



GSI Event Study

Olympic Festivals 2018

Brno and Ostrava, Czech Republic

7 February – 25 February 2018

ALPINE PRO

GSI Event Study

Olympic Festivals 2018

Brno and Ostrava, Czech Republic

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Olympijský festival
PyeongChang 2018



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GSI Event Study / Olympic Festivals 2018

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Overview

Overview

Olympic Festivals 2018

Date	City, Nation
7-25 February 2018	Brno and Ostrava, Czech Republic
Venues	Organiser
Brno Exhibition Centre Ostravar Arena	Czech Olympic Committee
Event Frequency	Owner
Every two years during the Olympic Games	International Olympic Committee

The Olympic Festivals 2018 in the Czech Republic were held across two cities – Brno and Ostrava – in February 2018.

Over the course of the 19-day festival, over 250,000 people attended the event in the two host cities. Visitors had the opportunity to try 34 winter Olympic, summer Olympic and non-Olympic sports.

Being one of the most popular sports in the Czech Republic, ice hockey generated a lot interest amongst visitors, with other winter sports – biathlon, bobsleigh, cross-country skiing, curling and ski jumping – also attracting significant crowds.

The event was delivered with the support of 582 volunteers across the two cities.

A total of 159 local primary and secondary schools visited the festivals, with over 6,000 children coming to the festival to experience new sports.

More than 150 Czech Olympians and athletes, from both winter and summer sports, visited the festivals to take part in activities.

The Olympic Festivals were organised by the Czech Olympic Committee, with the aim to promote a healthy lifestyle through the Olympic values. Ethical, social, environmental and economic impacts are also delivered through the project.

Czech Republic was one of four countries that organised the Olympic Festivals in 2018 under the licence agreement with the International Olympic Committee. The other three festivals took place in Rogla, Slovenia, Grenoble, France and Pristina, Kosovo.

Key statistics

ECONOMIC

Total attendance	258,895
Brno	157,271
Ostrava	101,624

SPORTING

Number of sports	34
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SOCIAL

Volunteers	582
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Overview

Host Profile

Czech Republic

In recent years, the Czech Republic has hosted a multitude of world championships, ranging from canoeing and cycling to floorball and ice hockey.

In the coming years, the country will host world championships in orienteering, softball and rowing.

As of 2018, Czech Republic sits in 19th position in Sportcal's Global Sports Impact (GSI) Nations Index.

Key facts

Size	78,866 km ²
Population	10,561,630 (2016)
GDP(PPP)	€29,815 (2016)
Capital	Prague

GSI Nations Index*	19 th (2018)
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* GSI Nations Index is Sportcal's proprietary index which analyses the hosting and bidding of major sports events and ranks nations by the cumulative score of the events that nation has hosted.

More information on GSI Nations Index
www.sportcal.com/GSI

Selected events hosted in Czech Republic (2013-2022)

YEAR	SPORT	EVENT	CITY
2013	Canoeing	ICF Canoe Slalom World Championships	Prague
2013	Floorball	IFF Women's World Floorball Championships	Various
2014	Ski jumping	FIS Ski Flying World Championships 2014	Harrachov
2015	Cycling	UCI Cyclo-Cross World Championships	Tábor
2015	Ice hockey	IIHF World Championships	Various
2016	Cycling	UCI Mountain Bike & Trials World championships	Nové Město na Moravě
2017	Canoeing	ICF Canoe Sprint World Championships	Račice
2018	Floorball	IFF Men's World Floorball Championships	Prague
2019	Softball	WSBC Men's Softball World Championships	Various
2021	Orienteering	World Orienteering Championships	Mladá Boleslav
2022	Rowing	World Rowing Championships	Račice



Overview

Host Profile

Brno and Ostrava

The 2018 edition of the Olympic Festivals was organised in Brno and Ostrava in the Czech Republic.

BRNO

Brno is the second largest city in the Czech Republic. It has a long history in organising motor racing events as the Masaryk Circuit situated outside the city has regularly hosted MotoGP raced since 1965.

In recent year, Brno has been a joint host of world championships in basketball and floorball. The city also hosted the UCI Indoor Cycling World Championships.

Key facts - Brno

Size	230 km ²
Population	377,028
GSI Cities Index*	280 th (2018)

Key facts - Ostrava

Size	214 km ²
Population	294,200
GSI Cities Index*	113 th (2018)

* GSI Cities Index is Sportcal's proprietary index which analyses the hosting and bidding of major sports events and ranks cities by the cumulative score of the events that city has hosted.

More information on GSI Cities Index
www.sportcal.com/GSI

Selected events hosted in Brno (2010-2019)

YEAR	SPORT	EVENT	CITY
2010	Basketball	FIBA Women's World Basketball Championship	Various
2013	Floorball	IFF Women's World Floorball Championships	Various
2014	Baseball	European Baseball Championships	Various
2014	Cycling	UCI Indoor Cycling World Championships	Brno
2019	Cycling	UEC European Mountain Bike Championships	Brno

OSTRAVA

Ostrava is a city with rich sporting tradition due to the wide range of sports facilities. In 2014 the city was named the European City of Sport.

In the past few years, Ostrava has hosted world championships in basketball, floorball and ice hockey.

Ostrava is also home to the Golden Spike, an athletics meeting held in the city since 1961.

