

Candidature dossier for the organization of



the 1st World University American Football Championship 2014 in Uppsala, Sweden

GENERAL CONCEPT

The Swedish University Sports Federation applies for the 1st FISU World University American Football Championship 27 April to 10 May 2014 in Uppsala, Sweden.

The championship will be held with eight men's and eight women's teams playing according to the IFAF rules. The maximum number of athletes in each team is 45 for men and 15 for women.

Uppsala is the fourth largest city in Sweden. The city has retained its small-town charm while offering the opportunities and attractions of a big city. Uppsala has two universities. Founded in 1477, the Uppsala University is the oldest centre of higher education in Scandinavia and much of Northern Europe.

Uppsala is located 70 kilometers north of Stockholm and is closely linked to the world via the international airport of Arlanda, only 18 minutes by direct train. Please find some more facts about Uppsala below.

- » Current population: 202.601
- » Estimated population during WUC: 206.500
- » Number of universities: 2
- » Number of students: 45.000
- » Size: 2183 sq.kms
- » Altitude: 21 m.
- » Climate during the proposed dates:
 - Temperature – day: average 14, maximum 22, minimum 11
 - Temperature – night: average 5, maximum 9, minimum -3
 - Humidity: average 60 %, maximum 75 %, minimum 45 %
 - Precipitation: average 25 mm during May
 - Wind: average maximum velocity 5 m/s

Source: NOAA and SMHI





American football has grown rapidly within university sports in Sweden for the last couple of years. The Swedish University Sports Federation (SAIF) also has a very strong co-operation with the university town of Uppsala with a determination to regularly attract international university championships to Uppsala. Members of this long-term strategy work are Uppsala University, the Swedish University of Agricultural Sciences, Uppsala municipality and Fyrishov Arena.

SAIF also has the support from the Swedish Federation of American Football and a good co-operation with the local club Uppsala 86ers, who has a solid experience of arranging competitions, including the Swedish national championships.

On 6 April 2013, SAIF will arrange an international student competition in American football between Great Britain and Sweden, together with the partners mentioned above. This competition will be part of the preparations of the 2014 WUC.

POLITICAL ASPECTS

Sweden is a parliamentary democracy with four levels: national, county, municipality and the international level. At all Swedish levels the political representatives are elected through proportional elections by party lists for four years. In 2014 there will be both a European Parliament election (June) and a general election (September).

The Swedish Parliament and the European Union enact the laws of the country. The County Council is primarily responsible for health care and regional public transportation. Municipalities are responsible for a large proportion of local services, including schools, emergency services and physical planning.

Our candidacy is supported by Uppsala municipality as well as Uppsala University, the Swedish University of Agricultural Sciences, Uppland's Sport Confederation and the Swedish American Football Federation.

LEGAL ASPECTS

There are no laws, customs or regulations in Uppsala or Sweden that would limit, restrict or interfere with the organisation of the championship. Similar entry and treatment will be accorded to teams and individuals from all countries entitled to enter the championship.

The Swedish Sports Confederation, which is responsible for the doping controls in Sweden, is certified according to the WADA standard as well as ISO 9001:2008. The certification includes the controls as well as the regulations and the anti doping organization.

SPORTS EXPERIENCE

The organizing committee will be chaired by the Swedish University Sports Federation and consist of members from Uppsala University, the Swedish University of Agricultural Sciences, Uppland's Sport Confederation, the Swedish American Football Federation and Uppsala 86ers.

IMMIGRATION AND CUSTOMS PROCEDURES

Applications for entry visas are processed by a Swedish mission abroad (embassy or consulate general) and will be granted in accordance with the Schengen rules and according to Swedish legislation. Unfortunately we cannot ensure that the entry visas will be free of charge.

No vaccination measures are required to enter Sweden. We can guarantee that custom formalities will be facilitated for the event.

FINANCES

The Championship will be financed mostly by participation fees and through public funding, but also through ticket revenues since American Football has a large and devoted fan club in Sweden. Furthermore, IFAF has promised to cover all expenses for the referees. The overall operational budget for the Championship is 750 000 Euro.

