

[ANSÖKAN OM MARKNADSFÖRINGSSTÖD FÖR EUROGAMES STOCKHOLM 2015]**AKTIVITET: EUROGAMES STOCKHOLM 2015****PROJEKTPERIOD: 2013-2015****ESTIMERAT ANTAL DELTAGARE: 5.000-6.000**

Eurogames, European Gay & Lesbian Championship, är det största återkommande europeiska HBTQ-sportevenemanget. Spelen startades 1992 av EGLSF, European Gay & Lesbian Sport Federation, för att motverka diskriminering, stimulera integration samt främja och stödja rättigheten till att utöva sin sport oberoende av sexualitet. Eurogames har tidigare arrangerats av värdstäder som Barcelona, Köpenhamn, Berlin och Paris.

Målet med Eurogames Stockholm 2015 är att tillhandahålla ett extraordinärt väl genomfört evenemang samt att uppfylla de grundvärderingar som EGLSF satt med Eurogames. Eurogames Stockholm skall vara ett sportsligt, politiskt och kulturellt sammanflätat evenemang.

Syftet är att visa Europa och Världen den öppenhet, innovation och frihet som Stockholm kan stoltsera med. Samt tillhandahålla en frizon där samtliga människor fritt kan utöva sin sport samt få ett politiskt och kulturellt utbyte.

Ett Eurogames Stockholm innebär möjligheter och utbyte för staten, näringslivet och individen. Det kommer att främja Stockholm som resmål, framhäva Sverige globalt samt erbjuda ett affärstillfälle för näringslivet. Utöver extensiv PR, destinationsmarknadsföring och långsiktigt främjande för Sverige kan ett Eurogames uppvisa ekonomiskt mätbara intäkter för Sverige och dess företag till ett värde över 100 miljoner SEK.

EuroGames är också ett globalt evenemang och välkomnar även deltagare och besökare från hela världen. Under 2015 är EuroGames Stockholm ett av de största HBTQ-evenemangen globalt. Evenemanget uppmärksammas av såväl nationell som internationell press och redan i detta nu genererat uppmärksamhet i svensk media och bland internationella sociala medier.

EuroGames Stockholm uppfyller mer än väl samtliga av de kriterier som Stockholm stad upprättat gällande marknadsföringsbidrag. Evenemanget engagerar både områdena kultur, sport och politik och riktar sig till en av de mest inflytelserika och kommersiella målgrupperna globalt. Evenemanget kommer även vara en positiv aktivitet för Stockholm, dess invånare och besökare – spelen och programdelar som öppningsceremonin är publika. Ett samarbete mellan EuroGames Stockholm och Stockholm stad kommer innebära; exponering nationellt, europeiskt och internationellt, extensiv spridning för varumärket Stockholm – the capital of Scandinavia, genererade näringslivsintäkter samt kommer befästa Stockholm som ledande stad inom evenemang, kultur, politik, HBTQ-frågor och mänskliga rättigheter.

I förlängningen är också EuroGames Stockholm ett strategiskt första steg gentemot att under senare delen av 2020-talet kunna vara en intressant till att arrangera OutGames eller GayGames som är än mer internationellt inriktat.

Som bilaga till denna ansökan bifogas ansökningshandlingarna som organisationen bakom EuroGames Stockholm presenterade för EGLSF och dess medlemmar i Antwerpen i mars 2013 där Stockholm röstades fram som värdstad för EuroGames 2015. I bilagan finns mer utförlig information om budget, strategi och programmet.

För 2013 söker EuroGames Stockholm ett marknadsföringsbidrag avseende EuroGames Stockholm 2015 om 500.000 SEK som utgör en vital grundstomme i budgeten för evenemanget och projektperioden.

Med vänliga hälsningar,

Jakob Jansson, Kim Nilsson, Thérèse Renner & Fredrik Dungner
EuroGames Stockholm 2015 Management Team

[STRATEGI]

EuroGames Stockholm har som strategi att verka för att stärka och uppmärksamma varumärket Stockholm - the capital of Scandinavia och på ett genomgående och starkt sätt integrera det i sin verksamhet, exponering och marknadsföring. Som grund har EuroGames Stockholm valt utgå från varumärket Stockholms grafiska profil. På detta sätt förstärker det Stockholms varumärke samt inger tyngd till det egna varumärket. Detta är även bakgrunden till att EuroGames Stockholm använder namnet Stockholm i sin benämning. Visuellt integreras logotype, pressbilder, formspråk, färger, värdeord och EuroGames Stockholms egna visuella gestaltning kommer tas fram i samråd med Stockholm stad och bl.a. inkludera kännetecken som krona. I övrigt används även logotyper för Stockholm Stad, Idrottsförvaltningen, Kulturförvaltningen och framgent övriga delar av Stockholm som integreras med EuroGames Stockholm 2015.

Exempel kan redan nu ses på Facebook, ansökningshandlingar, Twitter och kommer inom kort att lanseras på en rad övriga plattformar.

Se även strategi för PR i ansökningshandlingarna som kommer generera ett stort medialt värde för Stockholm.

[EXPONERING]

Exponering av Stockholm - the capital of Scandinavia kommer ske bl.a. genom:

- Logotype, pay-off, formspråk på affisch, hemsida, Twitter, Facebook, Instagram samt expo- och mässytor.
- Logotype på reklamfilmer, informationsmaterial, tredjepartsytor, annonser
- Namn och logotype i pressutskick, pressträffar och mediala rapporter.
- Delaktighet i framtagning av det visuella materialet för EuroGames Stockholm för att främja varumärket Stockholm.
- Logotype i den kortfilm som stöds i samband med EuroGames Stockholm Film Festival, del av det kulturella programmet.
- Medverkande Stockholm-representant vid intervjuer, tv- och radiosändningar.
- Möjlighet till tal, material och uppvisning under öppnings- och avslutningsceremonin.
- Synlighet och delaktighet under bearbetning till nationell, europeisk och global press.

