

# CANDIDATURE GUIDELINES

IMGA EVENTS



INTERNATIONAL  
MASTERS GAMES  
ASSOCIATION

Organisation  
recognised by the



INTERNATIONAL  
PARALYMPIC  
COMMITTEE

Organisation  
recognised by the



International  
Olympic  
Committee



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## 1. Introduction

As candidate cities, you are now in the initial stage of the process to determine the Host City for the IMGA Masters Games.

The purpose of this document is to guide you through the various stages of your candidacy up to the selection of the Host City by the Board of the International Masters Games Association (IMGA).

The application procedure details what is expected from a candidate city, as well as the procedures, rules, and deadlines to be adhered to throughout the different stages. Beyond essential information, it also offers numerous valuable suggestions and should be deemed essential reading for anyone involved in the preparation and promotion of an application for the World Masters Games.

## 2. Dates and deadlines

The application document produced by the applicant cities in response to the application questionnaire, aided by these guidelines, will form the foundation for the first part of the assessment. Following the preliminary assessment, the Board retains the right to decrease the number of applicants. The remaining cities will then progress to the candidature phase of the assessment process, during which a small evaluation commission will visit the candidate cities for a maximum of 5 days. This team will comprise 3-5 individuals and include IMGA board members, representatives from international federations, and members of the administration.

The commission will assess the comprehensive Games Concept, encompassing Finance and Marketing, and determine whether the facilities and venues are adequate for an event of this scale. The commission will also convene with representatives from the sports sectors and local government backing the candidature. An assessment report will be shared with the candidate cities and the IMGA Board.

The finalist cities will have 20 minutes to showcase their candidature at the IMGA board meeting, followed by 10 minutes for questions. The decision on the host city will be made at the IMGA board meeting, as outlined in the schedule.



### 3. The Fundamental Idea



In recent decades, Masters sport has witnessed an impressive surge in participation and enthusiasm at all levels: local, regional, national, and international. This growth not only showcases the enduring spirit of athletes but also emphasizes the importance of lifelong fitness and community engagement. Embracing Masters sport means joining a vibrant movement that fosters camaraderie, health, and achievement.

The emphasis on inclusivity and “sport for all” in Masters sport makes it accessible to individuals of varying abilities and performance levels. For many athletes, Masters sport serves not only as a competitive event but also as a social gathering and tourism experience. It provides an opportunity to meet like-minded individuals who are interested in physical activity for pleasure, leisure, and health promotion.

Masters sport also appeals to those with a competitive spirit, as achievements are recognized through the awarding of

medals. Additionally, it attracts athletes who have stepped back from elite competition but still enjoy the chance to compete in a well-organized environment.

As one of the fastest-growing sectors in sports participation, Masters sport will become increasingly relevant for community sports and public health, especially as the population ages. Therefore, it is essential to use the Games as a catalyst for engaging the local community.

Unlike World Championships for veterans or masters, the IMGA events do not have any qualification criteria for entry, aside from meeting the minimum age requirements. Additionally, a partnership with the International Paralympic Committee allows host cities to include para-sports in the event, emphasizing that sport is truly inclusive. This diverse range of participants and various forms of engagement contribute to making the IMGA events some of the largest sporting events in the world in terms of athlete participation.

### 3.1. What is a Master

Masters sports is a broad term that encompasses various forms of competition for older adults, including veterans, golden oldies, legends, and seniors. In the context of the IMGA events, the term “Master” applies to both male and female participants who follow the rules established by International Sports Federations regarding the minimum age for their specific sport, which usually ranges from 30 to 40 years. If a specific minimum age is not defined, decisions may be made by the Host City Organising Committees and the International Masters Games Association (IMGA). Additionally, most Masters sports are categorized into age groups that typically span five or ten-year intervals.

Contestants in the Masters Games come from a wide range of sporting backgrounds. Participants may include former world champions, Olympians, national players, club athletes, or recreational players. They compete for various reasons, and the level of competition can range from elite to more casual standards.

### 3.2. Who are the athletes at the IMGA Masters events

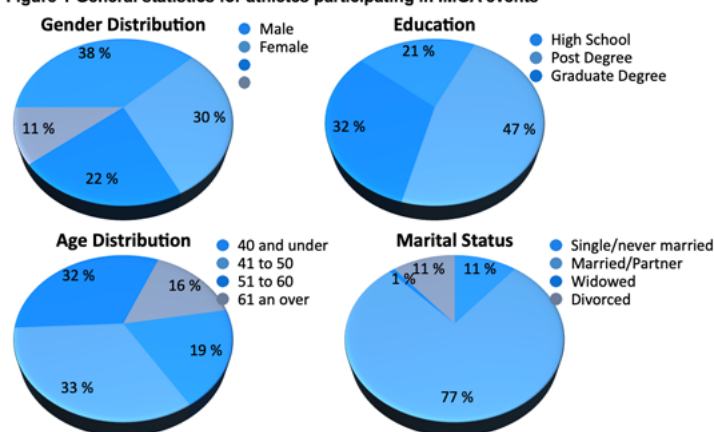
There is a common misconception that Masters Games are exclusively for older individuals, particularly those who are retired. However, the reality is that the average age of participants is 51. Most participants are well-educated and at the peak of their careers, enjoying a high average income. Additionally, the vast majority travel to the games with their family or partner.

IMGA is committed to achieving equal gender distribution in our games. This balance has largely been attained through the proactive encouragement and promotion of female participation by previous organizing committees. However, since most athletes come from the host country, the gender distribution may be influenced by the cultural and social norms of that nation.

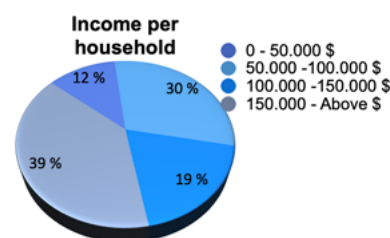
The charts below provide a general overview of athlete data from previous IMGA events. Please

note that these figures represent global averages, and actual numbers may differ based on the event’s location due to variations in the local population, which forms the largest share of the athletes. We strongly recommend reviewing all reports from past host cities, especially those in your region, to tailor the event more effectively. This approach will ensure maximum benefits for both the city and the athletes. You can find the reports from past host cities in the “About IMGA” section of [the IMGA website](#).

Figure 1 General statistics for athletes participating in IMGA events



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### 3.3. What is Masters Sport

Masters sport is fundamentally less focused on commercialization and performance than high-profile elite sports. Unlike the professional athletes often showcased in televised competitions, Masters athletes typically represent only themselves rather than any specific locality, region, or country, and they cover their own expenses to compete. For many supporters, Masters sport aligns more closely

with the traditional values of sport: camaraderie, the joy of participation, and the health benefits of an active lifestyle at any age.

These games are designed for individuals who view sports as an enjoyable way to achieve fitness and fulfill personal or social needs. IMGA events are established to:

- Promote the philosophy of “sport for life” and “sport for all.”
  - Encourage a goal-oriented and long-term approach to sports and physical fitness.
  - Provide opportunities for wide-ranging participation in an open sporting event that features multiple disciplines in a truly international setting.
  - Motivate mature individuals from around the globe to engage in sports, regardless of gender, sexual orientation, ethnicity, religion, or athletic background.
  - Set an example through participants to inspire the world’s youth to recognize that competitive sports can continue throughout one’s life.
  - Gather mature athletes to practice their sports and exchange cultural and tourism experiences.
  - This framework of principles and ideas has laid the foundation for a festival that, in many ways, stands 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 are representing only themselves.
  - There are no national teams, groups, or official representatives representing their nation.
  - Athletes represent themselves, not their nation, at all IMGA events. Therefore, several teams from individual countries may participate in the same event, and participants from different countries may unite to form multi-national teams.
  - All participants must compete in the attire and clothing typically worn for their specific sport. Participants may wear their national uniforms, but this is subject to the discretion of the participants, their national sports organization, and local laws.
  - Participation at IMGA events does not require qualification competitions or selection criteria; however, a license may be needed to ensure the safety of participants in sports such as archery or cycling.
  - Participants, along with their family and friends, will be offered a variety of accommodation options to meet diverse needs and budgets.
  - The Games provide an opportunity for athletes with disabilities to compete alongside able-bodied athletes on the same field of play.





