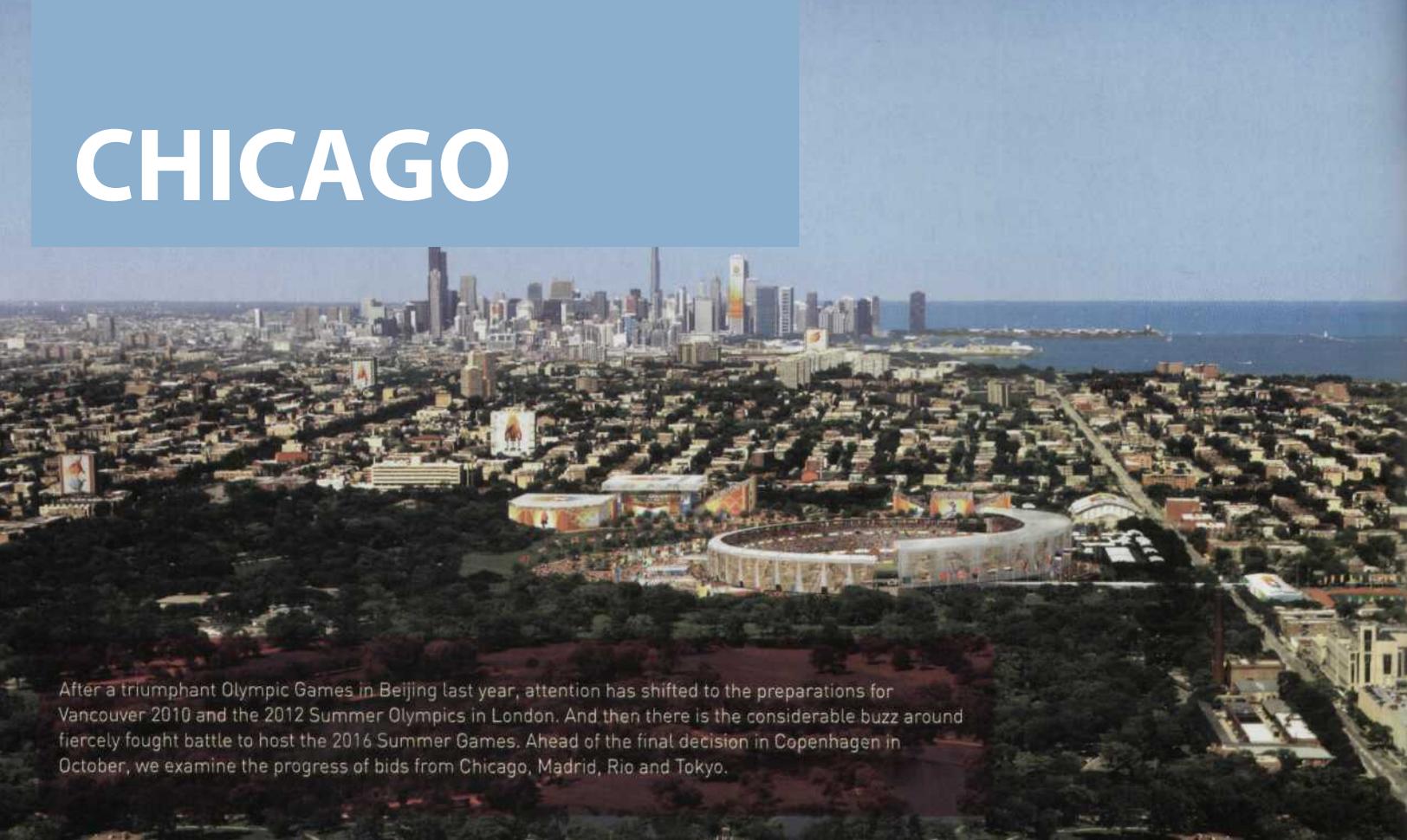


# CHICAGO



After a triumphant Olympic Games in Beijing last year, attention has shifted to the preparations for Vancouver 2010 and the 2012 Summer Olympics in London. And then there is the considerable buzz around a fiercely fought battle to host the 2016 Summer Games. Ahead of the final decision in Copenhagen in October, we examine the progress of bids from Chicago, Madrid, Rio and Tokyo.

## Population

2.8 million

## Support

67 per cent of all Chicagoans, according to the Chicago Tribune (May 2009)

## Olympic History

The United States last hosted the Winter Games in Salt Lake City and the Summer Games in Atlanta in 1996

## Bid History

Chicago was originally chosen to host the 1904 Olympic Games but gave the Games to St. Louis, which was also hosting the World's Fair

## HEART OF THE CITY

BY PATRICK G. RYAN CHAIRMAN AND CEO, CHICAGO 2016

**WE BEGAN OUR RACE** to win the 2016 Olympic and Paralympic Games three years ago, and we've been running hard for a long time.

Now we have begun the sprint for the finish line-- the October 2 vote by the International Olympic Committee to select which city will be given the honor to host the 2016 Olympic and Paralympic Games in 2016.

I am happy to report that we are NOT out of breath in this exciting race. In fact, we are energized and invigorated. The adrenaline is flowing because so much is at stake for Chicago - and for the Olympic Movement.

Under our plan, the Games would be held in the very heart of Chicago, in beautiful public parks along the sparkling Lake Michigan shoreline.

