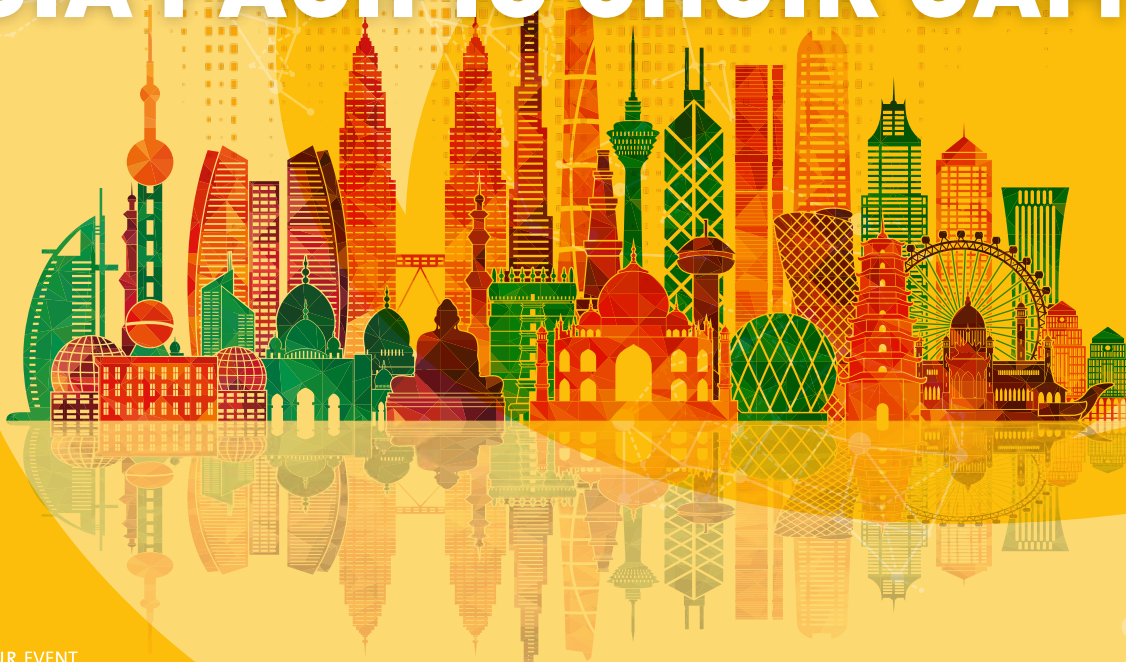




**Asia Pacific  
Choir Games**



# BE THE HOST CITY OF THE NEXT ASIA PACIFIC CHOIR GAMES





**Asia Pacific  
Choir Games**

# GREETING

## **Esteemed Ladies and Gentlemen**

Last year the Corona pandemic kept the entire world in suspense and until now governments, cities, companies and every individual are struggling with the consequences.

Just like you and your city, we at INTERKULTUR, as the world's leading organizer of international choral competitions and festivals, have had to postpone or cancel almost all events in recent months due to the situation. But we look to the future with confidence! We are sure that the global crisis will slowly pass and that perspectives for the future can be built up again - whether in the economy, in tourism or in the cultural sector.

For more than 30 years INTERKULTUR has been driven by the idea of bringing people of all countries, cultures and world views together in peaceful competition, united by a common passion for music. As the founder of the World Choir Games, the Olympics of choral music, we are committed to promoting international understanding and peace. Based on the Olympic ideals, the continental choral championships European Choir Games and Asia Pacific Choir Games have also become an established part of the choral scene in recent decades, where thousands of choirs and singers from all over the world come together to celebrate a colorful festival of music and cultures.

Now that the overcoming of the crisis is slowly approaching, it is our ambition to tackle this mission again with full strength and confidence. For far too long the choral world has had to fall silent due to the restrictions and we would like to give the singers of this world - together with you - a stage again!

Fascinating cultures, a great sense of tradition, openness and, above all, wonderful musical talents characterize the Asia-Pacific choral scene. We have been able to experience this at first hand again and again in the last decades at our international events through the numerous choirs from your wonderful region, which regularly take part in our competitions all over the world.

We have also been able to experience the warm hospitality on several occasions at smaller and larger choir festivals in the Asia Pacific region. These include, in particular, the Asia Pacific Choir Games, dedicated especially to your region and your talented choirs.

The bidding for the upcoming editions in 2023 and 2025 is now open - seize this opportunity for your city, your citizens and the choirs of your region. Invite the world to join you and strengthen your culture, tourism and economy!

We are very happy to get into conversation with you and to bring the choirs of this world - after this long time of silence - in your region together again in song and friendship.

With kind regards

**Günter Titsch**  
**President INTERKULTUR**



## Asia Pacific Choir Games

Since 2007, INTERKULTUR has invited the world to come together at the Asia Pacific Choir Games.

As the continental version of the World Choir Games, the event follows the same olympic ethos of “participation is the highest honor”, and welcomes choirs, instrumental groups and dance troupes from the Asia Pacific region to compete at all levels of ability and learn from one another.

