

PARTNERSHIP for EXCELLENCE





WORLD TAEKWONDO FEDERATION

5th Fl., Kolon Buld., 15 Hyoja-ro, Jongno-gu,
Seoul, Korea (03044)

Tel. (+82) 2 566 2505

Fax. (+82) 2 553 4728

sport@wtf.org

presidentoffice@wtf.org

www.worldtaekwondofederation.net

Contents

#	President's Message	1
I	PARTNERSHIP	2
	1. What is Taekwondo?	3
	2. Who are we?	6
	3. Why Bid for the WTF Events?	8
	4. Share the Value	11
	5. The WTF Brand	13
	6. The WTF Proudly Presents	16
	7. WTF Events Partners	17
	8. WTF Events Overview	19
	9. WTF Events Bidding Process	20
II	PRODUCTS	22
	1. WTF World Taekwondo Championships	23
	2. WTF World Grand Prix series	25
	3. WTF World Cup Team Championships	27
	4. WTF World Junior Taekwondo Championships	29
	5. WTF World Taekwondo Poomsae Championships	31
	6. WTF World Cadet Taekwondo Championships	33
	7. WTF World Para-Taekwondo Championships	35
III	ORGANIZATION	37
	# Overview	38
	1. Events and Meetings	39
	2. Venues and Field of Play	42
	3. Events Services	44
	4. Marketing and Engagement	46

President's Message



We have watched the successful staging of WTF Events for the last few years. Now the World Taekwondo Federation (WTF) is initiating a unique host city selection process, developing a systematic bidding procedure while opening the application to all Member National Associations (MNAs), cities and countries interested in bidding. This will allow us to start a conversation with these partners about how WTF events could fit into their long-term development agendas.

This new approach was developed with reference to the IOC's Olympic Agenda 2020, especially the invitation phase the IOC offers to its bid cities. Taking the initiative, the WTF has actively attempted to consider ways to build a more effective bidding process, which in turn would benefit the cities interested in hosting the events.

On this note, the WTF have come up with a process of individual workshops with the WTF Bid-Preparation committee and bidders, for the applicant cities' better understanding of the bidding process and preparation for application.

This document, entitled "Partnership for Excellence" offers a ground-level explanation of these initiatives and an overview of the requirements for hosting WTF events. It is primarily designed to assist MNAs, cities and their governments to understand the unique economic, promotional, and social opportunities presented by WTF events; the events' potential; the fundamentals of staging; and the bid process to follow.

Through "Partnership for Excellence" and meetings with potential bid cities and MNAs, the WTF hopes to develop a common understanding of the opportunity that hosting WTF events can provide to each prospective bidder - aligning candidacies with local long-term agendas and the requirements of the events.

I sincerely believe that "Partnership for Excellence" is the first step in building a constructive partnership between potential bid cities and the WTF. Naturally, this document will not remain static but will be updated with more detailed information later in the bid process. I hereby invite you to review this document and contact the WTF, so that we can work together to produce great events for the WTF and great legacies for your communities.

Chungwon Choue
President, World Taekwondo Federation

I PARTNERSHIP



1 What is Taekwondo?

Taekwondo is a global sport grounded in Korean martial arts. It teaches more than physical fighting skills; taekwondo aims not only to generate power and skill for self-defense, but also to perfect practitioners' character so that taekwondo athletes devote themselves to just behavior, respect, responsibility and the promotion of universal equality.



It is a discipline that shows ways of enhancing our spirit and life through training our body and mind – a discipline of sport, but also a discipline for life. Through practicing taekwondo, the practitioner's mind is required to be peaceful and synchronized in accordance with the movements. This harmony is ideally extended to beyond the competition courts to the practitioner's life and society.



In 1980, taekwondo was recognized by the IOC, and became a demonstration sport at the 1988 Seoul and 1992 Barcelona Olympic Games. Via the Games, it was widely introduced to a global audience.

In 1994, at the 103th IOC Assembly in Paris, taekwondo became an official Olympic sport, and has been participating since the 2000 Sydney Olympic Games.

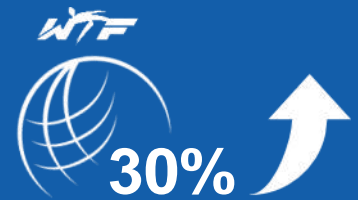
Taekwondo is now an international martial art practiced in 206 countries, embracing more than 80 million practitioners. As it requires minimal gear, it is ideal for developing nations.

Taekwondo is an economical and easy-to-practice sport that can be practiced with bare hands and feet even in a very confined area irrespective of age, gender or race. It does not require special equipment or clothing for practice. Taekwondo competition can be held in any indoor gymnasium.

Taekwondo has two mainstreams of practice; one is kyorugi, which means sparring between two persons; the other is poomsae, a series of solo combative movements which are used for grading the practitioner's level of taekwondo. As of now, only kyorugi is staged at the Olympic Games. However, there are many international Poomsae Championships taking place globally, including the WTF World Taekwondo Poomsae Championships. People of a wide range of ages can participate in poomsae competitions in individual, pair and team formats.

A POPULAR OLYMPIC SPORT

The number of WTF member national associations has increased by 30% since taekwondo entered the Olympics. Reflecting the values of universality, and empowered by its minimalist equipment requirements, taekwondo is the second most popular sport in Africa.



GLOBAL PARTICIPATION

Total of 19,857 global athlete license and 4,669 global official license reported as of 2015



19,857

Global Athlete License



Kyorugi team competition (a five-member tag team match) made its debut in 2009 under the name of the WTF World Cup Team Championships.

In the decades since the foundation of the World Taekwondo Federation in 1973, taekwondo has fast grown as one of the most widely practiced sports, becoming an official program event in almost all multi-sport and continental games, as well as at events for specific groups of people such as the as FISU Universiade and CISM World Military Games.

Taekwondo has continuously broadened its horizons and embraced persons with disabilities. This has been done in close cooperation with International Sport Organizations for People with a Disability (IOSDs). As a result of these efforts, para-taekwondo is on the official program of Tokyo 2020 Paralympic Games.

Taekwondo is a martial art-turned combat sport. It can be practiced by anyone, anywhere, at any time. And true to its Korean roots, it is both as sport and a means of self-defense.

