**Apply as Beyond Sport Host City**

Beyond Sport is a global organisation that promotes, develops and supports the use of sport to create positive social change in communities around the world. As we continue to grow and extend the Beyond Sport Effect across the globe, we’re always on the lookout for new potential host cities. The following information sets out the types of cities that typically host Beyond Sport, the kind of effort that’s involved, and the benefit of hosting.

**What are the benefits of hosting Beyond Sport?**

Hosting Beyond Sport in your city brings a range of mutually beneficial opportunities to showcase the city, the local and national sport industries, as well as providing a strong foundation to deliver a tangible legacy within the city and increased investment in community programmes using sport as a tool for social change. Alongside this, Beyond Sport has a strong track record of helping our Host City Partners to make connections to a global audience.

**A global platform for your local sport industry** - In many cities around the world, sports leagues, teams and brands work alongside community partners to deliver some of the best practice models of using sport as a tool for development. Beyond Sport’s presence will amplify and support these efforts by placing them in front of a global audience.

**Social Impact -** The Beyond Sport Effect is both local and global. Our events are designed to facilitate local support for social change initiatives through support. In every city that hosts the Beyond Sport Summit, we aim to leave a legacy of improved practice, increased funding and new infrastructure.

**Economic Impact** - The Beyond Sport Summit draws in a large international audience, expansive sponsorship model, and partnership strategies designed to continue after the conference is finished. It yields a large economic impact for the Host City through attendee spend, sponsorship activation, local supplier spend and on-going investment.

**Increasing business investment opportunities** - A Beyond Sport event brings together influential figures from sport, business, philanthropy and government. It is an opportunity to build new networks and we actively promote the business advantages of engaging in community and social issues.

**What types of Host Cities are we looking for?**

* Globally recognised for their sports teams, sport industry and/or holding major sport events
* Seeing a growing and vibrant community of organisations using sport as a tool for social change
* Has a desire to build its global reputation as a city that can host large-scale sporting events – Beyond Sport is the perfect stepping stone to building awareness and networks for future Host City sporting bids

**Who are the usual Host Partners?**

The aim of Beyond Sport is to provide a platform where sport, business and community collide to bring about social change. As such, we look for Host Cities that will bring together Partners that includes the Mayor’s Office, local professional Sports Teams, local business and other relevant government departments, sport and community networks.

**What are the cost requirements for hosting Beyond Sport?**

To ensure we make the most of any Host City partnership, all proposals are tailored to the opportunities provided in that location. The host fee is therefore determined by region and scope of the event.

* We expect the fee to be underwritten by the Host City Partnership but will provide support and marketing collateral on order to secure sponsorship and value-in-kind deals.
* We ask for office space and a designated Project Manager to support on local knowledge and event planning and delivery.
* We require Introductions and support in securing sponsorship, venues and local suppliers for print, branding, transport, production, catering.

**How does the application process work?**

1. Send an email to info@beyondsport.org requesting an Expression of Interest form. You will need to fill this out to help the Beyond Sport team better understand your organisation’s and/or city’s desire and potential for hosting Beyond Sport.
2. Once we have received your initial expression of interest, we will review and contact you if you have qualified for the next phase.
3. If successful, you will receive a written brief which we require all new Host City applicants to respond to within a given deadline.