



Glasgow 2018 European Championships

Perthshire Tourism Partnership
7 February 2018

The European Championships



- a new multi-sport event bringing together existing official European Championships and launching a new golf event
- devised by the European Federations to enlarge TV audiences and increase brand power
- to be held every four years – the first in summer 2018 staged by the Host Cities of Glasgow and Berlin
- controlled by the sports federations, the Host Cities and the broadcast partners

Key facts and figures

- Six sports staged by Glasgow
- from 2-12 August 2018
- 12 venues + live sites
- 3000 athletes
- 8500 athletes and officials
- Fully integrated cultural programme
- Co-hosting with Berlin who are staging European Athletics Championships



Our Vision



- To create a must watch, must attend experience that elevates the status of European champions
- For athletes and spectators the event will create a new highlight on the sporting calendar that will reach beyond dedicated fans to a much broader audience
- To continue to deliver sporting, economic, cultural and social legacy for Glasgow/Scotland



Broadcast Benefits

- European Broadcast Union, umbrella body for all public sector broadcasting in Europe, a key partner
- Potential TV audience reach of up to 1.03bn
- 10 days of television coverage (3-12 August)
- Wall to wall BBC coverage
- Coverage across Scotland's top 5 European markets (BBC in UK, ARD/ZDF in Germany, France Television, RAI in Italy and TVE in Spain)

