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SPORTS VENUE REPORT

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BIDDING COUNTRIES
WORLD CUP 2018/22

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ARENA ONE

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Publisher and Editor
Manfred Schlösser

Executive Editor-in-Chief and Co-Editor
Marco Klewenhagen

SPONSOR⁵ Editorial Team
Steffen Guthardt, Philipp Klotz, Tobias Kuske, Florian Oediger, Daniel Primke, Holger Rehm, Benjamin Reister, Kathrin Schmidt, Lukas Stelmaszyk

Editorial Office
Locke McKenzie, Stefan Sirucek

Freelancers
Stefan Krüger, Florian Kunth

Event Team
Philipp Klotz, Juliane Nocker, Daniel Primke

Marketing & Sales
Holger Reitlinger, Kirsten Rhein, Philip Rieneck, Sophie-Charlotte Sassmannshausen

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SPONSOR⁵ Verlags GmbH, Donnerstr. 10-20, 22763 Hamburg, Germany,
Tel: +49 (0)40/4133008-0,
Fax: +49 (0)40/4133008-19,
E-Mail: info@sponsors.de

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E-Mail: prass@sponsors.de

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GREAT STADIUMS FOR A GRANDE NATION

On average, Ligue 1 stadiums are 60 years old, which is too old and outdated for today's standards. Should France win its bid for the 2016 EURO on May 28th of this year, a wave of renovation and reconstruction projects could sweep the country. If that happens, increased revenues through ticketing, catering, and hospitality, would bring the Ligue 1 clubs profits like never before.

AUTHOR: KATHRIN SCHMIDT

Nicolas Sarkozy is making his country's bid for the 2016 EURO a top priority. Last year, the French president created a legal statute declaring that the EURO campaign was of national interest. Later he announced that he was prepared to provide 150 million euros of government money should UEFA award France the EURO at their meeting on May 28th, 2010 in Nyon, Switzerland.

The question of what the government would do with all the money has already been decided. The millions would go towards completing one of the country's most important construction projects: the renovation of its largely outdated and obsolete stadiums. The Stade de France, which is the home field of the French national team, is the most recently constructed stadium in the country. It was completed for the 1998 World Cup.

Christophe Bouchet, general director of the Lagardère Sports subsidiary Sportfive, spoke frankly about the issue. "The stadiums in France are on average 60 years old," he said, "because of this we are far behind our European neighbors like England, Portugal, or Germany."

In order to get its stadium infrastructure ready for the EURO 2016, France will need around 1.95 billion euros. According to a University of Limoges study, that's the price tag for building seven new stadiums and renovating six others. In preparation, the study calculated these figures as well as the predicted earnings for the 2014-15 season based on data from the 2007-08 season and available information on the new stadium projects.

On behalf of Sportfive, the researchers analyzed how both the 13 affected clubs and the state could afford to pay for the coming wave of renovations. They found that it would eventually mean more money for the clubs through ticketing, hospitality, and catering. The projections provide evidence that the earnings from these three sectors could more than double in the new stadiums. Putting all 13 new or renovated stadiums together, researchers have calculated revenues of 18 million euros in gastronomy (compared to 6 million euros in 2007-08) around 136 million euros for



LE GRAND STADE: 60,000 spectators will celebrate the completion of

BRINGING THE WORLD CUP BACK TO ENGLAND

England wants to host the FIFA World Cup in 2018. If they succeed, it will be the first time since 1966 that they've managed to get football's premier event back to the island. In order to reach this goal, the England 2018 Bid Committee is placing particular emphasis on the special role football has played in England, and the celebrated status football in England has achieved in the world. Highlights include their tradition of quality football infrastructure, the distinguished reputation of their league, and last but not least, David Beckham.

AUTHOR: HOLGER REHM

The English Football Association (FA) has fond memories of the last time England hosted the FIFA World Cup. Wembley Stadium, London, 1966. 98,000 spectators witnessed the goal that wrote history. Geoff Hurst's controversial shot secured not only the 4:2 victory for the "Three Lions" over Germany, but also landed England their first, and what would remain their only, World Cup title to date. And it all happened on home soil, to boot.

In the 44 years that have gone by since 1966, the English national team has been unable to claim another international title for themselves of this level. As the 1996 UEFA EURO in England has long since come and gone, it has now been 14 years since a large-scale football tournament was hosted on English soil. "It's been too long for the English people," explained Brian Barwick, former CEO of The FA (2005-2008). With a large part of the population in favor of the bid, he is not alone in his wish to see the World Cup return to England.

With a six-person board, a five-person advisory group, and eight vice-presidents, which include David Beckham and national coach Fabio Capello among their ranks, England has assembled a large team to guide their bid for the 2018 FIFA World Cup.

Infrastructure, Tradition, and Beckham

England has promised 2018 to be "the most commercially-successful FIFA World Cup in history", should they be awarded the tournament. According to Andy Anson, England 2018's CEO, the country will have "a highly developed and innovative technical offering including an excellent blend of iconic stadia and new-builds."

England officially launched its campaign on May 18th, 2009 to a crowd of cheering supporters in Wembley Stadium. The host city selection process was kicked off on this date as well, as English cities were invited to apply to become one of the 12 Candidate Host Cities included in the bid book. 15 applications were submitted to England 2018 on the 26th of November, 2009, and the victorious 12 were announced less than a month later, on December 16th, 2009. The 12 selected cities put forward a total of 17 stadiums for England's Bid Book; among those included were Manchester's Old Trafford, London's new Wembley and Emirates stadiums, and Liverpool's Anfield Stadium (current or as new build).

