



HOST CITY BENEFITS

Dear Prospective Bidder,

I am proud to present the key event of the coming years: FIRS (Fédération Internationale de Roller Sports) launches in 2017 the first Roller Games in history, the first unified World Championships for all disciplines of Roller Sports.

The past editions of the World Championships, divided by discipline, have achieved a sensational success in terms of audience and level of appreciation; excellent organizational levels have been achieved from Americas to Oceania, from Europe to Asia up to reaching the borders of the vast area of the sub-Saharan Africa. For the first time FIRS decided to conceive a great event, not just limited to sports, which will gather at the same time and in one single venue all our World Championships.

The dream of millions of skaters has finally become reality:

the ROLLER GAMES!

6.000 athletes from over **100 nations** around the world will compete for the world title of their discipline attracting different types of public: the precision and elegance of **Artistic Skating**, the agility and endurance of **Speed Skating**, the strength and precision of Inline **Hockey and Rink Hockey**, the tricks of **Skateboarding**, the speed and adrenaline of **Inline Downhill**, the freshness of **Inline Freestyle**, the combination of aggressiveness and athleticism of **Roller Derby** and the roller slalom of **Inline Alpine**.

The beating heart of the Roller Games will be the Roller Village, where athletes, coaches and aficionados can meet, experience their own and others' culture in a new and engaging way: restaurants and bars, clubs, a place of encounter where each country will have the chance to promote its own culture and host its athletes, a cosmopolitan village belonging to all and destined to all, open to youngsters as well as those who choose to live this wonderful experience. The Roller Games will be a spectacular event with sports competitions, contests, workshops that will involve the whole Roller Sports movement in 16 days of pure adrenaline and fun for all

participants leaving unforgettable memories and feelings.

Great visibility, opportunity to increase tourism, chance to be the Host City of the first edition of the **FIRS World Championships - Roller Games 2017**, are just some of the reasons to participate in the bidding procedure. We aimed high and adopted a winning approach.

The Roller Games will be an unforgettable experience for all those who join us in this adventure!



Sabatino Aracu
FIRS President

ROLLER
GAMES
ARE ARRIVING

2017

1ST

ROLLER GAMES
WORLD
CHAMPIONSHIPS

16



D A Y S

6.000

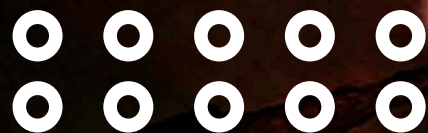


ATHLETES
& COACHES

and a total attendance of over
200.000 PEOPLE



10



ROLLER
DISCIPLINES

5 VENUES



ROLLER
VILLAGE

OVER 120.000



VISITORS
FROM ABROAD



HOST CITY BENEFITS

The **FIRS World Championships - Roller Games 2017** will be a unique event of its kind, equally engaging for all types of public, a sports festival at the highest level, that can count on an impressive **number of visitors: over 6.000 athletes and coaches** of all roller disciplines will gather for the **very first time in one city for 16 days**.

With **over 100 participating nations** the FIRS World Championships - Roller Games 2017, will be an extraordinary event and an unprecedented opportunity for the city that will host the first edition not only from the sports perspective, but also for the image and the financial return.

The event will see not only the **massive presence of insiders of the Roller Sports world**, but also of a crowd of supporters and aficionados who will experience for 16 days the exciting atmosphere of a **great celebration of sports and entertainment** with a global media coverage. The media exposure and sports values carried by the Rolling Games are a powerful improvement factor for the host city brand.





قرو
BAMA

ROLLER
VILLAGE
ROMA



SOCIAL

- 1 Breathe new life into your city thanks to a young and cool movement. Roller Sports can be practiced at any age, but the percentage of athletes and aficionados between 15 and 30 years is around 70%.
- 2 Encourage citizens to embrace a sporting lifestyle, with consequent health benefits
- 3 Levelling of the social bar
Roller Sports are practiced equally by men and women.
- 4 Improvement of disadvantaged areas.





SHANGHAI

FIJIS
WORLD CHAMPIONSHIPS 2017

ROLLER
GAMES



FIJORS
WORLD CHAMPIONSHIPS 2017
ROLLER GAMES

FIJORS
WORLD CHAMPIONSHIPS 2017
ROLLER GAMES

FIJORS
WORLD CHAMPIONSHIPS 2017
ROLLER GAMES

¡¡ Buenos Aires !!

ECONOMIC

Roller Games 2017 are a real investment for the territory with extraordinary numbers and figures: around **10.000 daily visitors**, over **200.000 total visitors**, and estimated revenues of at least **50.000.000 USD plus** all the capital gains coming from ancillary revenues such as sponsors and, in the subsequent years, from the ensuing growth of tourism, the attraction and the socio-cultural interests of the entire area.

Revenues coming from tourism in subsequent years not only for the Host city, buta also at national level:

- 1 **Approximately 60% of the audience is not resident in the Host City**
Statistical studies report that the percentage of those who return to the Host City in the three years following the event with friends and/or family members varies between 20% and 30%
- 2 **Creation of new jobs related to tourism**
- 3 **Opportunity to advertise and launch new products of young companies, not necessarily sports related**
- 4 **Chance to create new partnership and/or strengthen the existing ones**

STRUCTURAL

Renovation of existing multi-sport facilities and/or creation of new sport facilities.

- 1 **Infrastructures enhancement**
- 2 **More opportunities to continue to organize major sporting events in the future**





BIENOS
AIRES





SHANGHAI

F.I.R.S.
WORLD CHAMPIONSHIPS
ROLLER GAMES
2017

AND YOU...
WHAT ARE YOU STILL WAITING FOR?



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