## 4. Why bid for an IMGA event



During the bid preparation process, potential stakeholders who may not be familiar with the games might ask why your city is submitting a bid. There are various reasons for bidding, and you should consider some or all of the following factors as motivation for hosting an IMGA event.

All statistics provided below have been sourced from independent reports compiled during and after past IMGA Masters events. You can download all previous host city reports from our website. The more recent reports are based on our event impact manual, which is anchored in the key performance indicators (KPIs) by which host cities are evaluated and linked to the United Nations Sustainable Development Goals (UNSDGs), underscoring our commitment to sustainability.



## 4.1. IMGA events are major sports events

Since the inaugural games in 1985, the number of participants and the scale of the World Masters Games have been steadily increasing. Today, it attracts more than three times as many athletes as the Summer Olympics, firmly establishing itself as the largest participatory multi-sport event in the world. Below are some key figures expected from the World Masters Games.

- 10-16 days of sport
- 30-35 sports on the program
- 70+ venues in use
- 60 full time employees
- 5'000+ Volunteers
- 110+ countries present
- 3'500+ Visiting Coaches and Officials
- 30'000+ Athletes. The Open Masters series is a newer, smaller event that allows Masters sports to reach cities with limited venue and accommodation capacity. However, these events are still large multi-sport competitions.
- 10 days of sport
- 20-25 sports on the program
- 35+ venues in use
- 20 full time employees
- 1'000+ Volunteers
- 70+ countries present
- 500+ Visiting Coaches and Officials
- 5'000+ Athletes

## 4.2. The IMGA Masters events are major tourism events

The IMGA is an affiliated member of UN Tourism (UNWTO), and tourism plays a crucial role in IMGA events. Therefore, it is important for the local or national tourism board to be involved in the event application process. The following paragraphs will elaborate on this important aspect of the games.

## 4.3. The Games are a major driver of visitation for your city and region

Because the Masters Games do not have to follow the traditional sports calendar, there is greater flexibility in choosing event dates. This enables the city to select a time when hotel occupancy is typically lower than during peak season. Therefore, hosting the event during the shoulder season is strongly encouraged to ensure maximum benefit for the city or region.

### 4.3.1. Visiting athletes stay for an extensive period of time

Many participants are incorporating the games into their holiday plans and stay longer than just the days of competition. This creates an excellent opportunity for the host city to provide tour packages, day trips, and highlight local attractions. The tables below illustrate the average duration of stay for participants at previous World Masters Games and explain why the event generates over 300,000 visitor nights.

Visiting participants	Total nights stayed
In Host City	10.5
Rest of the Country	5.3
Total stay	15.8

Table 2. Length of stay by international athletes at the World Masters Games.

### 4.3.2. Athletes bring Family and friends with them

More than half of all non-local athletes bring friends and family to the games, which increases the number of visitors to the host city to over 50,000.

Traveling party profile	Visiting athletes
Athletes traveling with others in party	10.5
Average number of additional travellers	5.3

Table 4. Athletes bringing friends and family with them.

### 4.3.3. Where do they stay

Research shows that 85% of visitors opt for paid accommodation, with serviced flats and hotels being particularly popular choices.

Individuals staying in serviced apartments are often international athletes (23%), female (25%), and aged between 40 to 49 years (24%).

Statistics from historical events indicate that visitors staying in either 4 or 5-star hotels are most likely to be international athletes (21%), male (19%), and traveling with others (18%).

Unpaid accommodation, such as staying with family or friends, is more common among non-local national athletes, reaching 31%.

### 4.3.4. Activities during the Games

Social interaction is a crucial aspect of masters sports. In addition to expenses for accommodation and registration, athletes typically allocate most of their budget to dining out, shopping, and exploring tourist attractions during their visit.

While the total expenditure per athlete can vary based on the cost of living in each host city, past events suggest that the average spending is conservatively estimated at:

EUR 3,500 spent per athlete

The consumer behavior associated with IMGA events results in significant direct tourism spending, which ensures a substantial return on investment that far surpasses the overall costs of hosting the Games. This is one of the main reasons why these events are highly sought after by potential hosts.

You can find independent economic impact studies from previous Games on the IMGA website [www.imga.ch](http://www.imga.ch).

## 4.4. Increase and strengthen the event knowledge of the city

IMGA events are comprehensive multi-sport events which will enhance the operational expertise of the cities and regions hosting them. Organizing a multi-sport event differs significantly from managing single-sport events, and this experience is beneficial for hosting both small and large competitions. The International Masters Games Association (IMGA) has gathered valuable insights from previous host cities, which include recommendations, document templates, contract examples, and suggested timelines. These resources will be provided to the next host city. Additionally, our recent host cities have been evaluated using key performance indicators (KPIs) directly linked to the United Nations Sustainable Development Goals (UNSDGs), making it easier to assess impact and facilitate comparisons with past hosts.

## 4.5. Strengthen relationships with the International World of Sport

The International Masters Games Association (IMGA) is recognized by the International Olympic Committee (IOC) and partners with the International Paralympic Committee (IPC). This affiliation deeply connects the IMGA to the global sports community. The board is composed of high-ranking sports officials and business experts. Therefore, hosting IMGA events offers an opportunity to engage with some of the most influential figures in the sports world, which can be very beneficial for future event bidding or establishing a bid strategy.

## 4.6. No expenditure on new venues

To prioritize sustainability, the IMGA Constitution specifies that no new venues can be built for IMGA events, eliminating costly construction expenses. Furthermore, the games are designed to be participative rather than focused on spectators. This approach enables the city to utilize a variety of smaller venues located in schools, universities, and sports clubs, alongside the traditional larger event venues.

## 4.7. Build a strong “Active Society” legacy

With a rapidly aging population, activating local citizens has become a focus for many governments, and Masters Sport can make a significant difference. Masters Sport can bring about positive change in various ways within society and should be recognized as a valuable public asset. Evidence suggests that Masters Sport is an essential developmental asset that can assist in promoting both mental and physical well-being, nurturing character and citizenship, enhancing social integration, boosting the local economy, providing adult mentorship to the younger generation, imparting crucial life lessons, fortifying community ties, and fostering social capital and strong communities.

## 4.8. Media exposure

IMGA events are focused on participation rather than spectating, which means it does not solely target sports media. Due to the diverse backgrounds and stories of the athletes, it also generates appealing content for lifestyle-focused media outlets. The athletes take pride in their achievements and are very active in creating content for social media. Media surveys from previous events estimate a public relations value of over EUR 15 million, resulting from more than 50,000 social media posts, in addition to coverage from traditional press, television, and radio. With the increasing importance of social media, this figure is expected to rise in the coming years.

## 4.9. Boost community and regional ties

It is unlikely that all sports events can be held in the city center due to the scale of the games and the large number of venues needed. This situation allows neighboring suburbs and other areas in the region to get involved in the events, thereby strengthening community and regional connections.

## 4.10. Masters Community

Over the past 35 years, the IMGA has collected data from its events and maintains regular communication with the global masters community through social media, newsletters, and direct mail. To ensure our events resonate with athletes, the IMGA routinely conducts surveys of masters athletes. This feedback helps our host cities promote the event and secure sponsorship agreements by understanding the demographics and psychographics of the athletes involved. Additionally, the relevant athletes' database will be made available to the host city for direct marketing and promotional purposes.

## 4.11. Other IMGA events

Between the World Masters Games, the IMGA Open Masters Series is organized globally. These events serve as a promotional platform and provide an opportunity to observe and learn from a live IMGA event.







## 5. Guidelines and conditions



Organizing a first-class, multi-sport event which attracts a large number of participants from around the world presents both a great opportunity and a considerable challenge for the Host City. Both aspects should be approached with seriousness and care.