2 Who are we?

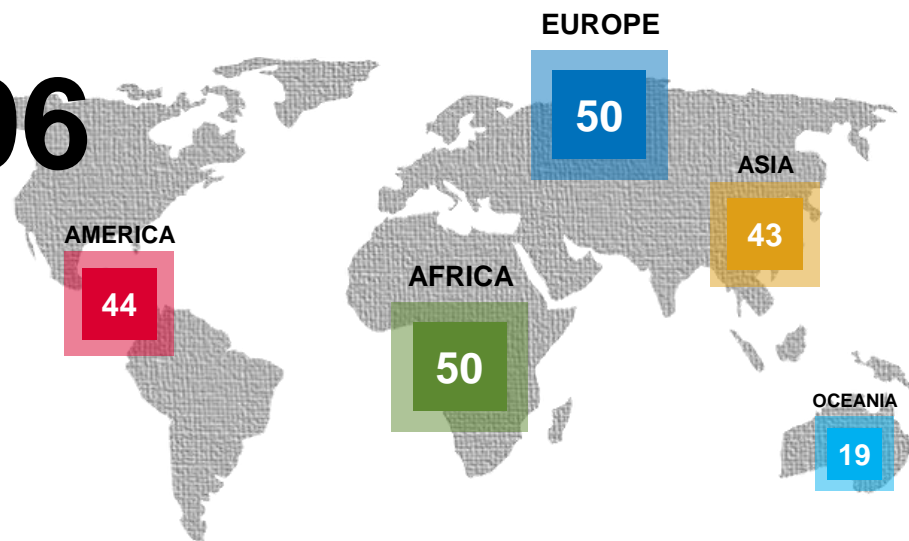
Established in 1973, the World Taekwondo Federation (WTF) is the world's international governing body for the sport of taekwondo. Recognized by the IOC, the WTF has **206** member nations in five continents, positioning it within the **top eight among Olympic sports** in terms of the number of member national federations. The WTF is responsible for encouraging and supporting the organization, development, and coordination of taekwondo. This WTF oversees the quality control and consistency of taekwondo events.



Global Membership

Expands to

206



AMERICA (44)

1. Antigua & Barbuda 2. Argentina 3. Aruba 4. Bahamas 5. Barbados 6. Belize 7. Bermuda 8. Bolivia 9. Brazil 10. British Virgin Islands 11. Canada 12. Cayman Islands 13. Chile 14. Colombia 15. Costa Rica 16. Dominican Republic 17. Cuba 18. Dominica 19. Ecuador 20. El Salvador 21. Grenada 22. Guadeloupe 23. Guatemala 24. Guyana 25. Haiti 26. Honduras 27. Jamaica 28. Martinique 29. Mexico 30. Netherlands Antilles 31. Nicaragua 32. Panama 33. Paraguay 34. Peru 35. Puerto Rico 36. St. Lucia 37. St. Kitts & Nevis 38. Surinam 39. St. Vincent & the Grenadines 40. Trinidad and Tobago 41. Uruguay 42. U.S.A. 43. Virgin Islands 44. Venezuela

AFRICA (50)

1. Algeria 2. Angola 3. Benin 4. Botswana 5. Burkina Faso 6. Burundi 7. Cameroon 8. Cape Verde 9. Central African Republic 10. Comoros 11. Cote d'Ivoire 12. Congo 13. D.R. of the Congo 14. Egypt 15. Equatorial Guinea 16. Ethiopia 17. Gabon 18. Gambia 19. Ghana 20. Guinea 21. Kenya 22. Lesotho 23. Liberia 24. Libya 25. Madagascar 26. Malawi 27. Mali 28. Mauritania 29. Mauritius 30. Morocco 31. Mozambique 32. Niger 33. Nigeria 34. Ruanda 35. Sao Tome & Principe 36. Senegal 37. Seychelles 38. Sierra Leone 39. Somalia 40. South Africa 41. Sudan 42. South Sudan 43. Swaziland 44. Chad 45. Tanzania 46. Togo 47. Tunisia 48. Uganda 49. Zimbabwe 50. Zambia

EUROPE (50)

1. Albania 2. Andorra 3. Armenia 4. Austria 5. Azerbaijan 6. Belarus 7. Belgium 8. Bosnia & Herzegovina 9. Bulgaria 10. Croatia 11. Cyprus 12. Czech Republic 13. Denmark 14. Estonia 15. Finland 16. France 17. Georgia 18. Germany 19. Great Britain 20. Greece 21. Hungary 22. Iceland 23. Ireland 24. Isle of Man 25. Israel 26. Italy 27. Kosovo 28. Latvia 29. Lithuania 30. Luxembourg 31. Macedonia 32. Malta 33. Moldova 34. Monaco 35. Montenegro 36. The Netherlands 37. Norway 38. Poland 39. Portugal 40. Romania 41. Russia 42. San Marino 43. Serbia 44. Slovak Republic 45. Slovenia 46. Spain 47. Sweden 48. Switzerland 49. Turkey 50. Ukraine

ASIA (43)

1. Afghanistan 2. Bahrain 3. Bangladesh 4. Bhutan 5. Brunei 6. Cambodia 7. China 8. Chinese Taipei 9. Hong Kong 10. India 11. Indonesia 12. Iran 13. Iraq 14. Japan 15. Jordan 16. Kazakhstan 17. Korea 18. Kuwait 19. Kyrgyzstan 20. Laos 21. Lebanon 22. Macao 23. Malaysia 24. Mongolia 25. Myanmar 26. Nepal 27. Oman 28. Pakistan 29. Palestine 30. Philippines 31. Qatar 32. Saudi Arabia 33. Singapore 34. Sri Lanka 35. Syria 36. Tajikistan 37. Thailand 38. Timor-Leste 39. Turkmenistan 40. United Arab Emirates 41. Uzbekistan 42. Vietnam 43. Yemen

OCEANIA (19)

1. American Samoa 2. Australia 3. Cook Islands 4. Fiji 5. French Polynesia 6. Guam 7. Kiribati 8. Marshall Islands 9. Micronesia 10. Tuvalu 11. New Caledonia 12. New Zealand 13. Palau 14. Papua New Guinea 15. Samoa 16. Solomon Islands 17. Tonga 18. Tuvalu 19. Vanuatu

The WTF is responsible for taekwondo's global promotion and development. As other IFs do, the WTF monitors the everyday administration of taekwondo and guarantees the regular organization of competitions as well as respect for the rules of fair play. The WTF is also responsible for supervising the development of taekwondo athletes at every level. The WTF also has a prominent role in the planning and delivery of taekwondo competitions during the Olympic Games.

The WTF currently has two (2) headquarters: one in Seoul, Korea, and one in Lausanne, Switzerland. There are five (5) regional training centers in place; Beijing, Shenzhen, Tashkent, Tehran and Baku.

The WTF also promotes sport development by dispatching World Taekwondo Peace Corps members to developing countries, organizing World Youth Taekwondo Training Camps and holding the WTF-Kyunghee University Partnership Training Program.

DEVELOPMENT PROGRAMS

To date, 1,010 young athletes from 63 nations have taken part in the World Youth Taekwondo Camp. The World Taekwondo Peace Corps has been dispatched to over 374 countries around the world since 2008, and over 350 participants from almost 100 countries have taken part in the KHU-WTF Partnership Training Programme since 2005.