Selected events hosted in Ostrava (2010-2018)

YEAR	SPORT	EVENT	CITY
2010	Basketball	FIBA Women's World Basketball Championships	Various
2013	Floorball	Floorball Women's World Championships	Various
2014	Baseball	European Baseball Championships	Various
2015	Ice hockey	IIHF World Championships	Various
2017	Figure skating	European Figure Skating Championships	Ostrava
2018	Athletics	IAAF Continental Cup	Ostrava

Overview

Venues

BRNO

Located in the centre of the city, the Brno Exhibition Centre was opened in 1928. The centre has 15 exhibition halls with a visitor capacity of 25,000-30,000. With its multi-purpose use, the centre is capable of hosting a variety of events, from conventions to music events.

One of the main halls in the exhibition centre hosted the 2018 Olympic Festival in Brno. A curling sheet and an ice rink were built inside the venue, while the main activities outside the hall included a snow park, a sliding centre, a biathlon shooting range and a cross-country skiing track.



Brno Exhibition Centre

Venue type	Multi-purpose
Constructed	1928
Capacity	25,000-30,000

Ostravar Aréna

Venue type	Multi-purpose
Constructed	1986
Capacity	10,004

OSTRAVA

The Ostravar Aréna, a multi-functional venue located in the south-west part of the city, was the main venue for the Olympic Festival in Ostrava. The arena was opened in 1986 and has a capacity of 10,004 people. The venue is home to the ice hockey club HC Vítkovice and is the fourth largest ice hockey arena in the Czech Republic.

During the 2018 Olympic Festivals, the sports venues were set up in and outside the Ostravar Aréna. Additionally, a Korean village was built in the Masaryk Square in the city centre to showcase Korean culture. Outside Ostrava, four ski resorts were open to visitors to enjoy biathlon, skiing, ski orienteering and snowboarding.





Stakeholders

Stakeholders

Czech Olympic Committee

The Czech Olympic Committee (COC) is the organiser of the Olympic Festivals in the Czech Republic. The COC developed the concept of the festivals, originally called 'Olympic Parks', after the summer Olympic Games in 2012.

Czech House was inaugurated in London as a platform to engage with sponsors, spectators throughout the duration of the Olympic Games. Eighty thousand people visited the Czech House during the event, but the COC realised it would be difficult to achieve the same level of interest from partners and travelling fans during future editions of the Games which were going to be held outside of Europe.

As a result, the Olympic Parks project was born, with the aim to connect more people in the Czech Republic with the spirit of the Olympic Games, provide the Olympic experience to fans who are not able to travel to the Games, and to create activation opportunities for partners.

The first park was organised in Prague during the winter Olympic Games in Sochi in 2014. Two years later four parks were open for the duration of the summer Olympic Games in Rio de Janeiro.

In July 2017 the Executive Board of the International Olympic Committee (IOC) approved the launch of the Olympic Festivals, a concept inspired by the Olympic Parks in the Czech Republic. The COC decided that it wanted to be part of the pilot project during the PyeongChang 2018 winter Olympic Games and consequently adopted the name of the Olympic Festivals for its own events and acquired a licence to use the PyeongChang 2018 Games branding and mascot.

In preparation for the 2018 edition, the COC held a number of conversations with the Czech municipalities and regional authorities that were looking to host the festival. The objective of the COC was to involve the cities on a larger scale in the organisation of the event. The cities of Brno and Ostrava were eventually confirmed as the two hosts of the Olympic Festivals in 2018.

The cost of organising the festivals remains a challenge for the COC, according to Roman Kumpošt, the vice president of the organisation. The staging of the event during winter is particularly expensive which is why the COC relies on the financial contributions from local municipalities and commercial partners.

The COC was generally pleased with both festivals that took place in February 2018. It was acknowledged that the COC needs to further expand its collaboration with cities and regions to make the festivals financially sustainable. More funding from the IOC sponsors and the COC partners is also targeted as it is believed the festivals create a significant commercial value as an activation and promotional platform.

Key objectives

- Bring the Olympic Games closer to the people through the Olympic Festivals
- Develop a project for families and kids to promote sport and physical activity
- Offer a communication platform for the COC partners during the Olympic Games

INTERVIEWS

Roman Kumpošt

Vice President

Czech Olympic Committee

Stakeholders

Host City and Region

Ostrava & Moravian-Silesian Region

The Olympic Festival in Ostrava received considerable support and funding from the city of Ostrava and the Moravian-Silesian Region.

Ostrava is the third largest city in the Czech Republic and has a vast experience in staging international sports events. The city is looking to build national awareness of its involvement in sport. It cooperates closely with the Moravian-Silesian Region, of which Ostrava is the capital. The city and the region work in partnership to support the sports events taking place in Ostrava.

Through its involvement in sport projects, including the Olympic Festival, the Moravian-Silesian Region wants to raise its profile and promote itself in the Czech Republic and abroad, particularly in Poland and Slovakia which the region shares borders with.

The city and the region each contributed around 10 million Czech crowns (€0.39 million) to the running of the 2018 festival. They both focused on local promotion to increase participation at the event. While the Ostravar Aréna was the main stage for the festival, the region negotiated with the Czech Olympic Committee that some events would be held at ski resorts in the Beskid Mountains to give wider-ranging exposure for the region.

Ostrava hosted the festival for the first time in 2016, but as it was held in the summer, it could not be directly compared with the 2018 event. However, the city and the region recognised that the know-how which the COC gained from the previous editions helped to make the organisation smoother on this occasion. Also, it was stated that the 2018 festival was well-organised and well-attended.

The city and the region felt that the branding they had received in and outside the main arena was not sufficient. They also noted that they incurred extra costs on activation and transport that were not planned.

