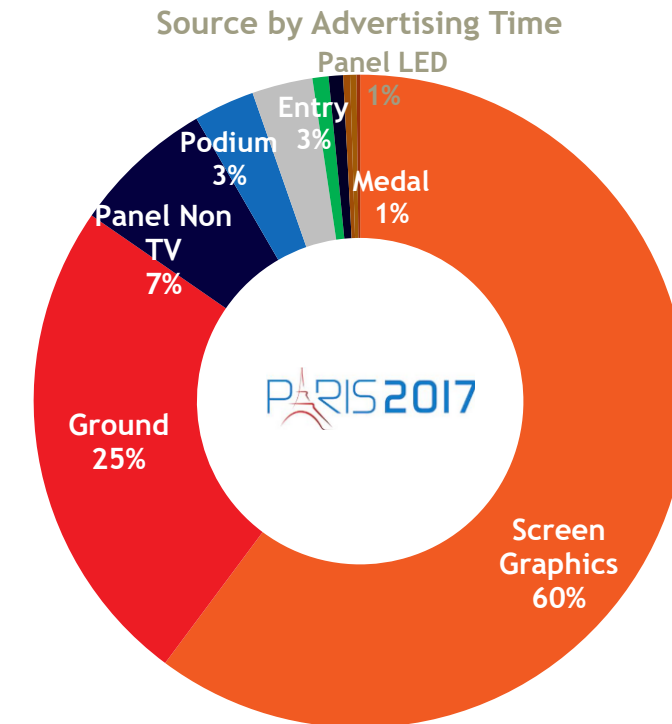
- Increased hit rate = happy partners.
- More resources assigned to bid procedures.
- Transparent process



## SPONSORSHIP EVALUATION TV

### BY SOURCE - Host City

Source	Advertising Time (h:mm:ss)	Sequences (number)	Sponsoring Value (Euro)
Badge	0:18:08	478	36.861
Big Screen	0:15:33	306	30.997
Walk-in-Arch	5:49:23	4.292	716.698
Flag	0:02:34	102	5.310
Grandstand	0:39:30	852	85.416
Mats	47:24:23	30.125	5.902.609
Jury Table	0:10:37	260	22.111
Medal	1:22:40	954	167.495
Panel LED	1:32:38	1.713	190.747
A-Frames	13:35:45	16.746	1.691.023
Upper LED Ribbon	0:36:53	953	99.537
Award Podium	5:50:46	2.720	714.736
Press Backdrop	0:20:44	215	41.157
Screen Graphics	116:43:31	12.118	14.747.894
<b>TOTAL</b>	<b>194:43:05</b>	<b>71.834</b>	<b>24.452.591</b>





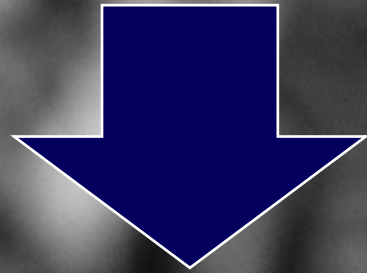
## Rights

Tickets Sales

Marketing Rights

Media Value

Accommodation Fees



Rights & Obligations of the organizer



## Obligations

Financial Obligations

Organisational Obligations

Public Sector Guarantees





UNITED WORLD  
WRESTLING



“Today the City of Paris feels privileged to have organized the Wrestling World Championships. We take great pride to host for the very first time in our country, a competition so emblematic of the Olympic Games. Wrestling fans, Parisians and visitors will be able to discover one of the oldest forms of combat that enhances both personal qualities and team spirit.”

*- Anne Hidalgo, Mayor of Paris*

**Create a strong sporting legacy & lasting economic impact!**



“The Wrestling World Championships were a great event for the city of Las Vegas. Spectators visited from all over the country to see this great sport competition and at the same time enjoy everything else our city has to offer”

*- Pat Christenson, President Las Vegas Events*

**Thank you for your passion in Wrestling**

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