



ATHLETE VILLAGE



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WELCOME TO WORLDS 2009!

EVENT

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01.INTRO



INTRODUCTION

A tragic accident happened in the year 2004 on a swiss mountain: Former Thun-eventorganiser and "swiss freestyle mastermind" Roland Gasser passed away in a deadly alpine accident. It was his intention to bring the Freestyle World Champs to Thun, as he believed that this place is ideal for such a project.

In the fall 2004, todays mainorganiser Simon Hirter decided to carry on with Roland Gassers dream and succeed in organising the world biggest kayakevent to date. Since a couple of years he has a solid group of competent people around him, in order to make this goal happen.

PHILOSOPHY

- The goal of the event is to unite sports, culture and ethics in an unqie way.
- The main goal of the event is to reach the highest possible point of social- and ecological sustainability, yet combine this with a professional sportevent.
- This event aimes to create impulses for the kayaksport in Switzerland mainly, yet also internationally. It should lead into a continous grow and create interest from the the public.
- This event should bring old and young people together and be a festival for a boundarycrossing cultural happening.

HIGHLIGHTS:

- Tribunecomplex for 700 people
- 23qms livescreen right opposite of the tribune. numerous plasmascreens all over the area.
- The competitionarea is two minutes walk from trainstation.
- Second location is the mainplaza at the trainstation
- Attractive shows, competitions, exhibitions, movie premieres, kidsdays and other highlights during the whole week.
- Parties & Concerts including the very important "Looser party"!
- Professional advertising/media campaign
- Athletes Lounge for relaxation and well being.



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02. EVENT PRESENTATION



- **Event- Typ**
City Event

- **Targetgroups**

I : 16- 30 years, outdoor/freestyle-
sport oriented, active,
II: Families, local and regional people

- **Date of the event:**

Mo 31.8- So 6. September 2009

- **Sports**

Kayak Freestyle World Championships
Big Air Ramp, Rafting High Ender, King of
the Wave, Surfshows, Slacklining, etc..

- **Culture**

Concerts, breakdanceshows, graffiti,
movie premieres, parties, exhibitions,
trend villages

- **Sustainability**

Fit4Future kids days by WWF, specialised
concepts in logistics, transportation etc,
CO2 compensation programs,
ICF Development Program

- **Expected visitors:**

25' 000 people

- **Athletes**

ca. 400 from 35 different nations.

- **First Thun event**

1997

- **Past major events**

2002 TEVA European Championships
2003 Mammut Masters

- **First event by new team**

Thun River Jam 2006

- **Organiser**

International Canoe Federation (ICF)

- **Producer**

Verein Wellen Events Thun

- **OC- President**

Simon Hirter, Steffisburg

- **Commitee size**

Five people

- **Staff Summary**

80/60 people Building
140 people Production

- **Infrastructure**

Tribune/ Judgingcomplex
Livescreen 23qms
Big Air Ramp, cateringarea, Guestlounge,
Riderslounge, and much more! ;)

- **Advertisement**

TV Production & worldwide distribution
Billboard/ Eadvertising campaigns
mediapartnerships (Print, TV, Radio,
Internet)
Add- campaign
Flyer& Postercampaign
state of the art website

- **Estimated Printcontacts**

ca 25'000'000 contacts

- **Estimated TV Distribution:**

worldwide: ca. 500 hrs
Switzerland: ca. 4-5 hrs

Rough Eventplan

Mo. 24.- So 30. August

Nation trainings
Building the competetionarea

Mo 31. August 2009

Start Prelims /Opening Ceremony

Di 1.- Do 3. September

Prelims

Do 3. September

Prelims
Start Quarterfinals

Fr 4. September

Quarterfinals
Rafting High Ender & King of the Wave

Sa 5. September

Semifinals (Night Show)