The IMGA is dedicated to sustainability, and the event's concept considers the host city's triple bottom line.



Host cities will be evaluated based on the key performance indicators (KPIs) outlined in the Event Impact Manual, which is available on the IMGA website. This evaluation process will begin during the planning phase and continue through to the post-event review. All KPIs are linked to the United Nations Sustainable Development Goals (UNSDGs) to ensure that sustainability is a primary focus. Therefore, it is essential that the event's bid and planning clearly demonstrate that sustainability has been considered in all aspects.

The following paragraphs will provide relevant information about the roles of the four primary stakeholders in the event: the IMGA, the athletes, the host city/region, and the sports..







## 6. The IMGA



The Masters Games are managed by the International Masters Games Association (IMGA), a non-profit organization established under Swiss law. For more

detailed information regarding the organization and its governance, please refer to the IMGA constitution and website.



## 6.1. The IMGA Board

The IMGA will be governed by a Board that includes a President, up to three representatives from the International Member Federations, up to three independent experts, and one representative from the upcoming World Masters Games. For complete details, please refer to the constitution available on the IMGA website.

## 6.2. IMGA's Obligations to the host city

The IMGA has in its capacity as governing body, the following obligations to the host city:

- to take such steps as may be necessary to achieve the IMGA objectives,
- to ensure the execution of decisions taken by the General Assembly,
- to appoint city(ies) in charge of the organisation of the next IMGA Masters Games,
- to monitor the progress of the preparations for future IMGA Masters Games and take the necessary steps to ensure the maintenance of proper standards in the organisation of IMGA Masters Games,
- to approve the proposed sports program of the IMGA Masters Games,
- to ensure that drug testing is carried out in accordance with the rules and regulations in the World Anti-Doping Code (WADC),
- to ensure compliance with the overall guidelines related to the organisation of IMGA Masters Games,
- to seek organisers for future IMGA Masters Games and to negotiate with them,

- to grant IMGA patronage, upon such terms and conditions as it may consider appropriate, to Masters sport events,
- to approve the budget

The IMGA Board may hold its meetings either virtually (including hybrid) or in person. The IMGA may also make decisions by circulation using suitable electronic means as decided by the Executive Committee.

The IMGA Board should meet in person at least once a year, preferably on the occasion of the staging of the World Masters Games or another IMGA event.

## 6.3. IMGA responsibilities during IMGA events

The participation of the Board at IMGA events enhances the event's international prestige. During the Games, Board Members will have the following responsibilities:

- Undertaking the official opening or closing of sports competition's when requested
- Participating in the Welcoming and Farewell 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.





To guarantee the success of the games and uphold the values of the international Masters Movement and “Sport for All,” the athletes must:

- Ensure compliance with age requirements and competition regulations established by the International Sports Federations and the organizing committee of the host city. Proof of age and identity is required.
- I agree to adhere to the principles and regulations set forth by the IMGA's Board.
- Participants are responsible for arranging their own transportation to the games, securing accommodation, and covering any additional personal expenses.
- To register for games, participants must pay a registration fee as well as an additional fee for each sport they join, if applicable. It is generally recommended to keep the registration fee consistent across all individual sports. However, some sports, such as golf, may have extra charges due to green fees. Team fees might also be considered.
- Conform to the criteria for sport they are participating in.
- Ensure that they have the necessary license for sports that involve weapons, such as shooting and archery.
- Obtain the necessary license for sports where others' safety may be at risk, such as cycling.
- Adhere to the IMGA anti-doping code.
- Ensure they have the appropriate visa for participation.
- Obtain the required medical certificate according to the regulations of the host country.





## 8. Host city



In this section, useful tips will be provided to help answer the Application Questionnaire. The paragraphs are structured to match the layout of the questionnaire.

It is strongly advised to refer to Appendix 1 of this document for more detailed information on deliverables categorized by departments.



## 8.1. Responsibilities of the Host City Organising Committee

The Host City may choose to organize their committee in a way that best suits the specific needs of the country, county, or region. Based on past experience, a highly effective approach is to establish a separate legal entity that functions independently but operates under the oversight of local authorities. Examples of organizational structures from previous IMGA Masters events can be found in the final events reports on our website. Regardless of the structure selected, the following responsibilities must as a minimum be addressed:

- The goal is to plan, organize, and host an international multi-sport event of the highest standard.
- Develop the sports agenda and ensure the availability of all venues and facilities for the Games.
- To develop an overall comprehensive marketing and promotional strategy for the games and for each sport in the program.
- To create a sustainability program that aligns with the United Nations Sustainable Development Goals (UNSDGs).
- To organize the official ceremonies without national anthems or country flags.
- To develop a social and cultural program for the athletes.
- To set up registration, accreditation, and media facilities, as well as other information services.
- To create and distribute daily media coverage of the Games, including photos, videos, and interviews, to promote and grow Masters sport globally.
- To engage with international, national, and local sports organizations and update them on the progress of the Games.
- To seek technical delegate approval from the International Federations
- Written reports must be submitted to the IMGA Board according to the terms outlined in the host city contract between the IMGA and the Host City.
- Make payments for rights fees according to the amounts and deadlines specified in the contract between the IMGA and the Host City.

- To be insured against any liabilities concerning participants, volunteers, professional staff, and board members.
- Enhance the prestige and excitement for master sport and IMGA Masters events, encouraging widespread global participation in the Games.
- Establishing a whistle-blower hotline to denounce any misconduct, racial, religious or sexual harassment, by athletes, coaches, staff, etc.

## 8.2. Logistics

Welcoming athletes and their families for ten or more days requires a comprehensive and highly complex logistics plan. A significant element of this is organizing suitable transportation and accommodation. See also Games Services in Appendix 1.

### 8.2.1. Accommodation & Transport

The Host City Organising Committee (HCOC) must ensure that a wide variety of accommodation options are available for participants, their accompanying individuals, and other attendees of the Games. It is strongly recommended that the HCOC works with the local or national tourism authorities and appoint a qualified travel organization. This collaboration could facilitate the development of tours and packages for the Games.

Accommodation options should include hotels, hostels, guest houses, and private lodgings. Since some master athletes prefer private accommodations, we encourage and recommend offering homestay options from the local community and various ethnic groups. For more details on athletes' accommodation preferences, please refer to Section 4.3.

The Host City should, where feasible, form an agreement with the hospitality sector to ensure there's no unfair pricing or cost manipulation.

The Host City is not required to select an official IMGA hotel for the Games, but should provide transportation for IMGA key staff and board members.



Transportation planning must consider all aspects, starting from the arrival in the host city for the Games to navigating between major venues and accommodations. A wide range of transportation options should be available, including air, rail, road, and public transport services such as trams, buses, and coaches operated by the city or county. It is essential to explore eco-friendly solutions for transporting large crowds during peak times, like the opening and closing ceremonies. Additionally, arrangements for transporting large items or luggage should also be taken into account.

### 8.2.2. Games Centre

The registration and accreditation center serves as the main hub for participants of the Games and their accompanying persons. As all athletes pass through this center, it can be effectively transformed into a Games village, providing additional services during the event. The purpose of the Games Center is not to create a nightlife hotspot but to cultivate a communal space for athletes and the local community.

Criteria for selecting the Games Centre location should encompass:

- Structural adaptability (e.g., ample space for accreditation desks at the outset could transition into an exhibition area during the event.)
- Anticipated volume of participants and accompanying persons.
- Provision to augment capacity during high-traffic times.
- Strategic positioning near eateries and pubs.
- Close proximity to transportation hubs.
- Constraints related to permanent or temporary builds.
- Effortless parking facility access.
- Ready access to lavatory facilities.
- Convenience of public transport connections.
- Ease of access for staff/VIPs and emergency services.
- Areas for staff respite and refreshment.
- Availability of power and other essential utilities.
- Safe storage facilities for gear and such.
- Sufficient storage space.
- Easy access to informational services.

