

Candidature Guidelines

Winter World Masters Games

2024



International Masters Games Association
Maison du Sport International
Avenue de Rhodanie
1007 Lausanne
Switzerland



INTERNATIONAL
MASTERS
GAMES
ASSOCIATION
RECOGNISED
BY THE IOC



1. Introduction	5
2. Deadlines	5
3. The Fundamental Idea	6
3.1 What is a Master	6
3.2 What are the Winter World Masters Games	6
4. Guidelines and conditions	7
5. The IMGA	7
5.1 IMGA's Obligations to the host city	7
5.2 IMGA responsibilities during Winter World Masters Games	8
6. Athletes	8
7. Host City	9
7.1 Responsibilities of the Host City Organizing Committee (HCOC)	9
7.2 Logistics	9
7.2.1 Accommodation & Transport	9
7.2.2 Registration Centre	10
7.2.3 Activities	10
7.2.4 Media	12
7.2.5 IT solution	12
7.2.6 Volunteers	12
7.2.7 Environment	12
7.3 Sports	13
7.3.1 Competition	13
7.3.2 Sports organization	13
7.3.3 Competition Rules	14
7.3.4 Officials	14
7.3.5 Venues	15
7.3.6 Results	15
7.3.7 Sports Guarantees	16
7.4 Finances	16
7.4.1 Sponsorship	16
7.5 Marketing	16

7.6	Medical Coverage	16
7.6.1	Doping	17
7.7	Further information in support of your bid:	17
8.	<i>Formal bid document content</i>	<i>18</i>
8.1	Candidature file	18
8.2	Guarantees	18
8.3	Approval of host city Contract	18
8.4	Electronic format of documents	18

1. Introduction

As Candidate Cities, you are now in second phase of the process to designate the Host City of the 4th Winter World Masters Games in 2024.

The aim of this document is to guide you through the various steps of your candidature until the election of Host City. The Candidature Procedure outlines what is required of a Candidate City, as well as the rules to be respected during the bid phase. It also contains many useful recommendations and should be considered as essential reading for anyone connected with the preparation and promotion of a candidature for the Winter World Masters Games.

2. Deadlines

Table 1: Deadlines of the candidature procedure

Object	Deadline
Submission of letter of intent	Thursday 13 th of May 2021
Submission of candidature file in electronic format to the IMGA *	Friday 16 th of July 2021
Submission of financial and sports guarantees to the IMGA as described in the Bidding Questionnaire	Friday 16 th of July 2021
Visit by the IMGA evaluation commission and negotiation of host city contract	July 16 th – 31 st of August 2021
Presentation of bids by finalist cities at IMGA Board meeting	Thursday 23 rd of September **
Final selection of host for the 2024 Winter World Masters Games at IMGA Board Meeting	Thursday 23 rd of September **
Signature of host city contract following selection of Host City	Thursday 23 rd of September **
Payment of first instalment of rights fee for the 2024 Winter World Masters Games (EUR 100.000)	Thursday 23 rd of September **

* All correspondence must be sent to SH@imga.ch and jvh@imga.ch

Letter can be attached to email as image, pdf file or other electronic format.

Should a host city also decide to send information by post, please use the following address:

International Masters Games Association, Maison du Sport International

Avenue de Rhodanie 54

1007 Lausanne, Switzerland

** Exact date to be confirmed

3. The Fundamental Idea

The Winter World Masters Games is a multi-national and multi-sports event for mature athletes taking place every four years. They are held in a festive atmosphere and open to all competitors.

Unlike World Championships for veterans or masters, the Winter World Masters Games do not have qualification criteria for participation, other than the minimum age requirements.

3.1 What is a Master

Expressions such as „senior“ or „veteran“ are frequently applied to mature athletes. In the context of Winter World Masters Games, the term „Master“ is applied to male and female competitors who comply with the International Sports Federations' rules regarding the minimum age in their respective sport, normally between 30 and 40 years. In the case where such minimum age has not been establishing the Host City Organizing Committees and the IMGA Board may decide. Most Masters' sports are furthermore organised in age categories of five or ten year intervals.