Anybody who knows Chicago will tell you that some of the very best things our city has to offer lie inside the footprint of our plan - world-class museums and cultural institutions, landmark architecture, first-rate restaurants, quality shopping and dazzling public spaces.

We would offer a fantastic experience for athletes, spectators and visitors alike.

A Chicago Games would yield important benefits to the Olympic Movement - furthering sport and increasing the opportunities for our youth to get involved.

A legacy organization that already is going strong - World

Sport Chicago - has been working vigorously to engage young people in sport and teach them the Olympic values of hard work, teamwork, fair play and respect for the rules.

About 30,000 urban youth so far have been reached through sport introduction programs, educational trips and other efforts.

We hope to engage many thousands more in Chicago even as WSC has begun to work with other US cities to begin similar efforts there. If we win the Games, we would love to see our concept spread to cities around the world.

World Sport Chicago also has launched the Paralympic Development Center to identify and nurture athletes focused on competing in the 2016 Games and to help give every youngster with a disability the opportunity to participate in sport. Meanwhile, we plan to develop a Sport and Environment Institute to partner with the IOC to promote new technologies and help future sporting events become more environmentally responsible.

In Chicago, we see the prospect of hosting the Games as a once-in-a-lifetime opportunity.

We have three worthy competitors in Madrid, Rio de Janeiro and Tokyo, and the race is too close to call.

But I can guarantee that Chicago will use every ounce of its energy in the dash for the finish line. Too much hangs in the balance for anything less.

**CHICAGO'S QUEST** to host the 2016 Olympic and Paralympic Games took a major step forward in July when the City of Chicago completed its \$86 million purchase of a prime 38-acre site for the Olympic Village.

Since the City of Chicago purchased the property, \$12.7 million in contracts have been awarded with approximately 50 percent of these contract dollars being committed to minority, disability and women-owned businesses.

"We are excited about our plans for the Olympic Village because it will leave a great legacy for our city - a new residential and retail community that will benefit the people who live in the surrounding neighborhoods and across the city," said Patrick G. Ryan, chairman and CEO of Chicago 2016. "With today's announcement, we are already realizing the positive benefits of this project, including the participation of minority-owned businesses and local workers."

On another front, Chicago 2016 has met the goal of privately financing its bid for the Games as the Chicago area's renowned corporate and philanthropic communities once again have demonstrated their generosity.

Besides covering bid expenses, the donors have permitted World Sport Chicago - the legacy organization created by Chicago 2016 to engage young people in sport and expose them to Olympic values - to sponsor an expanding list of programs and events.

World Sport Chicago already has reached more than 30,000 urban youth through coaching clinics, sport introduction programs and other initiatives.

Hundreds of young people participated in a summertime program advanced by WSC. Organized into neighborhood teams, they received fundamental training in athletics and participated in competitions.

World Sport Chicago also sponsored a Junior Olympic qualifying water polo team from Chicago on a trip to Stanford, California, where it participated at a national competition.

In July, WSC helped send 11 local youth to Ireland for an amateur boxing contest designed to promote cross-cultural exchange in the spirit of sport.

The following month, WSC hosted top youth football clubs from around the world in Chicago for the 2009 International Cup.

Meanwhile, Chicago repeatedly has demonstrated its ability to host international sporting events, including two in June.

More than 50,000 tickets were sold in advance for a FIFA World Cup qualifier at Soldier Field where the US Men's National Team squared off against Honduras.

And Chicago won praise as it hosted the Pan American Weightlifting Championships.

"I'm very pleased," said Luis Zambrano, president of the Ecuador Weightlifting Federation. "We believed Chicago had the capacity to organize this event very well, and what we are seeing is an excellent organization."

Ryan said he is proud of Chicago's efforts.

"Our bid is on track," he said. "I think we are proving that we would be a rock solid partner to the International Olympic Committee and that we would put on a terrific Games if we win the honor of being selected Host City. And as Michael Jordan said in his film to the Evaluation Commission in April, We're ready."

**WITH THE IOC'S DECISION** on which city will host the 2016 Olympic Games being only a matter of weeks away at the time of writing, Chicago was still favourite with bookmakers at least to secure the coveted event. The Windy City, home of the Cubs and the White Sox, is seeking to take the Summer Games back to the US for the first time since 1996 in Atlanta and is promising a compact Games with 85% of competition taking place within an 8 km radius - an area to be known as the Olympic Ring.

Although the bid could get a decisive boost if President Barack Obama travels to Copenhagen for the vote (and that is still an 'if'), the positive influence of the former Chicago Senator may be wiped out by several elements that insiders claim may prove to be "too much hassle" for the IOC

to deal with. For starters, the IOC was upset about the United States Olympic Committee's (USOC) early July announcement of its Olympic television network launch with Comcast, despite the IOC's advice to wait until outstanding contractual issues between itself and the USOC were resolved. The channel will now be put on hold.

And as far as finances go, although Chicago's Mayor (Richard M Daley) has reportedly agreed to sign a contract bearing full financial responsibility should Chicago host the 2016 Games - marking a complete u-turn on earlier plans to privately fund the Games - an independent review of the numbers behind the bid has now been commissioned.

If those numbers fail to stack up under the renewed scrutiny, it could be difficult for Chicago.

