

### **BE PART OF A NEW ERA OF A TOP 10 GLOBAL SPORT**

TABLE TENNIS RE-IMAGINED, RE-ENERGISED, RE-DEFINED

### THE PINNACLE OF TABLE TENNIS

THE WORLD'S GREATEST PLAYERS UNDER THE SPOTLIGHT IN YOUR CITY, **EVENTS ANTICIPATED BY MILLIONS OF FANS WORLDWIDE** 

### **PUTTING FANS AT THE CENTRE OF THE EVENT**

THE PERFECT MIX OF SPORT AND ENTERTAINMENT

### **ENTHRALLING MULTI-PLATFORM CONTENT**

SHOW OFF YOUR CITY'S ICONIC LOCATIONS AND LANDMARKS TO 1 BILLION FOLLOWERS THROUGH DIGITAL AND TV

### **ANYTHING IS POSSIBLE**

HOSTING OPPORTUNITIES FOR UNIQUE AND ICONIC LOCATIONS IN YOUR CITY













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# WELCOME TO WORLD TABLE TENNIS

WTT places players and fans at the core of its business helping to catapult table tennis to the forefront of the global sports industry. WTT delivers the annual professional table tennis series to commercially drive the sport forward through a new, innovative and competitive approach.

By transforming the table tennis experience through delivering world-class sports entertainment events, engaging fan-centric content, building connections with table tennis fans, partners and players, this will elevate table tennis to the upper echelon of world sport, leaving a footprint in people's lives worldwide.

SUPERSTAR PLAYERS	
BEST IN CLASS TV PRODUCTION	
FAN-CENTRIC SPORTAINMENT	
DIGITAL	

TRANSFORMATION





# FROM IS STARS F WORLD ENNÏ Z ш 00B RING

# AT 回

# **CHINA** CHEN MENG // 28

WORLD RANKING 1 Fact Placeholder Fact Placeholder



WORLD RANKING 5 Most prolific female Japanese player and gold medal contender



WORLD RANKING 24 Fact Placeholder Fact Placeholder



WORLD RANKING 28 Women's Singles Quarter-finalist at the Rio 2016 Olympic Games



WORLD RANKING 16 Clinched Singapore's first ever Olympic Medal



WORLD RANKING 38 5-time US National Champion



WORLD RANKING 9 First Puerto Rican female player to qualify for the Sunmer Olympics



WORLD RANKING 41 The best player in India, leading the team to greater heights



WORLD RANKING 2 Fact Placeholder Fact Placeholder



WORLD RANKING 35 Fact Placeholder Fact Placeholder



WORLD RANKING 1 Fact Placeholder



WORLD RANKING 7 Youngest player in history to win World Tour Men Singles title at the age of 14



WORLD RANKING 5 Fact Placeholder



WORLD RANKING 6 The upcoming teen prodigy, winner of T2 Diamond Johor Bahru at the age of 18.



WORLD RANKING 4 Fact Placeholder Fact Placeholder



WORLD RANKING 32 The first American born in the 2000s to compete in the 2016 Olympics.



WORLD RANKING 8 Fact Placeholder Fact Placeholder



WORLD RANKING 35 Fact Placeholder Fact Placeholder



WORLD RANKING 14 Fact Placeholder Fact Placeholder



WORLD RANKING 11 Fact Placeholder Fact Placeholder

# THE OPPORTUNITY - SECTION II



THE OPPORTUNITY WTT EVENT STRUCTURE

# EVENT STRUCTURE

AN ENTICING PORTFOLIO OF EVENTS - WHAT WILL SUIT YOUR CITY BEST?

WTT has restructured and recreated the portfolio of events to match audiences' needs, creating more touch points and a two-way communication channel with fans in order to maintain engagement.. The events showcase the phenomenal talent of world-class table tennis stars in a fresh, dynamic and entertainment-driven setting.