Key objectives

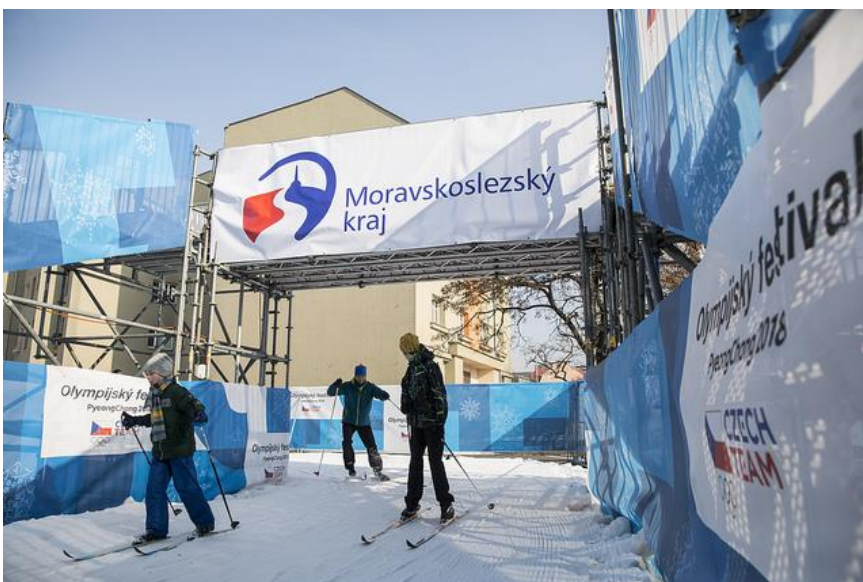
- Promote the city/region through sport and sports events
- Raise the profile of the region, both on a national and international level
- Work in partnership to deliver a great event to attend for local residents

INTERVIEWS**Markéta Nogolová**

Sports Event Manager
City of Ostrava

Petra Solanská

Department of Regional Development
and Tourism
Moravian-Silesian Region



Stakeholders

Broadcaster

Czech Television

Czech Television (Česká televize), the Czech public-service broadcaster, has been the general media partner of the Czech Olympic Committee since 2013.

As part of the partnership, which currently runs through until 2020, Czech Television (CT) supports a range of activities which promote sport and Olympic ideals, especially amongst the younger generation. The Olympic Festivals bode well with this commitment and the broadcaster has cooperated with the COC for the festivals since the first edition in 2014.

CT has promoted the festivals regularly via its channels since the winter of 2017 and made the event an integral part of its broadcast plans for the winter Olympic Games 2018. The broadcaster set up an Olympic studio at the festivals (in Brno for the first part of the event and Ostrava for the latter part of the Olympic Games) and it broadcast live from Brno and Ostrava every day from 6pm until 7pm. While the programme focused on the news from PyeongChang 2018 and the performance of the Czech Olympic Team, it included a 10-minute sequence dedicated specifically on the Olympic Festivals. Highlights from the festivals were shown and participants were given an opportunity to ask questions live to the Czech athletes present in PyeongChang.

The OB vans were used to ensure connectivity with the ČT Sport centre in Prague, the International Broadcasting Centre in PyeongChang and the Czech Olympic House in Gangneung. More than 30 CT employees and contributors were involved in the project. In addition, CT staff cooperated with the COC in the preparation to the event to design activities for schools and children.

In the broadcaster's view, the festivals provide great opportunities and visibility for project partners. Czech Television was going to evaluate its involvement with the festivals as part of the debriefing process – internally and with the organisers.

Key objectives

- Provide a high standard of coverage from the Olympic Games and the festivals
- Nurture and develop the relationships with the COC
- Promote sport and Olympic ideals to kids and youth

INTERVIEW

Jiří Ponikelský

Executive Director

ČT Sport



Stakeholders

Sponsors

Alpine Pro

Alpine Pro, the Czech manufacturer of sports and outdoor clothing, has been a partner of the Czech Olympic Committee since 2009. As part of the partnership, Alpine Pro is the official dresser of the Czech Olympic Team, manufacturing original collections for the team during the Olympic Games. Under the agreement, until the Tokyo 2020 Olympic and Paralympic Games, Alpine Pro received sponsorship of the festivals in which it dressed volunteers and staff.

For the sports manufacturer, the Olympic Games is the main event of the season and dressing the Czech Olympic Team enhances the quality perception of its brand in the eyes of the public. The brand dresses the Olympic Team for the winter and summer Olympic Games, as well as for smaller events like the Youth Olympic Games. This allows the brand to build and maintain relationships with athletes.

The brand feels that sponsorship activation is all about the fans and sport. Alpine Pro used its connection with the Czech biathlon team to put on a fashion show. The brand produced photo prints of the athletes it sponsors in Brno and Ostrava which fans could take pictures with and share via social media.

Alpine Pro's main objectives were to gain revenue from selling the Czech Olympic Collection through the pop-up stores, as well as gain visibility through Czech TV and social media as this supports sales in stores.

The company always aims to have a special product in its Olympic collection. 2018 marked 50 years since Jiří Raška's gold medal for the Czech Republic in the ski jumping competition at the winter Olympic Games in Grenoble. To honour this achievement, Alpine Pro designed the Raškovka hat, imitating the one that Jiří Raška wore in 1968. 40,000 hats were initially manufactured, but due to popular demand, 25,000 more hats went on sale. The item proved very popular also amongst the Olympic Festivals visitors and it sold out early during the event.