**STILL WIDELY CONSIDERED** the leader in this race, Chicago's bid has travelled along a bumpy road that won't end until it reaches Copenhagen. Typically of most Western bids, the bid team has been fighting distracting battles at home to keep the campaign strong.

At an Olympic meeting in June, Chicago Mayor Richard Daley surprised IOC members and politicians at home when he announced that he was prepared to sign the Host City Contract as-is should Chicago be chosen to host in 2016. This means tax-payers could be held accountable for any cost overruns that occur from organizing the Games even as bid officials promise the opposite.

Chicago 2016 Chairman Patrick Ryan insists that there is no real danger to taxpayers because he has arranged private insurance packages that will absorb any risk; but as a fire-fighting measure the bid team has arranged a series of community meetings across Chicago to address concerns and clarify the issues.

While this has given local opposition group "No Games Chicago" a new platform in which to air their grievances - it's also an opportunity for the bid to reveal that they are operating transparently.

Meanwhile, the bid has been able to deliver on the fundamentals and it impressed the IOC site evaluation team with stunning venue plans when they visited Chicago in April. Despite some inclement weather, the visit was well received and members were able to gain a valuable first-hand experience of the least familiar city in the 2016 campaign.

And fundamentals will be more important now that the so-called Obama-effect that was prevalent earlier in the race seems possibly to be waning.

It's questionable whether the US President will be able to travel to Copenhagen for the vote and bid members have been avoiding comment on the possibility. Without that boost - the benefits of his novelty may have worn off.

2016 CANDIDATE CITIES

# MADRID



## A GLOBAL CELEBRATION

BY MERCEDES COGHEN, CEO MADRID 2016

### Population

3 million

### Support

96.3 per cent of Spanish citizens, according to the Madrid Bid Committee (August 2009)

### Olympic History

Madrid has never hosted an Olympic Games

### Bid History

This is the third attempt made by the city of Madrid to host the Games. The first bid was to host the 1972 Games won by Munich. It lost out London for the 2012 Games, coming third.

**THE ROAD TO COPENHAGEN** on October *has* been a long and exciting one and the final part of the journey is yet to come. We have spoken to members of the IOC from all over world and we have had so many good things to tell them about our bid to host the Games in 2016.

In particular we have been able to say that 77 per cent of our venues are ready or under construction and that 100 per cent of the city infrastructure is complete. Perhaps the most impressive aspect of our bid is the tremendous support from the people of Madrid and the whole of Spain with our poll showing 93 per cent support for the bid. We also have all-party political support, financial guarantees from Government, commercial sponsorship from Spain's business community and, of course, the support of our Royal Family.

We do say we have the safest bid but, as we approach the home run, I also want to emphasise that an Olympics and Paralympics in Madrid will be fun, a Games for everyone to enjoy. We say "the Games with the Human Touch"

By that I mean a Games that will bring people of all nationalities, ages and backgrounds together to enjoy our city, our culture and to have a great time. Spain is famous for Fiesta and we want our natural passion and enthusiasm to shine through.

The Olympics and Paralympics should be fun! The Madrid tradition is to enjoy our culture, day and night through music, tapas and meeting friends in our safe streets. Madrid will give a warm welcome to the world.

In recent years more than a million people from more

than 190 different nationalities have chosen Madrid, a city of opportunities, as their home. We believe the Olympics and Paralympics can be a catalyst for social inclusion and integration.

Since we started to work on our bid we have always made decisions with people in mind. For example our venues have been designed for excellence both during and after the Games.

Venues that work for the Games and also work for the people of Madrid long after the Games. Venues like the Olympic Village designed by and for athletes with a Mediterranean feel for living and interacting, only 500 metres from the main Olympic stadium

Every aspect of our venue design has the environment in mind, from using recycled materials to efficient use of energy and water. What we are saying to the IOC is that if you choose Madrid for 2016 you will be choosing a dynamic and growing city. The people of Spain see the Olympics as a force for good, creating new green areas and developing educational programmes for people of all ages. Madrid will become one giant Olympic Village for everyone to experience. A global celebration of sport and culture.

That is why I hope and believe that on October 2nd we will be celebrating that Madrid will be hosting the greatest Games ever in 2016. Because we want to do more than aspire to the values of Olympism we want to actually live them. The Olympics will be wonderful for our city but we also want Madrid 2016 to be wonderful for the future of the Olympic movement as a whole.

Venues

- Madrid Magic Box Tennis Venue was completed in time for the Madrid Masters in May and was opened with a spectacular music concert featuring Lenny Kravitz.
- Madrid's "City of Water" Aquatics Centre is being built right next to what will be the main Olympic Stadium and will be completed to provide world class facilities for the future, whether Madrid hosts the 2016 Games or not.

Finances

- The Madrid Government has guaranteed the full €71.9 million needed to complete the construction of the Olympic Village for the 2016 Games.
- Prime Minister Zapatero has approved the plan to support Paralympic sports (Plan ADOP) in Spain, and has pledged over €17 million over the rest of his term in office from 2009-2012.

Security

- Madrid announced an update on the security guaranteed for the 2016 Games: over 72,000 operatives will be charged with watching over visitors, citizens and competitors to guarantee their enjoyment of Madrid 2016.

