



CFF Presentation 30th November 2013

Chris Hyde, Event Director



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Overview

- Commonwealth Senior Fencing Championships 2014
- 10th to 15th November 2014
- 6000 visitors over the course of the week



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The Event

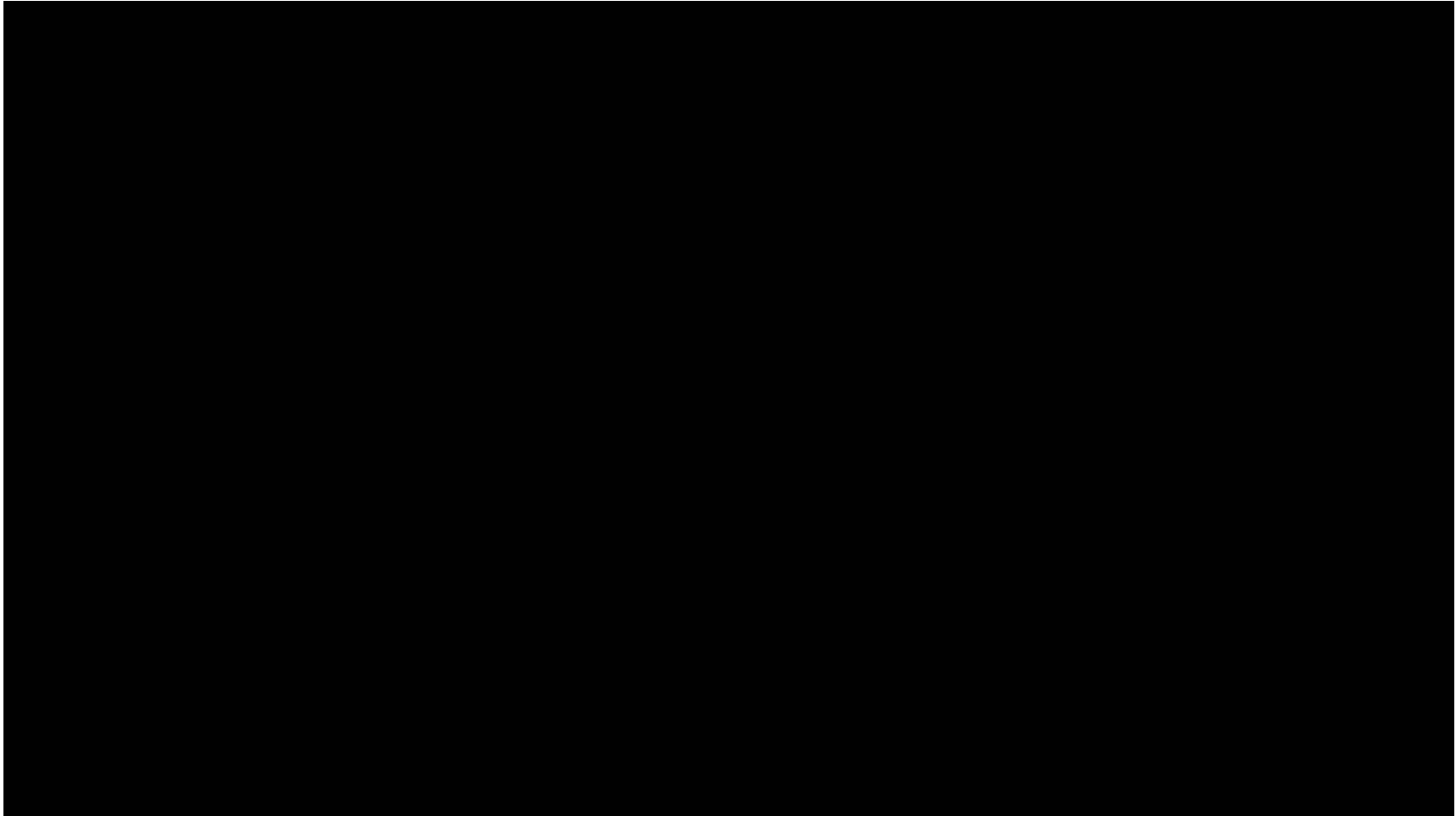


The Venue

- SportsScotland National Centre Inverclyde



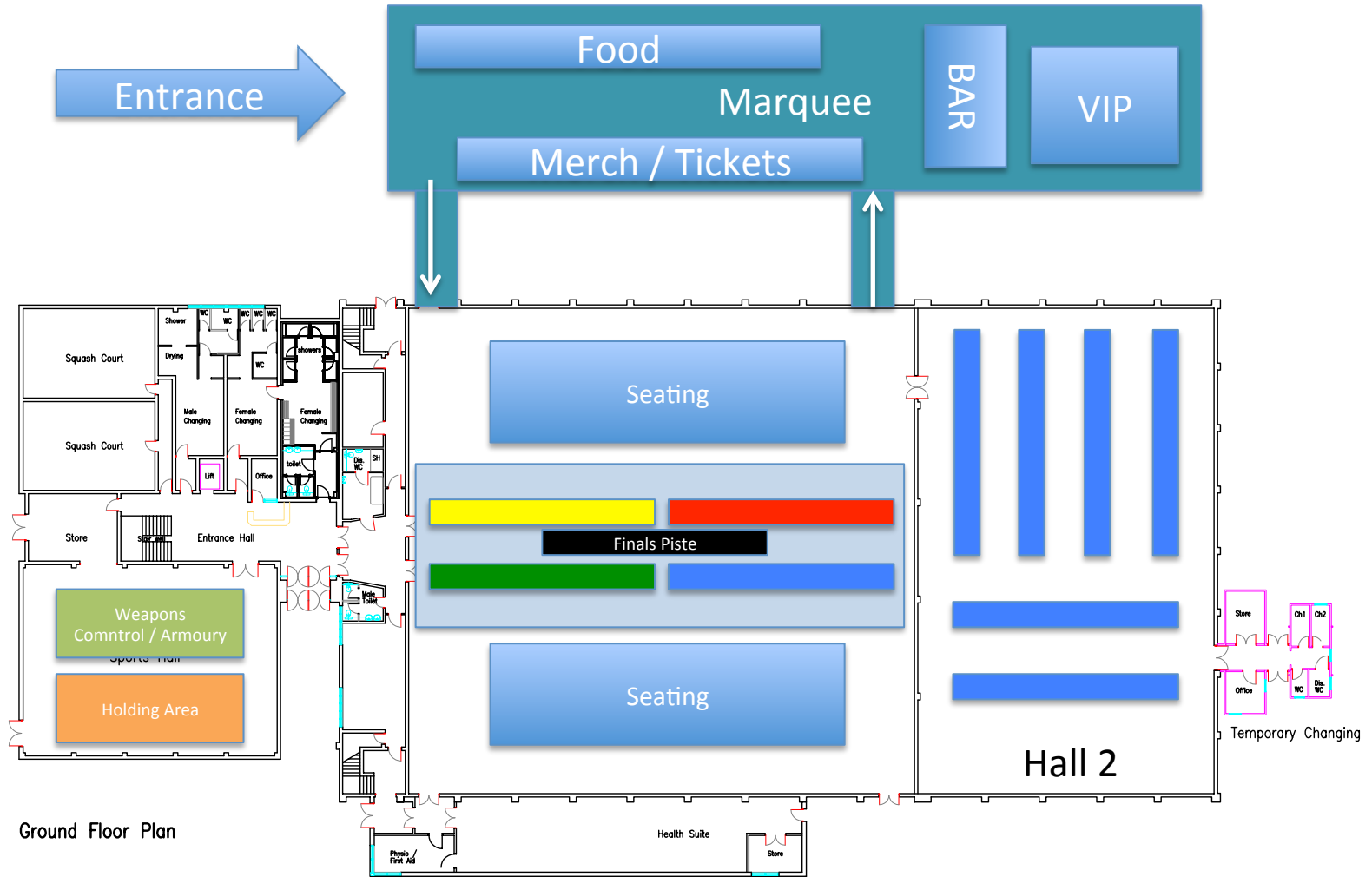
The Venue



The Event : Finals Hall

- World Championship Standard Finals Hall
- Target: London 2012 standard
- Seating Capacity 1000





Ground Floor Plan

Spectators/ Tickets

- Day and medal match tickets each day
- All fencers and registered team staff will have a seat
- Between 600 and 700 tickets available per day
- Week passes
- Tickets available online 6 months before

The Event : Countries

- New countries include Belize, Dominica, Ghana, Mauritius, Jamaica, Rwanda



The Event: Format

- 6 days of events, 2 medal events each day
- Days 1-3 : Individual Events
- Days 4-6 : Team Events
- Gala Finals each evening at 1700 -2100

Hotels

- Athletes & Staff
 - 2 official Hotels – within 5 miles of the venue
 - On site Accommodation
- Coach transport provided by the event between official hotels
- Rooms booked
- Official rooms booked through the event

Warm up/ Training

- Other venues in Largs and near hotels available to book throughout the week
- Pre event training ? Discuss with us

Expected Visitors

- Athletes : 350
- Team Staff : 50
- Officials & Volunteers: 50
- Total Event Spectators: 6000



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Media Coverage

Definite

- Finals Live Web Streamed
- Finals all available to view historically