- EUROGAMES 2015 BID BOOK -

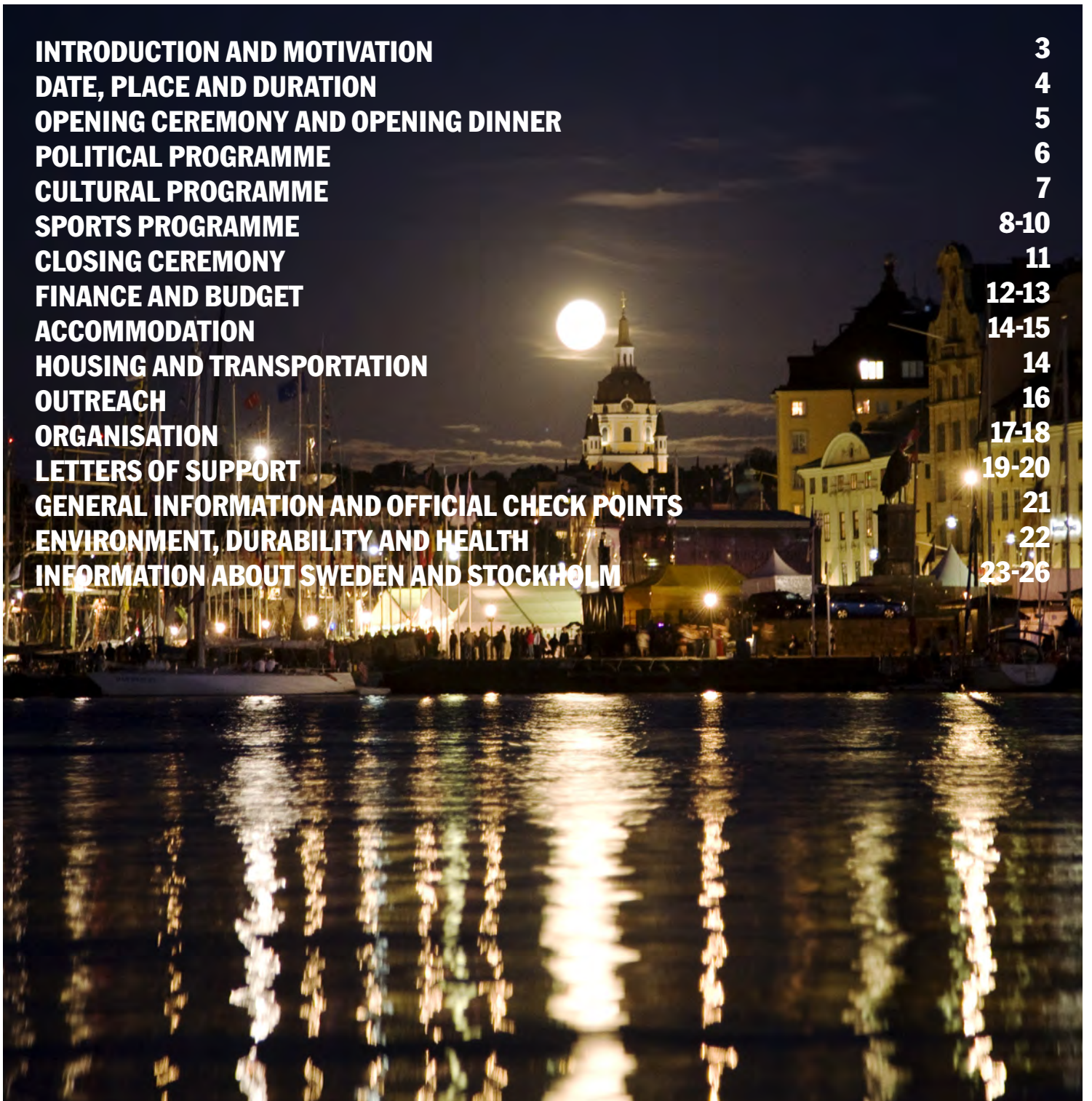
WELCOME TO STOCKHOLM


Stockholm
The Capital of Scandinavia



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INTRODUCTION AND MOTIVATION

- LOVE & LIBERTY -

The EuroGames Stockholm bidding committee welcomes you to the Capital of Scandinavia and to one of the only 22 Olympic cities in the world. With full support of our 2 million habitants, sponsors, partners, national, regional and local authorities our bidding committee would like to offer Sweden and Stockholm as host to the EuroGames 2015.

In a time when Europe for the first time sees a possible recession in development regarding LGBT questions we would like to take a stand and truly show how an open, integrated, free and diverse society can host the championship.

The bidding committee has chosen the key values - Love & Liberty - that represents Sweden and Stockholm and will be suitable for a EuroGames Stockholm. Everyone is entitled to love and liberty and our values stands for; freedom within and love for - politics, culture and sports.

MISSION

The EuroGames Stockholm mission is to present a global example of an open minded, innovative and free society that Stockholm proudly can represent. And to create a free zone where all people can practice their sport and gain a political and cultural interchange.

GOAL

The goals of EuroGames Stockholm 2015 is to offer an extraordinary sports, cultural and political programme that will cherish, nourish and fulfill the purposes established by EGLSF.

VISION

The work by Stockholm with EuroGames aims to stimulate international, national and local interchange, support the right to practice sport regardless of sexuality and state a genuine and strong example of an open, diverse and functional society.

DATE, PLACE AND DURATION

EuroGames Stockholm will take place during four days in June 2015. The event will start on Wednesday and officially end on Saturday. Possible dates for a EuroGames Stockholm are 10th of June – 13th of June or 17th of June – 20th of June or 24th of June – 27th of June. The bidding committee of Stockholm would like to set the final date if appointed hosting city together with the EGLSF.

The dates are planned after official school holidays when we best match the attendance of participants with prices and availability for accommodation as well as available venues for the political, cultural and sports programme.

The stated dates are for the combined official cultural, political and sports programme for the participants. However the EuroGames Stockholm organisation aims towards events, happenings and conventions before, during and after the official programme.

Examples, maps, venues, details and so on will be given further on in the bid book.



OPENING CEREMONY AND OPENING DINNER

The opening of EuroGames Stockholm will start with a public opening ceremony as well as an opening dinner. The people of Stockholm has always been part of public festivities such as the Stockholm Pride and Stockholm Euro Pride and we want to inspire this participation and create a joint ceremony between visitors, habitants and sports participants. This will promote the EuroGames Stockholm and make the event a joint venture where a diverse audience together enjoy themselves in the spirit of freedom, happiness and solidarity.