Environment

- Madrid's 2009 Marathon carried the environmental message of the city's bid to host a Happy Green Games in 2016.
- Madrid will capitalise on its title as the sunniest 2016 bid city by harnessing solar energy to power the Olympic and Paralympic Games in 2016 and guaranteeing that 100 per cent of the energy consumption in the Games venues and the Olympic Village will be renewable at origin.

Support

- The Executive Committee of the European Olympic Committee declared its official support for Madrid 2016.
- Two of the major football clubs
- Real Madrid and Atlético Madrid
- announce their official support of Madrid's 2016 Olympic bid.
- King Juan Carlos of Spain has described Madrid's bid to host the 2016 Olympic & Paralympic Games as 'a national project which expresses the hopes and dreams of the Spanish people to organize an Olympics as

unforgettable as Barcelona '92'.

- 93.6 per cent of Spanish citizens want Madrid to host the 2016 Games and 3 out of 4 people (75.5 per cent) predict a victory for the capital city.
- Madrid has almost 50,000 volunteers signed up in active support of the city's bid to host the 2016 Games.
- The Institute Cervantes is the largest organisation in the world responsible for promoting the study and teaching of Spanish and Hispanic-American language and culture. It pledged to promote Madrid 2016 throughout the world in the last months before the final decision in October.

Legacy

- Madrid 2016 launched its Legacy Plan in March 2009, with the strapline 'Actions not words'. The Plan will focus on sustainability in the following areas: sport; social and education; economic; environmental and cultural.

Sport

- Madrid 2016 wins is awarded the National Sports Prize 2008 by Spain's Ministry of Sport. This was in recognition of the team's outstanding contribution to sport through the initiatives set up for and promotional activity around the bid to host the 2016 Games.
- Madrid will be the stage for the NBA Europe Live Tour match between Real Madrid and Utah Jazz in October this year, consolidating its position as an experienced host of international high profile sporting events and international tourist destination.
- Madrid hosted its second city-wide sports day (now a permanent fixture on the city's calendar) and its first-ever Integration Games, a pioneering initiative to promote healthy coexistence in the Region of Madrid.

Other

- Madrid tourism figures have increased by 1.6 per cent during the first six months of this year compared with the same period last year. Across Europe, visitor figures are generally down by 1 per cent.
- A report covering 27 countries and almost 34,000 people has confirmed Spain is in fourth position for international reputation behind Switzerland, Canada and Italy. The report Was presented by the Reputation Institute in Madrid in May this year.

IF THE 2016 GAMES were to be awarded on the merits of which city had the jolliest campaign, then Madrid would surely win. In its latest push for IOC favour, Madrid says it is committed to delivering a 'Happy Green Games' in 2016 and has worked with experienced stakeholders to ensure that all plans meet with the highest environmental standards. With a touch of the 'Factor 30', rather than the 'X Factor' about its bid, the city is hoping that its status as 'sunniest candidate' will increase its chances of success.

Alas, the fact that there have never been back-to-back Summer Games in the same continent is still a major stumbling block unless Madrid can pull something a bit more spectacular out of the bag than glorious weather forecasts and

the mandatory environmental promises. That said, Madrid must surely win points for putting legacy at the heart of its bid and having lots of lovely pre-existing infrastructure. The city will also have learned invaluable lessons from the experiences of its two previous failed bids. The softly, softly approach that Madrid has been following may end up being its catchy-Olympic-monkey masterstroke.

Meanwhile, Spain's King Juan Carlos has announced he will go to Copenhagen to support Madrid's last minute bid preparations in October. With the David Beckham factor being acknowledged as a positive in London 2012's final push for glory, Spain's capital city might be savvy to buy a first class ticket for Cristiano Ronaldo too. Just a thought.

ANALYSIS

ROBERT LIVINGSTONE,  
Producer, GamesBids.com

IF YOU WERE to sum up Madrid's role in this 2016 Olympic bid campaign with one word, it would be "experience".

This is Madrid's third bid and second in a row. Immediately prior to that Spain submitted two consecutive bids from Seville. In between there have been four bids by Jaca to host the Winter Games. This all comes despite Spain hosting the Games recently in Barcelona in 1992.

Even without the history it is clear that experience is driving this bid. The appointment of Olympian Mercedes Cogen puts a relatable face on the campaign and ensures that the bid is athlete-focused, both important parts of recent successful bids.

A knowledgeable Spanish populace who have personal memories of the highly acclaimed Barcelona Games have boosted the bid with 93% support.

Madrid has been able to use feedback acquired from the narrowly missed 2012 bid to improve their plans, host additional world class events and

establish new venues - more than 75 per cent are already built for the Games.

But the bid team has been advertising Madrid as the "safest choice" and it seems to be traveling the safe road to get there by taking very few risks.

This is not necessarily a good strategy in the dynamic Olympic Bid Process, especially in this tight race where it has been a challenge to stand out from the field.

While the plan is solid and was ranked second behind Tokyo by IOC evaluators - it lacks the novelty and imagination that IOC members seem to be drawn to. In this case, perhaps the experience has backfired.

Madrid fared better than expected during the 2012 bid election - barely missing the final ballot in which experts believe would have been won by the Spanish city. It cannot be ruled out of the 2016 bid.