Adequate room for promotional stands (one of which will be allocated to the IMGA and another to IMGA recognised entities), on-site merchandising (with on-the-spot customisation being a bonus), sponsors, medal engraving, and welcome kit distribution (comprising IMGA event leaflets in backpacks, t-shirts, hats, and transit cards).

Representatives from each sport should be positioned at the registration center. During quieter times, one representative can manage multiple sports.

### 8.2.3. Activities

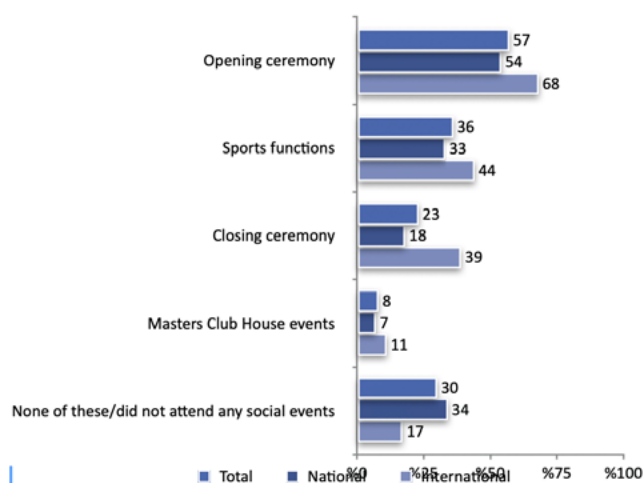
Many participants attend the Games as part of their family holiday. Recognizing their desires and needs can be a significant source of income for the host city.

The Masters Games serve not only as a sporting event but also as a social occasion. Host cities should create a program of related activities to enhance the festive atmosphere of IMGA events.

Impressive welcome and farewell ceremonies greatly enhance the Games experience and can serve as an additional income stream through ticket sales for locals who are willing to pay for a spectacular show. In previous years, organizing committees have coordinated an increasing number of events, including social gatherings and balls, since the social aspects of the Games are nearly as important as the sporting ones.

Among the various activities, the welcome and farewell ceremonies are the favorites among the competitors.

Figure 5 Types of events patronised during World Masters Games



### 8.2.4. Welcome Celebration (Opening)

Masters sports are less focused on national representation compared to the Olympic Games and other major sporting events. Notably, during the modern IMGA events, athletes parade through the city and into the stadium in a carnival style, organized by their sport rather than by their nationality. As a result, national affiliation is much less emphasized during these Games.

The Welcome Ceremony's location does not have to be a stadium; it can also take place in a public square. This inaugural event should have a festive, carnival-like atmosphere.

The focus during the Welcome Celebration should primarily be on the athletes. The introductory or welcoming ceremony must include the following essential components:

- **Speeches:** There should be no more than three official speeches, including one from the IMGA, with each speech lasting no longer than two minutes.
- **Entry of Athletes:** Athletes or representative groups should enter in sets of four sports, organized not necessarily in alphabetical order. This allows smaller sports to accompany more popular ones. A carnival parade-style march through the iconic streets of the city has been very successful in previous events.
- **Flag Raising:** The IMGA flag will be raised.
- **Formal Welcome:** A local city official will formally welcome the participants.

- **Declaration by Participants:** This declaration may be delivered in parts in different languages.
- **Local Entertainment:** There should be a segment featuring local folk entertainment.
- **Entry Fees:** Entry should be complimentary for all participants, their accompanying guests, officials, and volunteers. However, a reasonable fee may be charged to the general public.
- **National Anthem:** The national anthem of the host nation may be played.
- **Flags:** Event coordinators should not display the flags of the participating nations during the ceremony or at the venue. However, athletes are invited to carry club, regional, or national flags, or sport-specific banners, in accordance with local laws.
- **Live Performances:** There will be live musical performances throughout the event.

This structure aims to create a vibrant and inclusive atmosphere while highlighting the athletes' achievements.

### 8.2.5. Farewell Celebration (Closing)

The program for the Farewell celebration should encourage local attendance, as some athletes may have already departed.

The Farewell celebration should include the following key elements:

- **Speeches:** A maximum of three official addresses, including one from the IMGA, with each address not exceeding 2 minutes.
- **Games Video:** A highlight video of the Games, lasting no longer than 3 minutes.
- **Flags:** The lowering of the IMGA flag and its transfer to the next Host City.
- **Show:** Entertainment and Live music performances to enhance the atmosphere for attendees.
- **Next city Video:** A promotional video for the next similar IMGA event, also limited to 3 minutes, which can be shown during the handover segment.
- **Next city show:** The upcoming Host City for the next equivalent IMGA event may be given the opportunity to showcase a brief cultural performance as part of their promotional efforts.

- Farewell: An official farewell and an invitation to participate in upcoming IMGA events.
- All participants, accompanying guests, officials, volunteers, and the general public should be encouraged to attend.

To attract athletes to the farewell ceremony, the Host City Organizing Committee (HCOC) can allow athletes to sign up and incorporate several medal ceremonies on stage.

### 8.2.6. Medal Ceremonies

The medals, lanyards, and backdrops for the ceremonies will be submitted to the IMGA for approval. The IMGA has established a minimum standard for quality and size. The requirements for every medal ceremony include the following:

- Backdrops must be branded with the IMGA event logo.
- Medals must display the IMGA event logo on the back.
- Lanyards should match the event's branding and include the IMGA event logo.

Although there will be many medal ceremonies, it is essential to handle each ceremony with respect for the athletes. Therefore, all medal ceremonies must take place on a designated stage where the awards will be officially presented.

### 8.2.7. Other activities

Associated activities such as cultural and social events, tours, and conferences related to the health and fitness of master's age athletes are promoted during the Games. These activities are not only highly valued by the athletes but may also serve as an additional revenue stream due to their attractiveness to sponsors.

Potential activities may include, but are not limited to:

- Formal balls, dances, and dinners
- Social events characteristic of the Host City
- Cultural exhibitions
- Street festivals
- Talks or seminars

There are no strict guidelines regarding the content and structure of these activities. Past offerings have varied widely, from opera performances to barn dances, both of which have been equally successful. Therefore, the Host City has the complete freedom to create a program that suits its unique offerings.







## 9.1. Branding

The Organizing Committee must ensure that all communication and event visuals/products adhere to the brand guidelines established by the IMGA. All branded items and communications require validation from the IMGA before distribution or production.

This includes:

- Event branding (logo, fonts, colors, etc.)
- Website
- Social media channels
- Mascot
- Newsletters
- Leaflets and point-of-sale materials
- Event decorations (including welcome ceremony, athlete parade signs, medal ceremony backdrops, farewell ceremony, lecterns, and venue dressings)
- Other ceremony backdrops/ banners
- Merchandising
- Uniforms (Volunteers, OC)
- Medals
- Athlete's welcome packs

We kindly request that all materials are designed in accordance with the IMGA Brand Guidelines.

## 9.2. Athlete Recruitment & Target Groups

### 9.2.1. General principles

To successfully execute the marketing plan, the Host City Organizing Committee (HCOC) must produce a comprehensive document outlining the marketing strategy aimed at attracting athletes to the Games. This document should be prepared at least 3 years in advance.

The marketing strategy should include a 360 approach by using the different communication channels that are available for promotion.

### 9.2.2. Target Audiences

#### Domestic athletes/ local population 30+

Activate the local population to engage in sport and sign up for the Games. Potential ideas may include, but are not limited to:

- Design contest Logo/ Branding or Mascot
- Feature mascot at different events across the region/ country
- Demo sport days 'Life Without Limits' for a variation of sports organised in the region
- Countdown clock town centre
- School program 'Sport For All' – organise sessions active adults talking in schools for children and parents, fun competitions kids - parents
- Partnerships regional/ local businesses 'Vitality through Sport For Life' for employees.
- Display banners and flags throughout the city
- Conduct test sporting events in the region
- Promote the event at local gatherings

#### International / Regional athletes 30+

Build awareness for the event with the international community.