In the absolute city centre of Stockholm the public scene, cultural place and square Kungsträdgården is located. Kungsträdgården which has hosted Mercedes Benz Fashion Week Stockholm and Stockholm Pride 2011 serves with its accessibility as the perfect venue for a public opening ceremony where EGLSF and EuroGames Stockholm among a variety of performances, acts and speeches will prosper as professional, important and interesting.

BACKUP VENUE

If the public interest for the opening ceremony would appear to be too large for the venue Kungsträdgården, EuroGames Stockholm has the Stockholms Stadion (the venue of 1912 Olympic Games and goal of Stockholm Marathon), with a capacity of 32.000 people, as a backup. In case of bad weather other venues are available.

EUROGAMES STOCKHOLM OPENING DINNER

To enhance the influence and impact by publicity the EuroGames Stockholm will hold an opening dinner in the Stockholm City Hall for national/international politicians, ambassadors, participants team captains, royalty, press and Swedish sport celebrities. The City Hall more known for hosting the Nobel Prizes Gala Dinner will attract great politicians, royalty and a large amount of journalists, radio and TV that will affect a national and international audience with the goals, values and spirits of the EGLSFs EuroGames and EuroGames Stockholm.



POLITICAL PROGRAMME

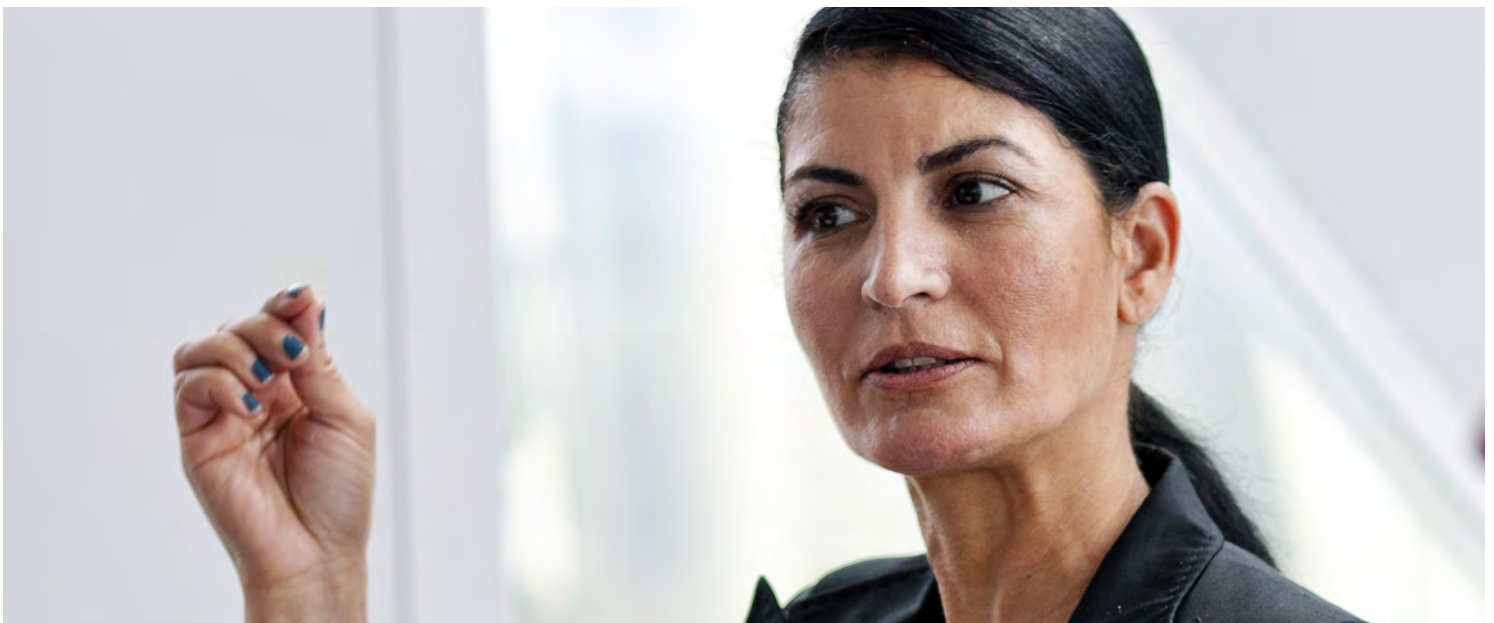
The political programme of EuroGames Stockholm will follow its core values love and liberty and focus on the theme of LGBT and sports. The programme will pay attention to both national and international values, difficulties and assets to stimulate interchange.

ASSOCIATE PARTNER RFSL

To ensure an attractive and high quality programme EuroGames Stockholm has RFSL (The Swedish Federation for Lesbian, Gay, Bisexual and Transgender Rights) as its associate partner. RFSL together with RFSL Ungdom (RFSL Youth) have genuine experience and knowledge about LGBT rights and the requirements to host workshops, projects, seminars and conventions. RFSL with president Ulrika Westerlund are willing to organise several activities during the events together with EuroGames Stockholm and will do so to its best capacities. The latest among RFSLs many references are the global ILGA Conference that took place in December 2012.

LGBT & SPORTS EDUCATION

Together with the Sport Administration of Stockholm the bidding committee will hold conferences, seminars and educational courses within LGBT and sport related topics. The events will target nationwide sport sections and be held during 2013-2015. The results and generated knowledge will then be presented during a political convent included in the political programme to educate participants and stimulate interchange.



CULTURAL PROGRAMME

THE BEAUTY OF STOCKHOLM

In many ways the most beautiful and influential to our culture are the things surrounding us. Therefore we would like participants and visitors to discover some of the Stockholm treasures.

EuroGames Stockholm will create a map of adventures that will be given to participants of the EuroGames Stockholm and visitors of events during the EuroGames Stockholm programme. The map will reveal sights, trails, roads, museums, landmarks and other interesting places both with and without LGBT relation.

