

# OLYMPIC



# EXPERIENCE

## DEN HAAG 2016

## SPORT PARKS INSPIRED BY THE OLYMPICS

October 25 2018, Prague



Rabobank

randstad



Zilveren Kruis



## Concept 2016

- Created by



and



- To enable (Dutch) sportfans to support the Dutch Olympic Team and experience the uniqueness of the Olympics
- To enable NOC\*NSF partners to leverage their sponsorships and maximize sponsorship activation



## Assignment TIG SPORTS

- Develop
  - Shape the idea into a viable and sustainable concept
- Prepare
  - Connect stakeholders (sport, fans, partners) to the concept
- Execute
  - Complete execution of the event (promotion, event management)



## Principles

- The Netherlands = Sport-Crazy-Country (HHH)
- Professional structure stakeholders
  - NOC\*NSF
  - Sports Federations
  - Partners
- Event venue (central) versus Rio de Janeiro
- First timer → Think **BIG**...

Take **RISK**...

Agency fee (fixed)

Deficit responsible

Revenue share  
additional income  
(exceeding budget)



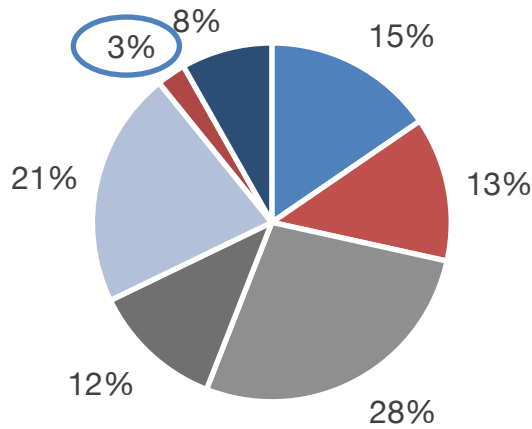
## Considerations

- Con
  - Risk (weather etc.)
  - Willingness audience (ticketing)
  - Perception general public (public funding)
- Pro
  - No limits
  - Control (effective decision making)
  - Potential win for stakeholders



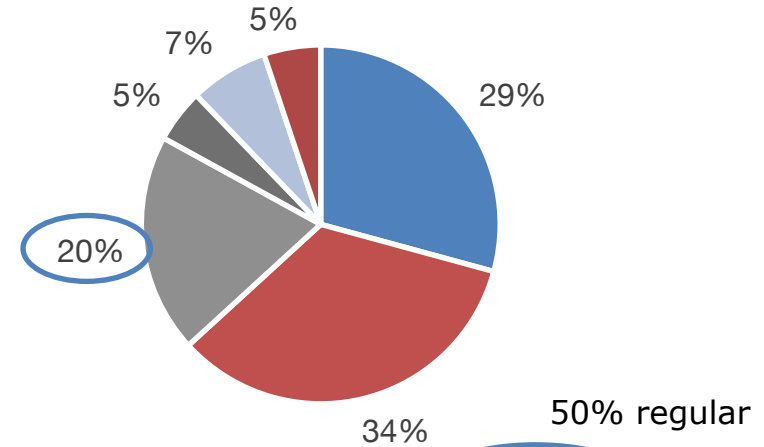
## Financials

Costs (EUR 3M)



- Organisation
- Location
- Promo Village
- Comms
- Hospitality
- Sports
- Divers

Revenues (EUR 3.3M)



- Public Funding
- Sponsoring
- Ticketing
- Barters
- Hospitality
- Divers



# OLYMPIC EXPERIENCE

DEN HAAG 2016



103.000  
visitors

30 sports  
federations

1.000  
volunteers

1.8 visit/  
person

45.000  
kids

54%  
female

EUR 1.5M  
Spin off



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# Děkuji



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