The brand was pleased with its sponsorship of the event, believing it received good visibility. However, the sportswear manufacturer felt that Ostrava was a better event as it was smaller and had a better atmosphere. The brand stated that Letná in 2014 was more successful than Brno, as Prague is a bigger location and there were more people in attendance. The company is more likely to generate higher sales revenue from an event in Prague as people earn more money and therefore have a greater level of disposable income.

Alpine Pro also believes it would be beneficial to have events in both Bohemia and Moravia. However, the brand would not be able to activate at too many festivals as it would need a lot of visitors to pay the costs for setting up pop-up stores.

Overall, Alpine Pro believes that the festivals are an important way to share the Olympic moments as it is more engaging than people watching the Games from home.

Key objectives

- Generate sales revenue
- Gain exposure for brand through TV broadcasting and social media
- Build brand awareness through connection with sports
- Establish and maintain relationship with COC as the dresser of the Olympic Team
- Enhance the brand's quality perception

INTERVIEW

Jana Kožíšková

Marketing & PR Manager
Alpine Pro

Stakeholders

Sponsors

Coca-Cola Czech Republic

Coca-Cola is the TOP partner of the International Olympic Committee and has worked with the Czech Olympic Committee on several smaller projects.

The brand first got involved with the Olympic Festivals in 2016 when it activated at the Lipno Olympic Festival during the Rio 2016 summer Olympic Games. Coca-Cola typically supports the COC projects with product sampling. However, for the 2018 Olympic Festivals, the brand started conversations with the COC in May-June 2017 and it decided to do a unique activation ensuring high visibility within the event, without investing too much financially in the activation.

The soft drink company wanted to incorporate in this partnership the brand's ambassador, Ester Ledecká, and decided to sponsor the snowboarding zone at the event. Ledecká, the Czech snowboarder and alpine skier, was the first sport ambassador to have ever signed with Coca-Cola in the Czech market.

As a sponsor, it was important for Coca-Cola to have a unique activation which the brand felt it had. However, it was noted that it would be helpful if the conversation on the activations started earlier, as the brand learnt quite late that certain activation plans would not be possible due to technical difficulties.

Some people within Coca-Cola were disappointed that the events were only in the Moravia region as the brand's main competitor in the Czech Republic, Kofola, is based in Ostrava. It was indicated that Prague would be a better location because for Coca-Cola, a large multi-national organisation, events in Prague are easier to sell internally. Also, the brand preferred to sponsor just one or two Olympic festivals as it would not be possible for it to have unique activations within multiple events.

Comparing the event in Brno to Letná in 2014, Coca-Cola liked Brno, but preferred Letná as it was less industrial and more comfortable. The brand felt that the venue capacity in Brno was not big enough which at times created large queues for facilities and activations. To improve the spectator experience, Coca-Cola would like to see more comfort zones with heaters.

Key objectives

- Incorporate Ester Ledecká as a brand ambassador
- Have a unique activation with high visibility within the park
- Provide experience linked to brand attributes
- Connect the experience of the park to the brand

INTERVIEW

Jana Nováková

Brand Manager

Coca-Cola Czech Republic



Stakeholders

Sponsors

Johnny Servis

Johnny Servis, the event services company, has been an official supplier of the Czech Olympic Committee since 2016. Under the terms of a five-year deal, Johnny Servis is an official partner of the COC for the 2016-2020 Olympic cycle. Since the company's inception, its primary focus has been to work with a variety of event organisers of sports, cultural and music events. The involvement of the company in sports events also aims to promote the idea of healthy living and physical activity.

As part of the sponsorship with the COC, Johnny Servis committed to supporting the Olympic Festivals. The company first acted as a services supplier during the festival in Lipno in 2016 and saw it as an opportunity to not only support athletes at the elite level, but also families and children.

Johnny Servis believes that the event has strong values of national pride and promoting a healthy lifestyle. The Olympic Festivals allow people from all over the country to pull together and support the Czech Olympic Team. For families, this provides the opportunity for children to try different sports. These values were important for Johnny Servis as they are aligned with the company's ethos. The event also provides the company with the opportunity to showcase its services to the wider general public, with its brand being visible throughout the venues.

Additionally, the partnership allows Johnny Servis to generate more business through networking opportunities with other sponsors of the COC. The festivals facilitate business-to-business relationship building with many sponsors, some of which are potential clients. Being a sponsor of the COC has also allowed Johnny Servis to form relationships with other national sports federations, such as the Czech Athletic Association, which uses the company's services.

Generally, Johnny Servis believes that the COC is very cooperative and that there are great opportunities within the partnership. According to the sponsor, the COC is open to generating and accommodating new ideas. In the future, the company would like to discuss ideas for activations in non-Olympic years. However, it recognises that the value of the partnership is dependent on how much the company chooses to get involved and utilise the sponsorship.

The company stated that it is more than capable of handling more Olympic festivals in different locations, if required. Johnny Servis also sees opportunities for the events in other countries that it operates in, having had partners from Austria visit the site in Brno. It would like to see an event in Prague, but recognises that there are a lot of other stakeholders involved in the decision-making, with the final decision dependent upon the host city.

