THE CONCEPT
An Exciting New Multi-Sport Championship

Top Quality Multi-Sport Championships:

- Combines existing official European Championships
- Limited to top sports
- Staged every 4 years from 2018
- Centrally coordinated with the sports Federations delivering the sport
Bringing Together The European Championships

Current

- UEFA
- CEV
- FIBA
- Tennis Europe
- FIBA
- EUBC
- EHF
- EJU
- UEFA Triathlon
- FIBA
- EUBC
- EHF
- EJU
- UEFA Triathlon

2018

- Coordinate schedule
- Centralised TV output
- Central brand
- Cultural festival

Individual Championships

Collective Championships
Sports Programme 2018

- 7 Sports confirmed
- 12 Competition Days (4 on WE)
- 4,500 Athletes
- 9,200 Volunteers
- 12 Venues
- Mass participation events
- At least 250 hours of Host Broadcaster Programming
- 850 million cumulative European TV
Dual Host Cities

**BERLIN** x 1 Sport

**GLASGOW** x 6 Sports
Europe Wide Terrestrial TV Coverage Via The EBU
### Sports Schedule 2018 (Provisional)

|------|-------|--------|------|------|------|------|------|-------|--------|------|------|

- **Athletics**
- **Athletics Road**
- **Swimming**
- **Diving**
- **Synchro**
- **Open Water**
- **Rowing**
- **Triathlon**
- **Golf**
- **Track Cycling**
- **Road Cycling**
- **BMX**
- **Mountain Bike**
- **Gymnastics**
ETU Triathlon competition programme for Glasgow to include:

- Individual men’s standard distance EC
- Individual women’s standard distance EC
- Mixed Relay EC
- Age Group sprint distance EC
- Locally themed sprint/super sprint distance races
World Class Facilities - Strathclyde Country Park
RECENT PROGRESS
The New Name & Brand Identity
Communications - New Brochure Website For Feb.

Twitter: ESChamps2018

Website: www.europeansportschampionships.com
2018 Sports, Dates & Governance Now Agreed

- 1st 2018 EC Board meeting held last October
- 7 sports now agreed and signed up - no further additions for 2018
- August 1st - 12th 2018 dates signed off
- 2018 EC’s Governance structure agreed between all partners
- Communications Working Group established to drive profile
2016 Workstreams/Priorities

- New brand sign off & announcement in February
- Potential public launch event in April
- Digital media strategy to be agreed
- Finalise detailed schedule/timetable of events for each sport
- Conclude all long form agreements
- Identify integration measures between all sports
- Agree approach to appointing 2022 host & sports to be included
Why The Concept Works For Triathlon

- Increase profile and exposure via free-to-air broadcasters
- Raise the status of the European Championships
- Increased hosting and broadcast fees
- Develop a sustainable format for long term economic security
- Create sporting heroes to inspire even greater participation

‘The whole is greater than the sum of its parts’
The Power of Aggregation - BBC Audiences (2014)

2014 Triathlon Events on the BBC

- ITU World Triathlon Series
- Commonwealth Games

Source: BARB