



ABOUT PHILLIP MKORONGO



- 10 years Sport Business and Marketing experience
- Supports business & commercial development teams in crafting turnkey event communication solutions
- Project experience:
 - 3 editions of the Volvo Ocean Race Cape Town Stopover,
 - 6 editions of the International Triathlon Union (ITU) World Triathlon Series in Cape Town
 - 2 editions of the ITU World Triathlon Series in Abu Dhabi
 - + more

WHO IS WORLDSPORT

SOUTH AFRICA'S LEADING DESTINATION EVENT
COMMUNICATIONS AGENCY

- 20+ years old
- Delivers authentic destination experiences & major event spectacles
- Targeted audiences can truly “live the brand”.
- Full turnkey operator
- WorldSport uses live events, tourism experiences and broadcast media as core campaign platforms



WHAT WE DO: AN OVERVIEW

WORLDSPORT combines comprehensive strategic thinking and practical management expertise when working with its clients and partners to conceptualise and deliver three categories of events.

MAJOR INTERNATIONAL EVENTS

Global event properties which use high-level Host City public/private sector partnerships to deliver broad-based economic impact, destination marketing and social development impact.

BRAND EXPERIENTIAL EVENTS

Innovative event-based engagement programmes using a core lifestyle activity to showcase your brand a products to target consumer groups.

DESTINATION FESTIVALS

Vibrant, content-driven lifestyle festivals designed to offer a mix of immersive activities to a range of fans and families who want truly experience the destination and its partner consumer brands.

 WORLDSPORT

 WORLDSPORT

MAJOR INTERNATIONAL EVENTS

Global event properties which use high-level Host City public/private sector partnerships to deliver broad-based economic impact, destination marketing and social development returns.

What is a Major Event?

- Host City/Host Destination-led
- Focus on high-level economic impact, destination marketing & social development results
- Driven by multiple stakeholders and a range of diverse, high-level strategic objectives.
- Extensive advance strategic feasibility, commercial and operational planning
- Competitive bidding and hosting rights acquisition process
- Adapting existing international framework, guidelines, restrictions, obligations to local environment & objectives [Hosting Agreement]
- Extended planning & delivery timelines across multiple management sectors: commercial, operational, marketing & social impact



VOLVO OCEAN RACE
ROUND THE WORLD
CAPE TOWN



The President's Cup 2003



VOLVO OCEAN RACE
ROUND THE WORLD
CAPE TOWN

FIFA FAN Fest
cape town
OFFICIAL EVENT



DISCOVERY WORLD TRIATHLON CAPE TOWN



DESTINATION FESTIVALS

Vibrant, content-driven lifestyle festivals designed to offer a mix of immersive activities to a range of fans and families who want to truly experience the destination and its partner consumer brands.

What is a Destination Festival?

- Host Destination/Host Federation-led in partnership with Principal Sponsor[s]
- Driven by Lead Partner business development and brand promotion targets
- Participation from multiple stakeholders, each with individual organisational development, community engagement and business turnover objectives.
- Annual cycle of planning & delivery timelines across defined management sectors: brand strategy, commercial, operational, marketing & social impact





vodacom Durban July



Pick n Pay Knysna Oyster festival



بطولة العين الجوية Al Ain Air Championship



STELLENBOSCH vine festival Presented by Pick n Pay

BRAND EXPERIENTIAL EVENTS

Innovative event-based engagement programmes which use a core lifestyle activity to showcase a brand and its products to target consumer groups.

What is a Brand Experiential Event?

- Led by the Principal Sponsor Brand
- Focused on direct customer engagement and acquisition around a core event experience
- Driven by highly-defined engagement targets with specific consumer groups
- Employs a detailed concept development and brand integration process
- Based on modular commercial, marketing and operational delivery templates
- Results in consistent event experience rollout across multiple locations under one umbrella marketing & commercial plan





Pick n Pay
Women's Walk



DISCOVERY Duathlon



DISCOVERY Duathlon



THE MUSIC RUN by **OLD MUTUAL**
#LIVETHEBEAT

THE MUSIC RUN
by **OLD MUTUAL**



THE ULTIMATE 5K
RUNNING
Music Festival

CAPE TOWN CYCLE TOUR
Cape Argus
Pick n Pay
momentum
ROTARY • PEDAL POWER ASSOCIATION

