

# ★ EMG2008

EUROPEAN MASTERS GAMES **MALMÖ SWEDEN**

Malmö August 29th - September 7th



*Passion Qualifies!*

## FINAL REPORT





## Passion Qualifies – EMG 2008 in Malmö

The City of Malmö has held the first ever EMG. The holding of the EMG was not without problems, but the city has helped to create a platform for the future development of an event that both personifies and reinforces the international, social and health-promoting significance of sport: sport for the whole of your life.

For ten days the City of Malmö played host to an event that involved excitement, drama, joy and a major confirmation that sport and challenges are there for the whole of your life. From the opening football match between the Swedish team that finished third in the 1994 World Cup and the Danish European champions from 1992, to fantastic sporting competitions in which more than 700 participants competed for medals. We witnessed a thrilling handball final between Denmark and Slovenia, which ended with the former world champions facing a penalty shoot-out. Archers, rugby players, wrestlers, badminton players and squash players met at the Games Centre area at Malmö Stadion. For a number of days the streets of Malmö were filled with European guests aged 35 or over wearing tracksuits and carrying EMG rucksacks.

EMG 2008 attracted about 4,300 competitors and companions to Malmö. This was far fewer than expected, but those who did attend awarded Malmö high marks as a destination and event venue. Well organised sporting competitions, a large number of fantastic volunteers and late summer warmth and sunshine meant that everyone involved left with great memories. Thank you very much indeed to everyone who made it all possible.

The baton is now passed on to Lignano in Italy, where the EMG will be held in 2011.

Bo Sjöström  
Director of the Leisure, Recreation and Sport Administration,  
City of Malmö





# 1. International & European Masters Games

Between 29 August and 7 September 2008 the very first European Masters Games (EMG) were held in Malmö, using the World Masters Games (WMG) as a template.

The World Masters Games (WMG) is an international, multi-disciplinary sports event that was first established in Toronto, Canada in 1985 and has been held every four years since then. The World Master Games is the biggest sporting event in all categories, and brought together 21,600 people taking part from 89 countries in Edmonton in 2005. Sydney, which plays host in 2009, is expected to attract 35,000 participants.

The vision is that these continental games shall complement the world games, so that there is a major international Master Games held every other year. So the launch took place in Malmö in 2008, and the second EMG is already planned to take place in Lignano, Italy.

What differentiates the Masters Games from other sporting competitions is the scope of the event, the number of sports involved, the fact that the games are aimed at an older target group and the emphasis on the social aspects of the event.

## Fundamental concepts

The Masters Games are open to all who have reached the minimum age of 35. There are no demands in terms of standard, and former champions compete alongside people who engage in sport for fun. The Masters Games do not have a championship status, and although it is an international competition, the participant does not represent his/her country, but only himself/herself or his/her sports association/club. The fundamental values can be summarised as follows:

- To launch the philosophy "Sport For Life" and "Sports For All".
- To be a strong driving force for a positive attitude towards sport, physical well-being and health.
- To offer participants a broad range of options in an open sporting event in a multinational environment.
- To encourage participation regardless of gender, race, religion or sporting status.
- Through their commitment, participants shall become role models for younger people and show that sport for competition/exercise is possible throughout your whole life.



## 2. Summary of EMG 2008

In spring 2006 the City of Malmö was awarded the multi-sporting event the European Masters Games (EMG). The first EMG was to be held over ten days between 29 August and 7 September 2008. The main targets defined for EMG 2008 were:

- To become one of the biggest sporting events in Europe in terms of the number of participants and number of sports.
- To create an event that provides Malmö, Skåne and the Öresund region with lasting added value.
- To make sure the games leave behind life-long memories in the way participants and companions are treated. The games shall be characterised by joy, fellowship and high quality in all respects.
- To create positive media awareness of EMG 2008.
- To create a positive economic outcome for Malmö, Skåne and Sweden through increased consumption and tourism.

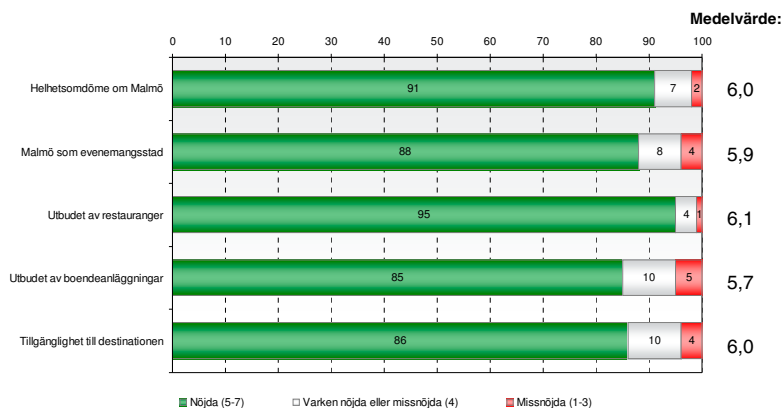
The organisers of EMG 2008 faced a number of challenges, the most significant of which were:

- To sign up interested sports organisers from a large number of sports.
- To market and recruit participants for a new event in a relatively short time.
- To market the event nationally and internationally with limited staff and financial resources.
- To set up a stable network of groups, organisations and companies that could help to strengthen the event both before and during the competitions.

When the competitions began, 18 of the original 28 sports were included in the programme. Around 3,500 competitors and companions had registered. In total, EMG 2008 in Malmö was visited by around 4,300 people, most of whom were very satisfied with the competitions and the event as a whole, and more than 83% of respondents were either satisfied or very satisfied with Malmö as a destination. Revenue for the tourist economy was SEK 16.7 million for EMG 2008, but because of the lower number of participants, the event itself reported a deficit of SEK 3.5 million.

TURISMENS  
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Deltagare

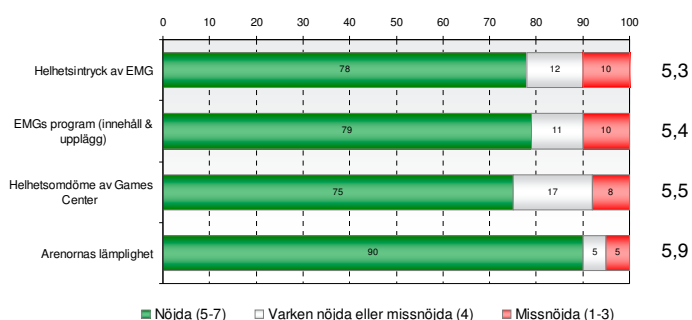


The defined target of 10,000 participants was thus not achieved, and the main reasons for this were:

- That the brand was unknown.
- That it was the first time the EMG had been held.
- That it was difficult to reach out into the European market.
- That the registration system was difficult and alternative ways of registering were too late in getting started.
- That the participation fee was too high.
- That there was resistance towards and scepticism about the event, both in the national and international sporting movement and in the City of Malmö.
- That the competitions did not have any mass media interest.

Deltagare

Medelvärde:



## Key figures

Key figures	Target	Actual outcome
Number of participants	10,000	3,022
Companions	2,000	500
Volunteers	2,000	750
No. of countries repr.	45	45
No. of sports	28	18
Sponsorship revenue	750,000	530,000
Budget	Break even	Deficit of SEK 3.5 million
Profit for tourist economy	SEK 60 million	SEK 16.7 million

## Evaluation

A survey into the tourist economy was conducted during the EMG by Turismens Utrednings Institut [Tourism Survey Institute] on behalf of Malmö Tourism. A digital questionnaire (questback) was sent out by email to participants and companions in connection with the EMG. Evaluation meetings were conducted with all sports organisers in the weeks following the games. Even those sports organisations that chose not to run their planned competitions were interviewed. Evaluation meetings were also conducted with all partners. The views of volunteers came forth via the sports organisers and through meetings and a basic questionnaire. The results of the evaluations are contained partly in the text, and also as an appendix to the report.



## 3. Organisation

### 3.1 European Masters Games Association (EMSA)

The party that took the initiative for the International Masters Games is the International Masters Games Association (IMGA), which was founded in 1985. The IMGA is a member of General Association of International Sports Federations (GAISF) and holds its annual general meeting during the GAISF's conference. The IMGA is recognised by the International Olympic Committee and has its head office in Lausanne, Switzerland. 17 international special sporting associations are members of the IMGA.

The European Masters Sports Association (EMSA) was formed in 2002 and is the first continental sporting organisation in the masters movement. The main aim of the EMSA is to increase interest in the masters movement in Europe and to organise the European Masters Games (EMG) every four years. The EMSA has its registered office in Vienna, Austria and the board consists of seven members, two of whom are also members of the IMGA's board.

### 3.2 EMG 2008

The City of Malmö's Leisure, Recreation and Sport Administration signed an agreement with the EMSA in spring 2006 and thus assumed ultimate responsibility for holding the EMG. The City of Malmö's Leisure, Recreation and Sport Administration concluded an agreement with Skånes Idrottsförbund [Skåne Sports Association], which assumed responsibility for the sporting competitions and for being a

contract party with the sports organisers (clubs, alliances of clubs, special district associations or special sporting associations). Skånes Idrottsförbund's task was to guarantee which sports would be involved as well as the running of the various competitions. The City of Malmö's Leisure, Recreation and Sport Administration and Skånes Idrottsförbund assumed joint responsibility for the appointment of members to the project's steering group.