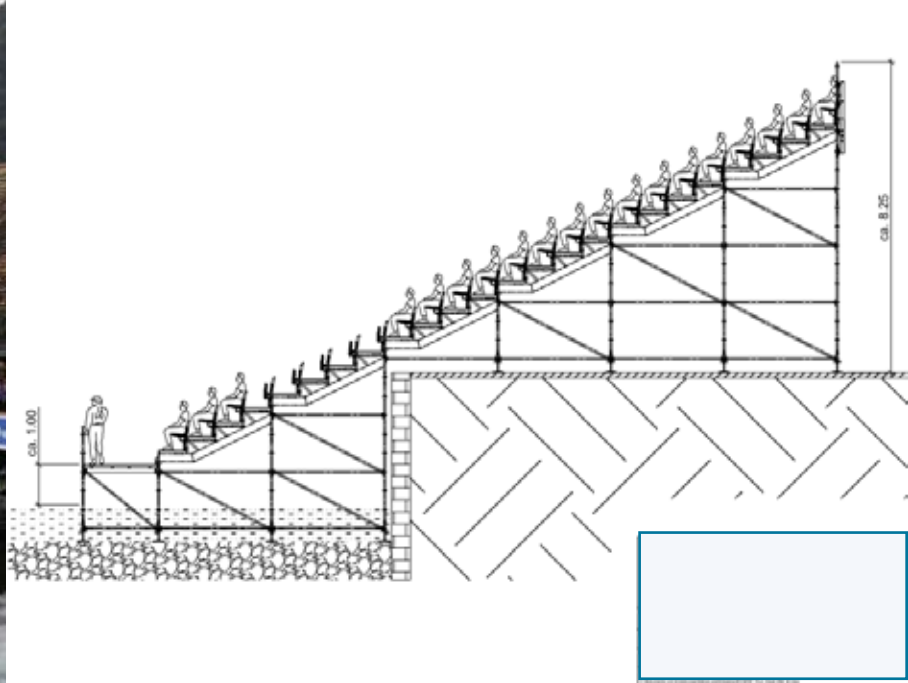
So 6. September

Finals Day
Pricingiving and closing ceremony



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COMMUNICATIONS & PR

Before the event, we launch different advertising campaigns across Switzerland and party also Europe. It is part of a well rounded concept. Here are some facts:

TV Produktion:

We produce all TV images ourselves.

- **Live Screen**

With the liveproduction on to the screen, we inform the visitors with important informations.

Beside of this we produce two specific TV Products in german and english

- **Newsclip (sunday evening)**
- **26min. show**

The images will be distributed by a partner company worldwide. At the moment we work also on other partnerships.

- **Web TV**

Over the internet, people worldwide can watch all the quarter/semi and finals live.

Before event:

- **Billboard campaign**

On over 45 locations in Switzerland, billboards will be set up prior to the event.

- **Eadvertising campaign**

In the mainstations of Zurich, Basel, Lausanne and Bern the eventclip runs on massive and mediumsized screens several thousands times.

- **TV- campaigns**

By establishing mediapartnerships, we will have the eventclip prior to the event on air.

- **Print campaign**

In cooperation with different media-partners as well as booked advertisements we promote the FWC in Switzerland as well as the surrounding countries (see "mediaplanning")

- **Flyer & Poster campaign**

Through partnerships we can spread flyers and posters to most of Switzerland's sportshops as well as Clubs, Cinemas etc.

Misc:

- www.icf-thun2009.ch

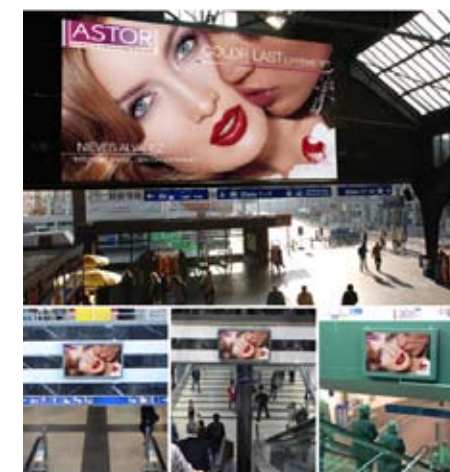
The events own website informs with news, interviews, movieclips etc.

- **Internet campaigns**

With different tools we promote the event in the internet, including social networks such as Facebook, Youtube, Flickr etc.

Press Departement:

The media work gets executed by a team of two professionals. Prior to the event the write periodical pressreleases and connect with the massmedia. While the event they are responsible for the hospitality of journalists and other media as well as daily updates of the event.



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THE MENU:

The FWC are organised as a multicultural festival of a very unique style. Some of its recipes are as follows:

Sports:

In this sector we try to produce each event as professional as possible.

- **World Championships**

The 400 best freestyle kayakers in the world meet to crown the next World Champs.

- **Kayak/Water Events**

Beside the Big Air Ramp there are other such as King of the wave event, Rafting High Ender as well as surfshows.

- **Slackline and Airshows**

Different shows fit nicely in the very spectacular program

- **Clinics, Tests, funraces etc.**

We try to animate spectators to get on the water themselves or try other things on site.

Culture:

The cultural part of the event has many highlights to offer, here are some:

- **Concerts**

Not far from the competition area we organise themevenings, concerts etc.

- **Hip Hop World**

Breakdanceshows and battles, Live Graffiti, Beatboxshows etc perfectly fitted into the event.

- **Exhibitions**

We organise exhibitions during the week with photographers and other artists.

