**Sport and Entertainment Marketing**

***Olympic Bid***

You will be creating a bid to host the Olympic Games. This project will be completed using a visual medium (power point, poster board, tri-fold brochure, booklet, etc.). You cannot pick a city any other team is using, nor may you use any city that has previously hosted the Olympics. Complete the following steps when creating your bid:

Step 1: Decide what year you will host the Olympics … remember every 4 years (every 2 for summer, and every 2 for winter)

Step 2: Choose a host city and country

* Be sure your choice accommodates for either winter or summer (ie. Don’t choose a location for the Summer Olympics where the temperatures are freezing!)

Step 3: List all sporting events and special events at the Olympic games

* Sporting events
* Opening/Closing ceremonies
* 41 Summer Sports
* 15 Winter Sports
* <http://www.olympic.org/sports>

Step 4: List all the venues that will be used during the Olympic games

* Names for all venues
* Existing venues and create/build/name new venues
* Number of seats in each venue
* List which sports and events will take place at each venue

Step 5: Transportation

* How do you plan to get the athletes around? Spectators? Officials? (almost 10 million people)
* You may use any transport system and you can build one as well
  + Buses, Subways, Trains, Shuttles, Cars, Etc.

Step 6: List all local hotels that will be available to accommodate spectators

* Be sure to include hotels in all cities hosting games
* Also add addresses and accommodations
  + Accommodations are items like pool, free breakfast, workout facilities, etc

Step 7: Local attractions/Experience

* Spectators will want to see the surrounding area and learn about it. Within a 100 mile radius of each venue, explain what there is to do and see around your country.
* Include theme parks, museums, historical places, special attractions, professional sports, etc.

Step 8: Why did you choose that city?

* Explain why you decided to pick that city and country
* List at least 7 key points that helped you with choosing this city