**WTT YOUTH SERIES** 

WTT is currently seeking hosts for its three pinnacle events:

**UP TO 100** 

**EVENTS** 

₩ WOMEN'S EVENT

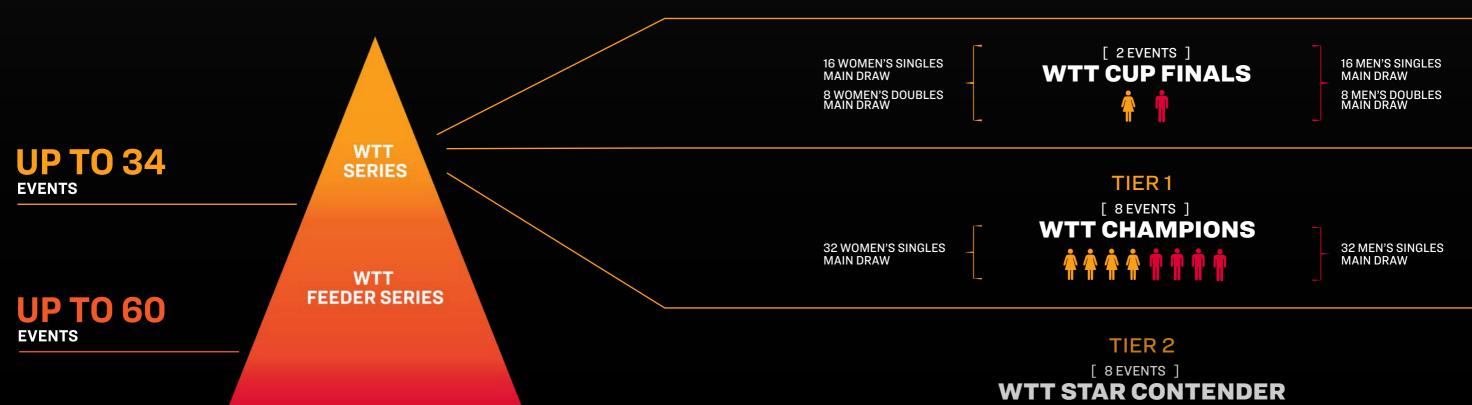
MEN'S EVENT

4 EVENTS ]



64 MEN'S + 64 WOMEN'S SINGLES MAIN DRAW

MEN & WOMEN'S EVENT



TIER 3

[ UP TO 14 EVENTS ]
WTT CONTENDER



# ABOUT THE EVENTS

### **GRAND SMASHES**

#### The Four Pillars of World Table Tennis.

Grand Smashes are the cornerstone of the WTT professional season designed to take over the city as two weeks of Grand Smash action delivers the best 128 men's and women's singles players as well as doubles and mixed doubles action.

Visually spectacular sports presentation, crowd engagement and interaction are the priority. From the moment the spectator arrives at the venue to the moment they leave, WTT wants to create an "I was there" environment via an incredible fan experience with entertainment and photo opportunities for the social media generation.

### **WTT CUP FINALS**

#### Where the best of the best play on just one table to be crowned the season's best player.

The WTT Cup Finals, separate male and female events, will see the best 16 singles and eight doubles teams light up your city over five days of intense action, featuring afternoon and evening sessions over the first three days and evening sessions on the final two days.

With the entire event played on just one table, the WTT Cup Finals is more than just a table tennis event. Fans will be wowed by an array of entertainment coupled with world-class table tennis, over a minimum five-year hosting commitment.

### **WTT CHAMPION SERIES**

Our premier events, the WTT Champions series intertwines the sport with cultural offerings unique to the host cities.

One Table. Bespoke Venues. World-Class Entertainment. This is high-octane action as the 32 best men's and/or women singles players only descend on the city for a week-long festival of Table Tennis.

### WTT CONTENDER SERIES

### Marquee stars meet national heroes and rising stars.

The WTT Contender Series splits into two event tiers, WTT Star Contender and WTT Contender, and is designed to feature a mix of marquee stars, national heroes and rising stars across men's and women's singles, doubles and mixed competitions.

The WTT Contender Series is the professional heartbeat of the WTT season, providing fans with a world-class Table Tennis experience featuring their favourite players and serve as a critical test for players in their quest to qualify for the season-ending WTT Cup Finals.