The participation fee for athletes and officials will be 60 Euro per day and person.

Public funds, national resources: 5 000
Public funds, regional resources: 45 000
Public funds, local resources: 150 000
Private funds: 10 000
Participation fees: 540 000

Operational budget: 750 000

Uppsala has a long history of organizing American football events. The first final of the National Championship was played in Uppsala as early as 1986. In recent years, 2011 and 2012, the National Championship final has been staged in Uppsala.

April 6th 2013, the inaugural official Student International game will be played in Uppsala with Sweden hosting Great Britain.

Uppsala has a very well organized marketing project called "City of Championships" that covers a lot of national and international events hosted in Uppsala.

Here is a shortlist of events hosted in Uppsala during 2013:

World Championship in Iceracing
Swimming Grand Prix
Skandisloppet (Bicycle)
Swedish Championship in Curling
European Student Championship in Badminton
Swedish Championship in Rally
Swedish Championship in Sailing
Swedish Championship in Gliding

In the past there has been numerous World- and European Championship in different sports.

Summer night in Uppsala



ACCOMMODATION AND DINING

We will use three hotels for players and coaching staff.

- 5 Scandic Nord:**
Accommodation in triple and double rooms. Cap: 300
- 6 Hotell Kvarnorget:**
Accommodation in triple and double rooms. Cap: 60
- 7 Hotel Uppsala:**
Accommodation in triple and double rooms. Cap: 300

FISU Representatives, officials and press will stay at:

- 8 Scandic Uplandia:**
Accommodation in double and single rooms. Cap: 250

Breakfast, lunch and dinner buffets will be served at each hotel. All hotels are within a 20 min walk from each other. But there will also be a bus service that will link all hotels and arenas together.

All arenas are less than a 20 minute walk from Scandic Uplandia. Press- and information centre will be at Interpool (9) in central Uppsala. Three minute walk from Scandic Uplandia.

Distance to Arlanda International Airport is 45 km. Approx 30 minutes on the freeway.

There are a number of additional hotels that will offer arriving supporters different package deals.

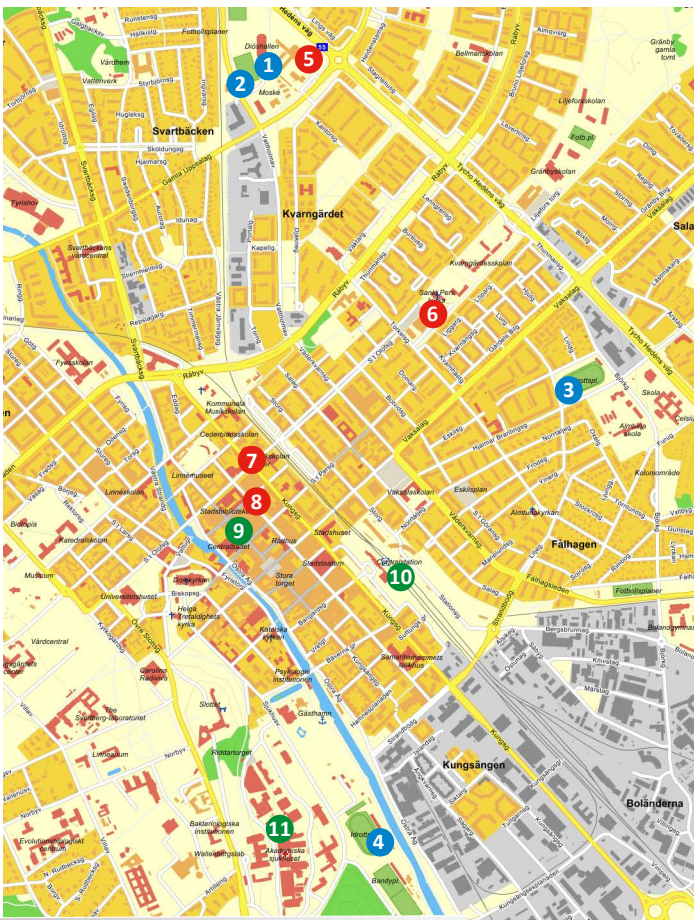
TRANSPORTATION

The bus transport system in Uppsala is comprehensive. But to enhance the capacity to transport athletes from and to the hotels there will be an extra bus service introduced during the Championship. Chartered buses will also be provided for practices and games.