### 3.3 Steering group

The steering group had overall responsibility for the project's finances, organisation, EMSA reporting and contract follow-up, general security and emergency plan. The chairman and convenor of the steering group was the Director of Leisure, Recreation and Sport Administration. The steering group (2006/07) consisted of representatives from the Leisure, Recreation and Sport Administration, the Culture Department, Malmö Tourism and the Streets and Parks Department, as well as Region Skåne, the County Council, MISO [Malmö Sports Associations' Cooperation Organisation]/MIP [Malmö non-profit organisation] and Skåneidrotten. The intention was that the administrative departments would assume responsibility for measures relating to the city's duties as host, including co-ordination, provision and staffing of sporting facilities, logistics, communication, general visitor service, social events and marketing of the city. In order to be better able to monitor the progress of the project, at the end of 2007 it was decided that the steering group should consist of the Director,





Finance Manager and Events Manager of the Leisure, Recreation and Sport Administration, together with the Association Manager, Finance Manager and Project Manager of Skåneidrotten. The previous project group became the project's reference group.

### 3.4 Finance group

The finance managers of the Leisure, Recreation and Sport Administration and Skåneidrotten were jointly responsible with the EMG's Project Manager for budget follow-up and the presentation of financial matters to the steering group.

### 3.5 EMG office

The operational work in the project organisation was shared between the City of Malmö's Leisure, Recreation and Sport Administration and Skåneidrotten as shown in the figure below. Two project managers were responsible for all work until spring 2007, when an assistant was hired. In October 2007 a project manager was hired. The operational work was divided into the three main areas Sport/Venues, Participant Service and Communication/Marketing, for each of which a project manager assumed responsibility.

Another assistant was hired in spring 2008 on a part-time basis, and was supplemented by hourly-paid staff in the final months of the planning phase and during the course of the actual event. During the

period of the EMG both Skåneidrotten and the Leisure, Recreation and Sport Administration assigned some staff to the project.

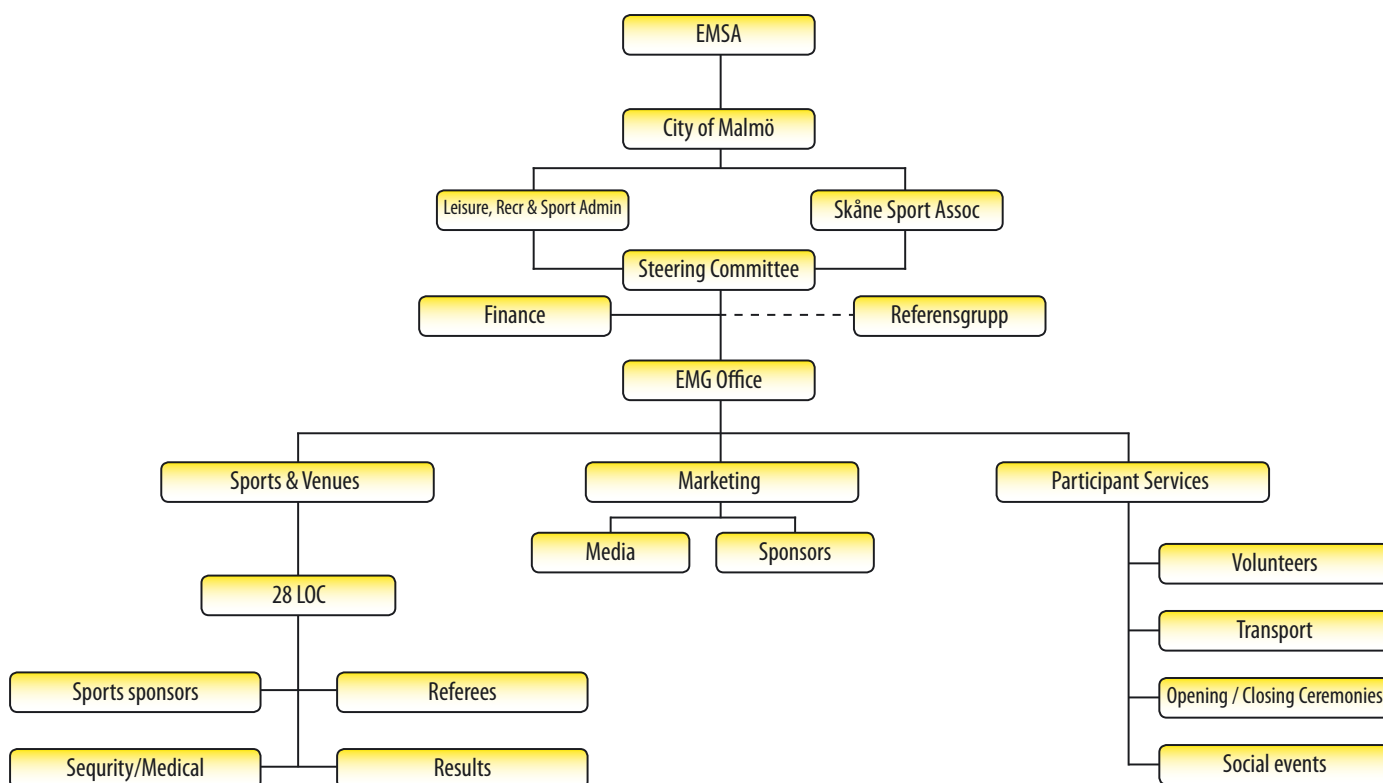
The EMG office was based in the Leisure, Recreation and Sport Administration's premises on Stadiongatan, Malmö.

### 3.6 Sports organisers

Each sports organiser had its own organisation with responsibility for planning, marketing, recruitment of officials/volunteers and running the competitions. Each sports organiser had a competition manager during both the planning and implementation phase, with responsibility for dialogue with the EMG office.

### 3.7 SportingPulse

The International Masters Games Association has a partnership with the Australian company SportingPulse for registration and accreditation systems. One element of the agreement with the EMSA was that this system also be used for EMG 2008. A consultant from SportingPulse offered service and support to the project organisation and was also on site in Malmö before and during the course of the EMG.



## 4. Communication

The results from two workshops with various interested parties in autumn 2006 formed the basis of the EMG's communication and marketing plans. The challenges identified were that the EMG was an unknown event in Europe and that it would only be held on one single occasion in Malmö. The brand needed to be built up and communicated. It was confirmed, among other things, that it was important to highlight the potential scale of the event – the number of participants and the number of sports – in order to be attractive to both participants and other target groups.

### 4.1 Marketing

#### 4.1.1 Target groups

The focus of all marketing was on participant recruitment. The primary target group for all marketing was active veteran athletes within the 28 special sports associations, and the main responsibility for reaching the target group lay with sports organisers, with financial support from the main organisation. Other target groups that were identified were:

- Sports associations and clubs
- Members of sports associations and active people in athletes' networks
- People who engage in sport for fun
- The general public
- Media
- Partners within the region and the municipality
- Business

#### 4.1.2 Message

Comparisons with the World Masters Games (WMG) were important. It was also important to highlight the social and sporting nature of the event. The EMG's motto "Passion Qualifies" was kept in English and aimed to encourage everyone to get involved. Other messages were highlighted to market the EMG:

- an opportunity to take part in an international competition, even if you are not an elite sportsman
- the scale of the event (number of participants, number of sports)
- writing history, the first ever European Masters Games
- fellowship, the social events in connection with the competitions
- the chance to visit the Öresund region and discover Malmö, Skåne and Copenhagen.

#### 4.1.3 Strategy

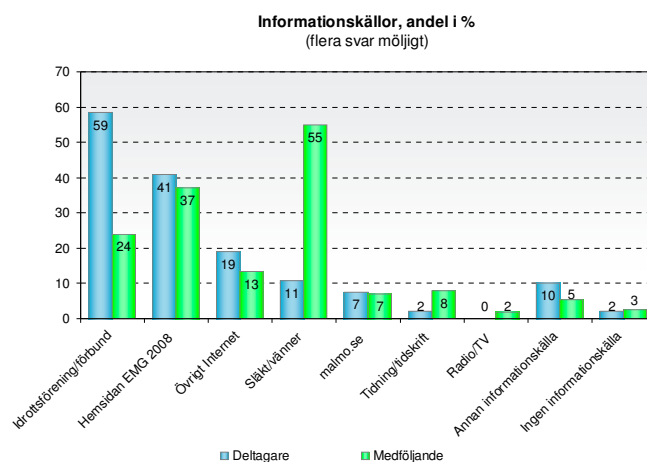
The sports organisers had a large responsibility for marketing and participant recruitment. The sports organisers themselves defined the estimated number of participants, and recruitment was to be primarily from within their own ranks. The EMG's project organisation was responsible for arranging marketing aimed at the general public and for providing the organising associations with support and assistance and paying for the marketing initiatives (printed matter, advertising, travel, events).

#### 4.1.4 Sport-specific marketing

The sports organisers' marketing initiatives consisted primarily of mailshots (by post and email), advertising and writing articles in sports magazines and on websites, as well as taking part in various masters/veterans' competitions in Europe during 2007/2008. The Internet was the most important communication channel for raising awareness on a broad front, and the aim was that EMG 2008 banners should be displayed on both national and international websites. The sports organisers also assumed responsibility for ensuring that EMG 2008 was included in relevant event calendars. According to the survey conducted into the tourist economy (TUI 2008) 59% of respondents learned about the EMG via the Internet and 41% through their association or sports organisation.