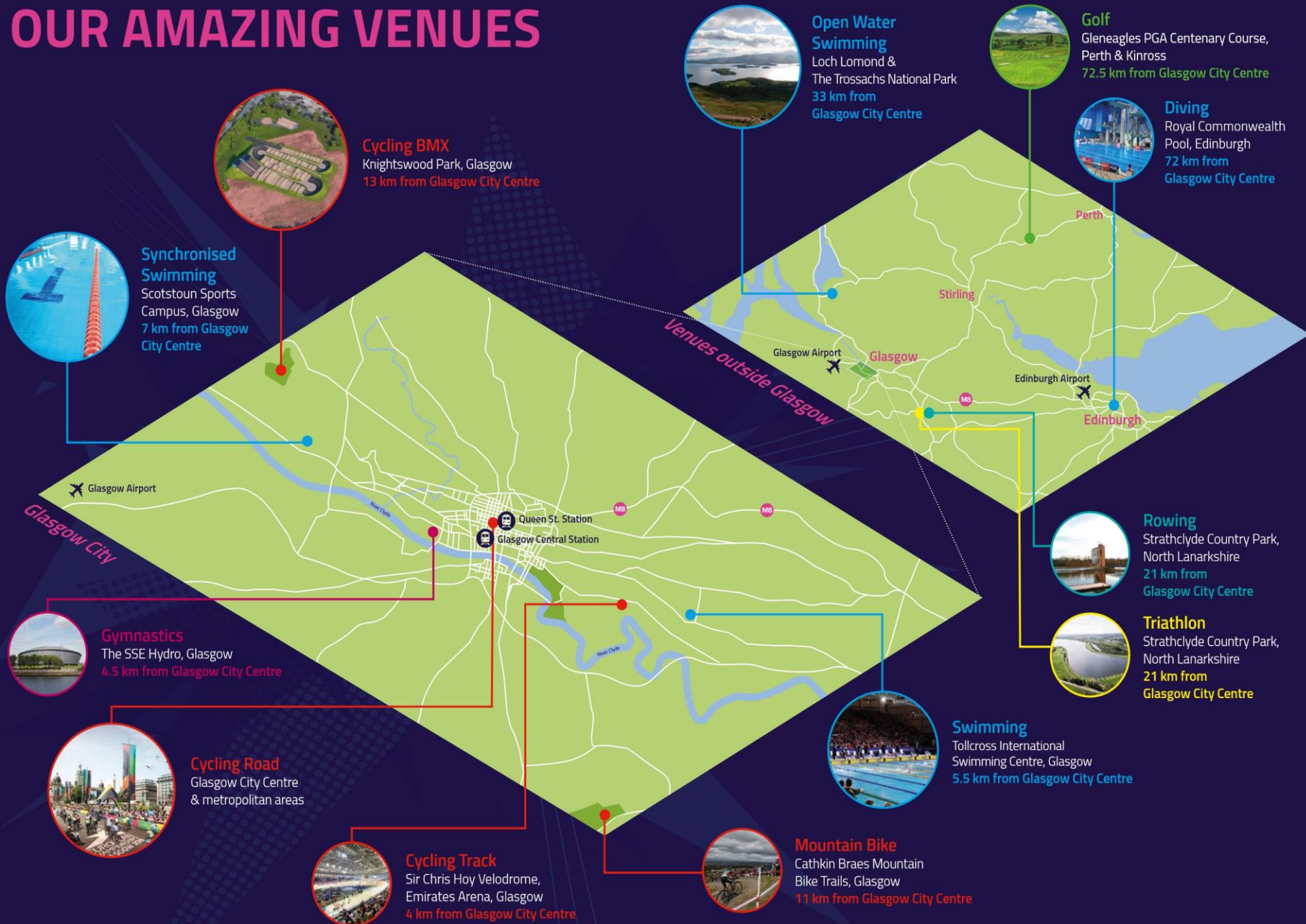


Key partnerships



- Funders Scottish Government and Glasgow City Council
- Official Glasgow 2018 sponsor family
- European, British and Scottish Federations
- North Lanarkshire, Edinburgh, Perth & Kinross, Loch Lomond National Park Authority, Stirling, East Dunbartonshire
- Gleneagles
- National agencies and Police Scotland
- Host City partnership with Berlin

OUR AMAZING VENUES



Glasgow 2018 European Golf Team Championships



- **First ever** European Golf Team Championships
- Staged by both the **European Tour** and **Ladies European Tour**
- **In a world first for professional sport** men and women golfers from across Europe will compete side by side
- Competitions for men and women and a **ground breaking mixed event**
- Truly memorable new **highlight on the golfing calendar**

Glasgow 2018 European Golf Team Championships



- Staged on the iconic PGA Centenary Course at Gleneagles in Perth & Kinross
- **Five days** of competition from 8 – 12 August 2018
- 3 Medal events
- 64 Athletes
- Approx. 7000 spectators per day



Glasgow 2018 European Golf Team Championships



- Collaboration with VisitScotland at golf events across Scotland and UK
- Collaboration with European Tour, Ladies European Tour, Gleneagles and EventScotland to promote the event across all marketing and communication channels
- Range of promotional films and golf specific branded materials to promote the event

Cultural Programme



- Live Sites
- Festival Fund
- Edinburgh Festival
- Joint Promotion
- Cross selling



Business Engagement



- Maximise business engagement and business opportunities for Glasgow and Scottish businesses by promoting Glasgow 2018 contract opportunities on Public Contracts Scotland
- Provide businesses and residents with clear, consistent and timely information about opportunities presented by the Championships and any impacts it may have on the city – www.getreadyglasgow.com
- Working in partnership with Glasgow and Scotland's tourism industry, visitor economy and local businesses to promote the best of what Glasgow and Scotland have to offer

Business Engagement



- Opportunity for visitors to experience culture and sport in Scotland in the summer of 2018.
- Ensuring local tourism and hospitality businesses are fully briefed on the opportunities the event brings – Special offers and promotions
- Partners, stakeholders and businesses will be officially invited to play their part and show their support through the 2018 Welcome brand and online toolkit

Glasgow 2018 European Golf Team Championships



Digital Toolkit

- Welcome Logo and guidelines
- Business Fact Sheet providing key facts and figures
- Glasgow 2018 promotional film
- Infographics – map of venues and Glasgow 2018 facts
- Website banners with links to Glasgow 2018 Get Ready Glasgow pages
- Approved promotional copy for websites, e-news and social media channels

Welcome Packs

- Welcome packs will be distributed via industry groups
- Packs will also be distributed at business engagement events throughout the country.
- Bunting, flags, window stickers, coasters, pens and balloons



Year of Young People 2018 collaboration



Working in partnership with YoYP team to inspire healthy and active lifestyles:

- Glasgow 2018 Educational toolkit for national school intranet Glow
- Six young Volunteering Champions recruited
- Mascot consultations and competitions taking place
- YP ticketing strategy:
 - 50% concession on all ticket prices across all sports for children 16 and under (golf free as normal)
 - Free chaperone tickets for all sports clubs
 - High number of free events and free attendance opportunities
- Creation of blogs, podcasts and other digital toolkits to inspire young people
- YoYP has place on Championships Board

PARTNERS



Scottish Government
Riaghaltas na h-Alba
gov.scot



SUPPORTERS



Harper
Macleod LLP



aggreko