The main international airport in Sweden, Arlanda, is located 45 km southwest of Uppsala following the freeway E4.

There is also a train station (10) less than 20 minutes walking distance to all hotels and Arenas. Going to Stockholm, the capital of Sweden, takes 45 minutes.

All athletes will be transported from the Airport to Uppsala with chartered buses. The members of CISCA will be provided with cars according to the FISU Minimum Requirements.



SPORTS FACILITIES

There will be four arenas used during the Championship.

- 1 Diöshallen:** Indoor arena for practise.
Capacity: 300
Surface: Turf
- 2 Löten:** Outdoor arena for practise. Full size.
Capacity: 1 800
Surface: Turf
- 3 Österängen:** Outdoor arena for qualification rounds and practise.
Capacity: 2 500
Surface: Turf
- 4 Studenternas:** Outdoor arena for semi-finals, finals and opening and closing ceremony.
Capacity: 8 000
Surface: Grass



MEDICAL SERVICES AND DOPING CONTROL

We will guarantee that medical care and doping controls will be according to the FISU medical Regulations and FISU Minimum Requirements.

Each arena will have on-site physicians (doctors and nurses) during every game. Uppsala University Hospital will provide that service in cooperation with the organisers.

The doping controls following the FISU Regulations and WADA Code, will be managed by the Swedish Sports Confederation (RF) and the laboratory used will be at Karolinska University Hospital in Huddinge, Sweden. We are planning a maximum of 25 tests being analyzed.

The main hospital in Uppsala is Uppsala University Hospital. (11) It is located in the central of Uppsala and less than 10 minutes from each Arena. The hospital has all the medical care needed for the Championship.

SECURITY

There will be a risk analysis made in cooperation with the local police authorities. Each hotel has its own security setup and if needed that will be enhanced.

Every arena will have on-site guards during games and practise. Police will also be at all games.

The local police will manage traffic control during the main events.

PROMOTION

The Championship is one of the biggest sports events ever in Uppsala. It has already been a lot of attention around the event.

For the city and region:

Promotional strategies

- » Social media
- » Websites (official, sports, community and University sites)
- » Advertising, newspapers, buses, posters, radio
- » Newspaper supplement
- » Continuous press releases

Promotional programmes

- » Theme work in local schools. Each school has one country to work with.
- » Activities (flyers, ball throwing, tackling dummies) in local Malls and Central Station.

Additional for the students

- » The Student Houses (Student nations) will be appointed one participating team to host. That will include promoting the games as well as organizing activities for the players.
- » The student orchestras will be involved in the games.

MEDIA

Every game will be broadcast LIVE on the Internet. The games will also be stored to be viewed on demand.

Each Arena will have a wireless internet connection free for the press to use. There will be sufficient space for photo- and film coverage.

MTG (Channels: TV10 and Viasat) is interested in broadcasting the International signal from the finals. An official Film, 27 min, will be produced by a production company called 2AM.

INFORMATION TECHNOLOGY AND COMMUNICATION

The FISU IT Minimum Requirements will be guaranteed to the local and foreign journalists.

The FISU accreditation system will be used for registrations and accreditation.

CULTURAL PROGRAMMES

The biggest Student Festival in Sweden is held the last of April every year in Uppsala. All athletes should attend. The Student houses will host the teams.



There will be daily tours through Uppsala's historic sites including the University Library. Those tours will be free of charge for the athletes and coaches. There will also be bus tours to Stockholm offered to the athletes, coaches and supporters for a minimum charge.