OFFERS BY CULTURAL PARTNERS

Together with chosen associate partners EuroGames Stockholm will co-operate together with museums, exhibitions, and companies to achieve an attractive and interesting cultural programme, free-of charge, will be offered to participants.

Particularly interesting is the Spritmuseum (Museum of Liquor) that has a major exhibition, focusing on the Swedes' bittersweet relationship to alcohol. The exhibition is designed as a walk through the seasons of the year, given shape through sceneries, scents, tastes and music. Spritmuseum is also the home of the Absolut Art Collection including works by Andy Warhol, Keith Haring, Damien Hirst, Ed Ruscha, Annie Leibovitz and other international icons, together with Swedish artists such as Linn Fernström, Dan Wolgers and Ola Billgren.

EUROGAMES STOCKHOLM FILM FESTIVAL

Together with a small group of professionals within the film industry EuroGames Stockholm will include a film festival showing national and international LGBT classics. The festival will take place in a variety of venues throughout Stockholm and is sponsored by partners of the EuroGames Stockholm. The programme will include documentaries, short films and movies.



SPORTS PROGRAMME

The sports programme of EuroGames Stockholm consists of 27 sports and aims to break the EuroGames participation record. The sports programme will take place in historical, classic, modern and inspiring venues throughout Stockholm. The complete sets of venues are all placed within a maximum distance of 30-40 minutes by public transportation from the city centre.

Stockholm Sport Administration together with Tyresö Municipality contributes with a complete range of venues to EuroGames Stockholm. For each sport a venue has been planned, checked and chosen but is subject to change pending on feedback from the EGLSF. For each venue there is one or two back up venues. The extra venues will also serve as a complement if needed.

The bidding committee of EuroGames Stockholm offers the EGLSF to point out any sports they would like to complement the programme with. If desirable, EuroGames Stockholm will investigate the possibilities of the wishes by the EGLSF. The programme is developed after analysing earlier participation statistics from EuroGames, GayGames and OutGames and accompanied by popular Swedish sports such as floorball, shooting, boule, rugby and golf.



EUROGAMES STOCKHOLM 2015 SPORTS - INFORMATION & NUMBERS	ANTICIPATED #	CAPACITY #	DURATION
BADMINTON	150	300	2 DAYS
VENUE: Sjöstadshallen, Skeppsmäklargatan 1			
BASKETBALL	120	500	2 DAYS
VENUE: Forsgrenska, Medborgarplatsen 6			
BOULE	110	300	2 DAYS
VENUE: Liljeholmshallen, Mejerivägen 4			
BOWLING	80	300	1 DAY
VENUE: Åkeshovs Bowlingcenter, Bergslagsvägen 60			
BRIDGE	50	400	1-2 DAYS
VENUE: BK S:t Erik, Kronobergsgatan 12			
CYCLING	60	200	1-2 DAYS
VENUE: Throughout Stockholm City and goal at Stockholm Stadion			
DANCE	320	500	2-3 DAYS
VENUE: Nalen, Regeringsgatan 74			
DIVING	30	100	2 DAYS
VENUE: Eriksdalsbadet, Hammarby Slussväg 20			
FITNESS	80	800	2 DAYS
VENUE: Skärholmshallen, Bodholmsgången 10			
FLOORBALL	100	900	2 DAYS
VENUE: Liljeholmshallen, Mejerivägen 4			
GOLF	50	200	2 DAYS
VENUE: TBA - Not yet confirmed			
GYMNASTICS	100	1.000	3 DAYS
VENUE: Åkeshovshallen, Bergslagsvägen 58			
HANDBALL	150	1.600	2-3 DAYS
VENUE: Eriksdalshallen, Ringvägen 68			
ROWING	160	350	2 DAYS
VENUE: TBA - Not yet confirmed			
RUGBY	100	200	2 DAYS
VENUE: Zinkedamms IP, Ringvägen 16 & Årstafältet, Österbergavägen			
RUNNING	550	2.000	1 DAY
VENUE: Stockholm City			
SHOOTING	50	250	2 DAYS
VENUE: Farsta Idrottshall, Farstaängsvägen 3			
SOCCER	300	600	3 DAYS
VENUE: Gärdets Sportfält, Ladugårsgärdet & Tyresö Municipality Field			
SOFTBALL	150	300	2-3 DAYS
VENUE: Sparpnäcks Sportfält, Horisontvägen 15			
SQUASH	130	400	2-3 DAYS
VENUE: Enskedehallen, Simlångsvägen 50			
SWIMMING	600	1.500	4 DAYS
VENUE: Eriksdalsbadet, Hammarby Slussväg 10			
SYNCHRONIZED SWIMMING	60	300	2-3 DAYS
VENUE: Forsgrenska Badet, Medborgarplatsen 6			
TENNIS	250	400	3 DAYS
VENUE: Brommahallen, Alviks Torg			
TRACK & FIELD	350	1.000+	2-3 DAYS
VENUE: Stockholm Stadion, Lidingövägen 1			
TRIATHLON	250	500	1 DAY
VENUE: Eriksdalsbadet & Stockholm City & Stockholm Stadium			
VOLLEYBALL	550	1.000	3 DAYS
VENUE: Vällingbyhallen, Bräckegatan 5 & Liljeholmshallen, Mejerivägen 4			
WATERPOLO	100	300	2 DAYS
VENUE: Eriksdalsbadet, Hammarby Slussväg 10			
TOTAL	5.000	16.200	4 DAYS



PRESENTATION OF VENUES



WALKING DISTANCE



SUBWAY

1	STOCKHOLM CITY HALL	E	FORSGRENSKA	K	ENSKEDEHALLEN
2	KUNGSTRÄDGÅRDEN	F	LILJEHOLMSHALLEN	L	ALVIKS TORG
A	STOCKHOLM STADION	G	BK ST:ERIK	NOT ON MAP	ÅKESHOVS BOWLINGSCENTER
B	ERIKSDALSBADET	H	SJÖSTADSHALLEN	NOT ON MAP	ÅKESHOVSHALLEN
C	ERIKDALSHALLEN	I	NALEN	NOT ON MAP	FARSTA IDROTTHALL
D	ZINKENDAMMS IP	J	GÅRDETS SPORTFÄLT	NOT ON MAP	SKARPNÄCKS SPORTFÄLT

CLOSING CEREMONY

The closing programme for EuroGames Stockholm will be a combined open and closed event including public ceremony, acts, performances and closed festivities. This aims to create both publicity, visibility of the EGLSF and EuroGames and a private venue for those who prefer.

