



Hosting the 2022 Senior Wrestling World Championships Information for potential hosts

This document outlines information for potential hosts of the Senior Wrestling World Championships.

As one of the oldest Olympic sports dating back no less than 500 years, wrestling is also one of the most globalised. The flagship event of United World Wrestling brings together athletes from all around the world showcasing three wrestling disciplines: Freestyle Wrestling, Women’s Wrestling and Greco-Roman Wrestling.

Wrestling events are easy to organise and bring about benefits for its organisers in three main areas:

- Finance: Wrestling events form an attractive investment
- Brand: Wrestling events provide a unique platform for international exposure
- Activation: Wrestling events are a catalyst for domestic activation

Finance: An attractive investment

The financial model of United World Wrestling events provides the host with various revenue generating streams, making for an attractive investment compared to many other international events.

The Senior Wrestling World Championships attracts thousands of spectators, athletes, media, sponsors and delivery partners. A large percentage of these are visitors to the host city who stay for the duration of the event. The average number of room nights for an international wrestling event is 8’000 for delegations and an approximate similar number for media, fans and families over a two week period.

For an estimation of the budget for the Senior World Championships, please see below:

Key revenue streams	EUR x ‘000	Key cost items	EUR X ‘000
Ticket sales	1’500	Competition operations and protocol (excl. venue rental)	1’700
Local sponsors	400	Communication and marketing	400
Accommodation fees (200 EUR per delegate per night)	1’500	Rights fee and UWW services	2’500
Merchandising & Hospitality	600	LOC expenses (staff, volunteers, insurance)	400
Host city subsidy	1’500	Contingency	500
Total	5’500	Total	5’500



United World Wrestling requires a fee to be paid by the host. For this fee, the host of the event receives marketing rights as well as a vast amount of services provided by United World Wrestling to assist with the organisation of the event. The income from the marketing rights fee is dedicated to develop the sport of wrestling worldwide.

Marketing rights

The host of the event receives 50% of all marketing rights. This includes a large amount of advertising rights with local visibility that can be sold to local sponsors, such as:

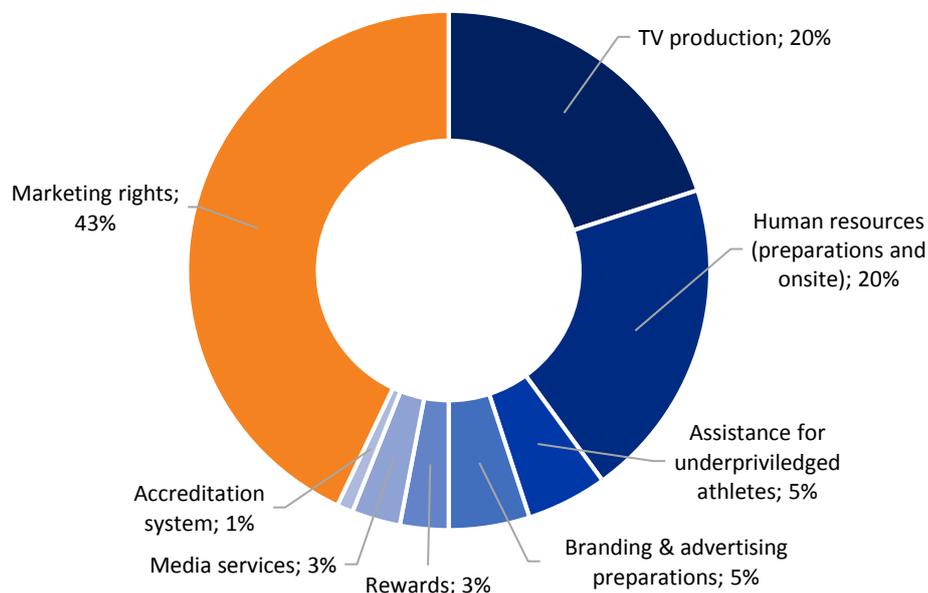
- Non TV relevant branding in the arena, including exhibition booths
- Ads on the in-arena entertainment system
- Ads in official programme
- Any city-marketing activities (like flags, city-lights, posters etc.)
- VIP hospitality
- Promotion space in and around the arena
- Rights to present targeted marketing activities in the arena (e.g. sweepstakes, sampling etc.)
- Branding on volunteer staff uniforms
- Promotion material for welcome bags of athletes, media etc.
- Local media cooperations (e.g. radio, print)

Further included is one Global Partner Package with international visibility to be used by the host city/region.

United World Wrestling services

In order to guarantee the world-class organisation of the event, United World Wrestling heavily invests in the event by providing the host with a number of services, including: Branding; Registration, competition and accreditation systems; media services; TV production and the allocation of specialised staff. United World Wrestling's vast experience in delivering these services ultimately reduces the overall costs for the local organiser. A detailed allocation of the total fee is shown below.

Allocation of total fee





Brand: A unique platform for international exposure

Hosting a wrestling event provides a great opportunity to showcase the city on a worldwide platform and connect with specific target markets.

Did you know that:

- Wrestling is a global sport and receives huge popularity in countries such as the United States, Russia, Japan, Iran, China and Turkey.
- In 2015, the Senior World Championships was broadcasted in 140 countries, and this number keeps growing.
- No less than 166 million TV viewers watched 225 hours of broadcasting, with an additional 4.5 million viewers on the dedicated livestream.

As an Olympic sport Wrestling takes up an important place in the Olympic Movement, providing its host with strong visibility - not only in countries where wrestling is popular but also among the international sports world.

Activation: A catalyst for domestic activation

Hosting a wrestling event also offers a strong catalyst for domestic activation. It provides opportunities for sport and social programmes and can create a strong sporting legacy

Opportunities for sport and social programmes

Hosting Wrestling offers the opportunity to reach out to specific groups in society and get them involved in sport and other social activities, such as volunteering. As an easy access sport that requires little equipment and features strong values of Unity, Passion and Sportsmanship, Wrestling is a great activity to include in existing programmes.

Create a strong sporting legacy

Hosting an international Wrestling event constitutes a unique opportunity to develop the sport in the host city and country. Not only does it allow to leverage existing or new sporting infrastructure, it also inspires next generations of athletes and coaches to get involved in wrestling, ensuring the long term development of the sport in the host country.

Bidding process

Towards a more collaborative approach

United World Wrestling has recently made a full review of its bidding process and has moved towards a more collaborative approach with the host city. This allows to create mutual benefits, creates lasting partnerships between both parties and ensures the event is successful. Major changes included:

- **Targeted approach:** Pre-selection of host cities that best fit. This ensures that there is mutual interest and increases the chance of a successful collaboration.
- **Increased interaction between United World Wrestling, National Federations and potential Host City:** clearly communicate about the bid process so that potential host cities



know how to bid, what they are bidding for and when they should bid. This leads to a more dynamic exchange between parties.

- **Involvement of all stakeholders at the very beginning of the process:** The exchange involves as many stakeholders as possible, including the host city, tourism board and the National Olympic Committee. This allows to engage much more with all parties and ensures their commitment.
- **Extended timeline (3 years):** This gives enough time to secure political support and stakeholders commitment.

Timeline & key milestones:

- Bid submission: May 2019
- Inspection visits: May 2019 - July 2019
- Award of the event during the 2019 Senior World Championships in Astana, Kazakhstan.

All bidding documents are available [here](#).

For more information, please visit our [website](#).

They have trusted us: meet the previous and future hosts of the Senior World Championships!



2017 Paris, France



2018 Budapest, Hungary



2019 Astana, Kazakhstan



2021 Oslo, Norway

Will you be next ?

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