PUBLIC OPINION AND LEGACY

The inhabitants of Uppsala are very positive to large sports events as well as are the city authorities. The University and Student bodies will be involved prior to the Championships as well as during.

After the Championships there will be a boost for the National Student League, Touchdown Sverige, in Sweden that will considerably increase the number of participating Universities. We also expect a large number of young kids to start playing American Football, not only in Uppsala but all over Sweden.

Obviously Uppsala will be proud to have hosted an event like the World University Championship and definitely keep on hosting sports events to the liking of the local inhabitants.

VISION

History meets future. Uppsala is a town where the history meets the future. The University is the oldest in Scandinavia, and combines its ancient history and traditions with innovating world class research. Our championship will embrace the same values by building on the town's long tradition of hosting sports events and using this knowledge to introduce a new sport on the FISU program, a sport that has its roots and breeding ground within universities and colleges and is rapidly growing worldwide.

The motto of the games will be:
Universal Strong Friendship.

The 1st World University American Football Championship 2014...



in Uppsala, Sweden!

Photos

Page 1: Teddy Thörnlund

Page 2: Cecilia Håkansson/www.cillen.com

Page 3: Kalbar/Destination Uppsala

Page 4: Mathias Liljestränd - Martin

Söderberg - Anders Lindberg

Page 5: Xulio Gonzalez/Destination Uppsala

Page 6: Cecilia Håkansson/www.cillen.com





REGERINGSKANSLIET

29 January 2013

Ministry of Culture Sweden
Minister for Culture and Sport

Swedish University Sports Federation
Box 2052
750 02 Uppsala

Support of the World University American Football Championship 2014

This is to confirm that I fully support the candidature of the Swedish University Sports Federation to organize the World University American Football Championship 2014 in Uppsala, Sweden.

Visas for all participants at the championship will be granted promptly in accordance with the Schengen rules and according to Swedish legislation.

Yours sincerely,

Lena Adelsohn Liljeroth



Uppsala, 2 January 2013

Adherence to organisation conditions

The Swedish University Sports Federation declares that we intend, in every aspect, to respect and adhere to the organisation conditions set out in the General Terms of the FISU Regulations.

We can also guarantee that no political meetings or demonstrations will be held in the sports grounds or the accommodation sites.

We will not use the championship for any purposes other than in the interest of University Sport.

Sincerely yours,

Sture Espwall
President
Swedish University Sports Federation

Postadress

Box 20 52
750 02 Uppsala

Besöksadress

S:t Olofsgatan 11 A
Uppsala

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010-476 54 90
Fax
018- 13 72 06

Organisationsnummer

817600-7147

Bankgironummer

124-9028

E-post

info@saif.se

Hemsida

studentidrott.se



World University American Football Championship 2014

The Swedish American Football Federation, member of the Swedish Sports Confederation and the International Federation of American Football, guarantees to give all technical support to the supervision and realisation of the 1st World University American Football Championship organised by the Swedish University Sports Federation in Uppsala, Sweden, in 2014.

Yours sincerely,

Tommy Wiking
President
Swedish American Football Federation



Uppsala, 2 January 2013

Protection of emblems

The Swedish University Sports Federation declares that we intend, in every aspect, to protect the emblem of FISU and the official emblem of the World University American Football Championship 2014 to the profit of FISU.

Sincerely yours,

Sture Espwall
President
Swedish University Sports Federation

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Uppsala, 2 January 2013

Exclusive rights guarantee

The Swedish University Sports Federation guarantees to ensure the exclusive rights of FISU for the international broadcasting of the championship by television, movie or other audio-visual and photographic means.

Sincerely yours,

Sture Espwall
President
Swedish University Sports Federation

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Uppsala, 2 January 2013

Financial guarantee

The Swedish University Sports Federation guarantees that we will pay to FISU the organisation fees and the other financial obligations stipulated in the FISU regulations.

Sincerely yours,

Sture Espwall
President
Swedish University Sports Federation

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