

WORLD CHOIR GAMES 2022

REQUEST FOR EXPRESSION OF INTEREST: COME TOGETHER IN SONG

AN  INTERKULTUR EVENT


World
Choir Games





WELCOME TO THE WORLD CHOIR GAMES

Dear friends,

I am delighted to offer you a fantastic opportunity to join our World Choir Games family and welcome to your city one of the biggest and most inspiring events in music.

The World Choir Games is the pinnacle of international competition for amateur choral singers and is renowned for its ability to bring together all nations and cultures in a joyful celebration of creativity, diversity, peace and friendship.

Our flagship event attracts over 25,000 singers from more than 70 countries around the world, united by their love of choral music and a willingness to share and explore that passion with their fellow competitors and hosts. Throughout the two-week programme of music, art and community engagement events, they sing together and learn from each other.

For our host, staging the World Choir Games is a wonderful showcase for your artistic venues and the vibrant life of your city. It is a stage on which you can share your culture with a young, global audience and promote togetherness within your own community too.

The 2022 edition of the Games is already attracting unprecedented interest from potential hosts, so we are putting in place a formal, structured bid process to make sure all cities taking part understand our requirements and that we select the best possible partner in a manner that is both fair and transparent.

The first stage in the process is our publication of this request for Expressions of Interest from cities wishing to receive our full bid documentation and learn more about the World Choir Games and its wide range of substantial benefits. The following pages will give you a brief overview of the event and the bid process before directing you to the electronic form through which you can express an initial interest in becoming our 2022 host.

The deadline for submitting an Expression of Interest is 21st June 2019. All Expressions of Interest received are treated as confidential and taking this first step does not involve making any binding commitment, financial or otherwise – it simply enables us to release further information and allows you to progress to the next phase of bidding should you wish.

If you have any questions at this stage, I would be grateful if you could direct them to The Sports Consultancy, who are managing the process on INTERKULTUR's behalf. You can do this by emailing WCG2022@thesportsconsultancy.com.

I very much hope you will be inspired by the power and beauty of choral music and embrace the ideals of the World Choir Games by applying to join our family of hosts. We look forward to receiving your Expression of Interest.

Yours sincerely

Günter Titsch

President INTERKULTUR

Founder of the World Choir Games



THE WORLD CHOIR GAMES

IN NUMBERS



\$50M+
IN ECONOMIC IMPACT



1B+
MEDIA IMPRESSIONS GLOBALLY,
WITH PUBLICITY VALUE OF
MORE THAN \$32 MILLION



27,000
POTENTIAL PARTICIPANTS



300,000+
VISITORS



11
DAYS OF ACTION



70+
NATIONS REPRESENTED



30
DIFFERENT CATEGORIES OF
COMPETITION



1
WORLD CHOIR GAMES PEACE BELL -
A SIGNIFICANT SYMBOL OF THE EVENT



WE'D LIKE TO TEACH THE WORLD TO SING

THE POWER OF MUSIC AND SONG

The joy of music is a pleasure everyone can share, a universal language that touches hearts and inspires minds all around the world.

And singing together is a simple act that can be an incredible force for good. There are few more empowering feelings than finding your voice – and nothing more uplifting than hearing it in harmony with those around you.

It is this great potential of choral singing – proven to benefit health and even extend our lifespan – that the World Choir Games harnesses for its hosts: a collective, collaborative experience that connects us all, enriching our spirits with fellowship and goodwill.



“Music brightens our lives, stirs our souls. Events like the World Choir Games remind us of choral music’s power to transcend languages, cultures, and borders to reveal our shared humanity.”

BARACK OBAMA
FORMER U.S. PRESIDENT

OUR WORLD IS YOUR STAGE

The expertise of INTERKULTUR

The success of each World Choir Games is built on the experience and expertise of INTERKULTUR, the leading organiser of international choir competitions and festivals for more than 30 years. Established in 1988 with a mission to build bridges between cultures through the shared experience of music and song, INTERKULTUR has now staged more than 200 major events in 29 countries featuring over 400,000 participants from 100-plus nations.

It is also at the centre of a global network of non-profit and commercial choral organisations that reaches 120,000 choirs and 4.8 million singers, with some 80 countries represented on its 'United Nations of singing', the World Choir Council.

“SINGING TOGETHER BRINGS NATIONS TOGETHER”

The mission of the World Choir Games

The world's biggest international choral music event is both a celebration of artistic talent and the cultural embodiment of the Olympic ideals, using fair competition to unite nations and peoples.

That mission is symbolised by our Peace Bell, the World Choir Games' equivalent of the Olympic flame, which is rung five times at every Opening Ceremony – once for each continent – to call countries together to sing and celebrate in peace.

Staged every other summer, the Games are a rarity among cultural festivals in rotating between hosts, so there are very few events of this type for which cities are able to bid – and even fewer that can deliver on this agenda.