Key objectives

- Use the event as a platform to promote the company's services and facilities
- Build connections and network with other sponsors and stakeholders
- Show support to the grassroots level of sport
- Promote a healthy family life
- Create opportunities to get involved with other national sports federations in the Czech Republic

INTERVIEW

Matthew Vaclav Duras

General Director
Johnny Servis

Stakeholders

Sponsors

Škoda

Škoda, the car manufacturer, has been a general partner of the Czech Olympic Committee since 1992. The company last renewed the partnership with the COC in February 2015 to become a general partner for the current Olympic cycle. The agreement also gave the brand the right to activate around the Olympic Festivals in Brno and Ostrava.

The Czech Republic is the third biggest market for Škoda – after China and Germany – with the brand having a 35 per cent market share in the nation. Škoda found that many Czech people are very sports-orientated, and to reflect the company's corporate social strategy to sponsor sport, the car manufacturer decided to sponsor the COC.

The brand sees the sponsorship as an opportunity to be a small part of the Olympic movement and culture in the Czech Republic. It also hopes that the sponsorship will promote sport and encourage younger people to become more active.

Škoda supported the Olympic Festivals for the third time, having previously sponsored the Olympic Festivals in 2014 and 2016. The events are an opportunity for the brand to connect directly with its target audience of families. Being a large, mainstream brand, the events facilitate a direct engagement of the Czech people with the brand.

As the brand typically associates itself with the sport of ice hockey, as evidenced by its sponsorship of the IIHF World Championships, Škoda sponsored ice hockey and the ice rink during the festivals. The on-site activation zone also featured a mini-TV studio, giving attendees the chance to comment on important moments in the history of ice hockey, such as the Nagano 1998 winter Olympic Games, in which the Czech Republic won gold.

Škoda stated it was very happy to be a part of the events in Brno and Ostrava. The brand preferred the set-up of the event in Ostrava as it was much more compact. It also liked to see school children attending the festivals in the morning and in the afternoon, with event attendance being an important metric for valuing the success of the sponsorship.

In the future, Škoda would like to see more cities get involved in the project, with potentially five or six locations, and a presence in the western part of the Czech Republic. The car manufacturer would like an event to be held near its head office, located in Mladá Boleslav.

Key objectives

- Promote the brand's corporate social responsibility strategy
- Improve brand image and awareness
- Engage with target market of families and children
- Be part of the Olympic movement
- Encourage young people to become more active in sport

INTERVIEW

Luboš Vlček

Executive Director

Škoda Auto Czech Republic

Stakeholders

Sponsors

T-Mobile Czech Republic

T-Mobile, the telecommunications company, has been a partner of the Czech Olympic Committee since 2013. For the brand, the partnership with the COC creates the opportunity to build a connection between technology and sports.

The company has been a sponsor of the Olympic Festivals since the inaugural event in 2014, and is hoping to continue its sponsorship across future events. From the beginning, T-Mobile believed in the event concept as it allowed the brand to showcase itself as a leader in technology and position itself as more than a mobile company.

Conversations around how T-Mobile would activate its sponsorship at the Olympic Festival 2018 started in May 2017, when the company was presented with the event concept by the COC. However, the brand stated it had some issues in making decisions on activations as there was an uncertainty around the number of events and where they would be located. This created an issue for the company as it was not able to effectively budget and plan its activations as the event locations were not determined.

Overall, T-Mobile was content with the choice of locations as it was less expensive to activate in Brno and Ostrava. The brand would have liked the event to be located in Prague, but also recognised the positives of taking the event to locations which do not host as many events.

During the event, T-Mobile activated using a sliding centre in which people could participate in bobsleigh, sledge and skeleton sports. To combine the company's technology with the sport, T-Mobile also gave the visitors a virtual reality experience of the bobsleigh track from PyeongChang 2018. This met T-Mobile's objective of combining sport and technology.

The brand stated that it had some issues when choosing a sport to sponsor during the event, with other sponsors having more long-term strategies with sports T-Mobile was looking to partner with. Going forward, T-Mobile would like to initiate a conversation at least a year prior to the event to discuss the options for activations, with a possibility of sponsoring a sport which is likely to win a gold medal for the Czech Republic.

T-Mobile believed the event was a success, which can be measured through the number of people attending the event, and the participation of children. The company believes that there will be learnings to take away from the Olympic Festivals which it will use to evaluate how it will activate at future events. The brand would like to have a lead contact at the COC during the events, as it believed the communication process for discussing various logistical issues was not clear enough. Yet, the brand believes it has a strong relationship with the COC which creates many opportunities for promotion.

Key objectives

- Use sport to showcase products as a leader in technology
- Utilise the Olympics to engage and connect with people
- Create a positive brand association
- Have a unique activation which showcased its technology

INTERVIEW

Eva Švorčíková

Sponsorship and Events Specialist
T-Mobile Czech Republic

Stakeholders

Local Clubs and Federations

HC Vítkovice

HC Vítkovice is an ice hockey club based in Ostrava, Czech Republic. The home arena for HC Vítkovice is Ostravar Aréna, the venue for the Olympic Festival in Ostrava, and the club was actively involved in the delivery of the event.

The conversation between HC Vítkovice and the Czech Olympic Committee began when the COC gave the club an offer to participate in the event's sports programme for school children and the general public. The conversation, particularly surrounding the organisation of the programme, was important for the club as the timing of the event would be inconvenient, with February being a peak season for winter sports.

With the club having 10 teams, ranging from juniors to seniors, it was difficult to plan and accommodate HC Vítkovice's participation in the festival and the regular daily training programme. However, the team negotiated with the COC and arranged morning and evening slots, when the Olympic Festival was closed, to conduct club training sessions.