# RIO



**Population**  
6.1 million

**Support**  
77 per cent of the Brazilian population [at June 2008]

**Olympic History**  
South America has never hosted an Olympic Games

**Bid History**  
Rio bid for the 1936, 2004 and 2012 Olympic Games. The city failed to qualify for the 2012 short-list

## EXCITING NEW STORY

CARLOS NUZMAN, PRESIDENT OF THE BRAZILIAN OLYMPIC COMMITTEE AND RIO 2016 BID COMMITTEE

**RIO 2016 WILL BE** a Games of certainty, celebration and transformation. Led by our passion for sport and built on the legacy of the 2007 Pan Am Games, Rio would stage an exceptional event that would inspire young people and be fully aligned with the long term needs of the city and country.

We have spent months listening to the Olympic Family and learning at events around the world to ensure that our proposal meets their needs. We have witnessed the power and values of the Olympic Movement and are confident that we have what it takes to host the Games in 2016.

Our vision for the 2016 Olympic and Paralympic Games, to bring the Games to South America for the first time and stage a celebration infused with passion, is supported by the people of Brazil and all three levels of Government. They recognise the unique power of sport to help deliver wider benefits to society, to transform nations and peoples' lives - especially young people - here in Brazil and around the world.

With a strong and diverse economy, significant investments in key areas like infrastructure, education and environment as well as full guarantees provided by the government for the 2016 Games we believe that Rio is ready to deliver. Our proposed Games Plan for 2016 has been developed in alignment with our city's own growth plans and as pointed out by President Lula, also fits with the Federal government's vision for the country.

No-one has done more to harness the power of sport than the Olympic Movement. We aim to help strengthen

the Movement by welcoming an event that will reach out to 65 million people under 18 in Brazil and 180 million young people throughout South America - inspiring them and providing a fantastic catalyst for the ongoing social transformation of our country and our continent.

2016 can be an historic decision for the IOC, opening the door of the Olympic Movement to a new continent with an exciting new story for Games broadcasters and media within a convenient time zone as well as a dynamic market economy for sponsors.

There have been wonderful Games in Europe, Oceania, North America and Asia but our dream is to bring the Games to South America for the first time. The Games have always been the greatest when they have explored new territory and touched the lives of new people.

The Games have the power to transform as in Barcelona, to excite like Sydney and to make history like Beijing. Rio 2016 will be Games of celebration and passion which will inspire, transform and make history.

We can build a bridge from London 2012 to Rio 2016 - from Europe to South America - passing the baton to continue the mission of inspiring young people all around the world to engage with sport and the Olympic Movement.

As we near the-final vote in Copenhagen on 2 October, our Bid Committee is confident but not complacent. We have a unique story to share and a passionate, committed team ready to deliver. Rio is ready.

**AS WE NEAR** the IOC's selection of Host City for the 2016 Games in Copenhagen, our Bid Committee is very excited and confident that the vision we have outlined for the Games will meet the expectations and needs of the Olympic Family and be delivered with certainty and passion.

**A strong and diverse economy**  
The Brazilian economy continues to be robust, with President Lula one of the leaders in the global economic recovery. In 2008, Brazil's economy grew by 5.1 per cent with GDP close to US\$ 2 trillion. Indeed, Brazil is the world's second largest food exporter, seventh largest entrepreneur market, sixth in advertising, sixth in mobile phones and third in commercial jets.

Our bid is also strengthened by the financial guarantees that have been provided by the government which mean that Rio 2016 can be operational the first day following the Host City announcement, without the need for bank loans or initial sponsorship revenues. The Olympic and Paralympic Games would be the climax of years of investment, planning and delivery in support of sport and in line with numerous wider investments being made to meet the long-term needs of Brazilians.

A celebration within the city limits

During the Rio 2016 Olympic and Paralympic Games, all sports will be staged within the city in four venue clusters - among the lush forests of Deodoro, centred around the legendary Maracana, alongside the iconic beaches of Copacabana and in the vibrant and thriving neighbourhood of Barra. All venue clusters will be linked by a High Performance Transport Ring and a network of Olympic lanes.

Rio will provide a spectacular setting for sport with 74 per cent of venues already existing or temporary. Thanks to the city's unique natural attributes and already existing venues, Rio will provide competition locations for sports such as rowing, sailing, shooting and equestrian within the city limits, bringing the athletes closer than ever to the heart of the Games.

The Barra Cluster will host nearly fifty percent of Rio 2016 competitions. This zone includes the state-of-the-art Olympic Training Centre (OTC) which will welcome athletes in 22 sports and act as a centre of excellence for South America and the developing world, providing scholarships to athletes and coaches from nations worldwide - a real legacy for athletes.

Our Games will also aim to unite modern and traditional sports in our pioneering X Park within the Deodoro zone. An adventure sport precinct designed to appeal to youth - and located in Rio's community with the highest proportion of young people - is an important symbol of our desire to help connect the Olympic Games to the next generation.

**A commitment to a safe Games**

Rio provides a peaceful and secure environment for more than two million international visitors every year during some of its most iconic events including New Year's Eve celebrations and Carnival. With its steady and growing economy, Brazil has also committed to invest US\$ 3.5 billion over four years in the largest national public security program in the country's history.

This emphasis on personal safety and security will continue at Games time, led by the Federal Government through the federal security service that will lead the single command structure. This is the same service that delivered safety and security for the 2007 Pan American Games in Rio and ensured an event free of security incidents.