Bringing together around 5,000 participants, the Asia Pacific Choir Games offer hosts a unique opportunity to transform their city and engage with a valuable target demographic.

**2007 – JAKARTA** (Indonesia)

**2009 – GYEONGNAM** (Republic of Korea)\*

**2013 – MANADO** (Indonesia)

**2017 – COLOMBO** (Sri Lanka)

\*together with World Choir Championships



# ASIA PACIFIC CHOIR GAMES

# GRAND PRIX OF NATIONS





Alongside the Asia Pacific Choir Games, the Grand Prix of Nations invites not only choirs from the Asia Pacific region, but also ensembles from all around the world to participate on different levels of competitions and to join the festival activities.

Delivered as an individual competition group within the Asia Pacific Choir Games, the Grand Prix of Nations is open to choirs that have corresponding international competitive experience and that have proven their abilities in international choral competitions.





# INTERKULTUR ABOUT US



The success of each Asia Pacific Choir Games is built on the experience and expertise of INTERKULTUR, the leading organizer 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 roughly 230 major events in 74 countries featuring over 10,000 choirs and more than 435,000 participants from 107 nations.

It is also at the center of a global network of non-profit and commercial choral organizations that reaches 120,000 choirs and 4.8 million singers directly, with 93 countries represented on its 'United Nations of singing', the World Choir Council.

In October 2017, Colombo in Sri Lanka became the 4<sup>th</sup> host city of the Asia Pacific Choir Games.

Your next opportunity to host this prestigious event will be in the fall of 2023.

And there are as well opportunities for the following years 2025 or later; INTERKULTUR remains flexible about the precise dates.

If there is a festival or holiday that is special to your city, INTERKULTUR would offer to incorporate these festivities into the event, allowing attendees to experience your city's culture firsthand.

The Asia Pacific Choir Games program is designed to run for 9 days and is split into two parts.





**YOUR NEXT  
OPPORTUNITY**

# THE EVENT STRUCTURE





# THE CORE ELEMENTS OF THE ASIA PACIFIC CHOIR GAMES ARE:

- **OPENING EVENT**
- **COMPETITION IN UP TO 10 CATEGORIES**
- **AWARDS CEREMONIES – DIPLOMAS AND MEDALS**
- **PARADE OF NATIONS**
- **FRIENDSHIP CONCERTS**
- **CELEBRATION CONCERTS**
- **SPECIAL CONCERTS**
- **WORKSHOPS AND SINGING TOGETHER**
- **CLOSING CEREMONY**





### **OPENING CEREMONY**

The Opening Ceremony and Concert of the Asia Pacific Choir Games marks the traditional start of the event. Here, the flags of all participating countries will be proudly carried, including the flag of the Games in honor of the Asia Pacific Choir Games international competition jury, and the tune of the official event song. The Asia Pacific Choir Games are officially opened by Günter Titsch, President of INTERKULTUR. This is the first real opportunity for the host country to present itself to the international audience through a showcase of culture, dance and music performances. This is also a chance to meet all the participating choirs from around the world that have come together for this event.

### **THE PARADE OF NATIONS**

The Parade of Nations is a lively, colorful experience moving through the streets of the host city and marks the half way point of the event. Here we welcome the participants for the second part of the festivities.

### **CONCERTS**

In Friendship and Celebration Concerts multiple choirs from different countries and/or categories are united for 60-90 minute shows. Friendship Concerts are free performances in city squares, public venues, parks, streets or shopping centers whereas Celebration Concerts are ticketed events with top class international choirs in special concert venues.

### **AWARDS CEREMONIES**

Choirs can be awarded Bronze, Silver or Gold Diplomas or Medals. The gold medal winning choir in the Champions Competition with the highest score from an international panel of judges will be named Champion of the Asia Pacific Choir Games in its specific category. In the Grand Prix of Nations, choirs can win Bronze, Silver or Gold Medals and the winner of the Grand Prix of Nations will receive a valuable trophy. The Champions, as well as the Grand Prix winners, will come on stage, their country's flag will be raised and they will sing their national anthem.



# THE EVENT HIGHLIGHTS

# THE EVENT

## INDICATIVE SCHEDULE

PART I				Day
Day 1	Day 2	Day 3	Day 4	Day
Evening Opening Concert			Evening Closing Part 1 & Awards Ceremony	
Stage Rehearsals & Rehearsals				
Stage Rehearsals	Open Competition			
	Champions Competition			
	Grand Prix of Nations			
Evaluation Performances (non-competing); Individual Coachings				
	Workshops			
	Friendship Concerts & Celebration Concerts in and around the city			
Sightseeing opportunities				