Another point for England's candidature is that they appear to be well-equipped for hosting an event of this magnitude, especially when one examines their road, rail, and air infrastructure. Air services directly connect England to 185 airports in World Cup qualifying countries.

On top of all of these selling points is the obvious fact that England is a country crazy about football. This is a fundamental part of their bid. England's quarterfinal loss to Portugal during Germany's 2006 World Cup boasted around 30 million domestic viewers. That constitutes more than half of England's population. The FA Cup and Premier League further

FIFA World Cup 2018

Bidding Nation: England

England 2018

Phone: +44 (0) 20 7745 5621

Mail: dan.connolly@theFA.com

Net: www.England2018bid.com



Bid Committee:

David Triesman (Bid Committee Chairman)

Andy Anson (CEO of the Bid Committee)

Budget:

24.6 Million US Dollars

Sponsors/Partners:

Official Partners: BT, Morrisons, Pricewaterhouse Coopers

Official Supporters: npower

Official Suppliers: Alpha CRC, AT Internet Ltd, Browns

Design Associates Ltd, Cutting Edge Group, e-circle,

i-Level Ltd, IVS Group Limited, OMMprint, Pitch Media

Limited, Pmpgenesis Legacy, Reform Digital, Stoke Park,

STR Global, Tamba Internet

Potential Venues:

Stadium	Capacity	City
Villa Park	47,300	Birmingham
Ashton Vale	44,000	Bristol
Elland Road Stadium	51,240	Leeds
Wembley Stadium	84,700	London
Emirates Stadium	60,000	London
White Hart Lane	58,000	London
or Olympic Stadium	66,995	London
Anfield Stadium (current/new stadium)	44,000/72,334	Liverpool
Old Trafford	75,979	Manchester
City of Manchester Stadium	47,717	Manchester
Stadium MK	44,000	Milton Keynes
St James' Park	52,409	Newcastle Gateshead
City Ground	45,300	Nottingham
Home Park	43,874	Plymouth
Hillsborough	43,946	Sheffield
Stadium of Light	48,707	Sunderland

Recent Large Sport Events:

- Commonwealth Games 2002

- UEFA Euro 1996

ARENA JOB MARKET

Every year sporting events, concerts, and business gatherings attract millions of people to stadiums and arenas around the world. In football stadiums and multipurpose arenas alike, the organizational machinery works at full steam day and night to keep operations running smoothly. Using Germany as an example, SPONSOR^S takes a look behind the scenes of a multi-million euro market.

AUTHORS: FLORIAN OEDIGER AND STEFFEN GUTHARDT



Credit: Getty Images



Credit: Getty Images

If everything goes according to plan, “the first fans will arrive at the stadium at around 12:30p.m.,” security guard Peter Siegert says to the crowd. “Today is a big day, so keep alert. We can’t have any slip-ups.” Today Northern Germany’s biggest rivals, Hamburger SV and Werder Bremen, meet.

Just one week before, there was a meeting of all service providers responsible for game day operations. Whether its catering, security, cleaning or hosting:

“For their money our guests expect premium service and total security. Unbridled enjoyment is really what they’re looking for at our events,” reminds Kurt Krägel, director of arena operations and organization at the HSH Nordbank Arena in Hamburg.

In order to fulfill these demands – not only in Germany, but in stadiums around the world – everything has to run smoothly: before, during and after the game. This requires a small army of service providers darting around the stadium throughout the event. This enormous machine is generally held together by the operating company of the venue, or by the resident club, which contracts tradesmen, hosts/hostesses and janitorial staff.

3.5 million euros per club

As Germany’s example has shown, the sports venue labor market is a very notable component of the economic machine. “Construction costs only make up about 15 percent of total stadium expenditures. On the other hand, 85 percent of all costs are incurred by venue operations in the following 20 years,” says Stefan Leibhard, managing director of the IT management company BTD. Among other projects, his company is exclusively responsible for the organization and maintenance of technical infrastructure in the Allianz Arena in Munich, Germany.

In order to ensure effective game operations on their home turf during the 2007-08 season, Bundesliga affiliates had to spend around 3.5 million euros each for the necessary services. When you calculate the expenditures of all 13 clubs in the Bundesliga’s first league together, you get

a sum of 63 million euros.

For a single multipurpose arena in Germany, the average annual costs of external services come in at just under five million euros. The reason? While these modern indoor event temples may be smaller than their outdoor football counterparts, they accommodate considerably more events.

Industry experts estimate the percentage of total costs external service providers incur to be around 15 to 20 percent for a single arena event.

18,000 external associates

Statistics from the German Football League (DFL) only confirm the significant volume of this market. According to their figures, the number of people working for licensed football alone over the 2007-08 season came to 37,684. Not surprisingly, the largest of these markets is the Bundesliga’s first league, which provides jobs for 25,615 employees.

That is not to say that all of these hard-working associates are on location for every game, but most of them are. Take the number of service crew members necessary for one Bundesliga game day as an example: During the 2007-08 season, this group comprised a total of 17,984 workers. These, largely subcontracted, stadium employees make up around 70 percent of the total labor market for the Bundesliga’s first league (see graphic: “Indirect Employees”).

The two major services for German football stadiums are the security sector, with 7,160 employees, and the catering segment, with 7,680. By international standards, the large size of the catering division is evident when compared with that of France. Taking all 13 Ligue 1 clubs together, there are only 492 people dispensing food and drinks on game day. Even if French stadiums expand their capacities through new constructions and modifications, experts say they still don’t expect more than 1,400 employees to be working the kitchens and kiosks of the top 13 French clubs.

In the Bundesliga, on the other hand, more than 85 percent of all external stadium employees are either involved in the wor-