3 Why Bid for the WTF Events?

WTF events represent a new and fresh style of combat sport competition, bringing together the best taekwondo athletes from around the globe. WTF events act as official stages to prove an athlete's level, among the huge global participation population of taekwondo.

It is a popular Olympic sport which attracts a significant number of spectators, and for the 2012 London Olympics, **24,000** average spectators have watched Taekwondo per day. The total number of spectators over the four game days reached **96,000**. This does not end with the Olympics - for the 2013 Puebla WTF World Taekwondo Championships, 6,500 spectators were attracted to watch the event every single competition day.



GREAT POPULARITY ON THE OLYMPIC GAMES

Total number of viewer hours during the London 2012 Olympic Games: **88 million**
 Total maximum television audience during the London 2012 Olympic Games: **53 million**
 The average minute of coverage was watched by: **15.5 million** viewers globally
 Total number of articles published from 20 July to 19 August 2012: **692**

88 Million



53 Million



15.5 Million



692

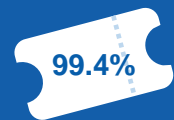


Tickets available and sold during the last two Olympic Games

	2008	2012
TICKETS AVAILABLE	40,476	72,023
TICKETS SOLD	40,185	71,602
PERCENTAGE OF TICKETS SOLD	99.2%	99.4%



2008



2012

WTF events offers host cities the chance to write a chapter in the history of taekwondo events, contributing to and sharing the unique value and spirit of the sport.

GLOBAL ATTENTION RECEIVED

Total of **80,000** visitors visited the WTF website during the 7 days of the 2013 Puebla Championships.

And yet WTF events are about far more than showcasing a city and creating great memories. Through participation in WTF events, lasting benefits can be provided for a WTF host city and region.

Financial benefits from licensing and merchandising, television, sponsorship, hospitality and ticketing will be several additions to the long list of benefits. In fact, the Local Organizing Committee of the 2017 WTF World Taekwondo Championships forecasts an economic impact of US\$20 million - quadruple the organizing costs.

Hosting WTF events can boost the host city's athletic performance level. Alongside the raised national pride within the community, staging WTF events dramatically improves the host country's performance in taekwondo, which ultimately results in higher ranking in the international events. The effect of home advantage is frequently observed in other sporting events as well.



Boost in Future Performance

“The host nation has won 54% more medals on average than it has won in Games it did not host.”

- Goldman Sachs Global Economics, Commodities and Strategy Research(2012) -

By teaching discipline and inspiring the younger generation to pursue an active lifestyle and respect fair play, the sport of taekwondo has the power to ignite positive change in any society.



4 Share the Value

Hosting WTF events provides a strong stimulator for cities and regions to invest in their future and create a legacy of true value and importance. Every host city's legacy vision is unique, and should be coordinated with its long-term development agendas. The WTF's mission in delivering a successful WTF event is aligning WTF values with the values of the host city. WTF events present hosts with a unique experience—the opportunity to welcome the world's best athletes in a celebration of sport, and the opportunity to showcase their city.

While the WTF primarily seeks the activation and promotion of taekwondo and WTF events locally and globally, the WTF also prioritizes commercial benefits and the attraction of future potential host cities. These values should be aligned with the potential host cities' expected gains through hosting a WTF event, for successful event operation and for the production of long-term legacies



The two parties' values can be aligned through fulfilling the following key success factors:

- **Having a clear vision in bidding for and hosting a WTF event**
- **Active engagement**
- **Delivery of a great experience**
- **Operational excellence**
- **Attaining a balanced budget**
- **Leaving a sustainable legacy**

Above all, athletes must be at the heart of planning, preparation and delivery. Successful experiences for athletes goes a long way toward determining the success of WTF events. The following considerations must be taken into account:

- Top-quality venue and field of play, with convenient, appropriate and attractive training facilities
- Quality food service and timely and comfortable transport systems
- Lifetime experiences reflecting the unique cultural and international flavor of WTF events



5 The WTF Brand

WTF event hosts carry the philosophy of Taekwondo and initiatives of the WTF within. Taekwondo embodies a unique brand value: It is a combat sport that – paradoxically - aims to promote friendship across all national, religious and cultural barriers. It is economical and easy to deploy, making it one of the most democratic and universal sports on earth.

Taekwondo can be practiced by anybody, regardless of age, gender, race, religion or culture..

The host cities of WTF events can create positive impressions of their city, as taekwondo delivers a positive brand image to be associated with. The WTF's social responsibility initiatives and humanitarian efforts further strengthen the effect of the association to the WTF event.

Moreover, taekwondo possesses commercial attractiveness due to its unique qualities and values, and due to its nature as the most spectacular combat sport. The constant evolution of the sport has made taekwondo ever-more exiting, while advanced technology has makes the sport easy to understand for new fans. Athletes are encouraged to use advanced techniques and to concentrate on speed, skill, and dynamism. In this respect, taekwondo attracts sponsors interested in combat sports or seeking new, blue ocean sports markets. Furthermore, taekwondo's humanitarian initiatives attract sponsors who value similarly aligned CSR initiatives.



DIVERSITY IN EXCELLENCE

The 32 medals on offer at the London 2012 Olympic Games were won by athletes from 21 different nations. Since 2000, athletes from 33 countries have stood on the taekwondo podium.

ACTIVE SPONSORSHIP DEAL

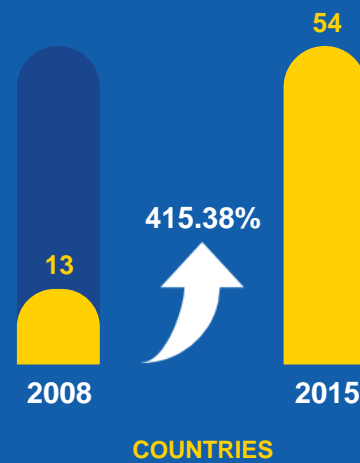
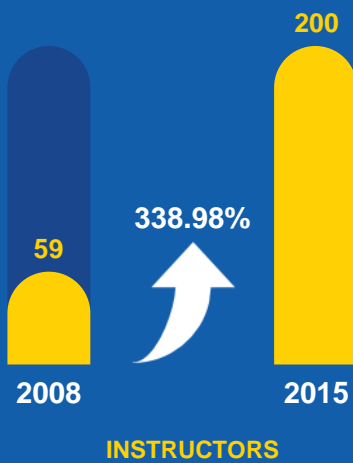
In April 2015, the WTF signed a partnership deal with construction firm Booyoung, worth US\$10m over six years

Among the WTF events, Para-taekwondo events provide an invaluable opportunity to challenge perceptions about disability, within the WTF's commitment to social equality. Programmed within the Taekwondo philosophy, the WTF events - especially the Para-Taekwondo events can provide hopes and inspiration to the host city and the region.