The 2007 Pan American and Para Pan Games saw a new philosophy of community policing focused on the city's marginalised communities, which emphasised engagement and encouraged civic leadership - with problems rooted out by the people and the police, working together.

Change is now shaping a new reality for some of Rio's most disadvantaged citizens and the 2016 Olympic and Paralympic Games will provide the opportunity to create an enduring security legacy, transforming more lives through sport.

**THE HOST OF THE** 2016 Summer Olympic Games is likely to be the Brazilian city of Rio de Janeiro. That is certainly the feeling on the streets of South America, and with recent bursts of sugar daddy funding, no doubt to assuage fears over expensive infrastructure costs, and the playing of the almost obligatory 'green' card to please the environmental lobby at the eleventh hour, certainly there is more reason now to feel bullish about the Rio bid than ever before.

It is no secret that proven financial security is high on the IOC selection agenda, which is why Rio will be thankful for Brazilian billionaire Eike Batista's kind donation of R13m (around \$6.8m), adding to the Riom he has already bankrolled. Nice.

Meanwhile, the ultimate in recycling will take place if the Games go to 2014 FIFA World Cup Final host city Rio, with one

of the venues, Barra da Tijuca, being turned into a waste water management centre that will reportedly benefit around 10,000 people. Barra da Tijuca is the proposed venue for competitions in 19 Olympic sports and 13 Paralympic sports, as well as the site of the Olympic Village, the International Broadcast Centre and the Main Press Centre.

Perhaps Rio's greatest stroke of genius however was its bid team's compelling presentation to the IOC in June that was designed to tug well and truly at the governing body's emotional heartstrings.

By displaying a huge map showing where all the Olympics have been held, with dots placed strategically in Europe, Asia and North America and the entire South American continent left blank, it would be a brave person who rules out the Brazilian city soon filling the gap.

**RIO DE JANEIRO'S** candidacy for the 2016 games has become a complex puzzle.

While fundamentally inferior to its three competitors - Rio has risen to become more than just a sentimental favourite.

The geographical circumstance of Rio - somewhere, anywhere on the South American continent - is the key thing that keeps the Brazilian city a going concern in this campaign.

Upon his election, IOC President Jacques Rogge promised to move into "new frontiers" including holding Olympic Games in South America and Africa and the International Sports community seems to be catching this wave.

Dynamic Bid President Carlos Nuzman drew rare applause at two of the biggest meetings of the campaign by simply displaying a map of South America; first at SportAccord in Denver attended by the most influential people in the international sports industry then at an even more important gathering in Lausanne attended by most IOC

voting members. Rio successfully hosted the 2007 Pan Am Games; it'll host the World Cup in 2014; it ranked fifth on an early evaluation report of 2016 contenders last year - but you'd be kidding yourself if you believed these facts will have any significant impact on Rio's success in Copenhagen.

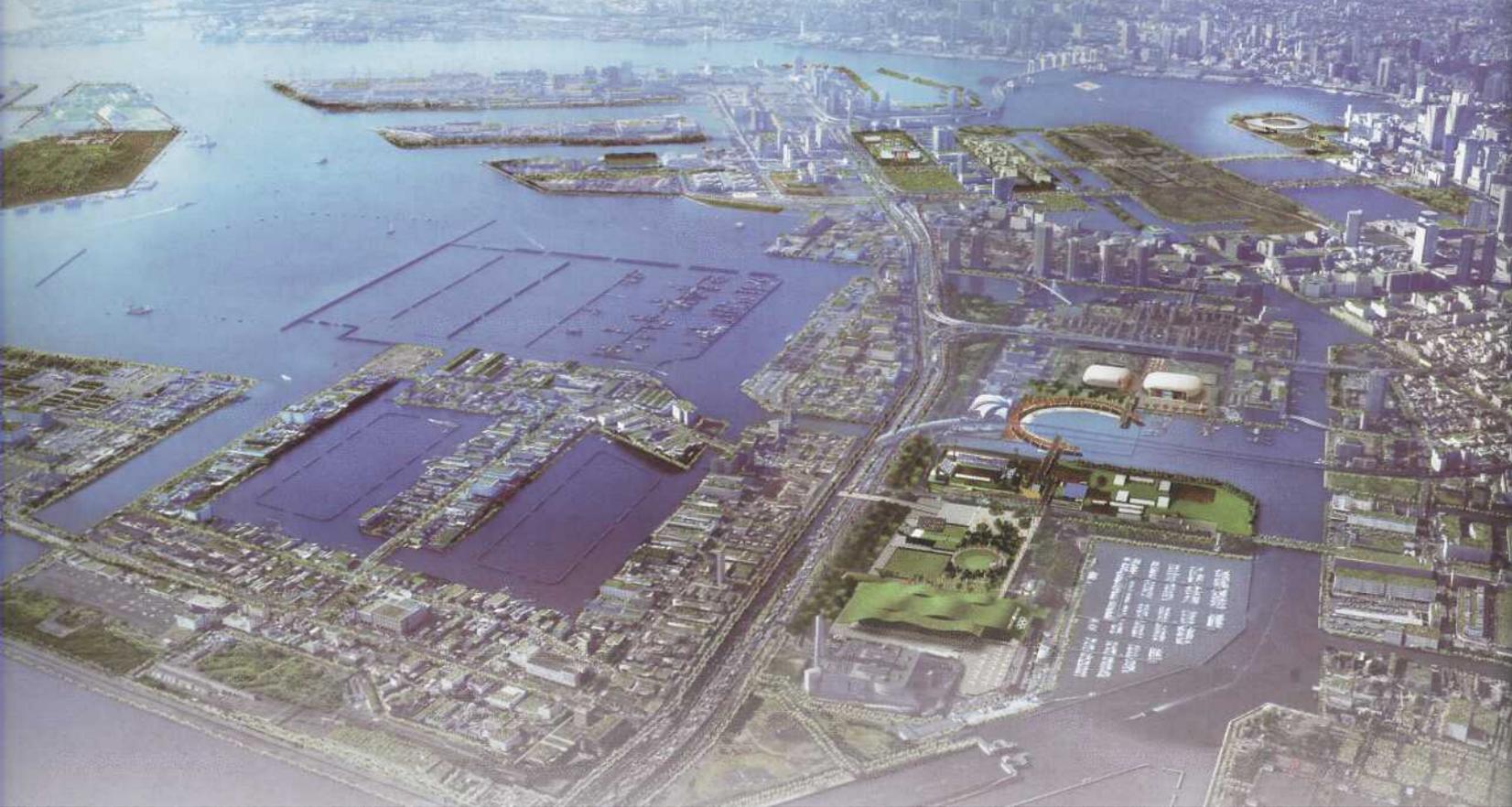
But can sentiment really be enough to defeat the likes of Chicago, Tokyo or Madrid? The answer is yes.