CONSULTING SERVICES

COMMERCIAL AGREEMENTS

SPONSORSHIP SALES

BRAND POSITIONING

EVENT ANALYSIS
COMMERCIAL
FEASIBILITY

EVENT DELIVERY

WORLDSPORT ACTIVE

WORLDSPORT LIFESTYLE

WORLDSPORT SAILING

WORLDSPORT ZIMBABWE

FINANCE

Budget & Recon

Invoicing & Fin Man

Debit / Credit Man

COMMERCIAL

Business Model Planning

Partnership Agreements

Feasibility Studies

Research, Monitoring,
Evaluation & Reporting

Sustainability Consulting

CLIENT SERVICE

Rights Delivery

Relationship Management

Hospitality Sales

Travel Desk

MARKETING

Strategy & Planning

Public Relations

Digital

Advertising & Promotions

Brand Management

WorldEye

OPERATIONS

Customer Experience

Infrastructure

Compliance – City / H&S

Compliance – Tech

Staging & Audio Visual

Event Design

Crew / Volunteer Man

City Services

Hospitality

Sustainability

PRODUCTION

Branding & Signage

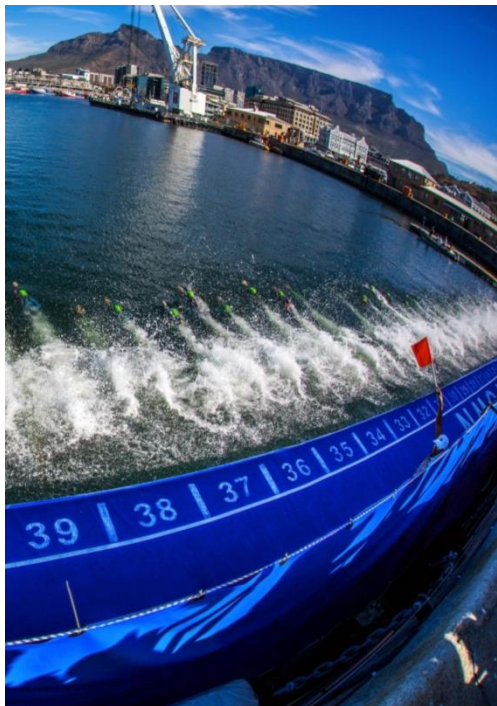
Customer Items

Accreditation

Directional

Event Merchandise &
Apparel

Customer + Stakeholder + Sponsor Experience



DISCOVERY GET ACTIVE WEEKEND

DISCOVERY RETRO RUN: Sat 9 Feb 2019 • **DISCOVERY TRIATHLON WORLD CUP:** Sun 10 Feb 2019

V&A Waterfront & Green Point Precinct

 **WORLDSPORT**

INTRODUCTION

Discovery
triathlon
World Cup Cape Town



- The only International Triathlon Union (ITU) sanctioned & World Cup event on the African continent
- Attracts the world's top professional triathletes looking to gain world ranking and Tokyo 2020 Olympic qualification points
- An opportunity for 2,000 amateur athletes, including juniors, to participate on the same course and finish on the famous blue carpet

DISCOVERY
RETRO
RUN
Powered by kfm



- A Retro themed fun run attracting 7,500+ runners and is part of the annual Discovery Vitality Run Series
- 5km and 8km route takes runners past iconic Cape Town land marks including Cape Town Stadium, Mouille Point Light House, Green Point Urban Park, etc.
- Runners don leg warmers, poly shorts and fake moustaches and are supported by themed on-route and race village activations

EVENT IN NUMBERS

Retro
runners
8,000

Multisport Athletes
(Duathlon + Triathlon)
2,000

World Elite Triathletes
130

African Junior
Triathletes
30



Spectator
numbers
15,000+



On route
activations
18



Race village
activations
12



Economic
Impact
R15,090,333

THE PARTICIPANT JOURNEY

PUTTING THE PARTICIPANT AT THE HEART OF THE EVENT PLAN

1. CALL TO ENTRY



2. ENTRY



3. PRE-RACE COMMS



PRE-EVENT

CALL TO ENTRY

- THE CORE EVENT PROPOSITION
- RACE ROUTES AND COMPETITION FORMATS
- EVENT BRAND PROFILE
- CORE ENTRY PACK
- PRICE & VALUE FOR MONEY
- EASE OF ENTRY AND PARTICIPATION

ENTRY

- FRONT-END ACCESS POINTS
- OFFICIAL EVENT CHANNELS
- PARTNER CHANNELS
- PREMIER ONLINE ENTRY ENGINE
- ENTRY MECHANISM

PRE-RACE COMMS

- MOTIVATION & ENABLEMENT
- TRAINING TIPS AND PROGRAMMES
- EVENT NEWSLETTER
- TRAVEL SERVICES
- MERCHANDISE OFFERS
- PREMIUM ATHLETE SERVICE OFFERS
- FINAL ATHLETES GUIDE