THE OPPORTUNITY **FACTSHEET - GRAND SMASHES** 

**4 COMBINED GLOBAL EVENTS** 

# EVENT **FORMAT**

**LENGTH DRAWS** 

**TABLES TV MATCHES** 

**TOTAL MATCHES FOR THE EVENT** 

13 Days (Qualifying 3 / Main Draw 8 / PR & Marketing 1) 64-player Men's & Women's Singles, 24-team M & W Doubles,

4 to 1

126 Singles (63 M / 63 W)

24-team Mixed Doubles

46 Doubles (23 M / 23 W)

23 Mixed Doubles

Additional Matches - 62 Qualifying Singles (31 M / 31 W)

249 matches



## PROJECTED MEDIA VALUE USD\$700 MILLION

1,600 HRS OF TV COVERAGE



~70% **BETWEEN** 18 - 39 YEARS OLD



**TOP BROADCAST TERRITORIES** 



SINGAPORE, CZECH REPUBLIC. GERMANY, CHINA, CHINESE TAIPEI, HONG KONG, JAPAN, VIETNAM, UNITED STATES, FRANCE, AUSTRALIA, KOREA, BRAZIL, RUSSIA **DIGITAL MEDIA PLATFORMS** 







**SOCIAL IMPRESSIONS 500 MILLION** 







## PROJECTED ECONOMIC IMPACT USD\$14.5 MILLION

50,000 **TICKETS** 



20,000

70% OUT OF HOST ECONOMY

20,000



1,375 PLAYERS, OFFICIALS, STAFF, ENTOURAGE & MEDIA



8,000 **ROOM NIGHTS** 



\* Est. based on past event numbers, assuming 90% of event staff + volunteers are local and don't require accommodation. THE OPPORTUNITY **FACTSHEET - WTT CUP FINALS** 

1 MEN'S ONLY FINAL / 1 WOMEN'S ONLY FINAL

# FORMAT

**LENGTH DRAWS TABLES TV MATCHES TOTAL MATCHES FOR THE EVENT** 

5 Days

16-player Singles event / 8-team Doubles - Men's OR Women's

15 Singles matches + 7 Doubles matches

22 matches



## PROJECTED MEDIA VALUE USD\$250 MILLION

**400 HRS OF TV COVERAGE** 



~70% • BETWEEN 18 - 39 YEARS OLD



**TOP BROADCAST TERRITORIES** 



CHINA, MACAU S.A.R., JAPAN, SINGAPORE, MALAYSIA & BRUNEI, CHINESE TAIPEI, HONG KONG CHINA, REPUBLIC OF KOREA, AUSTRALIA, NEW ZEALAND, BRAZIL, GERMANY, **AUSTRIA AND SWITZERLAND** 

**DIGITAL MEDIA PLATFORMS** 







**SOCIAL IMPRESSIONS** 200 MILLION







TOTAL REACH VIDEO VIEWS

## PROJECTED ECONOMIC IMPACT USD\$8.7 MILLION

30,000 TICKÉTS



12,000 **UNIQUE FANS** 

70% OUT OF HOST ECONOMY

15,000 **ROOM NIGHTS** 



525 PLAYERS, OFFICIALS, STAFF, ENTOURAGE & MEDIA



2,500 ROOM NIGHTS



\* Est. based on past event numbers, assuming 90% of event staff + volunteers are local and don't require accommodation. THE OPPORTUNITY FACTSHEET - WTT CHAMPIONS

# WTT CHAMPIONS

UP TO 8
GLOBAL EVENTS

# EVENT FORMAT

LENGTH
DRAWS
TABLES
TV MATCHES

6 - 8 Days

32-player Men's &/or Women's Singles

1

31 Singles Matches Per Gender



# PROJECTED MEDIA VALUE USD\$100 MILLION

**460 HRS**OF TV COVERAGE



**~70%**BETWEEN
18 - 39 YEARS OLD



TOP BROADCAST TERRITORIES



CHINA, MACAU S.A.R., JAPAN, BRUNEI, CAMBODIA, EAST TIMOR, HONG KONG, INDONESIA, LAOS, MALAYSIA, MONGOLIA, MYANMAR, PHILIPPINES, THAILAND, SINGAPORE, VIETNAM, REPUBLIC OF KOREA, CHINESE TAIPEI, BRAZIL, GERMANY, AUSTRIA, SWITZERLAND DIGITAL MEDIA PLATFORMS







