



The benefits of hosting  
*FIFA's Other World Cups*

**FIFA®**

For the Game. For the World.



FIFA U-17 World Cup  
FIFA U-17 Women's World Cup  
FIFA U-20 World Cup  
FIFA U-20 Women's World Cup  
FIFA Futsal World Cup  
FIFA Beach Soccer World Cup  
FIFA Club World Cup

## Play host to one of FIFA's *other* World Cups

**The FIFA World Cup™ is the most-watched event in the world and as such a particularly attractive competition for a host country.**

Not all member associations have the capacity to stage a tournament of this size, while those who can often have to present several bids before being awarded the opportunity to host this global extravaganza.

FIFA has other competitions that showcase the best teams in the world in various age and gender categories, as well as in specific football disciplines such as futsal and beach soccer. Each of these tournaments bears the prestigious title of a FIFA World Cup and is highly attractive in its own right.

These competitions deliver world-class sporting action, while leaving a legacy which stretches far beyond the event itself.

The benefits of staging an official FIFA tournament are numerous and include improved infrastructure, enhanced development efforts, as well as marketing and commercial initiatives.

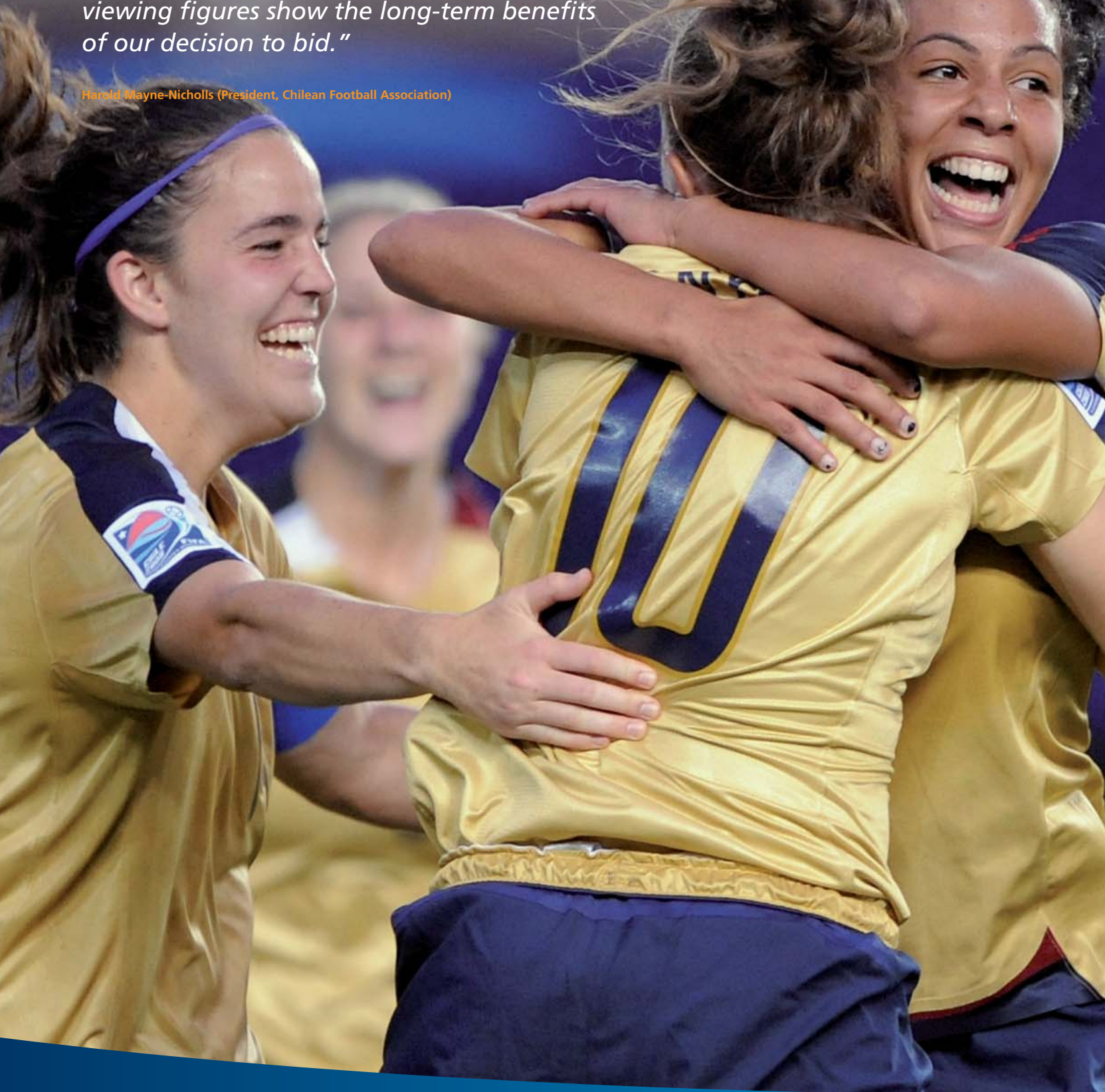
The hosting of any one of the FIFA World Cup competitions requires a great deal of commitment and passion for the game from a host country, and brings with it a whole array of responsibilities, but also benefits. In the end, it can only prove to be a worthwhile investment for any member association willing to take on this exciting challenge.

