

# 2014 FIFA WORLD CUP BRAZIL



# Juristic Aspects

- The 2014 FIFA World Cup Local Organising Committee is a private company, which its only revenues comes from FIFA;

FIFA is the organizer and has all the soul rights related to the World Cup events

- Its philosophy is to make possible to organise the event in private formats, without depending directly from the public budget to organise the Cup.

# Unequal Event

- Nothing can compare to the World Cup, TV audience is bigger than any others special events including a non sport events;
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- FIFA has more affiliated countries than UN;
- The difference from the olympic games, is that, it happens in all the countries over the world.

# The State role is to complement it

- With its philosophy of given privileges to private participation groups, FIFA intends to maximize the World Cup possibilities;
- Another important State role is, to ensure the whole infrastructure as it needs;
- The State also signs the so called governmental guarantees;

# Host City Agreements

- Are the contracts signed by the cities which intend to be the host cities for the World Cup;
- Sign: FIFA, LOC and Municipal Government;
- 12 host cities were chosen;

# Host Cities Duties

- To ensure “exclusion zone” around the stadiums.
- To ensure adequate transportation, operation of trade and bars at night in games days (outside of the exclusion zone) power supply, security, respect etc;
- To suspend constructions during the events.

# Stadium Agreements

- Contracts signed by the owners of the stadiums where the games will be held
- Sign: FIFA, LOC and proprietors;
- New stadiums will be built and some of the old ones will be repaired.

# Stadiums' owners obligation

- Period of exclusive use” – 15 days before the initial game and 5 days after the last scheduled game;
- Operation and safety are the responsibility of FIFA and the LOC in this period. Repair and maintenance remain the obligation of the owner;
- Stadiums must be delivered a 100% advertising, visible brands etc.

# Fans and visitors

- Everything related to ticket sales and accommodations of the fans who acquire the packages is handled through companies accredited by FIFA

# Hotel Agreements

- Hotels sign contracts in advance with the company accredited by FIFA, ensuring 80% of its rooms for the fans;
- The result is a pool of vacancies.
- Rates are controlled and must correspond with the normal values, this is to prevent speculation.

# Ticket sale

- Policy of the ticket sales will be set by FIFA 2012;
- Tendency will follow with a draw;
- Only affiliate companies and sponsors can make deals with ticket sales;
- These and others points are already addressed in The Hosting Agreements;

# Hosting Agreements

- The most important contract has all the obligations concerning the realization of the Cup;
- Sign between FIFA and LOC;
- It is through the hosting agreements that LOC accepts the obligation to hold the World Cup always under the direction of FIFA.

# Government guarantees

- Was provided by the Brazilian Authorities together with its own President securing the necessary legislative changes in all the sphere of the Cup;
- Attached to the bidding agreement and also to the hosting agreement;

# Government Guarantees

## Visas for entry and exit

- Objective: To allow entry and exit unconditionally, and to facilitate persons who are affiliate by FIFA;

# Government Guarantees

## Security

- Objective: To ensure safety to all events participants and visitors as well as excluding responsibility from FIFA;

# Government Guarantees

## Currency Conversion

- Objective: To enable wide conversion of foreign currency during the World Cup, ensuring not only the convenience of individuals and companies accredited by FIFA as well as visitors;

# Government Guarantees

## Immigration costs and check-in

- Objective: Priority treatment for persons accredited by FIFA;

# Government Guarantees

## “Trade Rights”

- Objective: To protect and allow the widest exploitation of commercial rights relating to the World Cup, which includes the seal of ambush marketing, combat the use of unauthorized intellectual property, protection of domain names, set up exclusion zone around the stadium, (including air-space), possibility of exploitation the naming rights to stadiums;



# Government Guarantees

## Anthems and National Flags

- Objective: To ensure the Hoisting of Flags and the implementation of the national Anthems of all participants;

# Governmental Guarantees

## Telecommunications

- Objective: To ensure the entire telecommunications infrastructure required for the event;

# Curiosities

## Figures from the World Cup in Germany

- Accumulated Audience = 26 Billion viewers in 214 countries;
- 71.000 hours of broadcasting = 8 years (equivalent to 8 years of TV on);
- 18.850 media professionals;
- 3.974 accredited media outlets;
- Site Fifa.com: 4,2 billion hits only during the event,
- 500 TV stations;

# Curiosities

## Figures from the World Cup In Germany

- Demands for numbers of beds per city should reach 6.000;
- The international Broadcast Center (IBC), media center of the event must accommodate 8.000 journalist;
- It is estimate a rate of 200 thousand people per city;

# Curiosities

## Figures From The World Cup In Germany

- It is estimated a shift of 50 Thousand people between two cities from one game to the other;
- Estimated number of 3 million tourists in the country;
- A growth of 0,5 of GDP in Germany during the World Cup in 2006;
- Generated employment can reach 200 Thousand;
- 170 Thousand new jobs should be created for the 2010 World Cup.

# Curiosities

## Figures From The World Cup In Germany

- US\$ 37 billion was the income of the Germans with the presence of five Million fans for the event;
- Germany welcomed the ball park of 1 million foreign visitors for the World Cup in 2006;
- 1 Billion Euros of revenues from tourism not counting ticket sales, television rights and sponsorships;

# Curiosities

## Events Relating to the 2014 World Cup

- Official launch of the logo of the 2014 FIFA World Cup Brazil on July 8, 2010, South Africa;
- The official launch of the Logo is the first High profile event of the 2014 FIFA World Cup Brazil

# Curiosities

## Events Relating to 2014 World Cup

- Confederations Cup FIFA Brazil 2013;
- Competition “test” will be used 5 of the 12 host cities of the 2014 FIFA World Cup Brazil.

# THANK YOU!



**2014 FIFA World Cup Brazil™**  
Local Organising Committee

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