PUBLIC CEREMONY

The public closing event will take place at Kungsträdgården or Stockholm Stadion, the same venue as for the opening ceremony and within a 5 to 10-minute distance from the Central Station. EuroGames Stockholm also wants to celebrate the championship winners and integrate the medal ceremonies into the closing event. Awards as Best Nation, Rookie of the Year, Honorary Medal etc. will be appointed at the ceremony.

EVENING FESTIVITIES

The evening and night will continue with festivities at a variety of associate partner restaurants, bars and nightclubs around Stockholm. EuroGames Stockholm wants to offer participants a full-scale programme suitable for all kind of personalities and interests and the possibility to see the real city. An official arena to host the EuroGames Stockholm Closing Party will accompany the programme.

VISION

The programme will celebrate the values of EuroGames Stockholm – Liberty & Love – and become a heart-warming event as well as point out important LGBT questions. The mixture aims to amuse and inform and create a positive environment that will stimulate interchange.



FINANCE AND BUDGET

STATUS

Income and costs of the EuroGames Stockholm budget is spread throughout the period of 2013-2015. The associate partners and organisation of EuroGames Stockholm provide initial costs for the bidding period. Initial income will in part be provided to EuroGames Stockholm if Stockholm is appointed the hosting city of Eurogames. During 2013 a minimum of 750.000 SEK (81.000 €) will be available if needed for the EuroGames Stockholm Team. Therefore the bidding organisation of Stockholm is comfortably ready for any kind of start up costs.

FEES - MEMBERS OF THE EGLSF

EARLY FEE: 65 €

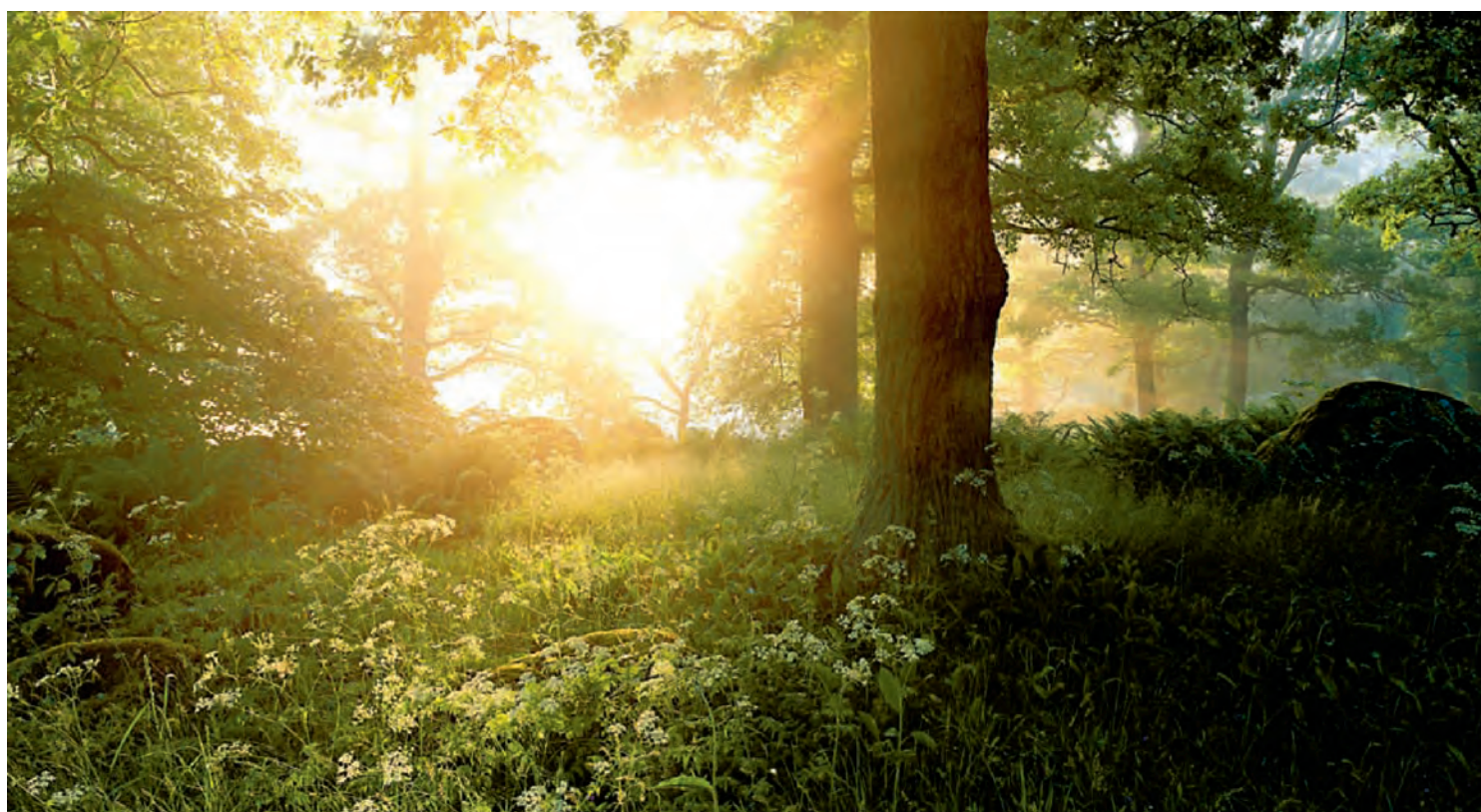
LATE FEE: 85 €

FEES - NON-MEMBERS OF THE EGLSF

EARLY FEE: 90 €

LATE FEE: 110 €

To further promote EuroGames Stockholm a series of discounts, promotions and packages will be offered from time to time in a variety of ways and to not yet set amounts. The EuroGames Stockholm bidding committee proposes the period for early fee to be until 9 months prior the programme starts. The bidding committee are willing to change this period if desirable by the EGLSF.