7. OPT-IN EXPERIENCES



6. RACE REGISTRATION



5. EQUIPMENT PREPARATION



4. DESTINATION ARRIVALS



EVENT WEEK

DESTINATION ARRIVALS

- AIRPORT MEETS GREET
- HOTEL TRANSFERS
- HOTEL CHECK-IN
- EXCURSION & SHUTTLE BOOKINGS

EQUIPMENT PREP

- RENTAL EQUIPMENT PICKUP
- BIKE SERVICING
- TRAINING SESSIONS

RACE REGISTRATION

- RACE PACK COLLECTION
- MERCHANDISE PICKUP
- COMPULSORY RACE BRIEFING

OPT-IN EXPERIENCES

- AGE-GROUPERS
- SSA SEMINARS
- SOCIAL FUNCTIONS
- RACE VILLAGE EXPO

8. PRE-RACE CHECK-IN



9. RACE



RACE DAY

1. PRE-RACE CHECK-IN

- WAKE-UP SMS
- ROUTING, PARKING & VENUE ARRIVAL
- CHECK-IN PROCEDURE
- BIKE PREP
- CHANGE
- BAG DROP
- CHIP COLLECTION
- START PEN

2. RACE

- START & ROUTE MARSHALLS
- RIDGE & DIRECTIONAL SIGNAGE
- TRANSITION FLOW
- WATER & FEEDING STATIONS
- MEDIC STATIONS
- MECHANIC STATIONS
- SPECTATOR CHEER ZONES
- FINISH LINE

11. AFTER-RACE EXPERIENCES



10. CELEBRATION & RECOVERY



12. RACE DAY RESULTS



13. FINISHER REWARDS



14. POST-EVENT FEEDBACK



15. ADVANCE CALL-TO-ENTRY



POST-RACE

RACE DAY RESULTS

- CONGRATULATIONS SMS
- MAILER WITH RESULTS

FINISHER REWARDS

- RACE CERTIFICATES
- RACE PHOTO

POST-EVENT FEEDBACK

- QUERIES & COMPLAINTS
- RESPONSES

ADVANCE CALL-TO-ENTRY

- RACE FINISHER INCENTIVE OFFERS

3. CELEBRATION & RECOVERY

- TIME POSTED
- PHOTO TAKEN
- MEDAL COLLECTION
- RACE CHIP COLLECTION
- REFRESHMENT STATION
- PRE-QUALIFIED PREMIUM SERVICE
- BAG COLLECTION

4. AFTER-RACE EXPERIENCES

- SUPPORTER MEET-N-GREET
- RACE RESULTS
- DIGITAL & SOCIAL HUB
- FSB VILLAGE
- MEDAL CEREMONIES
- ELITE RACE VIEWING
- VENUE EXIT PLAN

ROAD TO THE DISCOVERY TRIATHLON WORLD CUP CAPE TOWN

CAMPAIGN OVERVIEW



2,000+
Participants



75
Training Days



72
Training Sessions



24
Strava Challenges

JOHANNESBURG

CAPE TOWN

PORT ELIZABETH

DURBAN

4 Cities
18 training sessions each

4
Invitational Clinics



AWESOME PRIZES

- A 3 month training campaign
- Designed for first timers and active triathletes
- Group training sessions
- Strava community challenges
- Invitational Clinics
- Participants are rewarded each step of the way and stand a chance to
- **“Win a trip for 2 to ITU World Triathlon Abu Dhabi 8 - 9 March 2019”**

PARTNER OPPORTUNITIES

PRODUCT OR SERVICES OFFERING

e.g. Get 25% discount off product X

EVENT CHANNELS

WEBSITE

EDMS

FACEBOOK

INSTAGRAM

TWITTER

EVENT REGISTRATION
PORTAL

ROAD TO ITU

EDMS

ONSITE VENDING

PARTNER CHANNELS

NEWSLETTER INCLUSIONS

IN-STORE PROMOTION

EVENT ONSITE

ONSITE SPECIALS @
VENDING POINT

SALES CHANNEL

SALES REPORT

DATA + INSIGHT

TITLE PARTNER

CITY OF CAPE TOWN

Host City

V&A WATERFRONT

Host Venue

BRAND X

Presenting Partner

BRAND 1 | BRAND 2 | BRAND 3

OFFICIAL PARTNERS

**WATER | NUTRITION | BIKE SUPPORT | WETSUIT | OFFICE
AUTOMATION | etc.**

OFFICIAL SUPPLIERS