The introduction of Taekwondo Peace Corps (TPC) and Taekwondo Humanitarian Foundation (THF) may bring a positive social impact and inspiration to the host community, becoming powerful tools which can assist shifting attitudes and deliver lasting social change.

Data on the activities of the World Taekwondo Peace Corps (2008-2015)

Size of dispatch: total **1,700 instructors to 374 countries** (108 countries in case repeated countries are calculated as one)



The Taekwondo Humanitarian Foundation

**OUR WORLD.
OUR RESPONSIBILITY.
YOUR OPPORTUNITY.**

Refugee Children and Taekwondo: Your Chance to Help



WORLD TAEKWONDO FEDERATION

Last but not least, the WTF promotes gender equality. Having an equal number of male and female athletes and referees participating in Olympic taekwondo is but one examples. By allowing the wearing of the hijab in competition, the WTF has seen a surge in Muslim women engaging in taekwondo, empowering them to be active sportspersons in their societies.



6 The WTF Proudly Presents

Hosting WTF events provides an effective catalyst for cities and countries to invest in their future, with tangible and significant benefits.

The benefits include upgrading the host city's economy, sport environment and society, while leaving a sustainable legacy in each field. The legacies may refer to physical improvements such as socio-economic benefits in terms of increased resources for sports development, health and accessibility, tourism, and business development. As the WTF does not need a specialized venue for its competitions, host cities have no need to build a completely new venue.

Host cities, by organizing reasonably budgeted WTF events, gain valuable credibility and experience that can be used by the host cities when they bid for bigger, mega-sports events. City personal gain important, world-class organizational experience.

WTF events are considered highly attractive to TV audiences. The WTF generated a revenue of **US\$211,005.4 from sales of TV rights** in the year of 2015.

The intangible intellectual benefits of organizing a WTF event include new methods, standards, knowledge and experience, as well as community cohesion, increased civic or national identity and a sense of pride and well-being. The encouragement of healthy lifestyles will be spread across the region, though the practice of a sport that is practiced by any population, regardless of gender, age, religion, race, or sexual orientation.

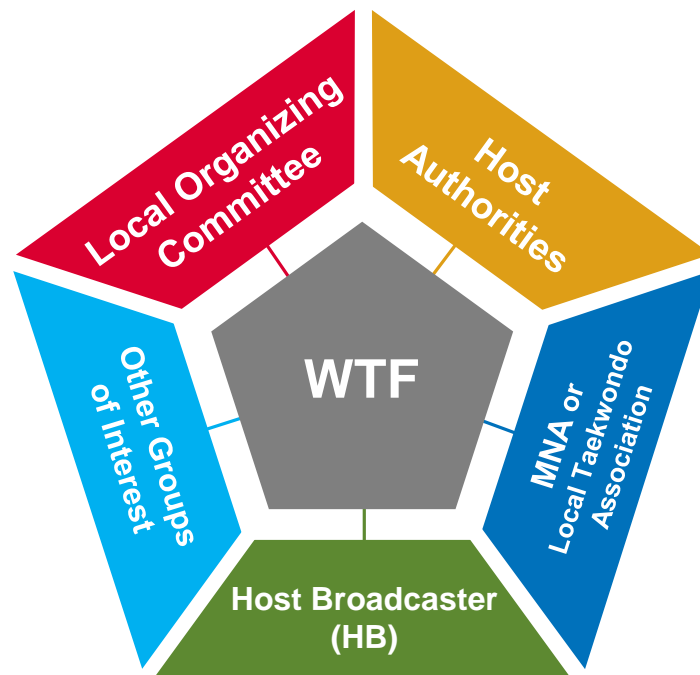
ECONOMIC AND ENVIRONMENTALLY FRIENDLY

Taekwondo does not need a purpose-built venue due to its minimal space and specialist equipment requirements. This minimizes the Organizing Committees' footprint, expenditure and resource demands at every stage of the event delivery.

Taekwondo events have a very small environmental footprint, while utilization of pre-existing or shared sports facilities is possible. Manufacturing and shipping requirements are minimized due to the limited equipment needs. These traits make taekwondo suited to situations where the environmental balance is delicate and where minimal sports infrastructure is in place.

7 WTF Events Partners

The planning and organization of the WTF events can not be done with just the WTF itself, but can be completed with multiple stakeholders. The process requires effective cooperation and integration between the Local organizing committee, WTF, the host authorities and a wide range of other stakeholders generally including the following:



World Taekwondo Federation (WTF)

- Owns all IP rights related to pertinent WTF events
- In charge of deciding all technical and operational requirements for each event
- Supervises and evaluates the whole procedure of the organization of the event

Local Organizing Committee (LOC)

- In charge of implementation of organization of the event based on the technical manual provided by the WTF and other related regulations of the WTF
- Acts as a vital tool for bringing the WTF event stakeholders together in staging the WTF events
- Mainly formed of appropriate board-level representation from the host city, the host MNA, and all other key stakeholders

Host Authorities (City, Region and Country)

- Host cities or regional authorities provide financial resources, including capital budgets to fund operational expenses, and play a role in infrastructure improvement.
- Mobilizes other related resources in the city for the successful organization of the event

Member National Associations (MNAs) and/or Local Taekwondo Association

- Mainly in charge of the operation of the competition
- Has exclusive authority for the representation of their countries at the WTF events

Host Broadcaster (HB)

- The LOC secures the HB to ensure the TV broadcasting of the championships so that the competition (usually semi-finals and finals of each category) are broadcast live or delayed and to be provided to TV right holders of the championships and to the WTF to be live streamed on the WTF *YouTube* channel

Other Groups of Interest

- Various ministries of the host country provide administrative services to facilitate the implementation of the events
- Council of the city and/or state/region ratifies the relevant city's budget implementation plans and, if necessary, ratifies the related enforcement ordinances for the operations to be made by the LOC
- GMS team manages entry and registration
- WTF Global Partners and Sponsors
- WTF-recognized sport equipment companies

8 WTF Events Overview

The WTF makes taekwondo accessible to everybody, embracing diversity more than any other sport in the world. Taekwondo is one of the most universal of sports, overcoming barriers of age, religion, disability, gender and language. The WTF owns a competition portfolio that embraces the entire global taekwondo population, from amateurs to professionals. Young and old, male and female, people from diverse religions and cultures - all are welcome to participate.