Participants in Masters Games may be former World Champions or Olympians, national representatives, club athletes or social level sportspeople. They participate for a multitude of reasons, with the level of competition ranging from elite to social standard.

3.2 What are the Winter World Masters Games

The games are for people who see sport as an enjoyable path to fitness as well as an opportunity to use physical activity as a means to satisfy other individuals and social needs. The Winter World Masters Games were created with a view to:

- Promoting the philosophy of „sport for life“ and “sport for all”
- Motivating a goal-orientated and long-term attitude towards sport and physical fitness
- Offering a broad-based participation in an open sports event featuring a number of disciplines in a truly multinational environment
- Encouraging mature individuals from all over the world to participate in sport regardless of sex, race, religion or sports status
- Setting an example by the participants to inspire the youth of the world to acknowledge that competitive sport may continue throughout life
- Bringing together mature athletes every four years in different winter resorts around the world to practise their sport and to share cultural and tourist experiences.

This framework of principals and ideas has been the foundation behind the establishment of a festival that in many ways stand out from other international sports events. The games are unique in that:

- The Games are open to everyone who complies with the minimum age requirements and who registers for the sport(s) in which they wish to participate.
- All participants represent themselves only.
- There are no national teams, groups or official national representatives.
- With regard to team sports, it is accepted that several teams from individual countries may participate, while participants from several different countries may unite to form multi-national teams.
- All participants shall compete in the outfit and the clothes normally used in their particular sport. Participants may wear their national uniforms; however this is at the discretion of the participants and their national sports organisation.
- Participation in the World Masters Games does not require any qualification competitions or selection criteria.
- Participants, their family and friends will be offered a range of accommodation options which will satisfy any individual need and budget. The establishment of a Games „village“ or entertainment hub is not a requirement but recommended.

4. Guidelines and conditions

The running of a first class, multi-sport event like the Winter World Masters Games with a large number of participants from around the world, represents a great opportunity and a great challenge for the Host City; consequently, neither should be underestimated. The following paragraphs will provide relevant information to the four main stakeholders in the event: The IMGA, The Athletes, The Host City and The Sports.

5. The IMGA

Winter World Masters Games are governed by The International Masters Games Association (IMGA), a non-profit organisation, constituted under the laws of Switzerland. For a detailed description of the organisation please refer to the constitution of IMGA.

5.1 IMGA's Obligations to the host city

The IMGA has in its capacity of governing body for the Winter World Masters Games, the following obligations to the host city:

- To develop and promote the total concept of IMGA Masters Games on a global basis
- To ensure communication with and support of the International Sports Federations
- To select the host city for future Winter World Masters Games in accordance with the established guidelines
- To approve rules and regulations for the Winter World Masters Games event
- To approve the proposed sports programme for each sport participating in the Games
- To secure compliance with the overall guidelines as to preparation for and the conduct of participating sports in the Winter World Masters Games

- To act as adviser to the host city and to work conjointly to ensure the quality in the organisation and presentation of the Winter World Masters Games
- To act as Jury of Appeal in any dispute emerging from the Winter World Masters Games competitions.

The Board is to meet at least once a year in the period between the Games and to be present during the Winter World Masters Games event.

5.2 IMGA responsibilities during Winter World Masters Games

The attendance by the Board at the Winter World Masters Games contributes to giving the event a higher status in a truly international manner. While attending the Games, members will have the responsibility of:

- Undertaking the official opening or closing of sports competition's when requested
- Participating in the opening and closing ceremonies, press conferences, seminars, conferences, etc.
- Attending as many sports competitions as possible
- Meeting with the sportsmen and women, and if possible competing at the Games
- Presenting medals, when requested
- Attending functions when invited by the Host City Organizing Committee, the state and local politicians, etc.
- Attending the IMGA's Board meeting, to be held at the time and place of the Games.

6. Athletes

To ensure the games are successful and held in the spirit of the international Masters Movement and "Sport for all" the athletes must.

- Comply with the age requirement and abide by the competition rules laid down by the International Sports Federations and the organizing committee of the host city. Proof of age and identity is required
- Agree to observe the principles and rules laid down by the IMGA's Board
- Be responsible for transportation and accommodation and any other costs on an individual basis
- Pay a Games' registration fee and separate fee (if any) for each sport in which they participate
- Subject to the requirements of the participating sports and be a registered member of a club or association in the sport(s) they enter.