Coordinating with the COC and the Czech Figure Skating Association, the club also agreed a number of training sessions to be provided for school children and the general public. This created an opportunity for coaches to engage with children and parents which could result in an increased number of memberships for the club.

Additionally, the Olympic Festival was a promotional opportunity to showcase the club and engage with current and potential fans in the local area. As not all the professional players went to the winter Olympic Games in PyeongChang, the club organised two public practice sessions involving the professional team during the festival. The two sessions were commentated live by coaches and generated strong fan engagement.

The Olympic Festival was used as a promotional tool for the club. However, HC Vítkovice stated that this did come with additional costs and the club's ability to participate in the festival was limited by the resources available.

Key objectives

- Promote the club and the sport of ice hockey to the general public
- Encourage children to participate in ice hockey
- Increase club memberships amongst young players
- Utilise the Olympic Festival to facilitate fan engagement

INTERVIEW

Petr Handl

Executive Director
HC Vítkovice





Organisation

Organisation

Project Management

The organisation of the Olympic Festivals 2018 was coordinated by the Czech Olympic Committee. Based on the experiences from the previous editions, the COC aimed to organise festivals that would have the same look and feel and represent the same quality and standard.

In the development of the sports programme of the festivals, the priority was to ensure the presence of the winter Olympic sports. Secondly, the organisers looked at the sports linked to major sports events which are hosted in the Czech Republic, e.g. athletics (Ostrava is the host of Golden Spike, an annual IAAF World Challenge meeting) and floorball (the IFF Men's World Floorball Championships will take place in Prague in December 2018).

Next, the sports supporting the preparation to the winter sport disciplines were considered (e.g. dancing). The Czech sports federations were asked to provide contacts to local clubs that they wanted to involve in setting up sports venues during the festivals.

Current and former athletes and celebrities were invited to the festivals to generate media interest and add to the excitement of the event. They took part in autograph sessions and interacted with the public. Olympic athletes, including the medallists, also visited the festivals upon their return from the Olympic Games, although in the case of the winter Games it is more difficult to coordinate their schedules and visits to the festivals than during the summer Olympics.

The organising committee of the Olympic Festivals comprised four permanent COC staff and a number of contractors. Eight managers – heads of their respective departments – were hired to work on the project around one year before, with the team expanding further in the six-month period prior to the event. During the festivals, there were 15 managers in each location, supported by around 70 contractors and volunteers.

Three main objectives of the festivals were established. They included:

- encouraging the people to try out a variety of sports and include them in their lifestyle
- spreading Olympic values and building a sense of pride in the nation, reflected in fans cheering for the athletes together
- providing the COC partners with an opportunity to activate

Each festival had an estimated budget of around CZK 55 million (€2.15 million). The figure includes the value of the barter agreements with festival partners and the investment of the partners in the activation on-site. Of this total, 34.5 per cent came from municipalities and regional authorities, 35.5 per cent from the Czech Olympic Team partners, the IOC TOP Partners and project partners, 11 per cent from the media partners, 7 per cent from event revenues (entry fees, food and beverage sales and game cards, encouraging participants to test their skills in all sports featured at the festivals), 1.5 per cent from international resources and 0.5 per cent from Czech Tourism. The remaining 10 per cent was the COC's own contribution.

Key objectives

- Get more people to take up sport and change their lifestyle
- Spread Olympic values and encourage the people to cheer for athletes together
- Build an activation platform for corporate partners

INTERVIEW

Nad'a Černá

Project Manager, Olympic Festivals
Czech Olympic Committee

Organisation

Communications

The communications for the Olympic Festivals began in May 2017. From the beginning the aim was to set up communications between all stakeholders to ensure all needs were met. With two Olympic Festivals taking place in two separate locations, the communication process was important for the host cities, national sports federations and local sports clubs to ensure the events were organised effectively.

The key to the Olympic Festivals strategy was to build on the previous efforts in marketing and communications and create further awareness.

A challenge for the organisers was the prospect of media taking more of an interest in one city over another. As Brno is not a well-known city for hosting major sports events, organisers had to create more awareness of the event in the city. This resulted in Brno gaining more exposure through general media outlets, rather than just sports media coverage.

It was noted that gaining national media exposure of the Olympic Festivals was difficult with the events not being held in Prague. However, the organisers used the relationship with national media partners, Czech Television and Radiožurnál, to reach out to a nationwide audience. These media partners ensured there was a minimum amount of content from the Olympic Festivals being produced during the winter Olympic Games coverage.

To enhance this coverage, the organisers aimed to maximise the number of accredited media during the event. The organisers provided over 100 credentials across a diverse range of outlets to maximise exposure.

An incentive for media to attend the event was the use of athletes at both venues. The Olympic Festivals had over 150 athletes attend over the duration of the events. They conducted interviews with the media and engaged with the general public, facilitating strong public relations.

Overall, the communication of the events was deemed strong, with good engagement of local media in both cities and the media acknowledging the value of the festivals as a means to encourage physical activity and provide the Olympic experience. In the future, the organisers would like to have a bigger team to enable more communications with different groups.

Key objectives

- Set up the communication between all stakeholders
- Create awareness of the event in the regions of Brno and Ostrava
- Gain national exposure through content deals with strong television and radio partners
- Maximise the number of accredited media attending
- Create a PR campaign and story that resonated with the media and public
- Build on the campaigns from previous events

INTERVIEW

Martina Kučerová

Communications Manager, Olympic Festivals
Czech Olympic Committee

Organisation

Marketing

Going to the market ahead of the 2018 festivals, the Czech Olympic Committee had a proven concept, with sponsors understanding the value of the event. Nonetheless, the commercial model and marketing approach were overhauled to create more meaningful partnership opportunities for brands and to produce a better experience for event attendees.