SOCIAL IMPRESSIONS
150 MILLION







20M 12M
TOTAL REACH VIDEO VIEWS

# PROJECTED ECONOMIC IMPACT

**USD\$5 MILLION** 

**15,000** TICKETS



6,000 UNIQUE FANS

70% OUT OF HOST ECONOMY

**12,000**ROOM NIGHTS



**800** PLAYERS, OFFICIALS, STAFF, ENTOURAGE & MEDIA



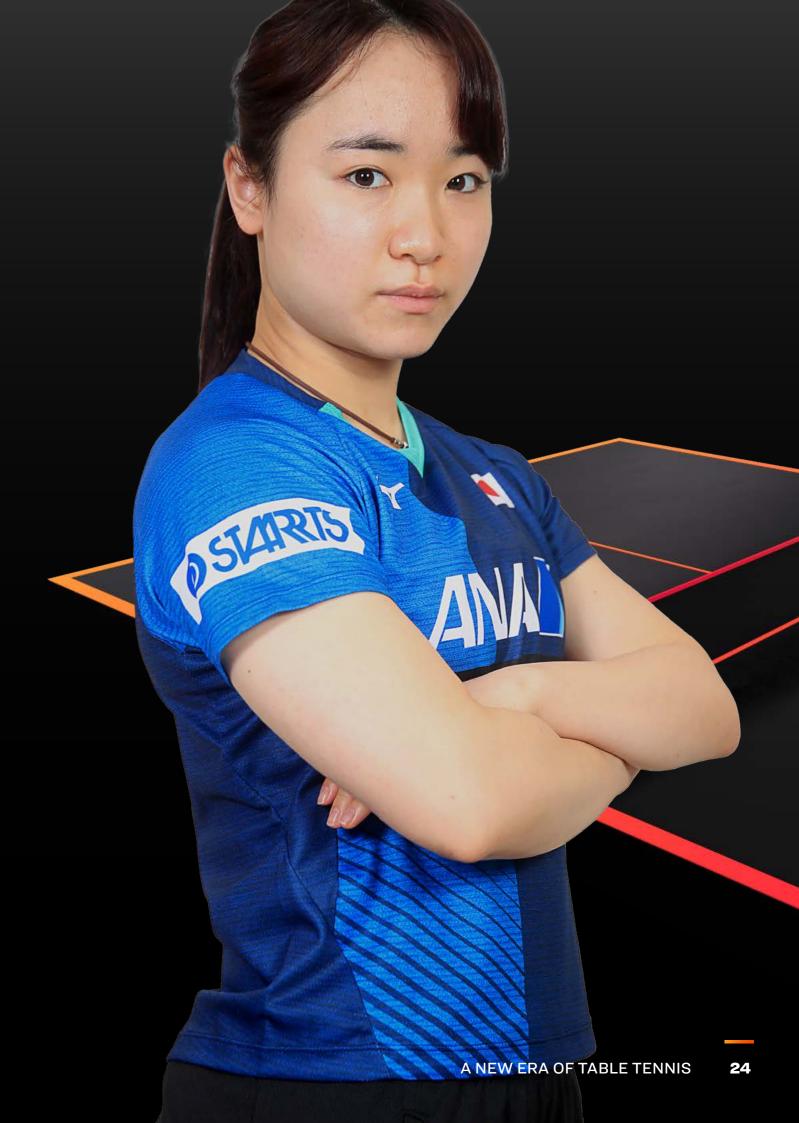
3,250 ROOM NIGHTS



\* Est. based on past event numbers, assuming 90% of event staff + volunteers are local and don't require accommodation.

# HOST BENEFITS

**SECTION III** 



# A POWERFUL ECONOMIC IMPACT

\$	PROJECTED ECONOMIC IMPACT	GRAND SMASHES USD\$14.5M	CUP FINALS USD\$8.7M	CHAMPIONS USD\$5M	
EIL	TICKET SALES	50,000	30,000	15,000	
**	TOTAL UNIQUE SPECTATORS	20,000	12,000	6,000	* 70% FROM OUTSIDE THE HOST ECONOMY
	COMMERCIAL BED NIGHTS	20,000	15,000	12,000	
€9	DAY VISITS GENERATED	60,000	40,000	20,000	
9	AVERAGE DAILY SPEND	USD\$215	USD\$215	USD\$215	
	ACCREDITED GUESTS	1,375	525	800	* PLAYERS, OFFICIALS, STAFF, ENTOURAGE AND MEDIA

# AGLOBAL DESTINATION SHOWCASE

HOSTING A WTT EVENT PUTS YOUR CITY IN THE SPOTLIGHT

27

LIVE TV BROADCAST

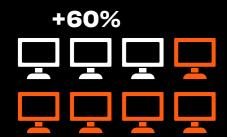
### **189 COUNTRIES**



**TV VIEWERS** 

### **1.068 BILLION**

ACCUMULATIVE AUDIENCE
OVER 250M FROM MAJOR EVENTS [ 2019 ]