7. Host City

In this section some helpful pointers will be given to aid the answering of the Host City Questionnaire. The paragraphs are organised to follow the layout of the questionnaire.

7.1 Responsibilities of the Host City Organizing Committee (HCOC)

The Host City may choose to form their organising committee in a way that is most suitable for the country, state or borough. Whatever structure is chosen the following obligations must be observed.

- To plan, organize and stage an international multi-sport event of the highest possible standard
- To plan the sports programme and to procure all venues and facilities for the Games
- To develop a marketing and promotion strategy
- To organise the official ceremonies
- To arrange a social and cultural programme
- To set up registration, accreditation and media facilities together with other information services
- To liaise with state, national and international sports organizations and keep them informed of the progress of the Games
- To provide written reports to the IMGA Board, in accordance with the terms and conditions stated in the contract between the IMGA and the Host City
- To pay rights fees to the amounts and dates specified in the payments schedule in the contract between the IMGA and the Host City
- To ensure against any liability towards participants, volunteers, professional staff and the members of the Board
- The Host City must endeavour to raise the profile and the interest in master sport and the Winter World Masters Games and to encourage widespread global participation in the Games

7.2 Logistics

Welcoming thousands of athletes and their families for seven or more days, demands a thorough and highly proficient logistics plan. A major part of this is to organise for adequate transport and accommodation.

7.2.1 Accommodation & Transport

The Host City Organising Committee (HCOC) must ensure that a full range of accommodation options are available to participants, accompanying persons and others attending the Games. The appointment of an appropriate credentialed Travel Organisation by the HCOC is strongly recommended.

The range of accommodation opportunities must be available in hotels, hostels, motels and private accommodation. As some masters athletes prefer to find their own cheap accommodation, a provision of home host accommodation by the general community and ethnic communities is

encouraged and recommended. It should also be noted that participants in Masters Games often are accompanied by family.

The Host City should establish an arrangement with the hospitality industry to ensure that no price gouging or cost manipulation occurs.

The Host City must designate a major hotel as the official hotel for Games. IMGA must provide approval to the appointment prior to completion of the arrangements.

Transport should consider all aspects from arriving in the country (City) of the Games to travel around between major venues and to and from accommodation, with a wide range of transport on offer, including air, rail, road, public transport (e.g. city/state-run tram/bus/coach network). An environmental solution for moving large numbers of people at peak times (e.g. opening and closing ceremonies) should be included.

7.2.2 Registration Centre

The registration and accreditation centre is the first point of contact to the Games for the participants and accompanying persons. As all athletes pass through this centre, such location can efficiently be turned into a games centre with additional services throughout the games. The choice of location for the Registration Centre should therefore address at least the following:

- Expected number of participants and accompanying persons
- Geography of the location
- Limitations of permanent or temporary structures
- Access to easy parking facilities
- Access to toilet facilities
- Access to public transport
- Access for staff/VIPs and emergency services
- Access for staff to rest areas and refreshments
- Access to power and other utilities
- Secure storage facilities for equipment etc.
- Adequate storage area
- Location of associated services such as merchandise, medal engraving, etc.
- Access to information services

A representative from each sport should be in the registration centre or alternatively a representative from each sport should be contactable by phone during the opening hours of the registration centre. For more information please refer to the games manual.

7.2.3 Activities

The Games are both a sporting experience and a social experience. Host Cities are required to arrange a programme of related activities to promote the festival atmosphere of the Winter World Masters Games.

The two most popular activities amongst the competitors are the opening (welcome) and closing ceremonies whose basic concepts are described below. For more information please refer to the games manual.

