

Why to Bid

for World Taekwondo Events



President's Message



It is a great pleasure to announce opening of the next bid process for World Taekwondo's prestigious events to all potential hosts including World Taekwondo Member National Associations, Cities and Governments.

The newly established World Taekwondo bid process is now serving as a driving force for creation of collaborative partnerships between World Taekwondo and host cities.

"World Taekwondo Events Bid Brochure" offers important guidelines and contains useful information on the new bid process highlighting benefits and requirements of hosting World Taekwondo events.

World Taekwondo is proud of presenting its events as ones of the most cost-effective and the best value-added sporting events among other Olympic sports. This will also help potential hosts better understand the core values of the sport of taekwondo which will be associated with the host cities through organizing World Taekwondo events.

I hereby invite you to review this document and contact World Taekwondo so that we could work together to deliver the greatest taekwondo events to your cities and countries, leaving the long lasting legacy.

Chungwon Choue

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President, World Taekwondo

OVERVIEW OF WORLD TAEKWONDO EVENTS



World Taekwondo Championships: Flagship Event

- Days of competition: 7-9
- Budget: 2 – 5 million USD; Hosting fee: 200,000 USD
- Athletes: over 900; Weight categories: 8 (Male and female each); Officials: over 800
- Venue capacity: 3,500; Hotel capacity: 2,000; Number of courts: 5
- Inclusion of World Taekwondo Council Meeting, General Assembly and World Para Taekwondo Championships

World Taekwondo Junior Championships: Future Superstars

- Days of competition: 5-7
- Budget: 1 – 2 million USD; Hosting fee: 100,000 USD
- Athletes: over 700; Weight categories: 10 (Male and female each); officials: over 500
- Venue capacity: 2,000; Hotel capacity: 1,200; Number of courts: 5
- Inclusion of World Taekwondo Council Meeting, General Assembly and YOG Qualification Tournament

World Taekwondo Poomsae Championships: Discipline, Focus Performance

- Days of competition: 5
- Budget: 0.5 – 1.5 million USD; Hosting fee: 30,000 USD
- Athletes: over 500; officials: over 300
- Venue capacity: 2,500; Hotel capacity: 1,200; Number of courts: 3
- Inclusion of World Para Taekwondo Poomsae Championships

World Taekwondo Grand Prix Series: World's Best

- Days of competition: 3
- Budget: 0.8 – 1 million USD; Hosting fee: 100,000 USD
- Athletes: over 200; Weight categories: 4 (Male and female each); officials: over 200
- Venue capacity: 2,000; Hotel capacity: 400; Number of courts: 3

Events Open to Bid

(2021-2023)

	2021	2022	2023
World Taekwondo Championships & World Para Taekwondo Championships	●		
World Taekwondo Junior Championships & YOG Qualification Tournament		●	
World Taekwondo Poomsae Championships & World Para Taekwondo Poomsae Championships		●	
World Taekwondo Grand Prix Series	● ● ● ●	● ● ● ●	● ● ● ●

BENEFITS OF HOSTING THE EVENTS

1. City Brand Exposure & Promotion

· The host city will have an opportunity to expose city's name, brand and its value to 209 World Taekwondo's member countries.

2. Commercial Rights & Revenue

- Sponsorship: Organizer will be granted sponsorship logo exposure on TV and live streaming in an agreement with World Taekwondo.
- Ticket sales: All revenues from ticketing will be taken by the organizers.

3. Develop new social initiative

· Hosting a World Taekwondo event contributes a unique opportunity to develop social initiative in the host city. For example, the event can be used to reach out to specific groups in society and get them involved in sport and other social activities, such as volunteering.

4. Advantage for host country's athletes

- World Taekwondo Championships: The number fourth (4th) seed will be granted to an athlete from the host country per each weight category.
- World Taekwondo Grand Prix Series: One (1) athlete from the host country is automatically qualified for Grand Prix Series per each weight category. The number ninth (9th) seed will be granted.

5. Long Lasting Sporting Legacy

· Hosting a World Taekwondo event creates a unique opportunity to develop the sport in the host city. It inspires next generations of athletes to get involved in taekwondo, therefore ensuring the long term development of the sport.