FIFA calls on member associations to take a close look at all of the FIFA World Cups and to closely consider the benefits, as well as the responsibilities, of hosting such competitions. If your association is willing to accept the challenge, then FIFA cordially invites you to present a bid and join FIFA and the worldwide football family in its mission to:

***"Develop the game. Touch the world. Build a better future."***

*"The 2008 FIFA U-20 Women's World Cup led to the construction of four new stadiums and saw football become the fastest-growing sport among Chile's young women. The total attendance of more than 350,000, the interest of government and sponsors, and the high TV viewing figures show the long-term benefits of our decision to bid."*

Harold Mayne-Nicholls (President, Chilean Football Association)



For more information see: [www.FIFA.com](http://www.FIFA.com)

# The benefits of hosting

## one of FIFA's other World Cups

### Infrastructure

As with the main FIFA World Cup™, a visible benefit of hosting one of the other FIFA competitions is the resulting improvement in a country's infrastructure, which includes newly constructed or renovated stadiums, playing halls and training sites, as well as roads, transportation lines, hotels, airports and communication activities.

### Football development

No matter how advanced the game may be in an association, there is always room for improvement and development in areas such as youth or women's football, futsal and beach soccer, the national team, and in association-specific programmes such as grassroots projects.

### Community development

All FIFA World Cups can serve to promote the Football For Hope movement, which uses the beautiful game to promote social development. Key messages such as "Say No to Racism" and "My Game is Fair Play" can be addressed and a healthy lifestyle promoted. In addition, specific humanitarian projects can be launched such as the "20 Centres for 2010" campaign.

### Marketing / image management

A FIFA event can help improve the image of football, futsal and beach soccer and of the member association within the community, as well as improve relations with governments and other national stakeholders. It is an excellent opportunity for associations to invigorate partnerships with sponsors, media outlets and broadcasters, as well as presenting a country to FIFA's worldwide television audiences.

*"Women's football is seen as an important, vibrant and exciting activity for young females since the 2008 FIFA U-17 Women's World Cup. There is a belief amongst the public and our government that New Zealand can compete on the world stage and be a real force in the game. The government has funded a development program for the coming three years and numbers of female players are clearly up at grassroots level."*

Frank van Hattum (President, New Zealand Football)

### Knowledge transfer

Hosting a FIFA competition is also a way for member associations to acquire state-of-the-art know-how from world football's governing body. FIFA can share its in-depth knowledge of organisational and operational methodologies in areas ranging from security, transportation, accommodation, ticketing and the training of professional staff to sporting medical issues.

### Monetary / economic advantages

A FIFA World Cup brings revenue opportunities, albeit depending on the efforts of the member association, through ticketing revenues, government and private funding, FIFA subsidy funding, food and beverage concessions and partnerships with national supporters.



*"The 2008 FIFA Beach Soccer World Cup was a great success: there were top-class matches, record attendance figures and broad media coverage – the latter was reflected by the significant numbers of French and foreign media at the Prado stadium in Marseille. Hosting the tournament also served as a tool in the development of the discipline in our country."*

Jean-Pierre Escalettes (President, French Football Federation)

FIFA Partners



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