Opening Ceremony

The opening or welcome ceremony must contain the following core elements:

- A maximum of three official speeches,
- Marching-in or other participation of athletes or representative groups from the athletes
- Hoisting of IMGA flag
- Official opening
- Participants' oath
- Be open to all participants, accompanying guests, officials, volunteers and the general public, although a reasonable admission fee may be charged
- The national anthem of the host country may be played
- The organizers may feature the flag of the participating countries in the ceremony or at the venue
- Athletes are encouraged to carry club, state or national flags or sports banners
- An element of local folkloristic entertainment

Closing Ceremony

The closing ceremony should contain the following core elements:

- Official speeches
- Lowering of the IMGA flag and handing over to next Host City
- Entertainment
- Speech from next Host City
- Farewell to participants
- Official closure of Games
- Participants, accompanying guests, officials, volunteers and the general public should be encouraged to attend.

Other activities

Related activities such as cultural and social events, sightseeing and conferences relating to health and fitness of masters age athletes are encouraged during the period of the Games. Such

activities are not only highly rated by the athletes, but can also serve as an additional source of income given their attractiveness to sponsors.

Such activities could be, but not limited to:

- Formal balls, dances and dinners
- Social activities special to the area of the Host City
- Cultural activities - displays
- Street parties
- Speakers or seminars, etc

There are no firm rules for these activities regarding contents and form. The Host City is entirely free to arrange its own programme.

7.2.4 Media

The nature of the games lends itself to attract journalists outside the traditional sports press. The many life style related stories offers an opportunity to reach a much wider audience than at other sport events.

A media centre must be provided with a standard of resources and services which will be sufficient for the event and for the number of media expected and include modern communications facilities, catering and press conference rooms.

The participating sports and HCOC should appoint media liaison officers whose function is to collect the results and stories of the Games and forward them to the media centre for distribution.

7.2.5 IT solution

The IMGA can for a fee per athlete offer a software solution covering pre-registration, registration, payment, accreditation, games management and results or the city can use their own solution. In any case It is the responsibility of the host city to provide the necessary IT infrastructure and a Website for the games to support such a system.

7.2.6 Volunteers

The organisation will usually consist of up to 20 professionals, supported by several thousand volunteers working under the direction of HCOC or the sports organising committee. Volunteers are essential and careful consideration should consequently be appointed towards a comprehensive volunteer program including: Recruitment, communications, training, rewards and other motivational programs.

7.2.7 Environment

Apart from the financial benefits, the competition and social benefits, the environment remain important factors when hosting an event of this size. Due attention is therefore be given to environmental solutions in the bid evaluation and in the subsequent development of the Games.

7.3 Sports

Above all sport is the main driver of the Games and hence their organization and execution must be impeccable. For more detailed information please refer to the games manual.

7.3.1 Competition

All competitions are run by the rules laid down by the respective International Sports Federations. A Technical Delegate may be appointed by the IF of the participating sports to ensure compliance with their rules. Reasonable costs of such Technical delegates will be borne by the Host City,

The total number of sports shall not exceed 12 and consist of two groups: core sports and optional sports. The core sports are those of the 5 winter international member federations in the IMGA and should therefore preferably be on the events program. They are:

- Alpine Skiing (no downhill)
- Biathlon
- Cross-Country Skiing
- Curling
- Figure Skating
- Ice Hockey
- Ski Jumping
- Speed Skating
- Nordic combined

All sports are held subject to facilities being available.

Optional sports, not exceeding 4, should be chosen with emphasis on sports which: invite to lifelong involvement, support the philosophy of games and have a truly international dimension. Additionally, the sports organisers must have demonstrated the ability and capacity to organise and present the sporting competition in a successful manner, to an appropriate standard. Examples of optional sports could be: Ski Mountaineering

The selection of the optional sports is subject to the approval of the IMGA Board .

A contract must be made with each participating sport of the sports programme. This contract must be with the national/local organization and in accordance with the International Federation, governing the actual sport.

7.3.2 Sports organization

It is essential that each sport have their own committee with full responsibility of running their part of the event. It is recommended that these specific organising committees are made up of representatives and volunteers from the sport. Committee members should be selected in close cooperation with the relevant national sports organisation.

It is essential that a budget be prepared for each sport. The budget should make it possible for the sport to conduct all aspects of the organisation and presentation of the sports competition in accordance with the rules. For more detail please refer to the games manual.

