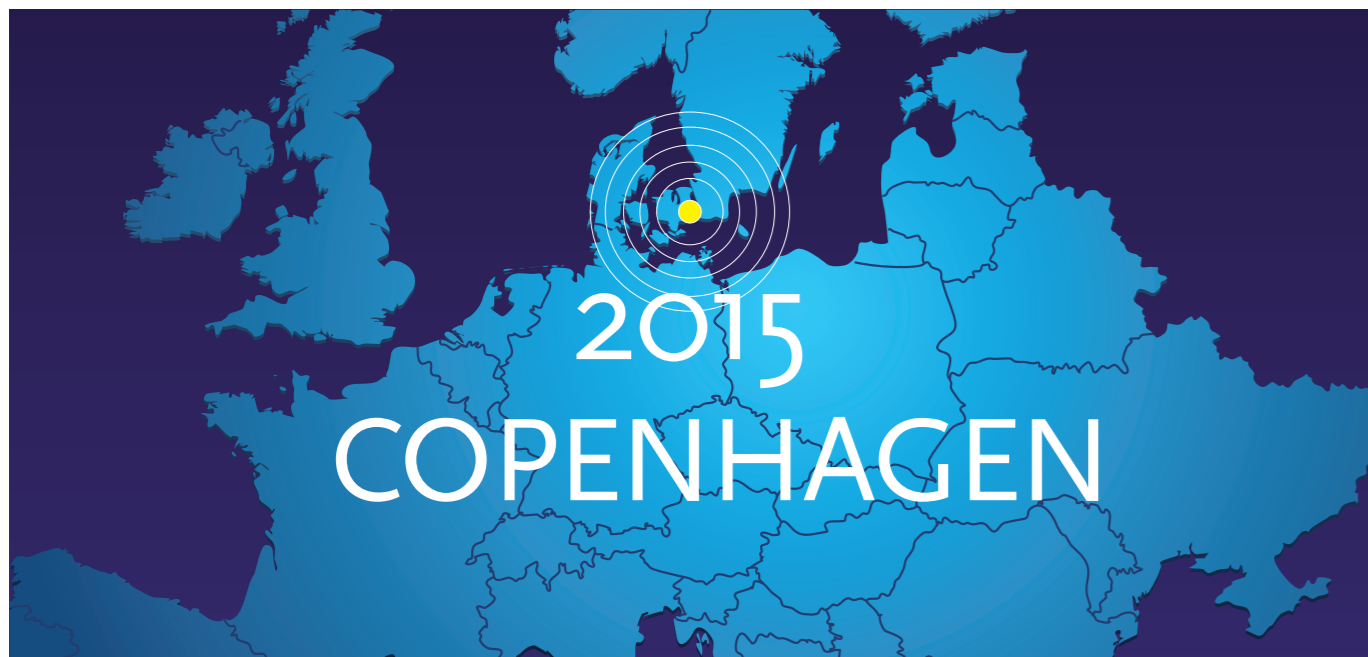


World Archery Championships *like never before*



The World Archery  
Championships

*like never before...*

**COPENHAGEN**

Proud candidate to host the  
2015 World Archery Championships

Read more at [www.likeneverbefore2015.dk](http://www.likeneverbefore2015.dk)



World Archery  
Championships  
**COPENHAGEN**  
2015

*like never before...*

## A Qualification Round *like never before*

### **Compact** *like never before*

- 80-lane qualifying venue near airport, hotels and local transport
- Distance from venue: airport (3km), hotels (100m-1.5km), local transport (1km)

### **Green** *like never before*

- Compact design means less impact on the environment
- Free bicycles to travel to and from the venue, including onboard city metro system
- Online accreditation and electronic communications to make event as paper-free as possible

### **Interactive** *like never before*

- Customizable online platform and wireless application for mobile phones for fans to access instant results for their favorite archers
- Hands-on “how to” archery clinics taught by top-level archers



## A Host City COPENHAGEN *like never before*

### **World class archery, world class city**

- Copenhagen offers athletes and fans the best of archery in one of Europe's most exciting cities
- Top class food, hotels and fun at all price points

### **Big city, big potential**

- Copenhagen can bring hundreds of archers together to celebrate a true Archery Festival
- Copenhagen is a major transport hub easily accessible worldwide
- Event coincides with city's busiest tourist season

### **Experienced, supportive host**

- Copenhagen knows how to merge big events with the city
- Official Government policy supports bringing major events to the city, including the World Archery Championships



## A Final Round *like never before*



### **Venue** *like never before*

- Dramatic setting over water near Royal Palace and Opera House
- City dressed in event signage and archery-related events
- Archery-related activities in nearby communities

### **Spectators** *like never before*

- Goal to bring together as many archery fans as possible, including 75% international attendance
- Use new media strategies to launch multi-lingual “Copenhagen Calling” marketing campaign to reach fans
- Affordable event packages that include travel, hotel, event tickets and “exclusive” events

### **Entertainment** *like never before*

- Final round competition in city's most popular area
- Exhibitions and archery stunts during breaks in competition
- Saturday night “Archery-fest” that brings together fans and elite international archers