The sports organisers' own marketing can be summarised as follows:

- Email mailshots
- Postal mailshots
- Advertising in sports media (printed and digital)
- Involvement at events and championships
- Targeting of key people and organisations in Europe



#### 4.1.5 Promotional and decorative materials

Other marketing materials that were produced for use both before and during the competitions consisted of:

- Roll-ups
- Banderols with the lettering "European Masters Games 2008"
- A4 posters
- A3 posters
- Flags
- Games Centre bunting

#### 4.1.6 Marketing aimed at the general public

It was the main organisation's responsibility to market the EMG towards the general public and to create awareness of the event. The marketing initiatives undertaken were:

- Advertising in Sydsvenskan, Metro, City, punkt.se
- Advertising in Svensk Idrott, Vasalöparen, Friskispressen, Friskare företag (appendix in Dagens Industri)
- Advertising in calendars of events
- National in-store campaign together with Team Sportia
- The Malmö Festival (EMG/football stand)
- Valentine's Day – handing out of boxes of sweets and flyers Malmö city centre
- Distribution of flyers at major sporting events, e.g. the Vasaloppet skiing race, the Stockholm Marathon, the Göteborg Half Marathon, the Vätternrundan cycle challenge
- Posters in Malmö city centre
- Radio advertising on Favorit 104.7
- Communication to employees of the City of Malmö (intranet, staff newsletter)
- Editorial text in Vårt Malmö [Our Malmö]
- During the EMG – flyers handed out every day in the square to entice guests to the Games Centre – striped car

#### 4.1.7 Early bird

Participant registration started at the end of November 2007. An "Early bird" gift was promised to those who registered before the end of March. During May a number of competitions were organised for those who had registered, e.g. a draw for a heart rate monitor, an EMG T-shirt, a gift voucher for the SAS shop, a Team Sportia gift voucher and a gift voucher for a weekend at Håckeberga Slott.

#### 4.1.8 Ambassadors

The aim was to have both national and international ambassadors for the EMG. They could be former elite sportsmen, well-known figures or people who simply exercise for fun. Together with Team Sportia, eleven well-known figures were used to take part in advertising and in-store campaigns in February/March. These people, who included Patrik Andersson (former captain of the Swedish national football team), Gunnar Larsson (gold medal winner, swimming 1972 Olympics), Annette Börjesson (former member of Swedish national teams in football and badminton), Björn Ranelid (author) and Annette Johannesson (former world champion in bowling), also became EMG ambassadors and were involved during the spring both at events and in advertising to market the EMG.



#### 4.1.9 Profile material

A range of EMG profile products was developed together with Profile Professionals. This consisted of profiled products for participants – rucksacks and key rings, as well as jackets and sweaters for officials. A product range consisting of T-shirts, pique tops, hooded jackets, caps, etc. was developed to be sold during the event. "Giveaways", including pique tops, jackets, pens, mugs and boxes of sweets, were used to market the event.

### 4.2. Communication

#### 4.2.1 Website

The website was EMG 2008's most important communication tool, and it was here where there was the biggest opportunity to market EMG 2008, Malmö, Skåne and the Öresund region on a broad front and on an international scale. The language of the website was English throughout, with some information translated into Swedish, German and French: The intention was that the website should:

- Have a profile that was graphically in line with the rest of the marketing material.
- Be updated continuously and contain all necessary participant information.
- Have free links from associations, clubs, federations and other websites with sporting relevance.
- Have free links from the City of Malmö, Korpen, [Swedish Federation for Company Sports and Swedish Sport For All Association], Region Skåne and all partners of EMG 2008.

According to the questionnaire, about 60% of competitors felt that the website was good or very good, while 15% thought that it was poor or very poor.

#### 4.2.2 Newsletters and press releases

The intention was that awareness of and a positive attitude towards the EMG should generate more participants for the EMG, and it was important to provide information in various ways about what was happening and how work was proceeding. Newsletters and press releases were distributed via email.

- The newsletters were written in Swedish and English and went out to competition organisers, local and international press, daily newspapers and trade journals, the EMG organisation, the EMSA, the IMGA, international contacts and to everyone who ordered the newsletter via the website. The newsletter was written and distributed by the organising committee.
- The sports assumed responsibility for ensuring that other specific sporting contacts received the newsletters.
- The press releases took their content from the newsletters, but were adapted according to media requirements. The organising committee, Skåneidrotten and the Leisure, Recreation and Sport Administration were jointly responsible for press contacts.

#### 4.2.3 Other printed material

- EMG programmes were handed out in connection with accreditation, and were distributed to 250,000 subscribers as an insert in the Sydsvenskan newspaper on 25 August.

- Participant handbooks for each sport were handed out in connection with accreditation.
- A volunteer handbook containing information and regulations about safety, healthcare and transport was handed out to volunteers in connection with accreditation.

#### 4.2.4 Communication with the sports

The organising clubs were the EMG's main carriers of the message. It was therefore important to communicate on an ongoing basis with the sports organisers responsible for the events. Initially sport-specific meetings were held, which then became monthly EMG meetings at which all sports were represented to provide information about what was happening within the organisation, to present news and to discuss common issues.

#### 4.2.5 Registration system

The registration system, which was delivered by SportingPulse and was an element of the EMG's website, was launched in November 2007. The task of meeting the linguistic requirements of European participants made this work difficult. Many people perceived the registration system as being difficult to use, despite the fact that it had previously been used in other Masters Games without similar problems. It was confirmed that computer skills varied, not only among participants, but also between countries. The questionnaire revealed that 63% were satisfied with the registration system, while 23% were dissatisfied. However, these figures may be distorted in favour of the registration system, as only those who succeeded in completing the process responded to the questionnaire.

Alternatives were offered to the digital application system, as experiences from events including other World Masters Games showed that you should not only offer a digital application system. Only a few months before the competition, the organisation decided to offer an application form that could be posted, faxed or emailed. Applications were also received by phone, and payments could be made via Post Office giro and bank giro.

### 4.3 Media and press

#### 4.3.1 Media strategy

There were several parties behind the EMG project, with different roles in the event. In order to facilitate contacts with the media, the boundaries between the various parties were clarified in a simple media strategy.

- Project management was responsible for the event in general/ specific project-related issues and passed on questions to the relevant sports organisers.
- The City of Malmö was responsible from the city's perspective and for the event in relation to other activities.
- Skåneidrotten was responsible for the significance of the event for sport in Skåne.

#### 4.3.2 The EMG in the media before the event

Mass media interest in the Masters Games is generally low, and the same was true of EMG 2008. Media coverage of the EMG before the event consisted of:

- General information about the EMG. Articles that dealt with the event in general, what the EMG is, which kinds of sport are involved, which sportsmen/women are expected to come to Malmö and where they will be living. This also included articles that dealt with the more social aspects of the event. Most of these articles appeared in the local and regional press, although there were also some in the national and foreign press.
- Sport-related articles. Articles written with an emphasis on the various sports, i.e. everything from articles on the sports pages in local, regional and national newspapers to articles in the magazine *Svensk Idrott*, on the Swedish Sports Confederation's website and in/on each sport's own newspapers/websites in Sweden, the Nordic region and the rest of Europe. A number of these articles mentioned some of the EMG's high-profile figures, for example Patrik Andersson, Tomas Sandström and Mattias Sunneborn.
- EMG/City of Malmö. Articles dealing in various ways with the City of Malmö's undertaking.

For information regarding the EMG that was issued to the media and involved the City of Malmö/the Leisure, Recreation and Sport Administration, press information was sent out with the City of Malmö as the sender. This information dealt with matters including an appeal relating to the procurement of event services and the financial consequences for the Leisure, Recreation and Sport Administration of the fact that there were fewer participants than expected. The media's focus on a financial deficit and/or the general lack of interest in the event reflected the general attitude towards the EMG.

#### 4.3.3 Media work during the event

When the EMG's press centre was opened, all those responsible for the sports were contacted. On the basis of brief interviews, summaries of information were produced with interesting facts about each sport, and these were then used in press packs. At the same time steps were taken to ensure that each person responsible for a sport was contactable and prepared to take calls from the media and from media representatives on site out at the venues. Press information was sent out on an ongoing basis from the days leading up to the event and then continuously during the week of the event. The emphasis was on information about the sports, but there was also press information about the EMG in general including information about the EMG Games Centre and the evening events. The press information was sent to local/regional media (including the Danish media) and to sports journalists and sports editorial offices. The press information was also uploaded to [emg2008.com](http://emg2008.com).



#### 4.3.4 Media coverage during the event

Once the competitions started, media coverage increased, especially sporting coverage. The EMG got off to a flying start on the opening Friday, when there was healthy media presence on site to report from the Nostalgia Match between Sweden's 1994 World Cup side and the Danish side from Euro 92. The EMG appeared frequently in the media during the week of the event. The daily newspapers *Sydsvenskan* and *Skånska Dagbladet* reported essentially every day from the EMG competitions. There were also reports in *Kvällsposten* and *City*. Other regional media, for example *Kristianstadsbladet* and *Ystads Allehanda*, wrote a number of articles. On television, *Sydnytt*, TV 4 Öresund and *Kanal Lokal* reported on some of the sports. A number of radio channels (including P4 Riks, Radio Malmöhus, Favorit, Malmökanalen and Mix Megapol) reported from various competitions and featured individual competitors as well as the parallel events in the Games Centre. Various sports media reported from the event, primarily on their own sports, including the Swedish Walking Association, the Swedish Volleyball Association and the Swedish Badminton Association. A number of sports websites also carried reports, such as *AlltOmHandboll.nu* and *budo.se*.

#### 4.3.5 Press/media centre

Before the event a handful of foreign and around 20 Swedish journalists/photographers had requested accreditation. A number of (primarily local) journalists/photographers also covered the event without requesting accreditation. Local/regional media did not need to visit the EMG's press centre. Details of times and contact persons were simply arranged over the phone, and most reporting then took place on site out at the various venues. A summary of results after the competitions were completed was available on the website, at the EMG Games Centre and in the press centre.