The sport organising committees should be the natural link to the technical delegate for the sport, who is appointed by the International Federation. This delegate's role is to ensure:

- That the facilities offer correct conditions for running the relevant events

- That the rules of the relevant International Federation are used in the events. If no specific rules for masters have been made, rules should be agreed upon between the organising committee and the technical delegate, while allowing enough time to advise competitors of the rules
- In cooperation with the HCOC to nominate a jury with due respect and regard to the budget constraints of the HCOC and the availability of qualified officials living in the country of the Games.
- To liaise with the HCOC to develop the event programme and to approve the event programme and to approve the final programme.
- During the event, to supervise the competitions according to the agreed rules.
- To assist the organising committee in dealing with all related technical questions put before them.
- To assist the HCOC to network within the sport at the level of the International and National Federations, particularly with respect to the recruitment of competitors.

7.3.3 Competition Rules

The sporting competition shall be conducted in accordance with the rules and regulations of the International Sports Federations. Where the sport federations have developed specific rules and regulations for Masters' competitions, those rules will normally be in force. A technical delegate will be responsible for arbitrating in the event. The HCOC shall appoint an arbitrator if no technical delegate has been appointed,

The age categories normally increase by increments of five or ten years and these categories must be the same for both sexes unless the specific rules of the IF state otherwise.

All participants must have reached the minimum age determined by the sport before being allowed to take part in the Games. Date and transfer from one age category to the next will be as determined by the IF rules.

All participating sports must include at least one extra day in their programme to allow for contingencies such as an increased number of competitors, bad weather conditions, delays in keeping to schedules, etc. For more detail please refer to the games manual.

7.3.4 Officials

Only qualified officials shall be appointed to officiate at the competitions in a Winter World Masters Games.

The number of officials at any competition should be in accordance with the international (masters) rules for that particular sport.

Sports must ensure that they have sufficient numbers of qualified officials to conduct the competition. All sports are responsible for developing programmes to train officials to an appropriate standard.

Officials should receive Games accreditation and should be duly recognized by the individual sports and the HCOC.

7.3.5 Venues

Each host city should be able to deliver all venues within a compact area. This will add to the athletes feeling of partaking in a multi sports event and encourage a strong social atmosphere vital to Masters events. No new venues should be constructed in order to fulfil the Games' requirements.

It is essential that the competition area at each venue is of a suitable high standard, complying with the rules of the International Federation.

The number of ice rinks, courts, tracks, slopes, etc. must be commensurate with the number of competitors expected.

Special attention must be taken to ensure that all public road surfaces are safe for events, using these facilities.

All venues must, as minimum, provide the following services:

- Rest rooms
- Changing rooms and showers
- Spectator seating or stands
- Media facility
- Medical, first aid and drug testing rooms (if drug testing is to be performed)
- Catering outlets
- Results services
- Adequate parking,
- Access to public transport
- Emergency services access

All necessary venue improvement must be identified and an appropriate funded plan be approved to upgrade venues, although Host Cities should have adequate facilities and not need to make large capital investments.

The HCOC must ensure that it has appropriate powers of authority with the venue managers, to ensure all competitions and other activities can be undertaken and completed, as scheduled.

Where the venues are situated some distance from public transport or where competitions commence or finish outside the regular public transport schedules the HCOC must arrange necessary transport, during the period of the competition.

7.3.6 Results

A separate area, placed close to the media centre, should be established for incoming results. This centre should receive and collate the results from the competitions and pass them on to the media centre.

Competitors should be able to obtain results from this centre either electronically or in paper format.

The collation of the results is a demanding exercise due to the great number of competitions taking place at the same time. A computer network to all sports, venues and the result centre must be established.

E- mail should be established to transmit results to international media. The results should furthermore be posted as soon as possible on the web-site for the Games.

The results from each of the specific sports events must be supplied to the International Federation concerned within a period of one month after completion of the Games.

7.3.7 Sports Guarantees

The local and national sport authorities must support the Games. The national sports federations, that are members of the relevant international sports federations, must furthermore confirm in writing, that they support the bid in principle and that they will provide administrative and technical assistance.

7.4 Finances

The Games will be financed through a combination of city, government and sponsor revenues, license fees, registration fees and gate revenues, etc. As a general guideline the registration fees are set around EUR 150–180 for individuals.