- **Spectacular catering**

A wide selection of different foods, fine juices are available on site, as well as loungy areas for relaxation.

- **Movie Premieres**

On the big screen, we are able to show the newest movies from the adventure sports sector.

Sustainability :

We are highly focused to organise an event, which is not based on consuming, leave very little impact yet be sustainable in different areas:

- **Fit4future Kids Days by WWF**

We team up with the Clevn Becker Foundation as well as WWF to provide special-ised kidsdays during the whole week.

- **Partnership with solar industry**

We have been able to establish strategically important partnerships within the swiss solar industry and good things are in the works.

- **Sustainable Organisation**

With specialised concepts and an own "ecological department" within the organisation we aim to leave a small footprint as possible on the environment.

- **CO2 Compensation**

We measure the CO2 impact of our project and will compensate it through a couple projects in the Atlantic Rainforest and India.



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03.OVERVIEW



INTRO:

As we started planning this event, we realised very soon, that there are certain challenges ahead of us, for which we were looking for solutions.

• Capacity

The city of thun has only a certain amount of hotelbeds. As we want to invite as many mediapople as possible, we realised very soon that we have to look for other possibilities.

• Project Green

We are trying to make this event as ecologically successful as possible. As we are investing into CO2 Compensation after the event, we are thus VERY anxious to produce as little emissions as possible.

• Logisitics, Transportation, Groupfeeling

When being in a city, normally athletes are spread out thus visitors and media are near. Being in the wilderness, theres a big groupfeeling yet no one is going to attain the event. We were looking to organise something costeffective, groupbuilding and something athletes can relax, reload energies and just give them the best time possible.

IMPORTANT:

Organising such an "athlete village" is a big project and takes many ressources from us. We do rent a whoie "holiday resort" right by the lake, which offers many great things. We organise this at "cost".. means we make no single cent, on the athlete village, we don't want to either..

It is not only a big "ressources-eater", yet offers also a big financial risk for us. It only works when all nations participate!

PROJECT GREEN

Here is two ideas, how YOU can help us to make this event green:

• Buy an "extraticket" by myclimate, to compensate your flight emmissions. (on website soon!)

• Use the athletevillage and our transport solutions to let us minimize, measure and be able to compensate the CO2 produced.

--> This might result in some little extra costs for you, yet we as paddling community will be example for future events you will have a smaller footprint on our environnement!

ORGANISATION:

What we conceived here is a full package arrangement, where we are able to make relatively cheap packages and integrate everything to make this two unforgettable weeks for you as athlete:

• Airport Welcome Desk

At the airport, our team is waiting for you to welcome you, give you traintickets and get your boat to the Boatshuttle (Note: no boats allowed in swiss trains) Your boat will be waiting at the wave the morning 8am after your arrival.

• Transportation

You get your transferticket airport-thun-airport as well as a busticket which runs for the full 2 weeks, and even brings you to some scenic spots.

The local bus runs all 8min. from camp to the citycenter.

Nightshuttles are organised for the special evenings as well as special gigs.

There is a park&ride for those who come with a car! You don't need it while at the Worlds09!!!!!!!!!!

• Activity Club

Beside daily free guided rivertrips, football and volleyball tournaments you have the possibility to go Skydiving, Canyoning, Bungyjumping and on glaciertours to sensationel rates. A special activity desk is placed in the camp.

• Accomodation options

The center offers various accomodation options: From single- , to double and triple bedrooms, dorms etc. Also, there is a campingground as well as a Trailer car-park. There are different houses placed over the whole center.