Case study

Muju 2017 World Championships 

Taekwondo Event Impact

Tangible	Intangible
<p>Event Participation</p> <ul style="list-style-type: none"> · 945 Athletes · 178 Nations <p>Spectator</p> <ul style="list-style-type: none"> · 42,181 Spectators · 600 Volunteers <p>Viewer</p> <ul style="list-style-type: none"> · 9,397,200 Global Viewers · 232h 39m 22s Global Coverage 	<p>Event Participation</p> <ul style="list-style-type: none"> · Republic of Korea, Turkey, Serbia · Top 3 Gold Medal nations <p>Spectator</p> <ul style="list-style-type: none"> · 'International' · 'High-Level Competition' · 'Competition spirit was Attractive' · 'Atmosphere was Excellent'
<p>Revenue</p> <ul style="list-style-type: none"> · \$9,460,307 <p>Total Media Value</p> <ul style="list-style-type: none"> · \$12,596,434 <p>Muju Tourists</p> <ul style="list-style-type: none"> · \$10,828,386 	<p>*The Economic sector accounts only the conservative tangible impact; Revenue, Media Value and Visitor Expenditure and excludes other intangible impact resources. The Economic tangible impact calculation was not conducted using any sort of conventional economic multipliers or factors that could have exaggerated the value.</p>
<p>Tourism</p> <ul style="list-style-type: none"> · 6 Days of Average Stay per person in Muju · 13 Average Number of Acquaintances per person visiting Muju · Top 3 Spending Characteristics - 'Transportation' - 'F&B' - 'Accommodation' 	<p>Image</p> <ul style="list-style-type: none"> · Muju Image was 'Interesting', 'Generous' · Muju had 'Positive City Atmosphere' · Muju Tourists wanted to 'Re-Visit' & 'Recommend Muju to Others' <p>Community Engagement / Event Features</p> <ul style="list-style-type: none"> · Over 20 Community Engagement and Events

SPORT



ECONOMIC



SOCIAL



To access full version of the case study:
http://www.worldtaekwondo.org/wp-content/uploads/2017/12/TEI-Study_2017-Muju-World-Taekwondo-Championships.pdf

HOW TO BID?



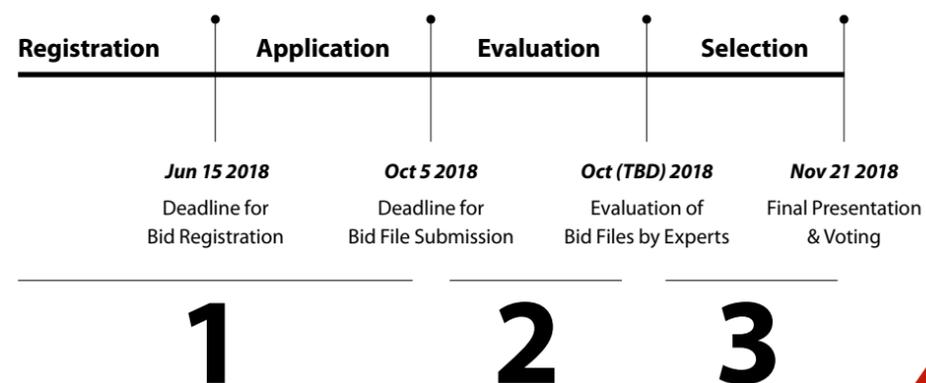
Overview

World Taekwondo is pleased to announce opening of the next process of host city selection for World Taekwondo events to take place between 2021 and 2023.

The process will culminate in the host city selection at the World Taekwondo Council meeting in Fujairah, United Arab Emirates on 21 November 2018.



Milestones



Timeline

	Phase	Date	Procedure	Remarks
1	Registration (- Jun 15)	Jun 15 2018	Bid registration . By email . Under a signature of either the president of MNA or the mayor of city or equivalent	Only registered bidder will be eligible to submit the bid file.
	Application (Jun 16- Oct 5)	Oct 5 2018	Submission of Bid File . By email . Bid File form & Attachments 1) Guarantee Letters 2) Host City Contract (Signed by both the president of MNA & the mayor of city or equivalent)	One-page of executive summary shall be submitted to the World Taekwondo in due course.
2	Evaluation (Oct 6 - Nov 19)	Oct (TBD) 2018	Evaluation by experts	
			Shortlisting of final candidates	Results will be notified individually.
3	Selection (Nov 20 - 21)	Nov 20	Submission of the original documents . Bid File form . Signed HCC . Guarantee letters	World Taekwondo Council Meeting
		Nov 21	Presentations of final candidates . 10 minutes for each candidate Report of evaluation results Voting for host city selection . World Taekwondo council members Announcement of the host city & Awarding Ceremony . World Taekwondo President and bid delegations	

* This timeline is subject to change.

Bid

for World Taekwondo Events



For more information, please contact us

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