EUROGAMES STOCKHOLM 2015 BUDGET - INCOME	POSSIBLE #	SECURE #
EUROGAMES STOCKHOLM REGISTRATION FEES	437.500 €	306.250 €
FINANCIAL SUPPORT - CITY OF STOCKHOLM	200.000 €	55.000 €
FINANCIAL SUPPORT - TYRESÖ MUNICIPALITY	28.000 €	28.000 €
FINANCIAL SUPPORT - STOCKHOLM SPORT ADMINISTRATION	87.000 €	87.000 €
EDUCATIONAL SEMINARS FOR STOCKHOLM SPORT ADMINISTRATION	55.000 €	55.000 €
FINANCIAL SPONSORS OF STOCKHOLM EUROGAMES	500.000 €	163.000 €
TOTAL	1.307.500 €	694.250 €

EUROGAMES STOCKHOLM 2015 BUDGET - EXPENDITURES	POSSIBLE #	SECURE #
START UP COSTS	10.900 €	10.900 €
MANAGEMENT TEAM	420.000 €	350.000 €
EUROGAMES 2015 STAFF	100.000 €	50.000 €
SPORTS PROGRAMME	300.000 €	174.000 €
OPENING & CLOSING PROGRAMME	150.000 €	43.500 €
LICENSE FEE - EGLSF	31.875 €	22.312 €
OUTREACH	65.000 €	35.000 €
COMMUNICATION	200.000 €	PARTNERSHIPS
MISCELLANEOUS	29.720 €	10.950 €
TOTAL	1.307.500 €	694.250

NON-BUDGET POSTS VIA ASSOCIATE PARTNERS	VALUE #	SECURE #
TRANSPORTATION	55.000 €	YES
CULTURAL PROGRAMME	80.000 €	YES
POLITICAL PROGRAMME	40.000 €	YES
TOTAL	175.000 €	-



ACCOMMODATION, HOUSING AND TRANSPORTATION

ACCOMMODATION

With more than 30,000 hotel rooms, Stockholm is equipped for conventions of any size. Thanks to Stockholm's compact size and excellent public transport system, your home away from home is never far away. Many hotels are within easy walking distance of venues and major attractions. An important part of a championship, or any trip for that matter, is where to stay. In Stockholm, you will be able to find exactly what you are looking for.

Within the absolute city centre with a maximum walking distance of 10 minutes you will find more than 6,900 rooms. And within the city centre just 10 minutes by public transportation by bus or the metro you will find 15,000 rooms. Overall the city offers more than 30,000 rooms.

HOUSING & TRANSPORTATION

Stockholm offers enough hotels, hostels and b&b to accommodate all participants within a comfortable range to all the venues. EuroGames Stockholm will also make efforts to provide housing. Both private housing and team housing in sport facilities. An estimated number of 800 beds could be offered. We aim towards housing all participants who would like.

To those who wish EuroGames Stockholm will arrange for deals with travel agencies as well as hotel chains and airlines. Offers, visitor packages and discounts will be presented on the EuroGames Stockholm website during 2013 if Stockholm is appointed hosting city.

EuroGames Stockholm makes effort to provide public transportation to all participants to the cultural, political and sports programme. Any written deal has not been made although SL, the public capital transportation company, has given EuroGames Stockholm an initial promising prospect.





TO STOCKHOLM-ARLANDA AIRPORT
40 KM, 20 MIN BY SPEED TRAIN

30.100 ROOMS



TO STOCKHOLM-BROMMA AIRPORT
10 KM, 20 MIN BY AIRPORT BUS

CENTRAL STATION

6.900 ROOMS



10 MIN



15.000 ROOMS

10 MIN



TO STOCKHOLM SKAVSTA AIRPORT
100 KM, 80 MIN BY AIRPORT BUS

PRESENT HOTEL CAPACITY



WALKING DISTANCE



SUBWAY

WITHIN 10 MINUTES WALK
FROM THE CENTRAL STATION

NUMBER OF HOTELS: 40
NUMBER OF ROOMS: 6.900

WITHIN 10 MINUTES BY PUBLIC
TRANSPORT FROM THE CENTRAL STATION

NUMBER OF HOTELS: 118
NUMBER OF ROOMS: 15.000

HOTEL CAPACITY IN THE
GREATER STOCKHOLM AREA

NUMBER OF HOTELS: 294
NUMBER OF ROOMS: 30.100

OUTREACH

The EuroGames Stockholm financial outreach strategy is to foremost target the areas Eastern & Southern Europe where we find the needs to be the strongest for support. For diversity we will also target Africa, Asia, Latin America and the Middle East if resources are available a couple of months prior the programme . We want to promote the same diversity as in our own organisation among the participants and will work hard to obtain an equal and diverse environment. Target groups include:

**FEMALE LGBT PEOPLE
STUDENTS & YOUNG LGBT PEOPLE
ETHNIC MINORITY LGBT PEOPLE
TRANSGENDER PEOPLE
RELIGIOUS LGBT PEOPLE
DISABLED LGBT PEOPLE
ELDERLY LGBT PEOPLE
NON-LGBT PEOPLE**

We intent to create an extensive outreach support programme where participants can get full or partial scholarships covering; participation fee, accommodation, travelling expenses, food and beverage or special assistance if needed due to e.g. language or disability. EuroGames Stockholm will not only leave a 2,5 percent of the initial budget as proposed by the EGLSF but enlarge the sum by the same measurement if the final budget is larger.



ORGANISATION

The main EuroGames Stockholm organisation will consist of an advisory board, a private limited company founded especially for EuroGames, a club/union founded especially for EuroGames and a management team.

The advisory board consists of the LGBT clubs of Stockholm who all participates in the work of a EuroGames Stockholm and are members of the EGLSF. The clubs consist of Stockholm Snipers (handball, soccer, basketball and floorball), Lambda IF (badminton, cycling, gymnastics, volleyball), STHLM Berskerker RFC (rugby) and Stockholm Dolphins Swim Club (swimming).