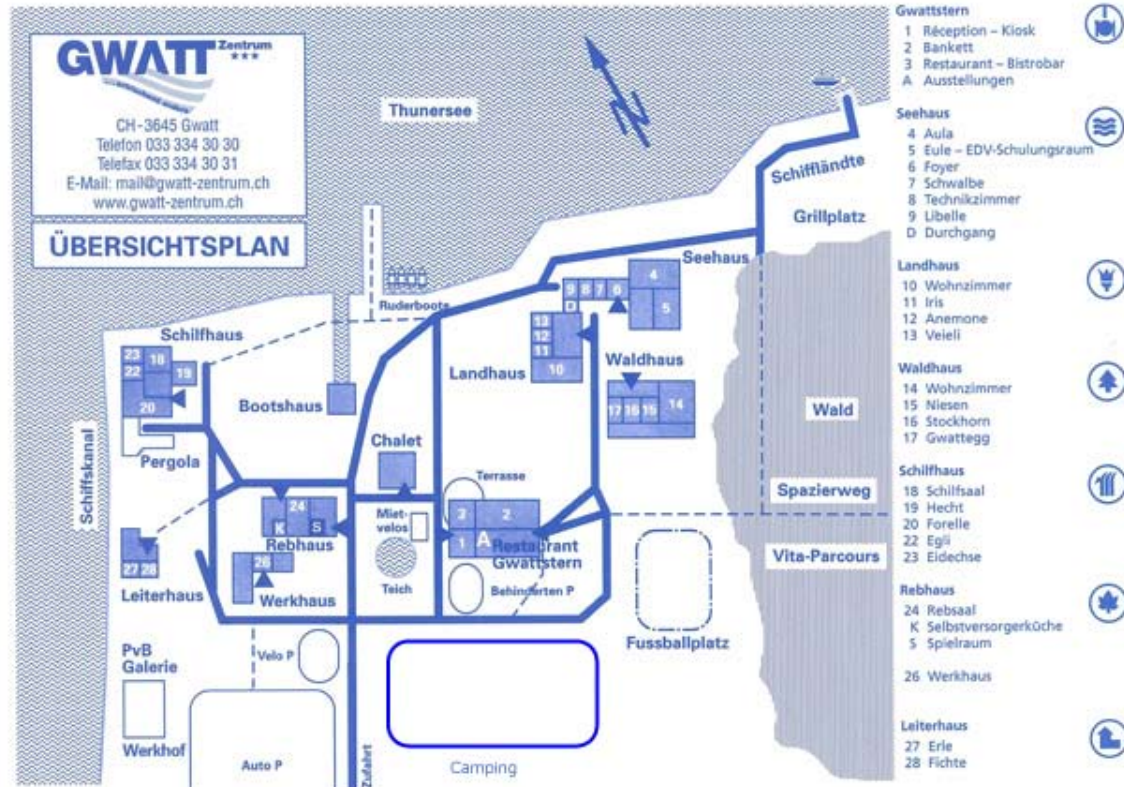
• Healthy and rich food

The Gwatt Center offers a great local kitchen. You have possibilities booking breakfast / Dinner all inclusive or you can cook your own food.



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more infos on
<http://www.gwatt-zentrum.ch>



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04. PACKAGES



INTRO

These prices are not fully approved.. there might be some slight changes (to less money needed)..

A reservation tool for teamcaptains will be set up on the internet shortly.

All prices are in Euros.

- **Bus tickets**

These will be handed out to teamcaptains after arrival.

- **Airport shuttle& storage**

The train brings you from Zurich airport directly to thun city center. Your boat travels by truck and be placed in boatstorage at competition site. Train & Boatticket to and back to airport.

- **Payment**

All costs need to be paid before the event, incl. inscriptionfees.

location	rooms	type	pax	Inscription	15nights +bus	15xB&B +bus	15xhalfboard +bus	airport shuttle &storage	All inclusive
landhaus	5	single	5	65	490	599	782	85	932
landhaus	4	double	8	65	444	554	736	85	886
landhaus	1	triple	3	65	398	508	691	85	841
landhaus	3	4x	12	65	398	508	691	85	841
leiterhaus	1	single	1	65	490	599	782	85	932
leiterhaus	1	triple	3	65	398	508	691	85	841
leiterhaus	2	4x	8	65	398	508	691	85	841
rebhaus	1	single	1	65	490	599	782	85	932
rebhaus	5	double	10	65	444	554	736	85	886
rebhaus	9	triple	27	65	398	508	691	85	841
schilfhaus	2	double w.bath	4	65	535	651	828	85	978
schilfhaus	2	triple w.bath	6	65	490	599	782	85	932
schilfhaus	11	double	22	65	444	554	736	85	886
schilfhaus	4	triple	12	65	398	508	691	85	841
seehaus&waldhaus	9	single w.bath	9	65	627	736	919	85	1069
seehaus&waldhaus	24	double w.bath	50	65	535	651	828	85	978
seehaus&waldhaus	6	double-bed w.	12	65	535	651	828	85	978
seehaus&waldhaus	3	triple w.bath	9	65	490	599	782	85	932
Total Beds			202						
tent city		bed	60	65	179	289	471	85	621
own tent		own tent	100	65	215	325	508	85	658
camper			20	65	215	325	508	85	658
Total Capacity			382						



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05.KONTAKT



CONCLUSION

The presented concept to the athletes is innovative and meets and pushes today's demands of sustainable event organization.

The World Championships 2009 are happening in Switzerland and this results "naturally" in higher costs for some nations.

We are only able to succeed in the organization of such an athlete camp, if all pull on the same string.

We look forward to your feedback and response.

Production:

Verein Wellen Events
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www.icf-thun2009.ch (online soon)

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