1 WTF World Taekwondo Championships

2 WTF World Grand Prix Series

3 WTF World Cup Team Championships

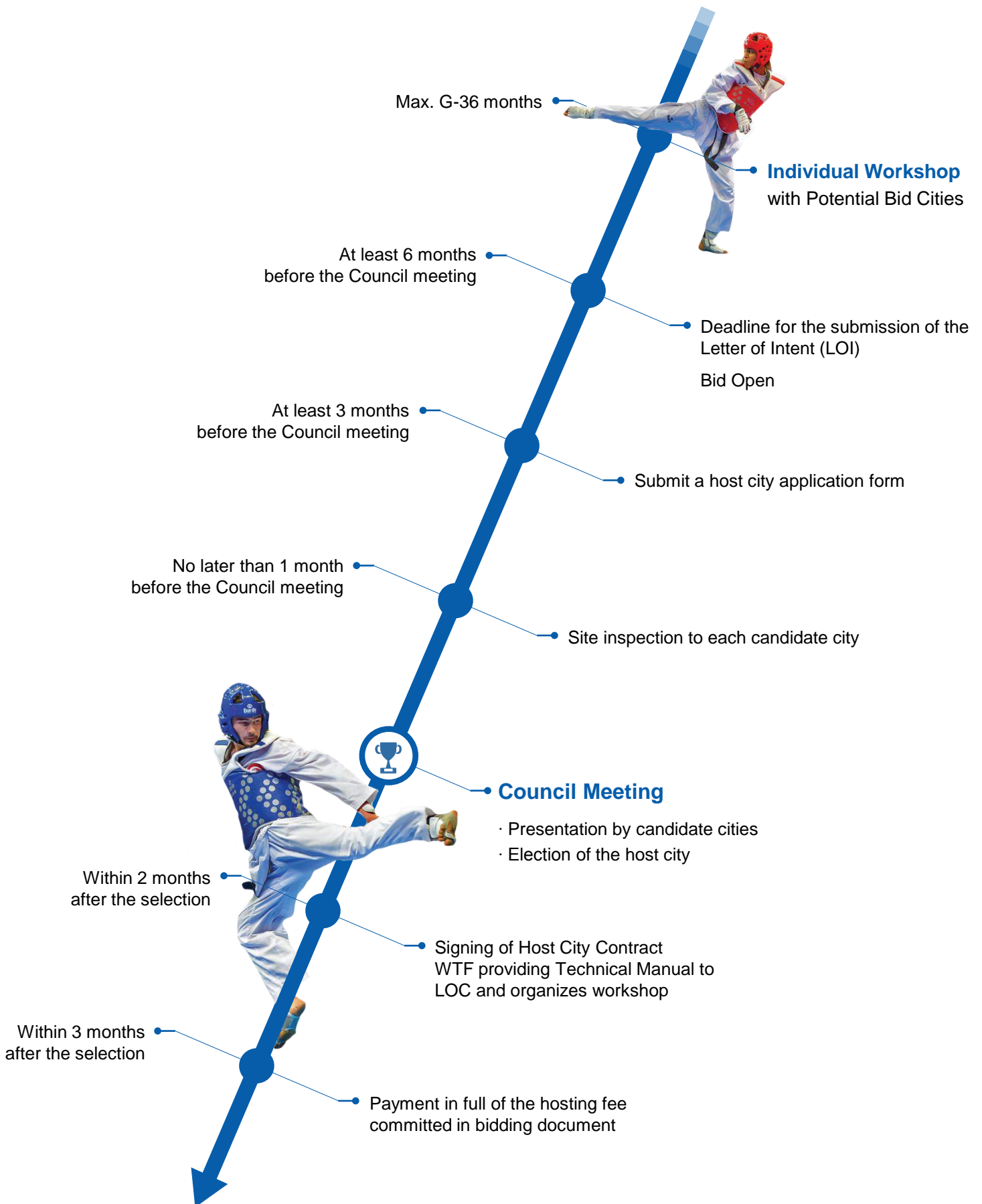
4 WTF World Junior Taekwondo Championships

5 WTF World Taekwondo Poomsae Championships

6 WTF World Cadet Taekwondo Championships

7 WTF World Para-Taekwondo Championships

9 WTF Events Bidding Process



PRODUCTS



1 WTF World Taekwondo Championships



Flagship Event

Since 1973, the World Taekwondo Championships has served as the globe’s largest gathering of elite taekwondo athletes. Thousands of athletes and officials participate from over one hundred nations. The World Championships is comprised of eight weight categories for both men and women.

This event coincides with the World Taekwondo Federation’s General Assembly, the annual meeting of leaders from the WTF’s 206 Member National Federations, as well as Symposium in addition to Council meeting and other committee meetings.

World Championships reflect both excellence and universality.

Past Calendar

Year	Date	Place	Participation Summary		
			Countries	Athletes (M/F)	Officials
2005	April 13~17	Madrid, Spain	114	748 (449/299)	590
2007	May 18~22	Beijing, China	116	865 (507/358)	651
2009	Oct. 14~18	Copenhagen, Denmark	142	928 (558/370)	613
2011	May 1~6	Gyeongju, Korea	123	839 (505/334)	800
2013	July 15~21	Puebla, Mexico	130	812 (490/322)	696
2015	May 12~18	Chelyabinsk, Russia	139	873 (524/349)	695

Future Calendar

Year	Date	Place
2017	TBD	Muju, Korea
2019	TBD	TBD

► Event Information

▪ Event Dates

World Taekwondo Championships takes place every 2 years (odd year). It shall be held within the first half of the year preferably in April or May. It requires one (1) full day for WTF Council Meeting and other committee meetings, one (1) full day for WTF General Assembly and 6-8 days for competitions.

▪ Venue

The WTF World Taekwondo Championships require a competition venue accommodating a minimum of 5,000 spectators. It can be built in a convention center or in a traditional indoor stadium as long as it complies with the venue requirements set by the WTF.

A minimum of five courts with passages around (a minimum of 40m x 60m of floor) are required to run the competition on schedule. The WTF requires that the venue should be easily accessible by the public.

▪ TV and Media (2015 WTC Chelyabinsk)

- Cumulative TV Audience: 7.14million
- Broadcast Time: 251:39:10 (including live broadcast time)
- Number of Countries Transmitted: 112

▪ Budget

The estimated budget required for organizing the WTF World Taekwondo Championships may differ depending on the hosting countries and infrastructure. Yet, the average budget is estimated at US\$3-5 million (including hosting fees of US\$100,000) based on the post-games report.

▪ Others

WTF World Taekwondo Championships is the highest ranking event (G-12) among WTF Championships, acting as an indirect Olympic qualification tournament.