Past participants/ IMGA Community

- IMGA Database
- IMGA Newsletter
- IMGA Events
- IMGA website: News/ Event information
- IMGA Social Media
- Promo Packs distributed to athletes to share with their community

New participants

- Social Media channels – Organic traffic
- Social Media ads – Facebook, Instagram, X, Twitter, YouTube
- Google SEO – Ensure the website content is optimised for Keyword searches related to the event and the Masters movement
- Google SEA – Use Google Ads to attract new visitors to the website
- Event website - grow traffic to the Games website through the different channels



- Lead form/ Expression of Interest – Set up a lead form on the website where people can leave their Email/ Name/ Sport to express their interest

### **Global Sport and Outdoor Travelers**

Connect with potential participants through other host cities, national governing bodies, and international travel agencies focused on sport.

### **Individual Sports Needing Targeted Promotion**

9 months before closing of the registrations, identify the sports that need extra promotional efforts to reach the numbers for a successful competition. Implement targeted advertising campaigns on social media and engage with the specific online sports groups on platforms like Instagram and Facebook, as well as relevant websites.

The International Masters Games Association (IMGA) will assist the HCOC in its marketing efforts through various IMGA events and additional online media activities. However, most marketing and promotional efforts will be managed by the organizing committee. Therefore, when planning the marketing budget, it is crucial to develop strategies aimed at attracting the number of athletes targeted for the event.

## **9.3. Marketing and Communication Timeline (International)**

### **9.3.1. Phase 1: Awareness (3 Years – 1.5 Years)**

#### **Marketing Strategy (3 years to go)**

The marketing strategy will be shared with the IMGA 3 years prior to the event.

#### **Event Website (2-3 Years to Go)**

At least two years before the event, a basic webpage should be created to present the event with brand and logo to inform athletes on the dates and for them to be able to express their interest by leaving their email address and sport interest. Also, a contact email address should be provided.

As soon as the sports program is finalised, this will be added to the website.

### **Social Media (2-3 Years to Go)**

Alongside the website, social media accounts should be set up on Facebook, Instagram, YouTube, and optionally X and Twitter.

Facebook instructions:

After the activation of the Facebook account create the event with IMGA as co-host. To channel the communication around the event there are Facebook groups for each sport and a main Official Event group. To promote the event, connect with various sports groups relevant to the event, present on Facebook.

### **Reporting (Online channels)**

Conduct monthly reporting on the website, newsletter sign-ups, and social media statistics using the template provided by IMGA.

### **Database Template**

The IMGA will provide a template that needs to be used for database set up and management. This template includes also all fields that are needed for the registration of the participants.

### **Online Campaigns (1.5 - 2 Years to Go)**

Utilise advertising campaigns on social media and Google to grow the community and encourage pre-registration.

### **Database Management and Website Sign-ups**

We recommend sending quarterly emails to the database to keep potential participants engaged. From one year out to the event, we suggest transitioning to a monthly newsletter.

### **Roadshow for Masters Games**

Focus on promoting the event at different Masters Games taking place worldwide. Establish partnerships and collaborations for joint promotion.

## Ambassadors and Athlete Stories

Gather stories from ambassadors and athletes to promote the event online and embody the spirit of #SportForLife #LifeWithoutLimits

## Digital Promotion Pack

Create a communication kit that includes digital assets and a presentation. This kit should be sent to potential groups, event organizers, interested athletes, federations, travel agencies, and associations to aid in promoting the Games.

## Quarterly Meetings with IMGA

Schedule quarterly meetings to discuss ongoing communication topics and newsletter content.

### 9.3.2. Phase 2: Conversion (1.5 years – 3 months)

#### Online Presence(1.5 year to 3 months)

Next to all the marketing initiatives that have been implemented, you will put an additional focus on advertising campaigns across various channels, including social media and Google Ads to drive traffic to the website.

## Website

The website will be expanded into a comprehensive platform where athletes can find all relevant information about the Games, including but not limited to:

- Homepage: Event presentation (promotional video and photos)
- Registration access
- Registration fee information
- Sports program & schedules
- Venues (maps, address information, road maps and images)
- Activity program for participants
- Tourism information (popular sites and attractions)
- Accommodation and transportation (hotels, maps, partnership discounts etc.)
- Overall map with the important locations (Sport, Welcome/ Farewell ceremony/ Accreditation centres)

- From a legal perspective the following documents need to be added:
- Terms and conditions of the event upon registration
- Privacy Policy/ Data protection

## Opening Registrations

Registration will open one year before the event, allowing us to drive traffic for sign-ups. A one-month testing phase needs to be scheduled to ensure the registration system is fully operational prior to going live.

Within the registration process, athletes need to confirm the (1) Terms and Conditions and (2) Sharing of their data with the IMGA and partners for the purpose of promoting the event.

## Newsletters

A monthly newsletter will be sent to the 'Expression of Interest' leads and the IMGA database, featuring topics such as:

- Updates on the sports program and registration
- Information on accommodation, travel, transportation, tourism and partner deal discounts
- Updates and content regarding the mascot
- Details about venues and maps
- Stories from athletes
- Merchandise information
- Medal updates
- Welcome packs
- Information about the welcome, farewell and medal ceremonies and accreditation centres

## Reporting

The OC will now provide bi-weekly (twice a month) reports using the IMGA template, covering statistics for the website, social media, and registrations.

## Monthly Meetings with IMGA (1.5 year – event)

A monthly meeting will be held to discuss communication topics and update newsletter information.

## 9.4. Marketing and Communication Timeline (Domestic)

### 9.4.1. Phase 1: Awareness (3 Years – 1.5 Years)

#### Marketing Strategy (3 years to go)

The marketing strategy will be shared with the IMGA 3 years prior to the event.

#### Digital Promotion Pack

Create a communication kit that includes digital assets and a presentation to use for local promotion.

#### Local event awareness projects (2+ years)

2+ years before the event initiatives to engage with the local population on the event purpose should be established. See list of ideas mentioned in this document.

#### Local sport clubs and National sport federations (2+ years)

Share digital promotion pack with clubs and national sport bodies to promote the event.

#### Online Campaigns (1.5 - 2 Years to Go)

Utilise advertising campaigns on social media and Google to grow the community and encourage pre-registration.

#### Local Ambassadors and Athlete Stories:

Gather stories from ambassadors and athletes to promote the event online and embody the spirit of #SportForLife #LifeWithoutLimits

### 9.4.2. Phase 2: Conversion (1.5 years – 3 months)

#### Online Presence (1.5 year to 3 months)

Next to all the marketing initiatives that have been implemented, you will put an additional focus on advertising campaigns across various channels,

including social media and Google Ads to drive traffic to the website.

## 9.5. Media, Marketing and Communication - Event Time

### 9.5.1. Banners & City Dressing

During the event, banners and flags will be displayed around the city/ venues and at the Masters Village (if applicable) to create an engaging atmosphere throughout the city. For example, a “Wall of Fame” can be set up to showcase the names of all participants, providing an excellent opportunity for photo ops. Other ideas are available at the IMGA Office (ex. Walls.io)

### 9.5.2. Event Guide

The Host City Organizing Committee (HCOC) will create an event guide that includes details on the sports program, entertainment program, links to social media channels, tourist information, sponsors, and promotions for the Masters Games, as well as any other relevant information. The organizing committee (OC) may also choose to share some of this information online, linking it from the brochure. Examples are available from the IMGA Office.

#### Website

The website will be updated to feature start lists, results and latest news and updates around the Games. Photo galleries are also recommended to be included.

A screen pop-up can be used whenever there is very important information that needs to go out to all athletes.

#### Welcome Ceremony / Farewell Ceremony

A speech will be held at the Welcome Ceremony by the President of the IMGA. The speech needs to be presented on screen in the local language. A lectern needs to be provided for delivering the



speech including sufficient lightning enabling to read any documents necessary.