Based on past voting patterns - IOC members often vote with their hearts in the first round, showing support to the perceived underdog, only to switch to their "real" choice in round two.

It seems inevitable that Rio will survive the first ballot and if they do there are many scenarios in which they can gain second-choice support.

Rio is certainly a solid contender in this campaign.

# TOKYO



## Population

12.4 million

## Support

70.2 per cent of the Japanese population (at January 2009)

## Olympic History

Tokyo hosted the 1964 Summer Olympic Games. Japan hosted the Winter Games in Nagano in 1998

## Bid History

This is Tokyo's first bid since hosting the 1964 Games. Osaka made a bid for the 2008 Games

## A WINNING BLUEPRINT

DR. ICHIRO KONO, CHAIRMAN AND CEO OF TOKYO 2016

**AS WE APPROACH** the final lap of the 2016 race, we're ready to execute a powerful, decisive kick-turn. This competition reminds me of my youth, when I competed in the 200 m butterfly in college; then, as now, the plan was to finish strong, leaving everything in the pool.

Why does Tokyo deserve to win? Because ours is a unique concept: we'll be "Setting the Stage for Heroes" by hosting the most compact, athlete-friendly and sustainable Games plan in Olympic and Paralympic history. Athletes will have the perfect environment to achieve peak performance.

Our venue plan will place the Games in the very heart of this vibrant capital city. Athletes, officials and supporters are guaranteed comfort and convenience in one of the world's most environment-conscious cities.

Enthusiastic, sport-loving people of Tokyo, Japan and Asia will fill every venue and become lifelong supporters of the Olympic and Paralympic Movement.

Hosting the Olympic Games is also a matter of trust and dependability, and we are the best partner for the Olympic Movement because Tokyo 2016 offers a financially secure Games. Budgets for venues and Games-related infrastructure are fully guaranteed and \$4bn is already in the bank to cover development costs.

Tokyo 2016 will reflect an evolving and efficient Olympic Movement by offering a unique showcase of sustainability, contributing to an unprecedented 100-year Olympic and

Paralympic legacy. In addition to using venues from the 1964 Games and several new facilities, Tokyo will be transformed in the lead up to 2016 with 1,000 hectares of new greenery - including a unique Sea Forest in Tokyo Bay - and new technology to ensure the perfect visitor experience.

The Tokyo 2016 Bid will reunite the world's youth with sport and healthy living through the most comprehensive Olympic youth outreach programme ever. Our dynamic urban culture and cutting-edge technologies speak to young people, making Tokyo 2016 the ideal platform from which to effect global youth engagement with sport, healthy living, and the Olympic values of friendship, excellence and respect.

We are the best partner for the Olympic Movement and Paralympic Movement to achieve their ambition of reaching millions of youth worldwide because we know how to connect with young people. Our approach is unique. For example, we adopted the world's largest robot to promote one of our Green Games sites in Tokyo, attracting more than 1 million visitors in the first few days. Young people worldwide identify with the tools of Japanese youth culture.

The many youth sport events held with top Japanese athletes and personalities have also succeeded in connecting young people with sport, a bond that will be strengthened when we host the Asian Youth Para Games in September.

Just imagine what we can achieve if we are granted the honour of hosting the 2016 Games.

**WITH ONLY A FEW DAYS** to go before the IOC selects its host city for the 2016 Olympic and Paralympic Games, Tokyo 2016 enters final stage buoyed by excitement and growing support.

The effort to date is paying off, the passion of a nation enlisted and engaged. Tokyo 2016 now turns its attention to the hard work that remains, with the ultimate goal of partnering the Olympic Movement in 2016 and completing the foundation that will make its 100 year legacy a reality.