In Discussions / possible

- Sky Sports / Eurosport Single program
- National Broadcast – BBC

Food & Drink

- food court on site
- event bar with pre and post entertainment
- quality selection of local food
- VIP area
- video feeds and latest news on the championship

Entertainment

- Official reception by local council (date tbc)
- Tours
 - Whisky Tours
 - Islands
 - Glasgow
- Event Party Saturday night

Family

- entertainment for all ages
- school workshops
- have a go sessions throughout the day
- the best of local food and drink
- local arts and crafts
- festival atmosphere throughout the town of Largs

Homecoming 2014

- Part of 2014 Homecoming
- Event promoted heavily through Event Scotland Channels globally



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Community

- SF National Development Officer
- Engage with local schools (see event and try out the sport)
- Recruit at least 25% of our volunteers locally
- Ensure everyone in North Ayrshire knows about fencing

Funding

- Secured:
 - Event Scotland : GBP 18K
 - Local Council: GBP 20K
- Expected
 - Additional Grants and Support : around GBP40K
 - Commercial Sponsorship : Around £75- 100K



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Sponsorship / Corporate

- tailored packages of sponsorship at various levels
- in kind sponsorship
- corporate hospitality
- team building days
- client entertainment
- corporate social responsibility



Legacy

- Engage with local community
- Ensure every child in the area has experienced fencing
- A new club or clubs
- Everyone in the area knows and appreciates our sport

www.cfc2014.com



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Twitter



Thank you

Contacts:

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