The EMG press/media centre was open on every day of the event from 09:00 until 18:00. The centre was located in IFK Malmö's VIP suite in the Baltic Hall. Here there were information binders for each sport, a results box, a notice board with general information and information about Malmö.

The centre also provided a number of workstations with Internet access and coffee, tea, water and snacks.



## 5. Sponsors/business partners

Skånes Idrottsförbund assumed responsibility for recruiting sponsors for the EMG. The aim was to find partnerships in which partners not only provided financial support, but could also contribute towards raising awareness of the EMG and recruiting participants. It was a challenge to find business partners for the very first EMG, as the brand was unknown and the number of participants uncertain, and there was also limited mass media coverage. Despite this, EMG 2008 had three main sponsors and six sponsors. There were also a large number of suppliers.

### 5.1 Sponsorship package

- Main partner
- Partner
- Corporate partner

The partnership agreements were drawn up individually, e.g. in the form of barter, marketing, exposure, financial support. In relation to the sports organisers, the basic principle was that the EMG's main partners should be given exposure at all competition venues, but that the sports' own sponsors could be exposed at their own venue, on the condition that industry exclusivity was observed.

### 5.2 Our partnerst

The EMG business partners, companies and organisations were categorised under the following official designations:

“Main partners” or “Sponsors”.

Team Sportia, Casino Cosmopol, Sydsvenskan.

“Partners.”

Swedbank, Profile Professionals, Folksam, Färs & Frosta Sparbank, SAS, Kungsrestauranger i Malmö, Telenor, Hertz, Taxi Kurir.

Partners for the Nostalgia Match between Sweden and Denmark:

The City newspaper, the Favorit radio channel, Audi and Steve Perryman Sport Travel.

“Organisers’ partners” for the City of Malmö and Skåneidrotten:

International Masters Games Association, European Masters Sports Association. Regional: Region Skåne and the County Administrative Board of Skåne County.

The most wide-ranging partnership agreement was concluded with the Team Sportia chain of sports shops, which set up a special shop at the Games Centre and sold goods to both EMG participants and residents of Malmö. Next to Team Sportia's shop there was also an outlet for sales of EMG souvenirs and clothes, which was run by Profile Professionals. Team Sportia contributed towards the marketing of the EMG by means of an in-store campaign, customer mailshots and advertising.





**Fredag 29 augusti kl 19.00 på Malmö IP**

Nu möts de svenska och danska nationalhjälmarna igen i 2008 års största nostalgimatch. Matchen inleder fotbollsturneringen under European Masters Games. Mer information om matchen finns på [www.emg2008.com](http://www.emg2008.com)

Biljetter: [www.ticnet.se](http://www.ticnet.se)  
eller på Stadionkontoret

Stavet hadde oppgitt som hjemmeoppgave, og de hadde fått lov til å bruke kalkulator. De hadde fått lov til å diskutere med hverandre, men de hadde ikke fått lov til å se på hverandres svar. De hadde fått lov til å diskutere med læreren, men de hadde ikke fått lov til å se på lærerens svar. De hadde fått lov til å diskutere med hverandre, men de hadde ikke fått lov til å se på hverandres svar. De hadde fått lov til å diskutere med læreren, men de hadde ikke fått lov til å se på lærerens svar.





## 6. The sports

### 6.1 General information about the sports at EMG 2008

The agreement between the EMSA and the City of Malmö stated that 16 mandatory sports and up to ten optional sports would be included in EMG 2008. The main responsibility for recruiting sports organisers rested with Skånes Idrottsförbund. Agreements were concluded directly with sports associations, with the regional or the national special sports association. In all cases the actual implementation process was in the hands of one or more associations.

During the first half of 2006 more than 30 sports were invited, and in most cases the responses were positive. Some sports, however, for example swimming, felt that the EMG competed too closely with veterans' competitions that were already established, and they declined.

### 6.2 Agreement

In autumn 2006 an agreement was presented to regulate the partnership between the sports and the EMG organisation. Discussions on the agreement focused largely on financial remuneration and the status of the competition venues. The participants' fees had a bearing on the agreement negotiations and resulted in the fees varying between sports from 34-217 euros (golf). The participants' fees have been perceived to be high, especially for team sports (67 euros), but the individual sports also had comments about the participants' fee (83 euros).

Handball wanted to combine the official European Championship with the EMG competitions, and the European Handball federation (EHF) took a positive view. The result of this partnership must be considered extremely positive. Many participants were attracted by the competition's championship status, and the partnership with the EHF was fruitful. The costs of the competitions increased, as a championship requires more than other EMG competitions, but this was outweighed many times over by the increased attention that the competition enjoyed and by the quality achieved together with the EHF.

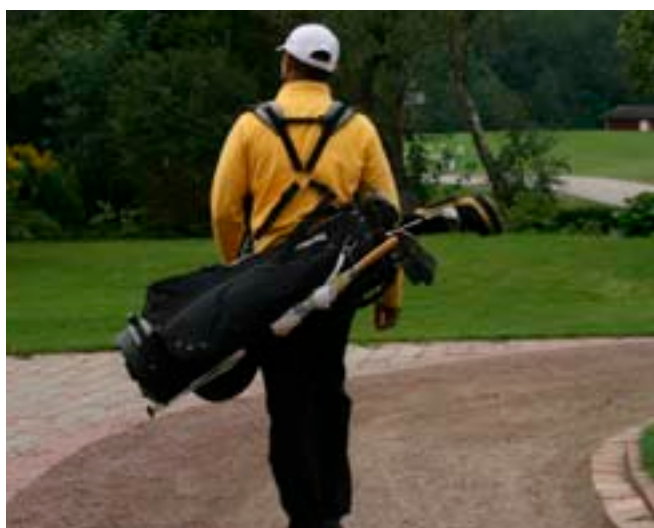
### 6.3 Original and final sports

The sports that ran competitions within EMG 2008 were:

- American football
- Badminton
- Beach volleyball
- Pool
- Table tennis
- Wrestling
- Archery
- Football
- Athletics
- Fencing
- Golf
- Handball
- Indoor bandy
- Karate
- Orienteering
- Rugby
- Squash
- Volleyball

The sports that were contracted, but that did not hold their competitions, were:

- Basketball
- Carom billiards
- Boules/Petanque
- Bowling
- Cycling
- Ju-Jitsu
- Judo
- Lifesaving
- Rowing
- Sailing
- Shooting





#### 6.4 Exhibition sports

During the week of the EMG a number of sporting events were held that were associated with the EMG, but that had their own organisations and application systems. These were an invitation competition for fencing, an international football match for “old boys” between the Danish European champions from 1992 and the Swedish team that finished third in the 1994 World Cup at Malmö IP, the Christian-loppet race (an open cycling race between Helsingborg and Malmö) and an open half marathon.

#### 6.5 Delegates

All European associations for sports within EMG 2008 were contacted and invited to appoint technical delegates to the EMG. The invitation was sent with the board of the EMSA as sender. Only a handful of these associations responded to the invitation, and only a few sports had international delegates on site.

#### 6.6 Referees

In all cases except handball, local but competent referees were chosen. No participants had any objections to this. On the contrary, most competitions appear to have been characterised by a very positive spirit of fair play.

Handball, which was competing at a championship level, required referees in all cases to be of neutral nationality, i.e. no referee could be of the same nationality as either team.

#### 6.7 Doping tests

In accordance with the agreement, five doping tests were to be conducted during EMG 2008. However, EMG 2008 did not have an agreement with the sports' European associations, which meant that there was no facility to issue sanctions within each sport. Legal considerations meant that no agreement was concluded with the Swedish Sports Confederation's doping commission. The EMSA and EMG 2008 therefore reached agreement that no doping tests would be conducted during this first EMG.



## 7. Volunteers

Before the EMG volunteers were recruited by both the main organisation and the various sports organisers (the associations). The sport-specific volunteers came largely from the ranks of the sports associations themselves. The main organisation recruited volunteers to work above all on transport arrangements, accreditation, healthcare and information. Recruitment was conducted through [www.frivillig.se](http://www.frivillig.se) and through mailshots and visits to upper secondary schools/universities. Mailshots to associations (retired persons' and cultural associations) in Malmö were sent out in spring 2008, but without any significant success.

There were about 750 volunteers working during the EMG. Of these, about 80 were recruited from outside sport, while the rest were based at the sporting venues. Students from the upper secondary school Jörgen Kocks gymnasium formed the basis of the accreditation centre and students and the Media School helped at the press centre.

In May information meetings were held for volunteers who had applied via the website. In August all volunteers were invited to receive training and information. Apart from general information about the European Masters Games and practical information about their tasks at the EMG in Malmö, Malmö Tourism provided tips about "tourism in Malmö and Skåne", Region Skåne ("Kamber" emergency care unit) with a duty doctor during the EMG provided information about healthcare services for participants and the Police Authority in Malmö provided information about the police's work in connection with events in general and the EMG in particular. Volunteers were also offered a two-hour course on CPR.

All officials were accredited one day before the start of competition, which was also when the packages for officials were issued. All officials received T-shirts, a jacket, a rucksack and one meal a day, on the condition that they worked at least four hours a day and at least two days during the period. A handbook for volunteers entitled "Worth Knowing" was issued before the EMG, and during the competitions there was a meeting room for all volunteers. A certificate from the EMG was issued to volunteers if requested.