### **IMGA President & Board members during the event**

Both the President and Board Members are present at the event to support the promotion and purpose of the event. Initiatives to let them engage with the athletes and different ceremonies are warmly welcomed. Any ideas can be shared with the IMGA in advance and discussed with the relevant people involved.

### **Media Centre**

A media centre will be established as a central hub for all communications and press-related activities. It will provide a standard set of resources and services tailored to the event and anticipate media attendance. This includes up-to-date communication facilities, Wi-Fi, catering services, and press conference rooms.

### **Media Plan**

An extensive Media plan will be set up at least 2 months before the event to ensure coherent communication through all channels and maximising the efforts to reach the global audience. Template is available from the IMGA Office.

### **Communications Team**

A dedicated communications team will be in place to manage all aspects of communication during the event. The team will convene daily for morning and evening meetings to organize communication efforts. The event communications manager will oversee this team and maintain direct contact with the International Masters Games Association (IMGA) communications manager to align all communication.

The communications team should as a minimum consist of:

#### **Single Point of Contact for Each Sports Competition**

Each participating sport and the organizing committee should appoint a media liaison officer. This officer will be responsible for communicating

daily updates on sports schedules (including any changes), results, and stories related to the Games to the Comms team.

### **Volunteers for Social Media Coverage and Website Management**

A team of volunteers will be present at the venues during the competitions to create “snack” content, such as daily reels, posts, and stories. The number of volunteers required will depend on the event schedule and the distances between the venues.

### **Press Officer - Press Releases/ External Media**

If press releases will be shared with external media, these need to be shared in the content hub/ cloud so everybody has access to these press documents.

The nature of IMGA events attracts journalists from beyond traditional sports media. With a focus on healthy aging and active lifestyles, these events offer opportunities for extensive media coverage, aligning with current societal trends. The variety of lifestyle-related stories allows for engagement with a wider audience compared to other sporting events.

Media accreditation will be managed in an overview as well as the presence of the different media at the sports venues.

### **Camera/Video Team**

A camera team will be responsible for producing highlight videos. We recommend sharing daily highlights of selected sports (max. 1m30s) to engage the online audience. This team can also conduct interviews with a reporter or communications manager from the IMGA. Daily highlight videos should be shared by 8 PM.

Additionally, a concluding post-event movie, lasting 2-3 minutes, should be produced to be shown at the farewell ceremony.

If videos are created in the local language, two versions should be delivered:

- A clean version without text or subtitles.
- A version with text or subtitles.

### Photographers

Several photographers will be on-site to capture high-resolution images during various sports events and ceremonies. These photos should be shared daily by 7 PM for use in highlight content carousels.

Moreover, photographers can provide personal photo packages available for purchase by the athletes. This should be organised well in advance and can be communicated through the newsletters.

### Team List

A team list should be provided with an overview of name, job responsibility, email and phone number.

### Content Hub/ Cloud

All content will be gathered in one hub where it will be easy accessible for all team members.

## 9.6. Transfer of Knowledge Marketing and Communication

What will be shared between the IMGA and the HCOC:

The IMGA transfers to the host city:

- IMGA Brand Guidelines and logo assets
- IMGA database, following the contractual agreement

- Database collection template for the registration database
- Image and video content for the promotion of the Games
- Reporting template for bi-weekly updates on communications (website, social media, and registrations)
- Draft schedules for the Welcome & Farewell ceremonies
- Content manual with examples of social media content
- Media plan template Games Time
- Privacy policy and Terms and Conditions

The Organizing committee shares the following with the IMGA:

- Logo and branding for approval
- All marketing and communications materials (both online and offline) for approval
- Mascot and story for approval
- Medals for approval
- Welcome pack for approval
- Event Guide for approval
- Database leads, participants, and volunteers (after closing registrations)
- All photos and videos from the event
- Results from the sports competitions, IMGA branded (including partner logo and event name).

Statistics of all marketing communications, as detailed in the host city evaluation report (website, social media, etc.)







Sport is the essence of the Games, so their organization and execution must be flawless. Please also refer to the sport and venue section in Appendix 1.



## 10.1. Competition

All competitions are governed by the rules established by the respective International Sports Federations (IFs). A “Technical Delegate” must be approved by the IF of the participating sports to ensure compliance with their rules. The Host City Organizing Committee (HCOC) will nominate a technical delegate and submit it for approval to the IF.

According to the host city contract, the costs of technical delegates will be borne by the Host City. If no technical delegate is appointed, the HCOC will appoint an arbitrator.

The host city is encouraged to nominate technical delegates from the host nation to minimize costs.

For the World Masters Games, the total number of sports must be no less than 28 and no more than 32.

For the Open Masters Series, the total number of sports must be no less than 22 and no more than 28. More flexibility is allowed regarding the sports program.

The selected sports should prioritize those that promote lifelong involvement, align with the philosophy of the games, and possess a truly international dimension. Additionally, sports organizers must demonstrate the ability and capacity to successfully organize and present the sporting competitions to an appropriate standard.

For all IMGA events, a maximum of three demonstration sports may be added to the program to promote popular local or national sports.

The selection of sports is subject to IMGA approval.

Para-sports should be included in the sports program as long as there are no significant additional costs to the operating budget of the Games for implementing these sports.

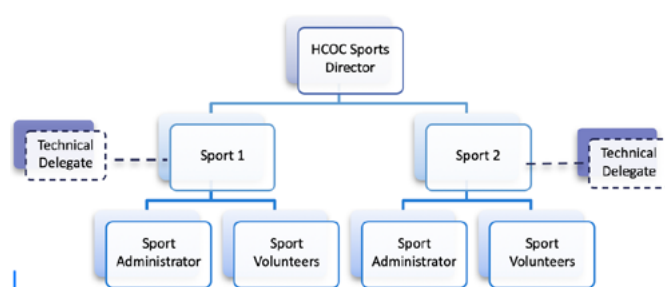
The International Paralympic Committee (IPC) must appoint a “Technical Delegate” to ensure that all Paralympic sports on the program comply with the established rules. According to the host city contract, the cost of the technical delegates will

be covered by the Host City. If a technical delegate has not been appointed, the Host City Organizing Committee (HCOC) must designate an arbitrator.

The host city is encouraged to nominate a technical delegate from the host nation to help minimize costs.

A contract must be established with each participating sport within the sports program. This contract should be made with the relevant national or local organization and must align with the rules set forth by the International Federation governing the specific sport.

## 10.2. Sports organisation



It is essential for each sport to have its own committee responsible for managing its segment of the event. Each sport will be overseen by the International Federation (IF) technical delegate and the Host Committee Organizing Committee (HCOC) Sports Director, who will coordinate with the International Masters Games Association (IMGA) Sports Director. It is recommended that these specific sport committees consist of representatives and volunteers from the respective sport. Committee members should be selected in close collaboration with the relevant national sports organizations.

It is essential to prepare a budget for each sport. This budget should enable the sport to manage all aspects of organizing and presenting the sports competition in accordance with the established rules.

The individual sport budgets must be shared with the IMGA administration.

The sport organizing committees should serve as the primary connection to the technical delegate for the sport, who is approved by the International Federation. The role of this delegate is to ensure that:

- Ensure that the facilities provide appropriate conditions for hosting the relevant events.
- Utilize the rules established by the relevant International Federation for the events. If specific rules for masters athletes are not available, the rules should be agreed upon by the organizing committee and the technical delegate, allowing sufficient time to inform competitors of these rules.
- Collaborate with the HCOC to appoint a jury, taking into account the budget limitations of the HCOC and the availability of qualified officials residing in the host country.
- Work with the HCOC to develop and approve the event program, ensuring that all elements are finalized promptly.
- Guarantee that the courses and competitions are conducted safely and are appropriate for the athletes' age groups.
- Supervise the competitions during the event, ensuring adherence to the agreed-upon rules.
- Assist the organizing committee in addressing any technical questions that arise.
- Help the HCOC build connections within the sport through collaboration with International and National Federations, particularly concerning the recruitment of competitors.