The management team consists of the key members of a EuroGames Stockholm and are presented further on in the bid book and are hired by the private limited company.

To gain full advantages, support and possibilities a club/union is created as some parts in the sports support system by the federal authorities demand so. The club will also engage volunteers together with the RFSL.

STRUCTURE

EuroGames Stockholm Management Team (paid)

EuroGames Stockholm Advisory Board

Ambassadors of EuroGames Stockholm

Sport, Culture and Political Managers (partly paid)

Coordinators (partly paid)

Volunteers

To complete the organisation the Stockholm Convention Bureau/Stockholm Visitors Board (SVB) will dedicate a project team to support the EuroGames Stockholm organisation. SVB is the official visitors bureau of Stockholm and fully owned by the City of Stockholm and works on long-term basis with the marketing of Stockholm. They have well documented knowledge in arranging congresses, meetings and destination activities.

The bidding committee is also supported by the sports agency Sportivity who specializes within sports event management and marketing. They have a great experience from working with the Swedish Sports Federation, the Swedish Athletic Association (track and field) and many big sports events such as the World Handball Championships 2011. Sportivity is an associate partner to the bidding committee.

More of our associate partners will be found under general information.

MANAGEMENT TEAM

JAKOB JANSSON

Educated within Science of Design and graphic design and former Strategic Manager within the PR, marketing, media and event business. Today Creative Director with national and international PR, event and advertising experience from clients such as Louis Vuitton and Unilever. Swimmer, basketball player, tennis player and former national top 10 in canoe sprint.

THÉRÈSE RENNER

Educated in Masters of Law who continued her career as Planner within trends and analytics at an advertising agency in New York. Today she works as an Editor for a number of magazines and as Strategist at a communication agency. Former elite soccer talent.

KIM NILSSON

Graduate Economist at the University of Lund who has experience as Controller within finance and banking. Today Account Director and Manager at the human capital company Zalaris with Sweden's largest banks and companies as clients. Handball player.

FREDRIK DUNGNER (Volunteer & Ambassador)

Educated in finance law and Sports Manager for Stockholm Snipers Cup, a handball tournament for European LGBT teams. Works as a Compliance Officer at a finance company and are active within the Stockholm Snipers Handball section. Handball player.





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Riksförbundet för homosexuellas, bisexuellas och transpersoners rättigheter
The Swedish federation for Lesbian, Gay, Bisexual and Transgender Rights
Member of The International Lesbian, Gay, Bisexual, Transgender and
Intersex Association (ILGA)

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To the EGLSF board

Stockholm, 2012-12-28

Letter of support

RFSL, The Swedish Federation for Lesbian, Gay, Bisexual and Transgender Rights, is proud to support the bidding of the Swedish committee to host the Eurogames 2015. RFSL is an associate partner of the organising group.

RFSL would be able to contribute to a Eurogames in Stockholm 2015 in making the games also to an important venue for seminars and workshops around the theme of LGBT and sports. RFSL, and its youth organisation RFSL Ungdom, is currently involved in a project about LGBT-persons in sports, together with the Swedish Sports Confederation (Riksidrottsförbundet). The scope of this project is to highlight discriminative practices and analyse difficulties surrounding LGBT-persons participation in sports. Bearing the outcomes of this project, among other things, in mind RFSL would be willing to organise several activities during a Eurogames in Stockholm.

Eurogames is an event that combines sports, culture and human rights in a unique way. It's with great pleasure that we look forward to start working together with the Eurogames 2015 team. RFSL will support and cooperate with the event to its best capacities.

Kind regards,

Ulrika Westerlund – President RFSL



Dear members of EGLSF,

On behalf of the City of Stockholm I take pleasure in cordially inviting the EuroGames to Stockholm in 2015.

Stockholm is built on fourteen islands and the surrounding water is so clean that one can even go for a swim in the summertime just outside the Royal Palace in the city centre. The landscape, and the unique archipelago of 30,000 islands, offers numerous excursions to all visitors. With its well-preserved medieval city centre, royal palaces and impressive monuments, Stockholm is considered to be of great beauty and historical interest. Culture, entertainment and restaurants abound catering all tastes.

Stockholm was designated the very first European Green Capital award for 2010 by the European Commission. The European Green Capital Award is given to a city that has a record of achieving high environmental standards, is committed to ambitious goals for further environmental improvement and sustainable development, and can act as a role model to inspire other cities and promote best practices in other European cities.

On behalf of the City of Stockholm we wish to announce our full support and welcome you to organize the EuroGames to Stockholm in 2015. We are happy to assist you in turning the event into a success. We are confident that Stockholm will measure up to your highest expectations and sincerely hope that you will allow our city the privilege and pleasure of receiving you here in 2015.

Sincerely yours,

Margareta Björk

GENERAL INFORMATION

MARKETING, COMMUNICATION & PR

EuroGames Stockholm will as one of its first steps in 2013, if appointed hosting city, establish marketing and communications strategies. It will be a diverse strategy with activities and marketing tools such as flyers, banners, sports gear and ads. The most vital part of the strategy will be an intense PR-plan during 2013, 2014 and 2015 that will approximately hit a PR value of 4.3 million €.

To reach out further as well to the international arena EuroGames Stockholm will invite both national and international companies to co-create campaigns to reflect on the values of Eurogames Stockholm and the EGLSF.

To complement the strategy EuroGames Stockholm will have a strong set of sport and LGBT ambassadors to spread our message, get extensive publicity and generate a strong EuroGames Stockholm organisation.

OFFICIAL CHECK POINTS

Upon arrival to Stockholm and during the championship there will be between 1-3 (pending number of participants) official check points to deal with registration, tickets, information, questions, welcome kit and other matters of importance.

The three key points that could be used is; 1. Kungsträdgården – located within a 5-minute walk from the central station, 2. Medborgarplatsen, Södermalm – the southern city island located within five minutes by the public transportation and 3. Stockholm Stadion – located north of the city centre with a 5-minute ride by public transportation.