## 8. Participant service

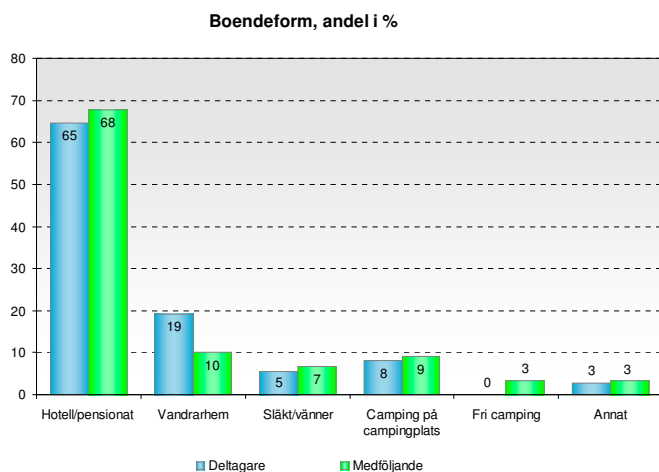
The agreement between the City of Malmö and the EMSA defined the service to be offered to the EMG's participants. The agreement covered transport arrangements, security, healthcare, accreditation, accommodation, quality requirements for the competitions and ancillary events.

### 8.1 Accreditation and information

The EMG 2008 Games Centre was located in the Baltic Hall and was open every day from 07:30-21:00. This hosted accreditation and information (helpdesk) for transport arrangements, accommodation and sights. Accreditation opened three days before the Games started, so that early arrivals had the chance to organise accreditation and collect their participants' packages. During these first days volunteers and officials were also accredited, and the system was tested and accreditation staff trained.

### 8.2 Accommodation

The EMG organisation decided to outsource hotel bookings to SkD Eurokonf in return for a commission on rooms booked. The EMG website contained information and links to all forms of accommodation (hotels, camp sites, youth hostels). Based on experience from the WMG in Edmonton in 2005, the EMG organisation decided not to offer overnight accommodation in dormitories. Demand for budget accommodation, however, proved to be far higher than estimated. The number of hotel nights booked fell far short of expectations. This indicates that participants were looking for cheaper accommodation, and also that many chose to arrange their own bookings without going via the EMG website. The survey of the tourist economy also reveals that most people stayed in hotels (68%), which also confirms this.



### 8.3 Food and drink

At the sporting venues there were cafés or restaurants with food and drink for sale. At the Games Centre there was food, beer and wine, which were served from 11:30. Food was also prepared every day at the Games Centre for volunteers before being delivered to the venues.

### 8.4 Healthcare

Region Skåne's "Kamber" emergency care unit assumed responsibility for arranging and staffing a healthcare reception centre for participants during the EMG. The reception centre was located next to the Games Centre and was open every day of the competition from 16:30-20:00. Out at the venues there was healthcare service for which the sports organisers were responsible, in accordance with the requirements specified for international masters competitions. A doctor from Kamber was responsible for co-ordinating the healthcare measures and also took part in the volunteer training sessions that were held in the weeks before the EMG began.

During the EMG four participants were reported as having sought medical care via the healthcare reception for the treatment of shoulder and knee injuries. There was, however, one serious incident during the second day of the orienteering competition, when a Danish participant aged over 70 died during the competition. The sport of orienteering is not entirely unaccustomed to this kind of incident, and both rescue staff and the association organiser handled the situation very well.

### 8.5 Insurance policies

In accordance with the EMG's terms and conditions, all participants were responsible for their own insurance cover. All accredited people (participants and volunteers) were, however, insured against accidents through Folksam, a business partner of the EMG.

### 8.6 Security

One person from the Police Authority in Malmö maintained continuous contact with the project organisation before and during the EMG. This contact person was also involved in the volunteer training sessions, providing tips and advice, and giving information about the police's activities during the event. The police were also present at the Games Centre for an hour or so each day to answer questions or collect reports. The security company Örestads Bevakning reinforced security at both the Games Centre with permanent monitoring and at the various venues with inspection rounds during the evening and night time. Despite the security measures, there was a break-in at the EMG Games Centre on the night of 2-3 September, resulting in the theft of ten computers from accreditation. However, this theft did not have a noticeable effect on activities.

Each sports organiser was responsible for fire safety and for ensuring that evacuation routes were not blocked. Security issues were managed between the sports organiser and the tenant of the premises, in most cases the City of Malmö's Leisure, Recreation and Sport Administration.

### 8.7 Transport arrangements

According to the agreement with the EMSA, everyone was to be offered free transport during the competitions. All transport services departed from the Games Centre, and left one hour before competitions started. A shuttle bus also stopped off at Malmö Central Station in the mornings and afternoons to take participants to the Games Centre.



## 9. Entertainment/culture

### 9.1 General

The social events are extremely important to the Masters Games concept. The activities for which the EMG was responsible were the opening and closing ceremonies, as well as themed entertainment evenings every day. These events were free of charge for everyone with accreditation.

### 9.2 Opening and closing ceremonies

The opening ceremony took place in the Baltic Hall on Saturday 30 August. Participants, competition organisers, business partners, volunteers and residents of Malmö were all invited. About 2,500 people came to the official opening. On the programme were, besides the opening address, appearances by the Malmöflickorna dance group, the Fire Service Orchestra, trapeze artists Jimmy and Anna, and interviews and presentations by Jesper Aspegren. The actual ceremony lasted one hour and was very well received in terms of scope and content. The evening continued in the entertainment marquee with the Malmö Fire Service Big Band.

The EMG ended on 6 September with a closing speech of thanks from the organiser and the EMSA, and the hand-over of the EMG flag to Italy and Lignano as host of the next EMG 2011. The evening continued in the entertainment marquee with the group Waterloo and their repertoire of ABBA songs. The evening attracted about 1,000 people.

### 9.3 Themed evenings

The entertainment marquee was open until 23:00 on weekdays and until 01:00 on Friday and Saturday. As well as food and drink, themed evenings were organised with live entertainment, after which a DJ took over until the end of the evening.

- New Bands in Town
- Rock'n'Roll
- Country and western

- Dance Band
- All the Hits
- Absolute Swedish Traditions

The questionnaire revealed that 60% were satisfied or very satisfied with the activities in the Games Centre, while 10% were dissatisfied or very dissatisfied. 30% had a neutral attitude, many of which presumably did not attend any activities.

### 9.4 Medal ceremonies

Most sports organisers chose to hold the prize giving ceremonies immediately after each competition. All participants received a diploma and medals were presented to those coming first, second and third.

### 9.5 Other ancillary events

In addition to the usual tourist programme, participants were offered a trip to Håckeberga Slott, which took place on 5 September. Because of participant numbers being too low, the "Swedish traditions" event took place as a part of the themed evening on 6 September.

### 9.6 VIP activities

Accredited as VIPs were board members of the European Masters Games Association and the World Masters Games Association, delegates and representatives from European specialist sports associations, members of the organising committees for the next WMG in Sydney 2009 and the EMG in Lignano 2011, EMG business partners and elected representatives of Skånes Idrottsförbund and the City of Malmö. The VIP guests were offered items including extended transport service and a welcome dinner at the City Hall, an evening of gaming at Casino Cosmopol and dinner at Svaneholm Slott as guests of Region Skåne.

## Games Center

Schlager Night

SWEDISH DANCE NIGHT

MULTI CULTURAL MALMÖ SHOW

COUNTRY 'N WESTERN  
BBQ NIGHT

ROCK 'N ROLL  
NIGHT

NEW BANDS IN TOWN

ABBA NIGHT

ABSOLUTE SWEDISH  
TRADITIONS





## 10. Finance

In January 2006 the three-year budget that formed the basis of the agreement concluded by the City of Malmö with the EMSA was presented. The budget at that time was SEK 5.6 million, based on 6,000 participants and with an estimated budget surplus of SEK 124,000.

The original budget was revised during 2006. Among other things, the costs of preparing the venues, marketing, IT and communication, remuneration to the sports and social events were increased. The budget presented to the Leisure, Recreation and Sport Administration in April 2007 had increased by almost SEK 15 million. The new budget also formed the basis of the request that the Leisure, Recreation and Sport Administration submitted to the Municipal Executive Board for a special grant of SEK 2 million for costs in connection with the city's hosting of the event. The Municipal Executive Board authorised the grant. The budget for 2008 (attached) was approved by the steering group in December 2007.

Budgeted income came largely from participants' fees and companions. Other income items were: sponsors, accommodation commission, sales income, social events, contributions from Region Skåne and the EU. Most of the income related directly to the number of participants, especially

participants' fees and sales income. Because of changes in the EU programmes in 2007, an application was never made for EU support for the EMG.

The number of participants did not affect the cost side in the same way. The indications from the sports organisers during the spring were that participants would be making late applications. The organisation therefore worked on both marketing and preparations in accordance with the original plan until mid-June. In its discussions, the steering group had also decided that those who applied would experience the programme as promised in the invitation. The social events were thus organised largely according to plan.

The costs of officials and packages for participants were also cost items that were decided upon at the beginning of the year, and were adopted according to a budget based on 10,000 participants and 2,000 officials. These costs related primarily to clothes, rucksacks and medals. Hopes of achieving significantly reduced prices or free communication in Malmö for all participants meant that transport costs were budgeted at a relatively low level. Unfortunately Skånetrafiken was unable to comply with the request, and alternative solutions were drawn up within the budget framework.

According to the agreement, the EMSA was to receive a commission on participants' fees for participant numbers over 5,000. This cost item did not materialise.

The Leisure, Recreation and Sport Administration assumed responsibility for financial reporting, and was also responsible for all costs within the project in 2006 and 2007, which largely comprised wages of project employees, marketing and remuneration to the EMSA corresponding to SEK 3 million. The Leisure, Recreation and Sport Administration also assumes responsibility for the budget deficit.