### 10.3. Competition Rules

The sporting competition will be conducted in accordance with the rules and regulations set forth by the International Sports Federations (IFs). For Masters' competitions, specific rules developed by the relevant sports federations will typically apply.

**IMPORTANT:** Once the Host City Organizing Committee (HCOC) has selected the sports program, please contact the International Masters Games Association (IMGA) to ensure that the chosen venues meet the standards required by the IFs.

Age categories generally increase in increments of five or ten years, and these categories must be the

same for both sexes unless otherwise specified by the rules of the IF. Competition rules for all IMGA member sports are available upon request from the IMGA administration.

The IMGA has prepared sport information guides for each sport featured in previous events. These guides outline the essential rules that must be followed, particularly concerning age determination, age groups, and competition formats.

All participants must meet the minimum age requirement established by the sport before they are allowed to compete in the Games. The transition dates for moving from one age category to the next will be determined by the IF rules.

Each participating sport must include at least one additional day in their schedule to accommodate contingencies such as an increased number of competitors, adverse weather conditions, or delays in maintaining the competition schedule.

It is unacceptable for athletes to travel at their own expense only to find their event cancelled due to inadequate planning. Therefore, alternative venues should be considered when developing the sports program.

### 10.4. Officials

Only officials who meet the International Federation (IF) standards for national competitions shall be appointed to officiate at the competitions during the World Masters Games and the Open Masters Series.

The number of officials present at any competition must adhere to the international rules specific to that particular sport.

Sports organizations must ensure they have enough qualified officials to conduct their events. It is the responsibility of each sport to develop programs that train officials to an appropriate standard.

Officials should receive accreditation for the Games and should be duly recognized by their respective

sports and the Host City Organizing Committee (HCOC).

## 10.5. Venues

The HCOC should aim to deliver all venues within a compact area. This will enhance athletes' experience by fostering the feeling of participating in a multi-sport event and encouraging a strong social atmosphere, which is vital for Masters Events. However, due to the large number of events, athletes, and the nature of some sports, this may not always be feasible. If a compact area cannot be achieved, clusters comprising a minimum of three sports should be established. No new venues should be constructed to meet the Games' requirements.

It is essential that the competition areas at each venue meet the appropriate standards, in compliance with the Masters rules set by the International Federation. This typically means that the venues should be of a standard sufficient to host national championships. There are no specific requirements concerning spectator accommodations.

The number of courts, tracks, lanes, pools, etc., must be adequate for the expected number of competitors.

Special attention should be given to ensuring that all public road surfaces are safe for events using these facilities, such as cycling, triathlon, and long-distance running.

As a minimum, all venues must 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 improvements must be identified, and an appropriately funded plan must be approved to upgrade these venues. However, Host Cities should have adequate facilities in place and not need to make significant capital investments.

The Host City Organizing Committee (HCOC) must ensure it has the necessary authority with the venue managers to guarantee that all competitions and events can proceed and be completed as scheduled.

If venues are located far from public transport or if competitions start or finish outside regular public transport hours, the HCOC must arrange the necessary transportation during the competition period, ensuring safe transport for specific sports equipment.

While warm-up venues are not mandatory, they are strongly encouraged when allowed by the selected venue.

## 10.6. Results

A dedicated results center should be established within the Games Centre to handle incoming competition results. This center will receive, compile, and forward the results to the media center.

Competitors will have the ability to access their results through this center in various formats: electronically, on paper, or potentially via a mobile phone or device through a dedicated Games app.

Collating the results is a challenging task due to the large number of competitions occurring simultaneously. Therefore, a computer network connecting all sports venues and the results center must be established.

Furthermore, an email system should be implemented to transmit results to international media. Results should be posted on the official Games website, social media platforms, and mobile apps within 24 hours of the competitions.



## 10.7. Sports Guarantees

Local and national sports authorities must support the Games. Additionally, the national sports federations, which are members of the relevant international sports federations, must confirm in writing their support for the bid in principle. They should also commit to providing administrative and technical assistance.







The IMGA Constitution outlines the general rules regarding sanction fees, intellectual property rights, advertising, and sponsorship. Specific agreements will be detailed in the contract signed by the successful host city.

If you have any questions about the application process, the IMGA administration is available to assist you.

## 11.1. IT solution

The IMGA, along with its partners, will provide an IT solution to the organizing committee that includes pre-registration, registration, payment processing, accreditation, games management, and results management. If the host city decides to use its own software solution, it must ensure that the chosen system is suitable and covers all costs of development and implementation. Furthermore, it is the host city's responsibility to provide the necessary IT infrastructure, which includes standard workstations, laptops, or other web-enabled devices to support this system.

## 11.2. Volunteers

The organizing committee usually consists of up to 60 professionals, supported by several thousand volunteers, depending on the need for translators and logistical assistance. Volunteers play a vital role, so it is important to implement a comprehensive volunteer program that includes recruitment, communication, training, rewards, and other motivational initiatives. Volunteers should be registered in the registration system database, similar to athletes, and should have the option to indicate their interest in volunteering for future IMGA events.

## 11.3. Environment & legacy

A social and sporting legacy is essential for an event of this scale, and legacy planning should be integrated into the event planning process from the very beginning. This aspect must be clearly addressed in the bid. Additionally, environmental considerations should be a key focus when hosting an event of this magnitude. Therefore, it is important to give considerable attention to environmental solutions during both the bid preparation and the subsequent development of the Games. To ensure effective evaluation, the event will be assessed using the Key Performance Indicators (KPIs) outlined in the IMGA Event Impact Manual template, which can be found at [www.imga.ch](http://www.imga.ch).

[imga.ch](http://imga.ch). This manual must be consulted from the very beginning.

## 11.4. Finances

The Games will be funded through a combination of city, government, and sponsor revenues, as well as license fees, registration fees, and potential gate revenues. Generally, registration fees for athletes will be set between EUR 180 and EUR 250. Most other revenue sources will vary significantly depending on the host nation, making it challenging to provide specific guidelines.

Support from city, state, and/or national authorities is essential for the success of the Games, along with appropriate financial guarantees.

Expenses can vary significantly based on the preferences of the Host City Organizing Committee (HCOC) and location. Historical data from previous host cities indicates that the budget for the World Masters Games can range between EUR 20 million and EUR 30 million, while the budget for the Opens Masters Series can range from EUR 3.5 million to EUR 7 million. Examples of budgets and economic impact reports from past IMGA events can be found at [www.imga.ch](http://www.imga.ch).

When creating a cash flow schedule for the games, it is important to note that income from registration fees typically arrives only in the month leading up to the games. Therefore, establishing a reliable credit line is essential.

A rights fee will be payable to the IMGA for the privilege of hosting an IMGA Masters event. This amount has been set so that it can be fully recouped through registration fees from athletes and supporters. Details regarding the payment are available in the host city contract.

## 11.5. Sponsorship

The rules regarding sponsorship are detailed in the host city contract. However, the HCOC cannot accept sponsorship from any tobacco or Arms



companies for any IMGA event. Additionally, while title sponsorship is not permitted, a presenting sponsor may be considered, pending approval from the IMGA.

## 11.6. Medical Coverage

Medical coverage for IMGA events necessitates a substantial number of medical personnel.

The responsibility for all medical resources falls on the HCOC, rather than on individual sports or the IMGA. Sufficient funding must be secured to ensure that professional medical coverage can be provided, 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 medical personnel required in each category at every venue must be determined through consultation between the Health Care Organizing Committee (HCOC) and the respective sports organizations.

Additional paramedical services, such as massage therapy and chiropractic care, should be available as part of the overall medical funding or on a user-pay basis. The International Federation of Sports Chiropractors (FICS) can be contacted to establish a partnership with the HCOC.

Organizers reserve the right to withdraw any competitors from the competition if a professional

medical evaluation determines that they are unfit to compete.