Growing support back home has been a fantastic boost. As the finish line approaches, Japan bristles with excitement, inspired by the positive values of Olympism.

Athletes have been engaged every step of the way, meeting with children and young people to promote Olympic sport and values and demonstrating their support for Tokyo 2016 during sporting events all over the world.

With the athletes, for the athletes, Tokyo is tirelessly promoting respect for fair play and the Olympic Movement.

Tapping the momentum that followed June's successful presentation to the IOC in Lausanne, Tokyo 2016 has embarked on an intense roadshow to engage the Olympic Family and share its vision to host the most compact, sustainable and athlete-focused Olympic and Paralympic Games ever in the heart of Japan's vibrant capital. In every city - from Pescara to Singapore, through Berlin, London, Rome, Tampere and Abuja - Tokyo 2016 has received positive feedback from the Olympic Family about its mission, "Setting the Stage for Heroes".

Based in the heart of a vibrant city within minutes of most venues, athletes will be front and centre - their rightful place at any Games. Money in the bank and guaranteed government and TMG backing mean financial security.

And Japan's appeal to youth worldwide, combined with environmental best practice during the games, ensures that future generations can be inspired to preserve Olympic Values.

From day one, engaging youth

has been a key objective for Tokyo 2016. Making good on its commitment to inspire and educate future generations, Tokyo 2016 has been laying the foundation for a 100 Year Legacy.

It all began with Olympic Educational Textbooks for students - a first at the bid stage. It continues with the popular "Olympics for All" roadshows supported by current and former Olympians that has been carrying the Olympic message to young Japanese nationwide since October 2007.

And surely it has reached a new pinnacle with the giant, life-size (18m tall) Gundam robot that has attracted millions of visitors to Tokyo Bay - testament to the enduring appeal of Japanese culture among youth of all nations.

And passion for Tokyo 2016 is especially strong among young people. A Yomiuri Shimbun poll reveals that 82 per cent of Japanese in their 20's support the Bid - a significant result that reflects the IOC's ambition of making the Games, sport and Olympic Movement more relevant to our young people.

Tokyo 2016 has run a swift and inspiring race. We have reached every milestone, exceeded every requirement, secured every guarantee in the process of promoting the most athlete-focused, environment-friendly Games concept in history.

Tokyo 2016 is the most trustworthy and dependable partner for the Olympic Movement, offering the safest, most secure, risk-free and dependable Games in today's challenging environment.

**GIANT GREEN ROBOTS**, enormous paper lanterns and iPhone Applications have all been used in recent weeks to bolster Tokyo's bid to host the 2016 Olympic Games.

As far as the bid team's marketing and PR budget has gone, no expense has been spared to promote the transformation that the city is undergoing within its 10-year 'Tokyo Big Change' that will be completed in 2016 in time for the Olympic and Paralympic Games.

Tokyo certainly continues to sing its own praises well through a range of gadgetry and gimmickry, but is Japan's capital city barking up the wrong (albeit newly planted) tree when it comes to appealing to the IOC voters?

On paper, the Tokyo bid stacks up incredibly well and ticks the full gamut of boxes. It is securely-funded, there is evidence of great public support (including from the popular youth element), an Olympics-hungry time-friendly massive television audience is primed and at the ready, robust

legacy planning is firmly in place, and Tokyo is offering an environmentally-friendly Games that would be even more compact, or indeed 'Bonsai', than Chicago's.

Some might say that Tokyo's bid almost seems a bit too good to be true. Perhaps even a little bit excessive at this time of global economic downturn?

If the IOC voters agree, unfortunately therein could lie Tokyo's downfall. Depending on how cleverly rival Rio plays the 'rich' versus 'poor' and 'profligate' versus 'underprivileged' trump card in October, Tokyo may simply find it is outclassed by the underdog.

Tokyo may find itself having to look towards the 2020 Games as suitable compensation instead.

## ANALYSIS

ROBERT LIVINGSTONE,  
Producer, GamesBids.com

**OF ALL OF THE MESSAGES** sent by the Olympic bid committee during the campaign, the one that rings loud-and-clear is "Tokyo wants these Games".

Sparing nothing, this bid is performing larger-than-life. From giant robots to super-sized promotional displays; from a carbon-minus environmental plan to a \$4 billion contingency already in the bank - Tokyo 2016 says it will do whatever it takes to win.

The bid conducted a study that showed the television audience of an Olympics in Japan would be more lucrative than the viewership of a prime time Olympics in the United States

The bid's technical plan was awarded the top score by the IOC after an initial evaluation last year due to an extremely compact city-centre venue plan; excellent accommodations; good transportation and achievable financial strategy.

The leadership team includes Olympians and those active in the movement to help instil experience in this new bid.

Superlatives aside, Tokyo 2016 seems to be following the recipe for a successful Olympic bid. But in this tighter-than-ever race, that might not be enough - and as veteran bid-followers know - the best bids usually don't win.

There is a certain buzz missing from Tokyo's bid. Tokyo 2016 lacks the kind of controversy that usually adds interest to a bid, and with a constant flow of good news nothing seems to stand out.

Perhaps on the heels of the Games in Beijing - another Games in Asia is less interesting.

Based on fundamentals, Tokyo remains in this race but I think a winning final presentation in Copenhagen will be necessary to push this bid past the finish line in first place.