INCOME	Budget	Actual
Participants' fees	7 470	1 858
Participants' fees – companions	480	140
Commission from accommodation (hotels, camp sites)	1 100	25
Sponsors/partners	750	530
Sales, social events	3 500	450
Region Skåne	600	600
County Council	100	100
City of Malmö Municipal Executive Board	2 000	2 000
Leisure, Recreation and Sport Administration	3 500	3 500
<b>Total</b>	<b>19 500</b>	<b>9 203</b>

### COSTS

Cost coverage, organising associations	4 035	943
Venues (rent and preparation)	1 470	830
Administration (wages, IT, travel)	4 215	3 913
Competition administration (registration/accreditation systems)	1 300	692
EMSA as agreed (participants' fees/delegates)	1 030	574
Costs of officials	1 250	537
Transport arrangements (participants)	200	175
Costs of sales, social events	300	201
Games Centre + opening/closing ceremonies	2 000	2 011
Package for participants incl. medals	1 500	840
Marketing	2 000	1 980
Unforeseen activities	200	79
<b>Total</b>	<b>19 500</b>	<b>12 775</b>
<b>RESULT</b>	<b>0</b>	<b>-3 572</b>

# 11. Analysis

## Acceptance

In order to succeed in reaching the European sporting movement as a whole, there must be greater acceptance at all levels: locally, regionally, nationally and internationally. The difficulties experienced by Malmö in marketing the EMG were made worse by the fact that several sports resisted the event at an international level. In this context there is a big responsibility on the EMSA/IMGA to gain support for the event on an international level. There is also a need to integrate the EMG into the international competition calendar of the various sports.

## Target group

For many people who simply engage in sport for fun, EMG 2008 felt far too pretentious and we never succeeded in getting the message through that the EMG really were competitions “for all”.

The prices and the length of the event were also factors that such “casual” athletes did not feel really comfortable with. We also perceived that the participants who attended expected good events, with tough competition, high standards of referees and venues, and the opportunity to set records and win medals. The EMG is currently an event that is aimed at former competitive athletes.

## Company sport

In conversation with the EMSA it emerged that the European Federation for Company Sports is not a natural partner for the international masters movement and should not be encouraged. We do believe, however, that extended collaboration on an international level would increase the opportunities to reach those who engage in sport for fun.

## Registration

We can confirm that extended collaboration with SportingPulse would have made it easier to handle the registration system for the EMG. There were shortcomings in the specification of requirements and some misunderstandings arose with regard to the processing of both online and manual registrations. We would also emphasise the need to have a registration system that can handle a number of languages. It is our perception that it is not enough to have only an English version. Flexibility in terms of payment is also important. Computer skills are not yet at the same level all over Europe.

## Accommodation

Experiences from Malmö are that many participants are looking for budget alternatives. Before EMG 2011 it might be an idea to consider dormitory options, especially for the bigger team sports. We also believe there is an interest in package solutions for both groups and individual participants.

## Marketing

The simplest and perhaps most likely explanation for the difficulty in making an impact was that the concept and the brand of the EMG were completely unknown. Building up a new brand requires both time and resources, and supplies of both were limited. We can, however, confirm that the next organiser has a better starting point for continuing work with the EMG as a concept and a brand.

## Number of participants

With the benefit of hindsight, perhaps we should have set the target lower and not mentioned a figure of 10,000 participants. On the other hand, the scale of the event and the number of participants created the drawing power. The fact that the target was also considered realistic by both sports organisers and the EMSA/IMGA means that it would have been difficult to have a lower target.

## Packages for participants

EMG 2008 invested in a high-quality rucksack, which proved the right choice. Many of the participants were very satisfied with the rucksack and carried it with them throughout their stay in Malmö. This also contributed towards the EMG becoming a part of the city's profile during the event. The package also included a waterproof poncho, a water bottle, various product samples and information material.

## Merchandise

A large range of EMG products was produced and sold in the Games Centre. The basic concept was that the clothes should be high quality and functional. The colour scheme was blue, white and yellow, with a discreetly positioned logo. Experiences from the EMG show that many of the participants were happy to wear colourful tops, and the yellow officials' sweater sold well in the last few days. For financial reasons, EMG 2008 chose not to have a mascot. We believe it would have been good to have had a mascot to complement the product range, out of consideration to participants who asked for gifts to take home for younger family members.

## Information to participants

EMG 2008 communicated continuously with participants in English and Swedish via digital newsletters. It would have been desirable to have been able to expand this to include more languages, e.g. German, French, Spanish and Russian. There were volunteers with language skills on site during the EMG, primarily at the accreditation centre. We can, however, confirm that the information initiatives at the Games Centre and out at the venues could have been more extensive and better.

## Games Centre

The EMG wanted to offer social fellowship, and in Malmö various opportunities were offered at the Games Centre, where there was an Internet café, photo sales, information, food and entertainment. We can confirm that marketing of all of the Games Centre's facilities should have been better during the course of the EMG. Participants who spent whole days out at the sports venues needed reminding about the programme if they were to make their way there.

## Sponsors

The fact that EMG 2008 was a new event and an unknown brand affected the interest of sponsors. It is important that when the brand is built up in the future, it is also possible to describe and segment participants in order to generate interest among future business partners.



## 12. Appendix





## Appendix A

### PARTICIPANT STATISTIC

Participants per sport EMG 2008	Participants
American football	60
Badminton	70
Beach volleyball	40
Pool	11
Table tennis	52
Wrestling	139
Archery	155
Football	170
Athletics	772
Fencing	25
Golf	32
Handball	692
Indoor bandy	67
Karate	108
Orienteering	225
Rugby	150
Squash	87
Volleyball	167
<b>Total</b>	<b>3022</b>

Country	Percent
Sweden	29,1
Others (26)	11,7
Denmark	9,5
Ukraine	7,3
Russia	6,2
Hungary	5,5
Germany	5,3
Latvia	4
Czech Republic	3,5
Lithuania	3
Poland	3
United Kingdom	2,2
Estonia	2
Italy	1,9
Finland	1,4
Spain	1,4
Norway	1
Slovenia	1
Austria	1

Sex	Percent
Kvinnor	22,3
Män	77,7

Age group interval 5 years	Percent
30-34	1,3
35-39	15,4
40-44	19,6
45-49	22
50-54	15,2
55-59	8,8
60-64	6,4
65-69	5,7
70-74	3,4
75-79	1,4
80-92	0,8

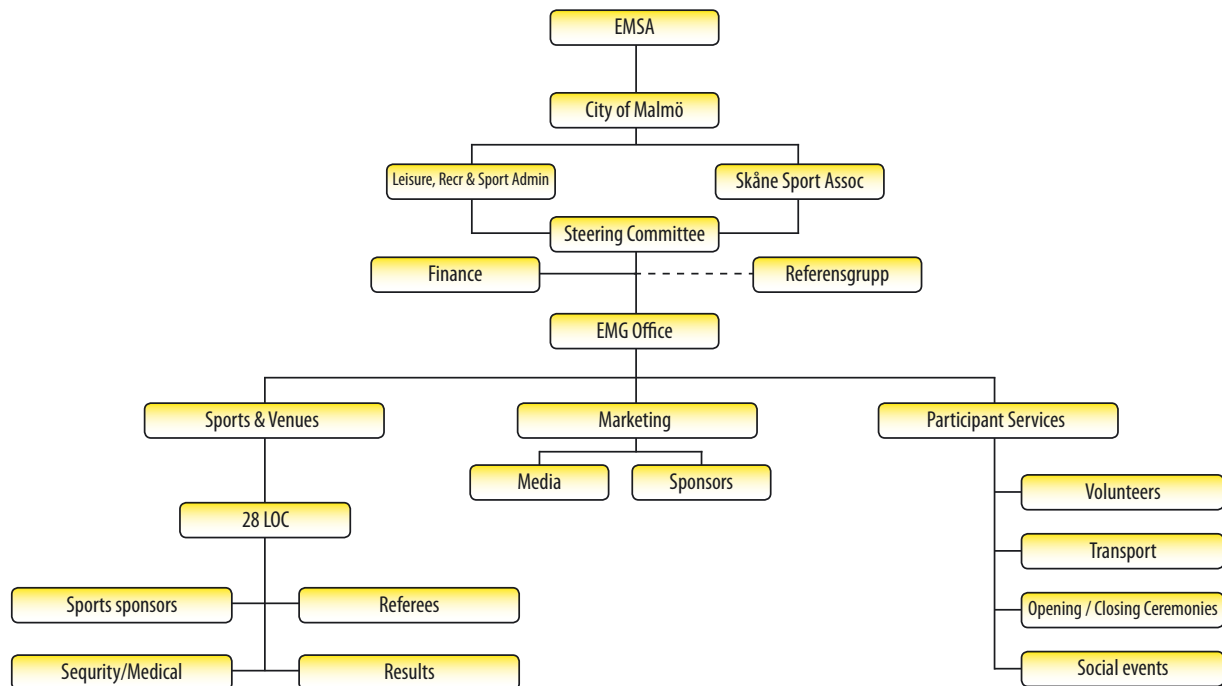
Age group interval 5 years	Percent
30-39	16,7
40-49	41,6
50-59	24
60-69	12,1
70-79	4,8
80-	0,8

Average age	Years
All	49,5
Women	49
Men	49,65

Mean age	Years
All	47
Women	47
Men	47

## Appendix B

### EMG ORGANISATION



#### Steering committee

Bo Sjöström (Leisure, Recr. & Sport Admin)  
 Gert-Ove Gren (Leisure, Recr. & Sport Admin)  
 Per-Olov Bergqvist (Leisure, Recr. & Sport Admin)  
 Mats Werne (Skåne Sport Assoc.)  
 Ingmar Andersson (Skåne Sport Assoc.)  
 Malin Eggertz Forsmark (EMG)