The city/state and/or national authorities must support the Games and give appropriate financial guarantees.

Expenses can be budgeted very differently in accordance with the wishes of the HCOC. But experiences from former host cities show that the budget can vary between EUR 2 million and EUR 4 million.

A rights fee of EUR 350.000 will be payable to the IMGA for the privilege of hosting the World Masters Games. The IMGA city will cover the cost of one board meeting and the accommodation of board members during the event. Details for payment are available in the host city contract.

A financial guarantee from relevant government entities will have to be given for both right fees and operating budget.

7.4.1 Sponsorship

The rules for sponsorship are more closely described in the host city contract. However the HCOC shall not accept any tobacco companies as sponsors of the World Masters Games.

7.5 Marketing

Reaching the Masters athletes through marketing are in many aspects a different task from normal sporting events. Masters tend to be more loosely connected to their respective sports federations and experience has shown that promotion at other Masters events is an efficient and economical way of reaching this target group. A database of participants from previous Winter World Masters Games will also be made available to the host city. Masters events offers furthermore an opportunity to involve the local population in the spirit of “sport for all” as a driver for an overall improved fitness level. When planning the marketing budget consider how a goal of 3.500 athletes, with a high number of international participants, can be achieved.

7.6 Medical Coverage

Medical coverage of the Winter World Masters Games requires a large number of personnel.

All medical resources are the responsibility of the HCOC, **not** the individual sports or the IMGA. Adequate funding must be in place to allow for paid professional medical cover including:

- Sports medicine services

- Medical Practitioners of adequate standard to provide emergency and sports medicine care,
- Nursing Personnel
- Ambulance Services
- Physiotherapists
- First Aid Personnel
- Other medical services providers.

The number of qualified persons necessary in the above categories at each venue must be determined in consultation between the HCOC and the sports.

Other paramedical cover such as massage therapists and chiropractors should be available as a part of the overall medical funding or on a user pay basis.

Organizers must retain the right to withdraw competitors from competition if professional medical opinion states they are unfit to compete in the competition for which they have been entered.

Standards and guidelines for medical cover at the Games must be determined by an organization recognized as an authority on general first aid (participants / spectators) and sports medicine. The guidelines are to be provided to all participating sports, venue and managers. For more detail please refer to the games manual.

Unless adequate medical coverage is in place the competition must not be conducted.

7.6.1 Doping

The IMGA has adopted an anti-doping policy in line with the WADA code, which means that testing will be conducted during the Games.

The costs of the doping control are the responsibility of the HCOC, limited to a maximum of five tests per sport. If the relevant IF requests more than five tests, the IF has to pay for the additional tests, over and above five. This number can be different, if regulated through the contract with the HCOC.

7.7 Further information in support of your bid:

Please note that this is a preliminary bid, from which it will be determined if the bid city is suitable to host the games, it is therefore not necessary to go into excessive detail at this stage. A concise and clear description of the all points noted, together with the guarantees will suffice.

Please include additional information (e.g. your experience in hosting other major international sporting events) so the Board fully understand the extent of your bid.

General rules governing sanction fees, intellectual rights, advertising and sponsorship are covered in the constitution. More specific agreements will be regulated in the contract which will be signed by the successful host city, immediately upon selection.

The IMGA administration is available to help with any questions that might occur regarding the bid.

8. Formal bid document content

8.1 Candidature file

The candidature file should contain answers to all questions in the bid questionnaire along with other information the candidature city finds useful for an evaluation.

8.2 Guarantees

The city/state and/or national authorities must support the Games and give appropriate financial guarantees.

The national sports federations, that are members of the relevant international sports federations, must confirm that they support the bid in principle and that they will provide administrative and technical assistance.

8.3 Approval of host city Contract

Candidate cities must have signed an undertaking to accept all demands and conditions as laid down in the draft contract, before the 1st of December 2021.

The Contract must be signed immediately after the final selection has been made. Likewise must the first instalment of the rights fee be paid upon signature of the contract. An example of the host city contract is available from the IMGA administration.

8.4 Electronic format of documents

An electronic copy of all documents in the bid is fully acceptable, no print is needed.