6-8 Days

Every 2 Years

Events Calendar						
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

5,000

Minimum of Spectators



7.14 Million

Cumulative TV Audience



US\$

3-5 Million

Average Budget



2 WTF World Grand Prix Series



Best-of-the-best

Launched in 2013, this invitation-only event brings together the top thirty two male (32) and female athletes by Olympic ranking in four weight categories respectively. Except for Olympic years, three (3) GP Series events take place, culminating in a GP Final event which features the top eight athletes in each weight category emerging from the Series events.

In concept, the Grand Prix has been designed to present Olympic-level competition in a media-friendly format. Each Grand Prix event has been transmitted to over 80 countries.

The Grand Prix Series seeks commercial value and fully focuses on competition, without requiring an opening/closing ceremony or meetings. The WTF requires world-quality TV production for the event.

Past Calendar

Year	Date	Place	Participation Summary		
			Countries	Athletes (M/F)	Officials
2013	Dec. 13~15	Manchester, UK	59	236 (120/116)	315
2014	Jul. 4~6	Suzhou, China (Series 1)	46	238 (115/123)	264
	Aug. 29~31	Astana, Kazakhstan (Series 2)	51	208 (103/105)	230
	Oct. 24~26	Manchester, Great Britain (Series 3)	56	241 (120/121)	275
	Dec. 3~4	Queretaro, Mexico (Final)	27	64 (32/32)	127
2015	Aug. 14~16	Moscow, Russia (Series 1)	56	243 (122/121)	231
	Sept. 18~20	Samsun, Turkey (Series 2)	52	217 (104/113)	218
	Oct. 16~18	Manchester, Great Britain (Series 3)	56	230(118/112)	235

Future Calendar

Year	Date	Place
2015	Dec. 5~6	Mexico City, Mexico
2016~2019	TBD	TBD

► Event Information

▪ Event dates

WTF World Grand Prix Series takes place three times a year, while the Final takes place once a year. In an Olympic year, only one (1) Grand Prix is held. Grand Prix Series events requires three (3) competition days while the Final requires two (2) competition days plus one (1) day for the related annual Gala Awards event.

▪ Venue

WTF World Grand Prix Series requires a competition venue accommodating a minimum of 2,000 spectators. The distance between the Field of Play and the spectators stand should be close, which makes a convention center to be the best option.

Three courts are required for the Series and one court is required for the Final. The WTF requires that the venue should be easily accessible by the public.

▪ TV and Media

· Number of countries transmitted : 2013 Final Manchester	95
2014 Series Astana	76
2014 Final Queretaro	96
2015 Series Moscow	84
2015 Series Manchester	86

▪ Budget

The estimated budget required for organizing the WTF World Grand Prix Series may differ by host country and infrastructure. Yet, the average budget is estimated at US\$1-1.5 million (including Grand Prix Series hosting fee of US\$30,000 / Grand Prix Final hosting fee of US\$50,000) based on the post-games report.

▪ Others

The WTF World Grand Prix Series is graded G-4 while the Final is graded G-8.

4 Times

Every Year

Events Calendar						
	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2,000

Minimum of Spectators



86

Countries transmitted



US\$ 1-1.5 Million

Average Budget



3 WTF World Cup Team Championship



Unexpected; Spectacular

World Cup Taekwondo Team Championships was inaugurated in 2009 and the current tag team format competition was launched in 2012.

The value of this event is reflected via incredibly fast and dynamic competitions with strong team spirit of players displayed. Preliminary round takes place on a round-robin format followed by an elimination round from quarterfinals or semi-finals.

Given its extremely spectators-friendly nature, World Cup Team Championships have fascinated the taekwondo fans.

Past Calendar

Year	Date	Place	Participation Summary		
			Countries	Athletes (M/F)	Officials
2013	Nov. 28~30	Abidjan, Cote d'Ivoire	15	170 (108/62)	102
2014	Dec. 6~7	Queretaro, Mexico	9	104 (55/49)	30

Future Calendar

Year	Date	Place
2015	Dec 8-9	Mexico City

► Event Information

▪ Event dates

The WTF World Cup Team Championships takes place every year.

It shall be held in the second half of the year.

It requires two(2) full days.

▪ Venue

The WTF World Cup Team Championships requires a competition venue accommodating a minimum of 2,000 spectators. It can be built in a convention center or in a traditional indoor stadium with 1 court installed. The WTF requires that the venue should be easily accessible by the public.

▪ Budget

The estimated budget required for organizing the WTF World Cup Team Championships may differ depending on the hosting countries and infrastructure. Yet, the average budget is estimated US\$1M (including hosting fee of US\$50,000) based on the post-games report.

▪ Others

The WTF World Cup Team Championships can be held in conjunction with another WTF events.

2 Days

Every Year

Events Calendar						
	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2,000

Minimum of Spectators



US\$ 1 Million

Average Budget



4 WTF World Junior Taekwondo Championships



Future Superstars

Held every other year (opposite to the World Championships), this Championships features young athletes (ages 15-17) in ten weight categories for both male and female.

Like the World Championships, this event also coincides with the World Taekwondo Federation’s General Assembly, the annual meeting of leaders from the WTF’s 206 Member National Federations.

Every four (4) years, this Championships takes place in conjunction with Youth Olympic Games Qualification Tournament.

Past Calendar

Year	Date	Place	Participation Summary		
			Countries	Athletes (M/F)	Officials
2008	May 7~11	Izmir, Turkey	80	728 (406/322)	480
2010	March 6~9	Tijuana, Mexico	97	696 (396/300)	482
2012	April 4~8	Sahrm El Sheikh, Egypt	89	753 (424/329)	502
2014	March 26~29	Taipei, Chinese Taipei	101	753 (431/322)	562

Future Calendar

Year	Date	Place
2016	TBD	TBD
2018	TBD	TBD

► Event Information

▪ Event dates

The WTF World Junior Championships takes place every 2 years (even year). It requires five (5) full days. In the case of the Youth Olympic year, event dates are changed to two (2) day competition for Youth Olympic Games Qualification Tournament and four (4) day competition for World Junior Championships with one (1) day rest between the two events.

It can be held any month of the year for Junior Championships itself, and should be held first half of the year for the Youth Olympic Games year.

▪ Venue

The WTF World Junior Championships requires a competition venue accommodating a minimum of 3,000 spectators. It can be built in a convention center or in a traditional indoor stadium with 5 courts installed. The floor should be measured a minimum of 40m x 60m.

The WTF requires that the venue should be easily accessible by the public.

▪ Budget

The estimated budget required for organizing the WTF World Junior Championships may differ depending on the hosting countries and infrastructure. Yet, the average budget is estimated US\$1-2M (including hosting fee of US\$100,000) based on the post-games report.

▪ Others

Given the age of the participants, the WTF encourages the LOC to develop cultural programs for participants to give lifetime experiences to the youth.