#### Reference group

Per-Olov Bergqvist (Fritidsförvaltningen),  
 Bengt Hall (Kulturförvaltningen),  
 Lars Carmén (Malmö Turism),  
 Gunnar Ericsson (Gatukontoret),  
 Per Almström (Länsstyrelsen),  
 Henrik Gidlund (Region Skåne),  
 Ivar Scotte (MISO/MIP),  
 Mats Werne (Skåneidrotten),  
 Malin Eggertz Forsmark (EMG)

#### EMG office

- Project manager, marketing & communication:  
   Malin Eggertz Forsmark (75%)
- Project manager Sports & venues: Martin Lundgren (100%)
- Project manager Participant service: Sanne Cederstam (100%)
- Project assistant: Mats Nilsson (50%)
- Project assistant/volontärsansvarig: Camilla Ekelund (100%)
- Sponsors: Joakim Lindström, Lars Nordmalm (Skåneidrotten)
- Media: Malin Andersson (Fritidsförvaltningen, Malmö Stad),  
   Joakim Lindström (Skåneidrotten)
- Transport: Susanne Tägt (Skåneidrotten)
- Project assistant: Ola Erlandsson
- Project assistant: Tobias Nydesjö
- Entertainment manager: Marcus Andersson, Dreambag

## Appendix C

### EMG ORGANISATION - LOC

LOC	Contracted	Realization	LOC contact
Sveriges Amerikanska Fotbolls Förbund (SAFF)	070731	Yes	Joan Travasset
Skånes Badmintonförbund	070608	Yes	Göran Strand
Malbas, Basket	070605	No	Tommy Rosenqvist
Skånes Volleybollförbund (+ Beach)	070601	Yes	Mats Andersson
Malmö Carambolklubb	070705	No	Mats Norén
Interpool	071017	Yes	Stefan Wärenfelt
Skånes Bordtennisförbund	070612	Yes	Ulf Rodin
Sydsvenska Bouleförbundet	070621	No	Sven Jönnehede
Kulladals BS och Pilgårdens BC, Bowling	070618	No	Anette Johannesson
Skånes Brottningsförbund	070612	Yes	Gerry Olsson
BK Gripen, Bågskytte	070612	Yes	Lennart Andersson
Skånes Cykelförbund	070628	No	Thomas Nilsson
Ldb FC Malmö, Husie IF Dam, Fotboll	070611	Yes	Kenny Jönsson
Heleneholm IF, MAI, IK Pallas, Friidrott	071022	Yes	Lennart Samuelsson
Kvarnby GK, Rönnebäcks GK, Velling GK, Bokskogens GK, Golf	070919	Yes	Johan Carnemalm
Dalhems IF, Handboll	071211	Yes	Johnny Nelderborn
Skånes Innebandyförbund	070613	No	Mattias Linell
Malmö Innebandy		Yes	Henrik Berggren
Svenska Budo & Kampsport-förbundet, jujutsusektion	071126	No	Gunnar Hoffsten
Judo Syd	070831	No	Anders Frick
Enighet, Karate		Yes	Leif Almö
Svenska Livräddarsällskapet		No	Christer Junefelt
PAN-Kristianstad	070625	Yes	Bo Ullman
Cph Roddklubb, Cph Regattaförening, Dansk förening för roddsport	080204	No	Niels Holmquist
Skånes Rugbyförbund	070621	Yes	Knut-Åke Sjöbeck
Skånes Seglarförbund	070928	No	Jörgen Nilsson
Malmöskyttarna	070628	No	Leif Jönsson
Svenska Squashförbundet	070601	Yes	Thomas Troedsson
Malmö Bellevue Tennisklubb	070627	No	Margareta Andersson
Malmö Fäktklubb		Yes	Thomas Isaksson

## Appendix D

### SPONSOR PACKAGES (pictures not possible to translate)



**EMG2008**  
EUROPEAN MASTERS GAMES MALMÖ SWEDEN

- ✦ BRANSCHEXKLUSIVITET
- ✦ ALLA TÄVLINGSARENOR
- ✦ GAME CENTER
- ✦ HEMSIDA
- ✦ TRYCKSAKER
- ✦ ANNONSER
- ✦ EMG-LOGOTYP RÄTTIGHETER
- ✦ EMG HANDBOKEN
- ✦ DELTAGAR - KIT

**EMG PAKET**  
**HUVUDPARTNER**  
**150.000**

*Passion Qualifies!*



**EMG2008**  
EUROPEAN MASTERS GAMES MALMÖ SWEDEN

- ✦ GAME CENTER
- ✦ DELTAGAR KIT
- ✦ EMG HANDBOKEN
- ✦ HEMSIDA

**EMG PAKET**  
**PARTNER**  
**50.000**

*Passion Qualifies!*



**EMG2008**  
EUROPEAN MASTERS GAMES MALMÖ SWEDEN

- ✦ LOGOTYP PÅ EMG:S HEMSIDA
- ✦ EXPONERING PROGRAM - LOGOTYP
- ✦ EMG LOGO I EGEN INFO
- ✦ 10 FRIPLATSER NORDIC WALKING ELLER HALVMARATON
- ✦ 2 BILJETTER INVIGNING
- ✦ 2 BILJETTER VALFRI TEMAKVÄLL
- ✦ ERBJUDANDE FRÅN EMG-PARTNERS

**EMG PAKET**  
**FÖRETAGS PARTNER**  
**25.000**

*Passion Qualifies!*



**EMG2008**  
EUROPEAN MASTERS GAMES MALMÖ SWEDEN

- ✦ LOGOTYP PÅ EMG:S HEMSIDA
- ✦ EXPONERING PROGRAM - LOGOTYP
- ✦ EMG LOGO I EGEN INFO
- ✦ 10 FRIPLATSER NORDIC WALKING ELLER HALVMARATON
- ✦ 2 BILJETTER INVIGNING
- ✦ 2 BILJETTER VALFRI TEMAKVÄLL
- ✦ ERBJUDANDE FRÅN EMG-PARTNERS

**EMG PAKET**  
**FÖRETAGS PARTNER**  
**25.000**

*Passion Qualifies!*





# EMG2008

EUROPEAN MASTERS GAMES MALMÖ SWEDEN

## FÖRUTSÄTTNINGAR FÖR SAMARBETE

### BRANCHEKLUISIVITET

Ingen konkurrent får exponeras i samband med EMG2008.

### ARENATÄCKNING

Vid samtliga arenor ca 20 st kommer samarbetspartnern att exponeras tillsammans med EMG-loggan vid entré och med större banderoll inne på arenan.

### GAME CENTER

Monteryta i EMG 2008 Game Center. Game Center kommer att ligga vid Stadionparken - Malmö Stadion och vara högkvarteret för mästerskapen.

### HEMSIDA

Samarbetspartners kommer att finnas med på EMG2008 hemsida (startsida) med logotype.

### TRYCKSAKER

Medverkan i vissa trycksaker skall innehålla samarbetspartners logga.

### ANNONSERING

Medverkan i viss annonsering, både i tryckta och virtuella medier.

### EMG LOGOTYP

Rätt att använda EMG-loggan i egna sammanhang.

### EMG HANDBOKEN

Medverka i handboken som går ut till alla deltagare.

### DELTAGAR-KIT

Skicka med profilmaterial i kitet.



*Passion Qualifies!*

## Appendix E MARKETING MATERIAL

business card / minifolder



Pocket size folder 6 page



General Promotional folder 6 page SE, DE, UK



Posters, SE, UK



Flyer





# TENNIS.SE

SVENSKA TENNISFÖRBUNDETS OFFICIELLA HEMSIDA

Tävlingstennis  
Motlänstennis  
Ungdomstennis  
Tränarhjälp  
Partners  
Klubbar & Distrikt  
Om tennis  
Tennisförbundet

## Nyheter Tävlingsblocket

Tennislösning (nationell ranking)

Tävlingar i Sverige

Förbundets egna tävlingar

Seriespel

Rullstolstennis

Veterantennis

Davis Cup

Fed Cup

Antidoping

Blanketter

## TENNIS CAMP

När:  
Marschberg  
Solfjell  
Oxhagen  
Sveve

### Dubbelankare i singelavgörande?

Simon Aspelin/Robert Lindstedt föll i lördagens DC-dubbel och nu krävs två singelvinstar på söndagen. Jonas Björkman som får första gången i sin DC-karriär stod över dubbelmatchen kommer att spela den femte avgörande matchen, förutsatt att Thomas Johansson först vinner till 2-2.

Läs mer »

## Tennis på TV

Davis Cup ESR-SWE

EUROSPORT

WTA Paris

Volkswagen Cup 2008

Missade du webbsändningen i helgen? Klicka på VW-loggan för att titta i efterhand!

## Annonsor

Du koncentrerar dig på träningen

SWEDEN TENNIS

WILANDER TENNIS CAMP

HALMSTAD

LUND

GÖTEBORG

Läs mer

## Aktuella tävlingar

- International Tournaments in SWE
- Vinterturneringen
- 35M 12/14/18
- 35M 18/21
- Veteran SM
- Svenska Tennisserierna
- SALK Ladies

**SvTF's officiella tennisshop**

Tennis i andra media!

Björkman positiv - Eurosport.se

Läs mer »

Tennis: Davis Cup Highlights - TV 8

Läs mer »

Nattswart, blågult - Aftonbladet

Läs mer »

Fler nyheter

## Intensiv EM-helg för juniorerna

F14-friderna krävde val med ett övermåttigt lag från England och F16-slarna föll i en avgörande dubbel mot Tjeckien.