Standards and guidelines for medical coverage at the Games must be established by an organization recognized as an authority on general first aid (for participants and spectators) and sports medicine. These guidelines should be distributed to all participating sports, venue officials, and managers.

Competitions must not proceed unless adequate medical coverage is in place.

## 11.7. Doping

The IMGA has implemented an anti-doping policy that aligns with the World Anti-Doping Agency (WADA) code. As a result, random drug tests will be conducted during the Games. This policy is available on the IMGA website and must also be displayed on the Games website.

The costs associated with doping control are the responsibility of the HCOC, with a maximum of five tests allowed per sport. Should the relevant International Federation (IF) request more than five tests, the IF will be responsible for paying for any additional tests beyond the initial five. This limit may differ if stipulated in the contract with the HCOC.

The Host City is strongly encouraged to collaborate with the National Anti-Doping Agency (NADA) to educate athletes and their families about the effects of doping and its impact on society. This can be achieved by setting up an information booth in the Games Centre during the accreditation period.



## 12. Formal bid document content





## 12.1. Candidature file

The application file must include answers to all questions in the application questionnaire, along with any other information the applicant city deems useful for the evaluation committee. It should be submitted in electronic format only.

## 12.2. Guarantees

All guarantees must be submitted to the IMGA as part of the final candidature presentation during the IMGA Board meeting. An electronic copy should be sent to the IMGA administration prior to this Board meeting.

The local, state, regional, and/or national authorities are required to support the Games and provide the necessary financial guarantees.

Additionally, the national sports federations, which are members of the relevant international sports federations, must confirm their support for the candidature in principle. They should also commit to providing administrative and technical assistance.

## 12.3. Application fee

Applicant cities are required to pay the established application fee prior to the evaluation visit. This fee will cover administrative expenses, airfare, and accommodation for the evaluation committee during their visit. If the city does not qualify for the candidature stage, the full amount will be refunded.

The application fee must be paid to the IMGA through direct bank transfer. The IMGA will provide the bank details to the applicant cities in due course.

## 12.4. Approval of host city Contract

The contract must be signed immediately after the final selection is made. An example of the contract will be sent as soon as the IMGA receives an official letter of intent to bid.

## 12.5. Electronic format of documents

Sustainability is paramount to the IMGA, and therefore, it is not necessary to produce any application or candidature material in paper format; instead, it should be delivered in PDF format.







## 13. Appendix 1





## 13.1. Executive

Games Budget  
Minister for Sport  
Games Advisory Committee  
National Government  
State / regional Government  
Local Government  
IMGA  
Business Plan & Corporate Plan  
Operational Planning  
Risk Management  
Games Time Management Plan (including Contingency Plan)  
Legacy  
Transfer of Knowledge  
Final Report

## 13.2. Sport and venues

### 13.2.1. Employee Activity and Administration

Sport & Venues Staff  
Risk Management  
Subcommittee  
Sport & Venues Budget

### 13.2.2. Sport Competition

Budgets  
Contracts  
Administration including Personnel, Service Fee and Technology  
Competition Programs  
Sport equipment  
Technical equipment & requirements  
Sport Publications  
Sport Policies  
Technical Delegates  
Technical Officials  
Sport Volunteers  
Sport Presentation  
Medals & Victory Ceremonies  
Language Services  
Competitor Training  
Sports Results Systems

### 13.2.3. Venues

Venue Contracts  
Training Venues

Venue Preparation  
Bump in  
Games Time Venue Operations  
Bump Out

### 13.2.4. Anti Doping

Service Levels  
Service Provider  
Publications (Policy & Manual)  
Results Processing

### 13.2.5. Sports Medicine

Service Levels  
Medical Policies  
Publications  
Service Provider  
Consumables (Ice, first aid kits)

## 13.3. Marketing, sales & communications

### 13.3.1. Employee Activity and Administration

Marketing and Communications Staff  
Risk Management  
Subcommittee  
Marketing Budget

### 13.3.2. Competitor Recruitment

Road Shows  
Other Masters Events  
Association Relationships  
Social Media Strategy

### 13.3.3. Sponsorship and Commercial Activities

Acquisition  
Servicing  
Other Commercial Activities

### 13.3.4. Communications

Advertising  
VIP and VVIP Services  
Media  
Publications  
Website

### 13.3.5. Branding

- Licensing and Promotional items
- Games Ambassadors Program
- Signage and Look
- IMGA co-branding

### 13.3.6. Ceremonies and Special Events

- Ceremonies
- Games Events
- Other events

### 13.3.7. VIP, Government and IMGA Family

- Hospitality and functions

### 13.3.8. Games services

#### Employee Activity and Administration

- Games Services Staff
- Risk Management
- Subcommittee
- Games Services Budget

#### Transport

- Hire cars / Games time fleet
- Athlete transport
- IMGA Transport
- Public transport coordination
- Hub to Venue transport
- Traffic & Transport consultant

#### Traffic

- Traffic Contractors
- Parking

#### Volunteers

- Volunteer training
- Trainers
- Recruitment
- Software
- Recognition

#### Logistics

- Storage – local
- Temporary equipment and structures (shade, portable toilets, temporary seating, fencing, lighting)
- FF&E
- Deliveries
- Post event disposal

#### Catering

- Volunteer meals
- Workforce meals
- Water

#### Venue Services

- Contract Security
- Cleaning & Waste (above venue hire arrangements – Greenfield sites)
- Utilities (power, water – above venue hire costs – Greenfield sites)

#### Emergency Services

- Police
- Fire & Rescue
- Ambulance
- Non athlete medical

#### Games Centre

- Venue Hire
- IT
- Fit Out & FF&E
- Main Operations Centre
- IMGA Event flyers in Back Packs
- Utilities – installation & consumption
- Equipment
- Media Centre
- Expo Venue

#### Uniforms

- Volunteers
- Medical
- Technical Officials
- Staff
- VIP's



## **Accommodation & Tour Contractor**

- Accommodation Packages
- Contract management

## **Games Time Technology**

- TV's & DVD's
- Phones & Faxes
- Printers
- Computers
- Networking
- Radios
- Public address systems
- Cabling

## **Government Liaison**

- Visas, permits etc
- National Government Services
- Regional Government Services
- Local government services

## **Registration, Accreditation & Results**

- IT Contract
- Consumables – Lanyards, Paper
- Data Entry operators
- Specialised equipment
  - Government Funding
  - Unsecured Funds
  - Sponsorships (cash and in kind)
  - Other Commissions

## **13.3.9. Finance and corporate services**

### **Employee Activity and GAC fees**

- Finance & CS Staff and Executive Staff
- Fees (Honorarium)
- Administrative costs

### **Administration**

- Annual Reports
  - IMGA
  - Other reports
- Annual financial Statements
- Investment & Cash Flow
- Financial management
- Executive & F&CS Budget

- Budget Monitoring
- Policies and Procedures
- External Audit
- Subcommittee
- Intranet
- Compliance
- Intranet Website
- Meetings (General)

### **Occupancy**

- Lease of Premises
  - Rent
  - Maintenance
  - Utilities

### **External Corporate Services**

- Corporate Services provided by Government Departments
- Corporate Services provided by Sponsors

### **Internal Corporate Services**

- Human Resources
  - Staff Recruitment
  - Staff Induction
  - Staff Performance & Review
  - Staff Retention Plan
  - Staff Training and Development
  - Leave Management
  - Flexible Working Conditions
  - Occupational Health & Safety
- Office Management
- Assets
- Equipment
- Legal
- Insurance
- Contract Management

### **IMGA**

- IMGA Rights fee
- IMGA Board meetings
- IMGA Reporting
- Compliance with IMGA guidelines & Constitution
- IMGA Annual Inspection Visits

### **Risk Management**

- Risk Management Provider Contract

Risk Management for F&CS  
Contingency

## **Winding Up**

Develop Wind up Plan  
Legacy

## **Revenue**

All Org. Committee revenue:  
Registration fees  
Interest investment  
Bank Interest  
Grant