

BRIEFING RIO HOUSE

Olympic Games Rio 2016



OLYMPIC GAMES RIO 2016



- 05 AUG 2016 – 21 AUG 2016 // Brazil
- 28 sports – 10.500 athletes
- www.rio2016.com
- Timezone: Rio:GMT -3 / Brussels : GMT +1 (Δ +5h)
 - Rio 9h-22h = BXL 14h-3h
 - Live Sports at Belgian time: +/- 14h-3h
- Belgian delegation → probably around 100 athletes



CONTEXT



Concept Team Belgium





- www.teambelgium.be → november 2014
- Multimedia Campaign Team Belgium

CONTEXT

Concept Road to Rio



2014

2015

2016

2016



Golf to Rio

Run to Rio

Catwalk to Rio

Rio House



RIO HOUSE



5 AUG 2014 – 21 AUG 2016



The Happening

- A unique place in Belgium for all the supporters of Team Belgium
 - During the Olympic Games (5/08 - 21/08/2016)
 - Live Olympic Games on giant screens or multi-screens + other activities
 - Brazilian atmosphere (Culture, Food, beach,... relax/casual...)
 - Presence of Belgian Olympians
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- “Olympic studio’s” in Belgium for RTBF & VRT (tv & radio) with possibility of duplex BXL-RIO

Targets

- 1. To offer to the BOIC-partners a platform for exploitation of their partnership**
- 2. Promote a positive image of the BOIC towards politic instances, sportsadministrations, sportsfederations, press and enterprises**
- 3. Break-even is a must - Financial benefit is a plus**

Target Groups

- The Belgian supporters (+ accidental tourist)
- Partners & Enterprises

→ Target reach: 2000 visitors / day ... as announced to our partners

Formulas to be defined

Already 210 'free accesses per day' have been promised to the partners

- Free access zones
 - Animations, nice atmosphere, have a drink/snack,... screens, TV-studios,...
- Paying zones &/or on invitation,...
 - Specific animations (expo, lounge, artists, shows,...?), better/bigger screens
- VIP/B2B-zones &/or privileges
 - Hospitality, HR-benefit,...
 - Only for exploitation by Olympic Partners

Location

- 1 place, in Belgium... where the crowd is already present and attractive for both communities NL & FR
- First contacts for synergies with "Bruxelles les Bains" have been made, but another attractive concept is certainly not excluded

RIO HOUSE



Partners

- Institutional partners:



- Team Belgium partners:



- Road To Rio partners:



- Event Partners → Prospection @ 50.000 €

- TOP-Partners (IOC):



→ Standard ROI visibility on-site

→ Exploitation of Rio House by the Olympic partners to develop and to commercialise

→ Activations on-site

→ Hospitality, PR, HR

→ Media

→ ...

Budget:

- Organisation: **300.000 € all-in (except Media)**
Fees, concept & creation/Organization & coordination/On-site Communication/infrastructures & logistics
- Media: BOIC-Mediaspace available for promotion → Radio, Web, Print
Small budget for production

Financial agreements:

- Business case and proposition regarding share of benefits (F&B, entry fees, sponsor exploitation,...)
- Remuneration system: Fixed fee, régie,...? / How can transparency in accounting be guaranteed?

Timing:

- Briefing: 02/09/2014
- Presentations of projects: 23/09/2014
- Decision selected project: 03/10/2014

- Finetune concept internally: 24/10/2014
- Finetune concept with RTBF/VRT: 31/10/2014

- Presentation to BOIC partners: November 2014
- Presentation to Rd2R partners: December 2014

PLEASE PROVIDE US



- **An attractive and realistic concept on a well defined location**
 - What will guarantee sufficient visitors?
 - Why would supporters want to come?
 - Why would a partner not want to miss the opportunity and how can they be engaged?
- **A realistic budgetary approach with**
 - a commercial proposition for 'share of benefits'
 - a clear and transparent remuneration procedure
- **Milestones for realisation of the concept**
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Varia:

- Quid interest & advantages to collaborate on Catwalk To Rio? (mainly coordinating & logistic role)

THANK YOU

For more info visit www.teambelgium.be