**MOST WATCHED MATCH** 

### 41 MILLION VIEWERS





**SOCIAL MEDIA FANS** 

4.3 M WTT + 3.2 M ITTE



**SOCIAL MEDIA IMPRESSIONS** 

3.2 BILLION

OVER 300M FOR MAJOR EVENTS [ IN 2019 ]







TOTAL VIDEO VIEWS
400 MILLION





HOST BENEFITS GATEWAY TO NEW MARKETS

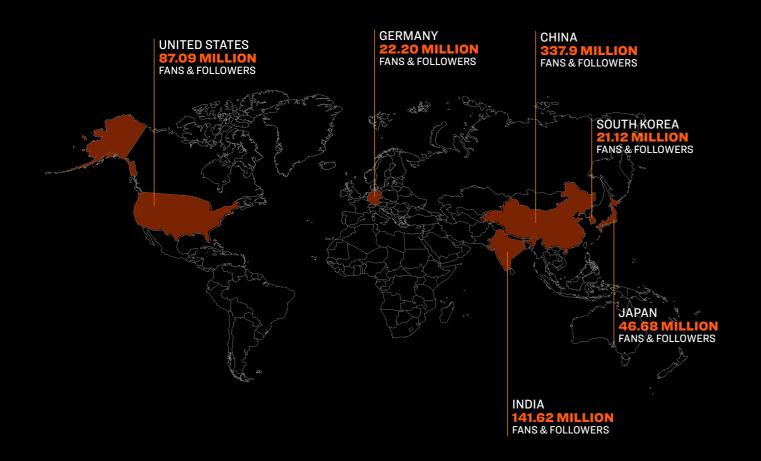
# GATEWAY TO NEW MARKETS

TABLE TENNIS EVENTS ARE A POWERFUL TOOL TO CONNECT YOU TO YOUR TARGET MARKETS

With a proud history and tradition born in Europe and strong roots in Asia including key global markets such as China and Japan, WTT provides a window front to showcase your city and country to the world.

Table tennis fans are young, socially engaged and digitally connected. Hosting a WTT event opens up this affluent demographic, putting you on the map as a must-visit destination for table tennis fans.

### **GLOBAL TV AUDIENCE EXPOSURE**



### A YOUNG, DIGITALLY CONNECTED AUDIENCE

# GLOBAL FANDOM OF 563+ MILLION FANS



<15	16 - 19 YEARS	30 - 49 YEARS	> 49
	33%	42%	

### **YOUNG & MIDDLE INCOME**

HIGHLY EDUCATED & WELL-INFORMED

# 4<sup>TH</sup> MOST SOCIAL f ♂ ♥ ♥ ® ♥ INTERNATIONAL SPORTS FEDERATION 2019

7.5 MILLION SOCIAL MEDIA FOLLOWERS (WTT & ITTF)

**3.2 BILLION SOCIAL MEDIA IMPRESSIONS** 

**100 MILLION** SOCIAL MEDIA PAGE ENGAGEMENTS

**1.1 BILLION VIDEO VIEWS** 

**OPENING UP BUSINESS, INVESTMENT AND NETWORKING OPPORTUNITIES** 

HOST BENEFITS CREATING A LEGACY

# MORE THAN AN EVENT: A LEGACY

### OUR VISION IS TO MAKE OUR SPORT POPULAR, UNIVERSAL AND INCLUSIVE.

Staging a WTT event is about more than the length of the competition. It's about your community; inspiring new players, exciting new fans and giving your local population a chance to take part in a popular and inclusive support.

### **COMMUNITY AND CITY-WIDE ACTIVATION**

When a WTT event comes to town, it's not just the action in the arena that people want to know about. Our TTX festivals bring table tennis to the city centre, enticing new participants into the sport – bigger bats and softer balls mean anyone can join in the competition. And with DJ's lining the street, this isn't just a table tennis event – it's a party for your city too.





### **INCLUSIVITY AND OPPORTUNITY**

As the ultimate inclusive sport, table tennis does not require infrastructure or equipment – it truly is accessible to all.

WTT can work with you to run a Schools Cup - an amateur grassroot competition helping children get involved and excited by table tennis. Our top players are also committed to inspiring the next generation and, through our WTT hero programme, run school clinics and take part in a number of CSR activities.