Läs mer »

## Formatark Johanna till SALK

Johanna Larsson tog med sig Fed Cup-formaten till England och spelar i Sutton final i dubbel och semifinal i singel under lördagen.

Läs mer »

## Nya bollar för SvTF

Svenska Tennisförbundet har skänkt nya bollar till med Tredan och Wilan som gäller över tre år. Avtalet innebär bland annat att dessa två bollmärken blir officiella leverantörer till samtliga tävlingar i Svenska Tennisförbundets regi.

Läs mer »

## Lindstedt tar plats i DC-laget

Davis Cup-kaptenen väljer att spela med ett rent dubbelpar i matchen mot Israel. När tennisspeglades i Tel Aviv på torsdagen nominerade Wilander Jonas Björkman och Thomas Johansson i singel och Simon Aspelin/Robert Lindstedt i dubbel. Det här blir Lindstedts tredje DC-dubbel.

Läs mer »

## Unik webbsändning från Borås

Missade du TV-sändningen från Volkswagen Tennis Cup i Borås? Ingen fara - bilderna finns att ladda hem!

Läs mer »

## Kval-WC klara i SALK

Kvinnor SALK Ladies har spelat ut fyra Wild Card till kvälet till unga lovande svenskar.

Läs mer »

## Veteraner redo för tuff tennis-helg

Hur än Mats Wilander och

## Svenska Spel

## Säg HWILA Ytter och tjäna pengar till klubben!

Är du medlem i HWILA är Svenska Tennisförbundets officiella medlem. Klicka här för att se vad du kan tjäna på att vara medlem i en HWILA-klubb.

## Ny bil till sommaren?

Ta del av Volkswagen's erbjudande till tränare och klubbledare. Många olika finansieringsformer finns att välja på men rabatten är alltid lika stor. Klicka på VW-logotypen om du är intresserad av en ny bil till sommaren!

**Europcar**

Klubbar kan också hyra minibusser formänligt genom Europcar. Klicka på Europcar-logotypen för att läsa mer!

Fler erbjudanden inom kort!

## EMG2008

European Masters Games

28 olika idrotter över 100 grenar

Passion. Qualifier!

emg2008.com

Big screens 500x1800

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TEAM SPORTU

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Malmö  
29 augusti – 7 september 2008

**emg2008.com**  
OFFICIAL WEBSITE

Posters 500x700 mm

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**A multi-sport event**

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29 august – 7 september

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Indoor Arena Big Screen 1,5x4 m



Indoor Arena Big Screen 1,5x4 m



Flag - Interpool

*Passion Qualifies!*

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**TEAM SPORTIA** **CASINO COSMOPOL** **STYDSVENSKAN**

**Swedish Airlines** **Falkenberg** **Play & Travel** **SAS**

**Swedish Airlines** **Falkenberg** **Play & Travel** **SAS**



# SVERIGE-94 vs DANMARK-92

**Fredag 29 augusti kl 19.00 på Malmö IP**

Nu möts de svenska och danska nationalhjältarna igen i 2008 års största nostalgimatch. Matchen inleder fotbollsturneringen under European Masters Games. Mer information om matchen finns på [www.emg2008.com](http://www.emg2008.com)

**Biljetter: [www.ticnet.se](http://www.ticnet.se)  
eller på Stadionkontoret**

Malmö Stadion. Öppet mån-fre kl 8-16, tel. 040-34 26 81







Cover wrap City







# EMG2008

EUROPEAN MAJORITY GAMES  
Malmö • Sweden  
Aug. 29 - Sept. 7  
2008

Under en sammansatt tillfälle arrangeras de första European Majority Games i Malmö. En sporteveny som för alla som vill bli en engagerad person och glädder sig till nya utmaningar, till att tillbringa sin dag som besökare till sport, rekreation och hälsa och möta dina kollegor med hälsningsfröken från Europa.
























































































































































# EMG2008

EUROPEAN MASTERS GAMES EUROPEAN MASTERS GAMES

1st European Masters Games  
Malmö - Sweden  
Aug. 29-Sept. 7  
2008

The first European Masters Games will be taking place in the summer of 2008 in the Swedish city of Malmö. During this week, sportsmen and sportswomen will meet each other in competition, where enthusiasm, passion and joy are as important as results. Some athletes older than 35 will get the chance to compete with top-ranked people from all parts of Europe.



American Football	Archery	Badminton	Baseball	Basketball
Boccia	Boxing	Canoeing	Cycling	Cricket
Darts	Discus	Field Hockey	Golf	Gymnastics
Hockey	Handball	Ice Hockey	Rowing	Shooting
Swimming	Tennis	Volleyball	Weightlifting	Wrestling

*Passion Qualifies!*

[www.emg2008.com](http://www.emg2008.com)

# EMG2008

European Masters Games

**Är du passionerad?**

Utmana dig själv och vänner i Europas största idrottsfest

Den 29 augusti till 7 september i Malmö värdar vi den största idrottsfesten i Europa, EMG2008. En multi-sportfest med tävlingar i 28 olika idrotter. En fantastisk mötesplats för idrottare från hela Europa. Med en gemenskap av över 1000 idrottare från över 30 länder. En fantastisk mötesplats för idrottare från hela Europa. Med en gemenskap av över 1000 idrottare från över 30 länder.

**Anmäl dig nu!**

[emg2008.com](http://emg2008.com)

**www.emg2008.com**

EMG 2008 startar på ett till det största idrottsmötet i Europa, EMG2008. En multi-sportfest med tävlingar i 28 olika idrotter. En fantastisk mötesplats för idrottare från hela Europa. Med en gemenskap av över 1000 idrottare från över 30 länder. En fantastisk mötesplats för idrottare från hela Europa. Med en gemenskap av över 1000 idrottare från över 30 länder.

Om du vill ha mer information och anmälan till tävlingar, gå till [www.emg2008.com](http://www.emg2008.com)

**MALMÖ TWIRLING TEAM KIVEL**

I samband med EMG i Malmö kommer det att vara ett stort antal idrottare och åskådare i Malmö. Den 29 augusti kl 15.00. Mer information och registrering [www.malmotwirling.se](http://www.malmotwirling.se)

En multi-sportfest med tävlingar i 28 olika idrotter och 1000 idrottare från över 30 länder.

**Passion Qualifies!**

Malmö  
29 aug – 7 sept 2008

Amerikansk fotboll • Badminton • Basket • Bowling • Bordtennis • Boule • Bågskytte • Cykel • Friidrott • Handboll • Innebandy • Judo • Karate • Livräddning • Rodd • Rugby • Squash • Tennis



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EUROPEAN MASTERS GAMES  
malmo 2008

www.emg2008.com  
**TEAM SPORTKIL**



Är du  
**passionerad?**

Utmana dig själv och var med i Europas största idrottsfest

Den 29 augusti till 7 september är Malmö värd för de första European Masters Games. Då möts idrottare från alla idrottsrörelser i rikslagen till engagemang, passion och glädje i en lika tanke som resultat. Här har verkliga idrottare över 35 år möjlighet att möta sina krafter med klassiska frånvaro Europa.

**Anmäl dig före 10 juni så deltar du i en utlottning med fina priser**

1. **Kickboksing** 1000,- (inkluderar en 10-dagars träningskurs med fyra tränare i Malmö och 1000,- för transport till och från Malmö)
2. **Team SportKil** 1000,- (inkluderar 1000,- för transport till och från Malmö)
3. **EMG-minnesmedalj** 1000,- (inkluderar 1000,- för transport till och från Malmö)
4. **Malmö Runet 3-dagars** 1000,- (inkluderar 1000,- för transport till och från Malmö)

**www.emg2008.com**



En multi-sportfest med deltagare i 28 olika idrotter och över 100 grenar

*Passion Qualifies!*

Amerikansk fotboll • Badminton • Basket • Beachvolleyboll  
 Biljard • Bordtennis • Boule • Bowling • Brottning  
 Rågskytte • Cykel • Fikidrott • Fotboll • Golf  
 Handboll • Innebandy • Ju-Jutsu • Judo  
 Karate • Livreddning • Orientering  
 Rodd • Rugby • Segling • Skytte  
 Squash • Tennis • Volleyboll



**EMG2008**  
European Masters Games 2008

**Europas största idrottsevenemang  
för deltagare över 40 år**

Malmö 29 augusti – 7 september

Under en sommarvecka 2008 är Malmö värd för Masters Games. EMG 2008 är en idrottsfest som fyller 15 år, där engagemang, passion och glädje råder. Ett unikt tillfälle för dig som vill bli del av resultat. Ett unikt tillfälle för dig som vill bli del av resultat. Ett unikt tillfälle för dig som vill bli del av resultat. Ett unikt tillfälle för dig som vill bli del av resultat.

*Passion. Quality.*

[www.emg.se](http://www.emg.se)



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PROGRAM OCH INFORMATION FINNS PÅ [www.emg2008.com](http://www.emg2008.com)

# Appendix F TOURIST FINANCIAL REPORT

(available at [www.emg2008.com](http://www.emg2008.com) in Swedish only)



## European Masters Games 2008

Malmö stad/Malmö Turism

Karin Olsson

Oktober 2008

Viktorlagatan 13, Box 5068, SE-402 22 Göteborg, Sweden, Tel +46 31 75 95 000, Fax +46 31 75 95 001, [www.turismensutredningsinstitut.se](http://www.turismensutredningsinstitut.se)

TU:s utvärderingar av EMG 2008 kan beställas via Malmö Turism på:  
[malmoturism@malmose.se](mailto:malmoturism@malmose.se)



