Minor – Major – Mega events. The public celebration takes centre?

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Problem

• What is the motivation for stakeholders to support international sport events?
• Legacies?
• The public celebration?
• Or both?
Cases

- 2014 IAAF World Half Marathon Championships, DK
- 2015 World Women's Handball Championship, DK
- 2017 Road World Championships, N
- 2018 Ice Hockey World Championship, DK
- 2019 World Women's Handball Championship, DK
- (Bid for) 2022 Winter Olympics, N
### Stakeholders and motivations

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<td>[T]here are many perspectives. <strong>Of course there is a plain and pure financial perspective.</strong> If we have a championship (...) there follows a turnover, which is really interesting (...). <em>(Tourist org.)</em></td>
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<td><strong>Celebration</strong></td>
<td>politically, you were... (...) <strong>really not that interested</strong> in really knowing what would we, (...) would earn on this. (...) The main thing was to <strong>show off</strong> the municipality (...).</td>
<td>still <strong>get the willies</strong> because we have been a part of it and made it possible, and it was a party from the beginning till the end. (Sponsor)</td>
<td>The public celebration is “<strong>our bar at its highest</strong> and then you always have to lower it a bit”,</td>
<td><strong>There has to be some entertainment</strong> (...) That is to be sure an important element, a very important element.</td>
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The event as investment

- Sponsors
- Event
- The sport federation
- The public authorities
- The local chamber of commerce

The event as celebration

- Sponsors
- Event
- The sport federation
- The public authorities
- The local chamber of commerce
Which one is central?

The event as investment tends to get the most attention

The event as celebration is what united the stakeholders and is mutually supportive of their investments.

**Implication**

- Increased priority to the aim of events as celebrations for the broad public.
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Thank you