In 2016, the event partners could have a presence in all four locations of the festival. They received an activation space and had the full control of their on-site activations. However, only two sponsors (Česká spořitelna and Škoda) were present at all festivals and the activation campaigns lacked focus, commonality and relevance to local audience. Moreover, the participants felt that the events were too commercial.

The objective for the 2018 edition was to get sponsors to engage more with both festivals, unifying the look of the events in Ostrava and Brno, and to create a reliable link between the brands and the activities organised for the attendees.

To that end, the marketing team developed a concept whereby festival sponsors were offered to partner with a specific sport and venue that effectively became a platform for an activation campaign. This was a more concentrated approach, aligned with the objective of the festivals to motivate people to do sports, inspire kids and encourage families to spend time together. At the same time, it allowed the sponsors to truly engage with the festivals.

The main challenge for the marketing team was to link up the brands with the sports on the festival programme. An analysis was conducted to identify the most suitable sports for the brands which were targeted. The link was created based on current and previous sponsorship activities, advertising messaging, corporate strategies and values.

Subsequently, the COC went to prospective partners, presented the concept, listened to the feedback and came back with a concrete proposal. The rights fees and the level of involvement required from partners depended on the cost of building the venue for a specific sport. As a result, the sponsors in a sense took ownership of the sports venues at the festivals, in many cases becoming their title partners (e.g. Visa pump track, Coca-Cola snow park).

During the sales process, the COC approached the IOC TOP Partners and its own sponsors, as well as local partners. Almost all sponsors activated their partnership both in Brno and Ostrava. Of all sponsor contributions, 46% was cash and 54% were value-in-kind agreements.

The Czech Olympic Committee created a special unit to market the Olympic Festivals. Zoran Bartek and Lucie Trsková were responsible for managing the conversations with festival partners, with the support from Petra Šubrtová who heads up the marketing department at the COC.

Key objectives

- Build a commercial programme that will support the fulfilment of the participation objectives of the event
- Maximise the commercial income to reduce the level of investment required from the COC and the reliance on public funding
- Create meaningful activation campaigns with sponsors that add value to the overall visitor experience

INTERVIEW

Petra Šubrtová

Marketing Director
Czech Olympic Committee

Zoran Bartek

Marketing Manager, Olympic Festivals
Czech Olympic Committee

Organisation

Marketing

Olympic Festivals Partners

Host Cities and Regions

OSTRAVA!!!



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Olympic Festivals 2018 Partners



ALPINE PRO



STRABAG
TEAMS WORK.



čeps



VISA

SAMSUNG

MALL.CZ



Radiožurnál
Český rozhlas

deník

SPORTEN



BVV
Veletřhy
Brno



Česko
země příběhů
1918
100
2018

Organisation

Sports Programme

The Olympic Festivals sports programme was developed in partnership with sports federations and clubs that partnered with the project. The objective for the organisers was to ensure that various activities were organised for the visitors at every sports venue.

Each sport featured at the festival had one or more partner clubs that took the responsibility for running the venue. The organisers discussed with the clubs what type of activities they were hoping to hold in the venues. No strict guidelines were provided, allowing for flexibility in developing the daily programme.

For example, HC Vítkovice, a local ice hockey club, was tasked with organising ice hockey activities. Its coaches ran training session for the school children in the morning and various activities for other visitors throughout the day. Exhibition ice hockey games involving the local club were also organised.

The priority in organising the programme was to make the venues accessible to the public. Certain venues were reserved for the schools in the morning hours, but otherwise the organisers only occasionally made group reservations, ensuring the venues were open to all visitors for most of the day.

The manager of the Olympic Festivals sports programme was supported by a coordinator at each location (one for Brno and one for Ostrava) who was further assisted by three more members of staff and the volunteers.

The sports programme was uploaded to the festivals website in January 2018 and then updated systematically in the weeks leading up to the festivals, as well as during the events, to accommodate for the late changes and additions to the programme.

Key objectives

- Develop a sports programme in cooperation with sports clubs and federations
- Organise activities for visitors and ensure venues are open to the public

INTERVIEW

Kateřina Rezeková

Sports Programme Coordinator
Olympic Festival 2018 (Ostrava)



Organisation

Community Programme

Sazka Olympijský víceboj (Sazka Olympic Combined Event)

The Olympic Festivals were an opportunity for the Czech Olympic Committee to present its grassroots and sport participation projects, including Sazka Olympijský víceboj, an initiative targeting school kids and encouraging them to take up sport.

A recommendation from the World Health Organization states that children and youth aged 5-17 should participate in 60 minutes of physical activity daily. In the Czech Republic only 15 per cent of children are getting an hour of physical activity every day, according to Štěpán Janáček, the Sazka Olympijský víceboj project manager. The project, which began in 2014, aims to tackle this issue and inspire children and young adults to exercise more frequently.

The project was launched in collaboration with SportAnalytik, a Czech company that developed a methodology to assess individual predispositions for different sports. It is sponsored by Sazka, the Czech national lottery.

