



Name: _____

Date: _____

STEP 1: CANDIDATE CITY RESEARCH

General Information:

Host City: _____

Language: _____

Country: _____

Currency: _____

Continent: _____

President/Prime Minister: _____

Capital City: _____

Host City Population: _____

On the world map below, circle the area that your host city is located in:



Climate & Geography:

Research the climate and geography of your selected Candidate City and record your findings below.

Average Climate:

Research the season your Olympic Games will be held in.

Geography:

Significant History:

Consider any past Olympic history, such as hosting the Games or being a Candidate City, or any other significant history that may impact the IOC's final decision.

Pros & Cons:

Please list at least 3 different pros and cons to hosting an Olympic Games in your selected Candidate City.

PROS

1. _____

2. _____

3. _____

CONS

1. _____

2. _____

3. _____



Name: _____

Date: _____

STEP 2: KEY GAME COMPONENTS

Conquering Challenges

Each team has been assigned a specific challenge for their Olympic Games that they will need to figure out how to overcome - these can be practical or odd challenges! Below, brainstorm ideas on how your team will conquer your assigned challenge. Then, fill out the box below to show how you are going to take your brainstorming ideas and turn them into action steps for your assigned challenge.

Assigned Challenge: _____

BRAINSTORMING

ACTION STEPS

1. _____
2. _____
3. _____
4. _____

Name: _____

Date: _____

STEP 2: KEY GAME COMPONENTS

Make the Olympic Games Your Own

There are thousands of components that go into the Olympic Games to make it a successful and memorable event for athletes, coaches, spectators, media, volunteers, and workers. For your project, your team will need to select **3** items from the box below that your host city will focus on during your bid to the IOC. Afterwards, write a brief explanation as to why you picked those items.

OLYMPIC GAMES ITEMS

1. Creating an amazing Athlete's Village
2. Building state-of-the-art sport venues
3. Carrying out an elaborate Opening Ceremony
4. Planning out programming for spectators
5. Create an engaging social media campaign
6. Designing show-stopping Opening Ceremony uniforms
7. Planning memorable medal ceremonies
8. Designing one-of-a-kind prize medals
9. Building a strong volunteer team
10. Creating a souvenir collection

Why did your team pick these items to focus on?



Name: _____

Date: _____

STEP 3: MARKETING NEEDS

All About Marketing

Arguably one of the most important factors in planning on Olympic Games is the marketing. For this part of your Olympic bid, your team will need to design a logo, a slogan, and a mascot for your Games as well as a brief explanation of how you will market your Olympic Games to the world.

When creating your logo, slogan, and mascot, keep in mind the Olympic Values: excellence, friendship, and respect. Any of these items can relate to those values, important elements in your Candidate City, or the goal of your Olympic Games!

Creating Your Olympic Games Logo

Required Structure:

Unique Element

City Name

"Candidate City
Olympic Games"

Example:



CITY

Candidate City
Olympic Games

FINAL LOGO

BRAINSTORMING

What is the meaning behind the logo your team created?

Name: _____

Date: _____

STEP 3: MARKETING NEEDS

Creating Your Olympic Games Slogan

"A slogan created by a Candidate City to support its application must consist of a phrase or motto expressing the aims of the Candidate City." - IOC, *Candidature Process Olympic Games 2024*.

SLOGAN EXAMPLES FROM PAST OLYMPIC GAMES

"Games Wide Open"

Games Slogan for Paris 2024

"Together for a Shared Future"

Games Slogan for Beijing 2022

"United by Emotion"

Games Slogan for Tokyo 2020

"Passion. Connected."

Games Slogan for PyeongChang 2018

BRAINSTORMING

Write or down some ideas down for your Candidate City slogan!

Final Slogan: _____

What is the meaning behind your team's final slogan?



Name: _____

Date: _____

STEP 3: MARKETING NEEDS

Creating Your Olympic Games Mascot

The Olympic mascots lend an element of humor and joy to the Olympic Games. Tasked with the job of creating Olympic spirit and spreading modern Olympic values, mascots give the Games a festive atmosphere and help to promote the history and culture of the host city.

Past Olympic Mascot Examples:



Roni

Lake Placid 1980

The raccoon is common to the Adirondack region.



Magique

Albertville 1992

Magique is in the shape of a star to symbolize dreams and imagination.



Neve & Gliz

Turin 2006

Neve is a snowball and Gliz is an ice cube.

BRAINSTORMING

Name: _____

Date: _____

STEP 4: FINAL PRESENTATIONS

Crafting the Final Presentation

Your team is almost to the finish line! Last up are the final presentations to the mock IOC panel. Your presentations will bring together all the information you have gathered and should include:

- Brief overview of your Candidate City.
- Goal of your Olympic Games and how your team is meeting it.
- Challenge of your Olympic Games and how your team is overcoming it.
- Top 3 items your Olympic Games will focus on.
- Marketing that your team created: logo, slogan, and mascot.
- Conclusion as to why you are the best Candidate City for the next Olympic Games.

The mock IOC panel will listen to all the Candidate City's final presentations and vote on what team will be awarded the next Olympic Games. Good luck!