Staging a WTT event entitles the host nation to entry places – giving countries and governing bodies access to elite competitions whilst also ensuring that home-grown talent can participate in these highly competitive events.



# CREATE A TABLE TENNIS HUB AND **LEGACY.**

As the ultimate inclusive sport, table tennis does not require infrastructure or equipment – it truly is accessible to all.

Through our portfolio of events, there is an opportunity to establish a calendar of table tennis in your city. Together, we can work with organisational entities to create a new hub of table tennis:

- + WTT FEEDER SERIES
- + WTT YOUTH SERIES
- + ITTF REGIONAL EVENTS
- NATIONAL AND STATE EVENTS

# HOSTING MODEL

**SECTION IV** 



# HOSTING MODEL

WTT takes a flexible and collaborative approach to each hosting partner. WTT, supported by The Sports Consultancy, will work with you throughout this host selection process to identify the local stakeholders you will need to bring on board and to help you secure their commitment to your bid.

The make-up of these groups will vary according to each city's specific context, but we anticipate that successful propositions will actively involve the following:

- + CITY AND / OR STATE GOVERNMENTS
- + LOCAL TABLE TENNIS FEDERATION
- + VENUE OWNERS / OPERATORS
- + TOURISM BOARDS / DESTINATION MARKETING AGENCIES
- + EVENT PROMOTERS

The level of guaranteed commitment from host stakeholders will be a key focus of the evaluation process and a central factor in the selection of each host.

In return, hosts can expect the full commitment of the WTT to maximise the benefits of host status.



HOSTING MODEL OVERVIEW

HOSTING MODEL

WTT desires to work collaboratively with its host partners for the delivery of all WTT events and prefers a model whereby the host and WTT work closely within a shared financial and operating framework.

WTT will take responsibility for core event responsibilities including commercial rights, broadcast rights and production, prize money and centralised marketing and administrative functions.

The LOC will take on primary operational and financial responsibility for the event operations guided by WTT in accordance with the WTT Handbook, Event Manual and Operational Standards.



# **OVERVIEW OF REVENUE RIGHTS**& RESPONSIBILITIES

TOPIC	LOC	WTT
SPONSORSHIP	WTT at its sole discretion may sub-licence commercial packages to the LOC, with WTT remaining full control.	Right to retain all sponsorship rights.
BROADCAST RIGHTS	N/A	Right to keep and sell international and domestic broadcast rights.
GOVERNMENT FUNDING	Obtain and retain any host city funding directly procured.	Assist LOC to obtain government funding through, for example, providing material to demonstrate value an event brings to a city.
TICKET SALES	Retain all ticket revenue minus any associated WTT ticketing system implementation costs.	Make available the WTT ticketing system (when available) to be used as the platforms for ticket sales.  Retain all ticket sales revenue including general admission and corporate hospitality.
MERCHANDISE	WTT may at its sole discretion sub-licence merchandise production and sales.	Right on all sales and promotion of WTT merchandise, including event specific merchandise.

HOSTING MODEL COSTS, RIGHTS & RESPONSIBILITES

# **OVERALL COSTS, RIGHTS & RESPONSIBILITIES**

ТОРІС	LOC	WTT	
BROADCAST PRODUCTION	The LOC will provide support to WTT for the broadcast production.	Broadcast production is responsibility of WTT.	
PRIZE MONEY	Able to support additional prize money above the WTT mininum prize money level.	WTT will pay and manage all prize money at events.	
HOSTING FEE	Responsible for paying the annual hosting fee right to WTT.	WTT to prepare the event hosting contract.	
VENUE AGREEMENT	Responsible for obtaining and hiring the venue, including associated costs.	Support LOC with suitable venue advice and review of agreements.	
GOVERNMENT FUNDING	Obtain and retain all host city funding.	Assist LOC to obtain government funding through, for example, providing material to demonstrate value an event brings to a city.	
VENUE SET UP	LOC must set up the venue in accordance with details outlined by WTT.	Provision of venue guidelines and monitor compliance.	
COMPETITION OPERATIONS	Responsible for competition operations.	Set competition operations guidelines.	
	Responsible for promoting the event, including organisation of any ancillary promotional events.	Responsible for promoting the event at a global level.	
MARKETING	Responsible for all entertainment activities around the sport event i.e. concerts, performances etc.	Provide marketing guidance and support to the LOC.	
SPORTS PRESENTATION	Ensure the event meets the sports presentation requirements and guidelines and source local talent i.e. DJs, Emcees etc.	Will provide key elements of the sports presentation show to ensure continuity between events	
EQUIPMENT SUPPLY	The LOC is responsible for ensuring the correct instalment and calculation of equipment needs.	Depending on the tier, WTT sponsors will provide the sport specific equipment, unless otherwise specified for the tier or agreed between the LOC and WTT.	
PLAYER SUPPORT	Player liaison during the event and responsible for providing on-site support and services to players.	Responsible for players' entries.  Main point of contact.	
TRANSPORT	Organise transport for VIPs, WTT Staff and partners and for players.	Set transport requirements.	