Sazka Olympijský víceboj comprises two programmes:

- Olympic Diploma – for primary school children; individual skills are assessed in eight disciplines testing, among other things, speed, strength, endurance, coordination and flexibility. After completing all eight disciplines, children are awarded a diploma with an analysis of their physical abilities and a recommendation of the sports that are best for them.
- Versality Badge – originally initiated in 2010 by two Czech decathletes, Robert Změlík and Roman Šebrle, Versality Badge was incorporated into the Sazka Olympijský víceboj project. It encourages children to take part in 10 disciplines and offers them a chance to win a diamond, gold, silver or bronze badge based on their individual performance. Local, regional and national competitions are organised, creating a space for the school children to compete with their peers.

The children participating in the programmes are also prompted to visit a website (www.sportvokolli.cz) which lists the local events they can take part in and the clubs they can sign up for.

The project was demonstrated at a stand during the Olympic Festivals 2018 in Brno and Ostrava. The visitors could try one of the disciplines in the Olympic Diploma programme and learn more about Sazka Olympijský víceboj, as well as two associated projects: Sport v okolí (Sport in the neighbourhood) and Česká olympijská nadace (Czech Olympic Foundation).

Key objectives

- Present the project and its partners to Olympic Festivals visitors
- Contribute to the festival's aim of inspiring sport participation amongst children and youth

INTERVIEW

Štěpán Janáček

Project Manager, Sazka Olympijský víceboj

Czech Olympic Committee

Organisation

Schools Programme

To fulfil the objective of the Olympic Festivals, a schools programme was initiated to get young children to test their skills in various sports and inspire them to be more physically active. The objective was also to make the experience fun and enjoyable for participating children.

Schools from across the host cities and regions were invited to attend the Olympic Festivals. From Monday to Friday between 8.30am and 2.30pm school groups could take part in organised activities. Up to 230 pupils were hosted in each festival location every day and the children were split up into smaller groups of 15 to get the most out of the experience.

Every school that signed up for the programme received an information pack before arriving at the venue, detailing transport arrangements and the timetable for the day. Water, tea and yoghurt were offered to participating children.

The communication with schools was handled by email and was efficient. However, schools often asked the same questions and for the future editions developing an FAQ document or organising conference calls with schools interested in the programme would be beneficial, according to Martin Maur, the project coordinator.

A total of 159 local primary/secondary schools visited the festivals, with over 6,000 children coming to the festival to experience new sports.

Key objectives

- Develop a programme of activities for school kids that combines fun with physical exercise
- Inspire school children to be more active

INTERVIEW

Martin Maur

Schools Programme Coordinator
Olympic Festival 2018 (Ostrava)





Observations

Observations

Observations

The following observations have been noted in the interviews with project stakeholders and combined with Sportcal's own observations.

OVERALL OBSERVATIONS

- The actual impact of the festivals on sport participation is currently difficult to assess and could be better monitored. It would be good to understand to what extent (if at all) the participation in the Olympic Festivals translates into an actual change in behaviour or attitude.
- Knowledge share should be encouraged after each edition of the festivals across all the main organisational areas to support new staff involved in the future projects and embrace the learnings from the previous years.
- The attention of national media turned to the Olympic Festivals only once the event had started. The agreement with Czech Television played a significant role in stirring up public interest in the festivals.

LOCATION

- Almost all stakeholders interviewed stressed the importance of holding the event in Prague. This would significantly boost the commercial value of the festivals, have a positive impact on attendance numbers and make it a truly national event.
- The commercial partners stressed that if there is no event held in Prague, the festivals should be spread more evenly across the Czech Republic, with Liberec and Plzeň mentioned as possible locations.
- Long-term hosting agreements with cities would help with strategy, planning and commercialisation of the festivals.
- There was a conflict of interest between two beer brands which were associated with the event: Ostravar, the sponsor of the Ostravar Arena, the festival venue in Ostrava, and Pilsner Urquell, the COC and festival sponsor. Ostravar's branding was covered inside the arena, but it is Sportcal's understanding the issue was resolved only after the hosting agreement with the city had been signed.

ATTENDANCE

- The festivals were open from early morning until 7pm during weekdays and until 9pm at the weekend. However, there were very few visitors in the evening hours due to darkness and low temperatures.
- Attendance was also impacted by the location of the PyeongChang 2018 winter Olympic Games and the time difference between South Korea and the Czech Republic. Many Olympic competitions were held overnight European time, reducing the public viewing opportunities.

Observations

Observations

COMMERCIAL

- From the sponsor perspective it is vital to have an early confirmation of the number of hosts/festivals that will take place in the year of the Olympic Games. Ahead of the 2018 festivals, the conversations with the cities continued until November 2017 and the sponsors did not receive the clarity on the number and the location of festivals which had a negative impact on activation and campaign planning. It is believed that the host cities should be announced at least a year before the festivals are to take place.
- It was noted that some COC sponsors are reluctant to pay a fee to partner with the Olympic Festivals, in addition to what they spend as part of the main agreement with the COC. It is worth considering whether the new and extended agreements should have a clause on the participation in the Olympic Festivals, increasing the commercial value of the deal.
- The involvement of the IOC TOP Partners – Coca-Cola, Samsung and VISA – in the festival can create a commercial legacy for the event. The case studies of the TOP Partners' involvement can be used to attract more interest from the IOC sponsors for the future editions of the festivals.
- Given the length of the festivals, exploiting sponsorship rights and activating the partnership in multiple locations is a challenge for sponsors who do not have event/sponsorship coordinators in regional offices and need to delegate the staff from the central office to attend the event.
- Sponsors were pleased with their involvement with the festivals, stressing the promotional, commercial and social value of the project. They expressed a strong interest in continuing the collaboration beyond the 2018 edition, as long as their business objectives are considered.



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