ASSOCIATE PARTNERS OF EUROGAMES STOCKHOLM	INFORMATION
RFSL - THE SWEDISH FEDERATION FOR LESBIAN, GAY, BISEXUAL AND TRANSGENDER RIGHTS	WWW.RFSL.SE
STOCKHOLM CONVENTION BUREAU - STOCKHOLM VISITORS BOARD	WWW.VISITSTOCKHOLM.SE
CITY OF STOCKHOLM	WWW.STOCKHOLM.SE
STOCKHOLMS IDROTTSFÖRVALTNING - STOCKHOLM SPORT ADMINISTRATION	WWW.STOCKHOLM.SE
STOCKHOLMS KULTURFÖRVALTNING - STOCKHOLM CULTURE ADMINISTRATION	WWW.STOCKHOLM.SE
SPORTIVITY - SPORTS AGENCY	WWW.SPORTIVITY.SE
TYRESÖ MUNICIPALITY	WWW.TYRESO.SE
RF - SWEDISH SPORTS CONFEDERATION	WWW.RF.SE
SPRITMUSEUM	WWW.SPRITMUSEUM.SE
MORE ASSOCIATE PARTNERS, SUPPORTERS AND SPONSORS TO BE ADDED CONTINUOUSLY	

ENVIRONMENT, DURABILITY AND HEALTH

ENVIRONMENT

EuroGames Stockholm will work hard and continuously on being an environment friendly organisation. EuroGames Stockholm will work together with the durability and environment organisation Svanen/Ecolabelling Sweden. Svanen will be able to guide, help and if possible Ecolabel EuroGames Stockholm.

The Nordic Ecolabel is the official Nordic Ecolabel since 1989. It is administered on consignment of the Swedish government by the non-profit state-owned company Ecolabelling Sweden. The Nordic Ecolabel is a tool to help consumers choose environmentally sound products and services. For more information visit www.svanen.se

DURABILITY

EuroGames Stockholm values the possible knowledge and experience that hosting these championships will generate. To educate and inform future hosts, EGLSF and others Eurogames Stockholm will present a public environment, durability and health legacy document.

HEALTH

We believe not only in a durable environment but also in a durable human within that environment. Therefore EuroGames Stockholm will work towards presenting a clean, healthy and free of drugs programme. Any kind of doping, illegal substances or drugs is prohibited and abuse will lead to exclusions, report to EGLSF and other necessary actions. EuroGames Stockholm will also discuss and inform regarding sexual health.



SWEDEN

WELCOME TO SWEDEN - THE BEST OF TWO WORLDS

First-time visitors to Sweden are typically struck by two things: firstly, the progressiveness of the Swedish people and society, from technology, design, fashion and lifestyle to behaviour patterns, consumption habits and societal systems. And secondly, a tangible authenticity, not only in terms of the natural world, which is so accessible and welcoming throughout the country, but also in the people's fondness for their history, heritage, customs and traditions.

We often boast that Sweden offers the best of both worlds — all the benefits and attractions of contemporary Western society, but few of its common disadvantages. We are confident that when you visit Sweden you will see what we mean. Welcome to Sweden — the country we love.

SWEDEN GOES GAY

We are delighted that Sweden is often ranked as Europe's most gay-friendly country. Sweden is a beautiful, open-minded place – friendly, welcoming and tolerant – where everyone is treated with the same respect, regardless of sexual orientation. Unlike many cities overseas, Swedish cities do not have specific gay-friendly districts; the venues are sprinkled throughout an array of neighbourhoods.



NEW YORK

BEIJING

STOCKHOLM

OSLO

HELSINKI

COPENHAGEN

MOSCOW

LONDON

AMSTERDAM

BANGKOK

FRANKFURT

PARIS

VIENNA

RIO DE JANEIRO

MADRID

ROME

ATHENS

ISTANBUL

CAPE TOWN



KEY DESTINATIONS AND TIMES

COPENHAGEN	1 H	MOSCOW	2	.5 H
FRANKFURT2	H	ISTANBUL		3.5 H
AMSTERDAM	2 H	NEW YORK		7.5 H
LONDON	2.5 H	BEIJING		9.5 H
PARIS	2.5 H	BANGKOK		10 H

STOCKHOLM

STOCKHOLM - THE CAPITAL OF SCANDINAVIA

There are many reasons why Stockholm is the natural Capital of Scandinavia. One is that Stockholm is positioned at the heart of the region, and enjoys the benefits of a world-class transport infrastructure. Another is that Stockholm is the largest city in the largest country in Scandinavia. It is also where you find the most multinational companies, the largest stock market and, not least, the most visitors. People come to Stockholm for the food, the design and the music. Stockholm also offers a unique range of galleries and museums, and every year the eyes of the world are on Stockholm when the Nobel Prizes are awarded. Welcome to Stockholm – The Capital of Scandinavia.

WHY STOCKHOLM?

Efficient and reliable - Sweden is one of the best-organized countries in the world, and the Swedes have a reputation for being friendly and reliable. Hosting a conference in Stockholm is glitch-free and offers high quality at a fair price.

Closer than you think - Stockholm is little more than a two-hour flight away from major European cities like London and Paris. With direct flight connections from all over the world, getting to Stockholm is quick and easy. The express train takes you to the city centre in just 20 minutes.

Compact and picturesque - The Capital of Scandinavia offers all the comforts of a big city, with the added cosiness of a small town. And everything is right on your doorstep. Most conference venues are reachable within ten minutes.

Venues for any size, budget and taste - With a wide selection of conference venues and 30,000 hotel rooms, Stockholm is equipped for conventions of any size or budget. Pick and choose from modern and flexible venues, staffed to meet your needs.

Simply stunning - Stockholm is an achingly beautiful city built on 14 islands, each with its own distinct character. Sparkling water is everywhere in this picturesque, clean and safe city – no wonder Stockholm is such a popular destination.

Sustainable Stockholm - Are you aspiring a green and sustainable Eurogames? Then Stockholm is the place for you. Stockholm is the first ever winner of the European Green Capital award and has adopted a unique approach to sustainability where every aspect of environmental, economic and social impact is part of the equation. Or in other words: just about everything that happens in Stockholm does so with sustainability in mind.

- EUROGAMES 2015 BID BOOK -

WELCOME TO STOCKHOLM


Stockholm
The Capital of Scandinavia