ТОРІС	LOC	WTT	
Responsible for organising and covering the costs of all players and other personnel entitled to complimentary hotel and catering.		Set accommodation provision requirements.	
MATCH OFFICIALS	Provide on-site support to match officials, including full hospitality, set-up and operation of the match officials lounge.	Responsible for appointing officials.	
EVENT SAFETY	Responsible for event safety and security.	Oversight of event safety and security.	
EVENT INSURANCE	Responsible for ensuring limited liability insurance coverage for the event, that meets local regulations.	Responsible for purchasing financial security and event cancellation insurance, with coverage level determined for each event separately based upon budget submitted as part of bidding phase.	
RESULTS MANAGEMENT SYSTEM	Provide the specific hardware for the local network setup.	Provide the software and hardware for the Entries and Results Management System.	
MARKS	WTT will licence all the event-related marks to the host for implementation use and the host must adhere to all the branding guidelines of the event.	WTT to control and manage all marks and branding.	

Further details on event specific requirements will be supplied as conversations progress.

# HOST SELECTION PROCESS



**SECTION V** 

# SELECTION PROCESS

WTT is looking for partnerships with countries, cities, member associations and/or venues to share their dream of having annual, world-class events with the top athletes from around the world all competing, living and loving table tennis from 2023 onwards.

**HOST SELECTION** 

Due to the ongoing pandemic, we are working towards the condensed timeline as shown on the right.

The selection process has been designed to enable all applicants to make the best possible case for hosting and to ensure the opportunity is open, equal and fair to all.

To express interest in hosting a WTT, or for more information, please contact:

Stephen Duckitt - sduckitt@worldtabletennis.com

JULY	AUGUST	SEPTEMBER	OCTOBER
CANDIDATE PHA	ASE		
Submission & Assessment of	f Applications		
		EVALUATION	
	151	TH AUGUST	
		adline to submit estionnaire response	ANNOUNCEMENT
			30 SEPTEMBER 2022 Release of 2023
			WTT Series Calendar

# **EVALUATION CRITERIA**

WTT is committed to ensuring the evaluation of all bids is transparent to all parties involved.

Every bid will be assessed and evaluated on its individual merits. The WTT Board has the exclusive right and authority to decide on the Host of each of its events.

In assessing bids, a number of assessment and evaluation criteria are taken into account by WTT. Factors on which selection will be made will include, but are not limited to:

#### UNIQUE CONCEPT

WTT events represent a new era for Table Tennis. The WTT is therefore looking for hosts that want to stage exciting, fan-led events in unique and innovative venues.

#### STAKEHOLDER SUPPORT

The host must integrate empowered local delivery partners – to include city/state public authorities, local table tennis association, the venue owner/promoter, and other local strategic partners.

### + FINANCIAL AND COMMERCIAL

WTT needs a guaranteed financial and commercial offer that enables appropriate investment into the event.

#### + VENUES AND INFRASTRUCTURE

Hosts must be able to deliver a successful event using existing venues, accommodation and transport networks that meet or exceed WTT's minimum requirements

# **DISCLAIMER** Please note that all information set forth in this document is valid at the time of publication and are for reference only. Users acknowledge and accept that, while the document represents the current position of WTT on such matters, information may evolve as a result of policy, operational, regulatory, technological and other changes. WTT therefore reserves the right to amend or supplement the document from time to time, as WTT may consider to be in the best interests of the events, and users agree to implement any such changes made and notified by WTT in this regard. **CONTACT US AT EVENTS@WORLDTABLETENNIS.COM** FOR MORE INFORMATION.