5 Days

Every 2 Years

Events Calendar						
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

3,000

Minimum of Spectators



US\$ 1-2 Million

Average Budget



5 WTF World Taekwondo Poomsae Championships



Discipline, Focus, Performance

Poomsae is a non-combat sport where taekwondo athletes perform pre-arranged movements demonstrating the full range of taekwondo techniques.

The World Taekwondo Poomsae Championships is an excellent example of ‘sport for all’ as there is no age limit set for participation.

Free-style Poomsae demonstrates even more exciting performances with music. The values of Poomsae Championships are certainly participation and engagement.

Past Calendar

Year	Date	Place	Participation Summary		
			Countries	Athletes (M/F)	Officials
2012	December 6~9	Tunja, Columbia	53	556 (311/245)	N/A
2013	Oct. 31~Nov. 3	Bali, Indonesia	49	710 (375/335)	N/A
2014	Oct. 30~Nov. 2	Aguascalientes, Mexico	46	703 (379/324)	188

Future Calendar

Year	Date	Place
2016	Sept. 30~ Oct. 3	Lima, Peru
2017	TBD	TBD

► Event Information

▪ Event dates

The WTF World Poomsae Championships takes place every 2 years(even year). It requires four(4) full days. It shall be held in the second half of the year.

▪ Venue

The WTF World Poomsae Championships requires a competition venue accommodating a minimum of 2,000 spectators. It can be built in a convention center or in a traditional indoor stadium with 3 courts installed. The WTF requires that the venue should be easily accessible by the public.

▪ Budget

The estimated budget required for organizing the WTF World Poomsae Championships may differ depending on the hosting countries and infrastructure. Yet, the average budget is estimated US\$1-1.5M (including hosting fee of US\$50,000) based on the post-games report.

▪ Others

Differently from other WTF promoted Championships, the age group of the participating athletes are various throughout the generation.

4 Days

Every 2 Years

Events Calendar						
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2,000

Minimum of Spectators



US\$

1-1.5 Million

Average Budget



6 WTF World Cadet Taekwondo Championships



Young Generation

Held every other year (along the World Championships), this Championships invites young athletes (ages 12-14) in ten weight categories for both male and female.

The World Cadet Championships is a festival celebrating the future of taekwondo. The Championships provides an opportunity to younger athletes not only to compete in world level, but also to exchange friendship with one another with respect. The youngsters also gain invaluable experiences of learning culture and history of the hosting country.

The WTF sets value of this event on providing cultural and educational programs to the young generation.

Past Calendar

Year	Date	Place	Participation Summary	
			Countries	Athletes (M/F)
2014	July 24~27	Baku, Azerbaijan	62	575 (305/270)
2015	Aug. 23~26	Muju, Korea	55	455 (238/217)

► Event Information

▪ Event dates

WTF World Cadet Taekwondo Championships takes place every 2 years(odd year). It shall be held in the second half of the year. It require four (4) full days.

▪ Venue

The WTF Cadet Championships requires a competition venue accommodating a minimum of 2,000 spectators. It can be built in a convention center or in a traditional indoor stadium with 5 courts installed. The WTF requires that the venue should be easily accessible by the public.

▪ Budget

The estimated budget required for organizing the WTF Cadet Championships may differ depending on the hosting countries and infrastructure. Yet, the average budget is estimated US\$1-1.5M (including hosting fee of US\$30,000) based on the post-games report.

▪ Others

Given the age of the participants, the WTF encourages the LOC to develop cultural programs for participants to give lifetime experiences to the youth.

4 Days

Every 2 Years

Events Calendar						
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2,000

Minimum of Spectators



US\$

1-1.5 Million

Average Budget



7 WTF World Para-Taekwondo Championships



One Taekwondo

The World Taekwondo Federation provide athletes of all disabilities with the opportunity to compete in Taekwondo at the highest possible international level, the WTF World Para-Taekwondo Championships. Depending on the athlete's disability the competition format will be either Kyorugi or Poomsae. Both disciplines are included in the WTF World Para-Taekwondo Championships.

Inaugurated in 2009, the WTF World Para-Taekwondo Championships has experienced a rapid growth in the number of participating athletes and countries. The high quality of competition in the kyorugi classes has earned Para-Taekwondo a spot on the 2020 Tokyo Paralympic Games program. The World Para-Taekwondo Championships is the highest ranking competition in the qualification process for the Paralympic Games.

Past Calendar

Year	Date	Place	Participation Summary	
			Countries	Athletes (M/F)
2009	Jun. 10	Baku, Azerbaijan	20	40 (36/4)
2010	May 11	St. Petersburg, Russia	21	66 (59/6)
2012	Nov. 22	Santa Cruz, Aruba	14	53 (44/9)
2013	Jun. 8	Lausanne, Switzerland	25	82 (65/17)
2014	Jun. 21~22	Moscow, Russia	37	111
2015	Sept. 17	Samsun, Turkey	38	131 (102/29)

► Event Information

▪ Event dates

WTF World Para Taekwondo Championships takes place every 2 years(odd year). It shall be held in the second half of the year. It requires one 1~2 days of competition in addition to 1~2 days classification process.

▪ Venue

WTF Para-taekwondo Championships requires a competition venue accommodating a minimum of 2,000 spectators. It can be built in a convention center or in a traditional indoor stadium with 3 courts (1 poomsae and 2 kyorugi). The WTF requires that the venue should be easily accessible by the public.

▪ Budget

The estimated budget required for organizing the WTF Para-taekwondo Championships may differ depending on the hosting countries and infrastructure. Yet, the average budget is estimated US\$0.5-0.7M (including hosting fee of US\$30,000) based on the post-games report.

▪ Others

Since 2015, World Para-Taekwondo Ranking was adopted for a strategic management of the athletes while raising the performance level of the matches.

1-2 Days

Every 2 Years

Events Calendar						
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2,000

Minimum of Spectators



US\$

0.5-0.7 Million

Average Budget



ORGANIZATION



Overview

This chapter should be read in conjunction with Technical Manual, which highlights some key elements of the WTF events experience for attendees and assists the decision-making process of a city considering to bid for the WTF events. The operational areas outlined in this chapter should not be considered exhaustive, while they constitute the key cost and organizing drivers in planning and delivering the WTF events.

1 Events and Meetings

2 Venues and Field of Play

3 Events Services

4 Marketing and Engagement

1 Events and Meetings

► Event Schedule

- Event schedule is key information for all participants. LOC and the WTF should agree to the event dates within 3 months after the election of the host city upon signing of the Host City Contract. Event Schedule shall be developed by the WTF in collaboration with LOC.

► Ceremonies

- The Opening Ceremony provides a unique opportunity to the hosting city and country to showcase the host nation's positive image and culture. It also serves as a festive occasion to the participants. The Opening Ceremony normally takes place on the first competition day at the competition venue.