“ I think my kids learned more about the world this afternoon on the Square than from any textbook. ”

MOTHER OF FOUR CHILDREN AGED UNDER 12
WORLD CHOIR GAMES 2012 PARADE OF NATIONS, CINCINNATI, USA

THE WORLD IN YOUR CITY

The sweet sound of success

The World Choir Games are truly open to all – any choir can take part, regardless of their level or competitive experience. This inclusive approach attracts up to 27,000 singers from all demographics and is enabled by a programme that offers 30 different categories of performance across two distinct levels of competition:

- The Champions Competition is for experienced choirs with a record of excellence at other international events and offers gold, silver and bronze medals in each category, as well as the coveted ‘World Choir Games Champion’ title and trophy for the overall winner.
- The Open Competition is open to all and specifically designed for choirs with little or no previous competition experience. With performances evaluated by an expert jury, the emphasis is firmly on collaborative learning and artistic growth, with gold, silver and bronze diplomas awarded according to the standard reached.

The Games programme is hugely popular with all those who take part and has become an invaluable platform from which to reach the next generation of choir members: two-thirds of all choirs become repeat participants and more than half of all singers are aged under 27 – digitally engaged, socially active and the best possible advocates for our art, and for our hosts.

With engaging and exciting content taking place around your city, the packed format ensures every corner will feel the impact of the Games.

WORLD CHOIR GAMES PROGRAMMING

- Large-scale singing events staged in world-class venues
- Opening and closing ceremonies
- Parade of Nations through the streets of the host city
- Friendship concerts – free performances in city squares, public venues and streets
- Celebration concerts – ticketed events with top-class international choirs in special concert venues
- Award ceremonies
- Assembly of the World Choir Council
- Workshops
- Seminars

More detail on the event format and the range of rights and benefits allocated to the host will be available in the Hosting Guide.

**JOIN THE CLUB
PAST AND FUTURE HOSTS**

Staging a major international event can be a risk: ask any sports host whose investment has been devalued by doping, financial problems or a legacy of under-used 'white elephant' stadia. The World Choir Games are a risk-free option; INTERKULTUR is a safe pair of hands.

From China to the USA, from Latvia to South Africa, INTERKULTUR has built bespoke events that fit the facilities, ambitions and budgets of each World Choir Games host, and leave a legacy of economic benefit and social change for good – with no investment in new infrastructure required.

We look forward to doing so again with the next member to join our exclusive club.



THE PROCESS AND NEXT STEPS

Interested cities are requested to express their interest by completing the electronic form found [here](#).

All those who express their interest (Applicants) will be sent a Hosting Guide (which will contain full details of the rights and benefits for the host city as well as the requirements for hosting) and a Bid Application and Questionnaire (to help us to determine whether the Applicant can meet INTERKULTUR's requirements). These documents will be sent when the Expression of Interest form is submitted, from May 2019 onwards.

Following submission of their initial Bid, Applicants will be shortlisted, and selected Candidates will be required to demonstrate that they can meet INTERKULTUR's commercial, operational and venue requirements.

If you have any questions at this stage, please contact the bidding team on WCG2022@thesportsconsultancy.com

NB: Returning an Expression of Interest carries no obligation or financial commitment on behalf of the city but will enable cities to become part of the bid process and to receive more information.

APPLICATION PROCESS

23 RD APRIL 2019	Request for Expressions of Interest sent out.
21 ST JUNE 2019	Deadline for return of Expression of Interest.
24 TH JUNE 2019	Hosting Guide and Bid Application and Questionnaire distributed to all Applicants who have submitted an Expression of Interest. <i>N.B These documents will be issued sooner if Applicants return their Expression of Interest earlier than the 21st June deadline.</i>
25 TH OCTOBER 2019	Deadline for submission of Bid Application and Questionnaire.
28 TH OCTOBER – 1 ST NOVEMBER 2019	Review of Bid Applications and Questionnaires.

CANDIDATE PHASE

6 TH NOVEMBER 2019	Announcement of Candidates. Template Hosting Agreement issued to all Candidates
JANUARY 2020	Site visits for all Candidates.
13 TH JANUARY – 10 TH FEBRUARY 2020	Bespoke contract negotiation and population of bespoke Candidate file.
6 TH MARCH 2020	Deadline for submission of signed contractual documentation.

DECISION PHASE

MARCH 2020	Review and evaluation
APRIL 2020	Announcement of successful host.
5 TH – 15 TH JULY 2020	Successful host invited to World Choir Games 2020 for handover ceremony

INTERKULTUR, at its discretion, may also use this process to find the host for the 2024 World Choir Games. Should you also wish to be considered for the 2024 edition, please indicate this interest by ticking the appropriate box on the Expression of Interest form. Indicating interest for the 2024 edition will in no way affect your bid for the 2022 edition.