- The Closing Ceremony is the occasion taking place on the last competition day. The best teams and athletes are recognized, and the flag of the WTF is handed over to the next hosting country.
- Given the distinguished nature, Opening and Closing Ceremony are not held in Grand Prix Series.
- Awarding Ceremony celebrates the achievements of athletes.
- LOC should develop and organize these ceremonies in compliance with the Technical Manual of the WTF to reflect the overall vision of the WTF events.



► Cultural Program

- The successful delivery of a cultural program is a very efficient tool to build engagement inside the host city with mutual understanding of the participants exchanging friendship and gaining cultural experiences.
- LOC should suggest a series of cultural program for the participants to taste the rich culture of the hosting city and country.
- Cultural programs are more emphasized in the events such as WTF World Junior Championships and WTF World Cadet Championships.

► WTF Gala Awards

- WTF Gala Awards is an annual event taking place in conjunction with Grand Prix Final. It is globally the most important social event in taekwondo where the best personalities are awarded and congratulated.



► Meetings and Symposium

- Various meetings of the WTF are held in conjunction with the WTF events. LOC is responsible for planning and organizing such meetings in line with the direction of the WTF.
- General Assembly is an annual gathering of the 206 national federations, and it takes place one day before the first competition day of World Championships and World Junior Championships.



- Ordinary Council meeting takes place one day before the General Assembly. Extraordinary Council meeting may be held at any of WTF events.



- Symposium is a biannual academic event only taking place in conjunction with World Championships.

2 Venues and Field of Play

Taekwondo competitions can be held either in a convention center or in a traditional indoor stadium. Size of the venue varies from one another depending on different types of WTF events.

Taekwondo venue is divided into competition venue and training venue. LOC also should allocate the engagement area within the competition venue for spectators to engage with the WTF event.

► Field of Play

- Field of Play (FOP) is the place where competition takes place. LOC should agree on a joint plan to control the access to this area.
- In planning the FOP layout, the WTF will provide LOC with technical standards and proposals.



► Warm-up Area

- Warm-up area should be near the FOP for easy access of athlete to compete. For smooth move flow, warm-up area, equipment distribution area and athlete holding area should be adjacent.
- This area is only permitted to the player who competes on the same day.
- courts and necessary supporting materials should be provided.
- Size of the area shall be determined based on the number of players.



► Equipment Distribution Area

- This area is the place where athletes collect relevant size of headgears and trunk protectors.



► Athletes Holding Area / Inspection Desk

- Upon distribution of equipment, athletes will be inspected and asked to wait in this area before being called to compete.

► Facilities and Function Rooms within the Venue

- Different types of facilities and function rooms are required for athletes and officials.
- Press room and press tribune should be in place for media



► Training Venue

- Training venue can be located within competition venue or in alternative venue(s) with completed courts and equipment for training of athletes.
- Training venue should be operated 5 days before the first competition day.
- Training schedule shall be determined and informed in advance to the athletes

3 Events Services

► Accommodation

- Host city should secure a sufficient number of hotel rooms within a convenient distance of the venue.
- Host city should consider a wide range of accommodation options for participating teams, at reasonable prices to help meet the varying accommodation needs.
- WTF headquarters hotel (at least 4 star) should accommodate WTF officials, staff and guests. The hotel should also be able to host various meetings including General Assembly, Council meeting and symposium as the case may be. Hotel for International Referee shall be separate from other official hotels.

► Entries & Registration

- The WTF manages entry and registration in a very effective way. The GMS (Global Membership Service) team is responsible for taking entries through its designated website and issuing accreditation cards to the registered participants.
- Accreditation center shall be in located in a convenient place for issuance of accreditation cards to the participants. Layout of the center will be discussed with GMS team.



► Medical & Doping Control

- LOC shall be responsible for the medical care for the participating athletes.
- The number of the samples to be collected shall be agreed with the WTF in compliance with the WTF Anti-doping code and policy.

► Security

- For safe and peaceful celebration of the event, host city shall work close with relevant authorities to take measures for security.
- The usual split of responsibilities is that the LOC takes responsibilities for security inside the venue perimeter, whereas the police or other agencies take responsibilities for security outside the venue perimeter.

► Sport Equipment and Technology

- LOC is responsible for providing Sport equipment as well as technology systems and management such as timing and scoring, results, audio visual systems and venue technology management.



► Transport

- The implementation of effective transport management plan should be established based on the agreement with the WTF. The WTF suggests selecting the venue located near official hotels to minimize transportation.



4 Marketing and Engagement

► Identity of Event

- The development of a unique brand identity gives LOC with a visible platform to reflect the vision, image and values of the WTF events. Before and during the events, the brand identity should be applied consistently across all venues and host city.



► Sport Presentation

- Sport presentation serves as a tool to educate and entertain the spectators inside and outside the competition venue. Spectator engagement can be maximized by effective and powerful sport presentation program.



► **Marketing and Commercial Matters**

- WTF events provide an opportunity to host city to be associated with the WTF while positive images enhance the facilitation of attracting local and global sponsors. The WTF grants various rights to the LOC for local sponsorships, ticketing, licensing and merchandizing.
- Successful commercial program can generate substantial revenue.



Attracting Sponsors

—

LOC of 2013 World Poomsae Championships generated the majority of the revenue needed to fund the operational costs through local sponsors reaching US\$120,000.



► Promotions and Campaigns

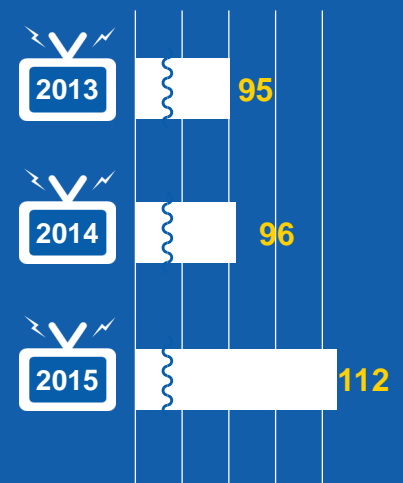
- With the evolution of the Internet and social media, a variety of communication platforms are required to effectively communicate globally and locally. The promotion campaign and decoration of the event venue and other city site are also required to be planned and implemented.

► Broadcast and Media

- WTF controls quality of footage in close cooperation with the host broadcasting company appointed by LOC. LOC is responsible for international transmission.



Grand Prix Manchester 2013
was broadcasted by BBC
and was transmitted to 95
countries worldwide



* 2013 Gran Prix Final
2014 Gran Prix Final
2015 Championship



WORLD TAEKWONDO FEDERATION

<http://www.worldtaekwondofederation.net>