	PART II			
Day 5	Day 6	Day 7	Day 8	Day 9
				Afternoon Awards Ceremony
	Parade of Nations and Opening Concert Part II			Evening Closing Concert
	Stage Rehearsals & Rehearsals			
	Stage Rehearsals	Open Competition		
		Champions Competition		
		Grand Prix of Nations		
	Evaluation Performances (non-competing); Individual Coachings			
		Workshops		
	Friendship Concerts & Celebration Concerts in and around the city			
	Festival Stage Choir Project			
	es in and around the city			



# SIGNIFICANT RANGE OF BENEFITS

**25,000  
OVERNIGHT  
STAYS**

**€2.  
ADVERT  
EQUIVA  
VAL**

**5 DAYS  
AVERAGE LENGTH  
OF STAY**



**3M**  
**ADVERTISING**  
**SALE**  
**VALUE**

**5,000**  
**POTENTIAL**  
**PARTICIPANTS**

**UP TO 20 AND**  
**MORE**  
**COUNTRIES**  
**VISITING**



### **COMING TOGETHER IN SONG**

The Asia Pacific Choir Games offer host cities a unique and exciting proposition, not often found in the large-scale event market. As one of the few cultural events of this magnitude that rotate their hosts, the Asia Pacific Choir Games offer the opportunity to achieve a range of social objectives and benefits for your city.

- Access to a valuable, socially-engaged demographic. 70% of participants are under 27 years old and typically digitally engaged
- Inspiring international relationships of peace and mutual cultural interest
- Cultural exchange and showing friendly curiosity to each other
- The international flair of young, dedicated and lovely singers provides your region, city and especially your inhabitants unforgettable moments

### **THE HEALTH BENEFITS OF SINGING**

- Learning new songs is cognitively stimulating and helps improve memory
- Singing is beneficial for improving breathing, posture and muscle tension
- Singing has also been shown to improve our sense of happiness and wellbeing
- Being in a choir provides a general feeling of being connected with the group, leading to our sense of increased community and belonging



# SOCIAL IMPACT



# ECONOMIC IMPACT



## A VALUABLE CONTRIBUTION

Whilst no official economic impact reports have been completed following previous editions of the Asia Pacific Choir Games, there are a number of revenue streams and indicators that drive significant economic return for the host city.

We estimate that over the course of the event, the host will welcome up to 5,000 participants, often travelling with family and friends, totaling up to 25,000 overnight stays and 8,000 daily meals.

Other economic impact may be generated through visitor spend in market, ticket sales for the Opening and Closing Ceremonies, tourist programs as part of the Asia Pacific Choir Games, encouraging daytrips and sightseeing, and any pre- and post-travel for participating choirs.

The average length of stay in market from both participants and spectators is around 5 nights with an opportunity to extend this through increased activation.







# MEDIA IMPACT

## **CONTINENTAL CHAMPIONSHIP – GLOBAL REACH**

Over the past 30 years, INTERKULTUR has built a wide network of cities, choirs and singers which they can now utilize and leverage to increase the presence and impact of the Asia Pacific Choir Games.

There will be intensive advertising and promotion for the event in the lead up to and during the event. This includes reaching up to 500,000 choirs, choir associations, ministries and cultural as well as political institutions world-wide.

INTERKULTUR's Social Media channels on Facebook, Twitter, Instagram and YouTube reach roughly 220,000 followers worldwide on a daily basis. In addition, a dedicated Facebook page for the Asia Pacific Choir Games brings together an active choral community of around 12,000 followers from all over the world with a high engagement and attention on the event and its host city, especially during the Games.

This is combined with press and media coverage from over 200 media partners, including specific advertisements in the regional, national, and international press. Moreover INTERKULTUR has access to a database of more than 250,000 direct media contacts in print, online, radio and TV which makes a specifically targeted communication about the event in your region and all over the world possible.

By hosting the event and partnering with INTERKULTUR, you will gain access to a vast worldwide network to spread the message of the Games and your city. Your city, your region and your efforts will be in the international spotlight with media coverage in print and online, radio and television, depending on the city. In 2017, for example, the European Choir Games delivered €2.3 million of advertising equivalent for the host city of Riga, Latvia, with a potential reach of over 30 million people at the time.

## INSPIRATION AND PARTICIPATION

The value of the Asia Pacific Choir Games lies within its people. An active choral community with a large participation base can create a range of long term impacts for a city. Hosting the Asia Pacific Choir Games can generate significant local interest and stimulate growth in your local singing community.

INTERKULTUR works closely with every host to ensure they build a successful and long-term relationship with the city, supporting them in developing their choral singing capability and jointly working to bring subsequent INTERKULTUR events to them on the back of a successful Asia Pacific Choir Games, allowing them to achieve broader governmental and city goals by hosting choral events.





# LEGACY

## ATTENDEES

The total attendee number will vary from event to event but we anticipate

- A total of 5,000 participants
- Attendees from up to 20 countries and more

## DESTINATION

The location for the Asia Pacific Choir Games requires

- Easy access from anywhere in the world by plane
- Strong transportation services within the host city
- Transportation from airport to the hotel and transportation to all competition venues and concerts is the responsibility of the host city

## VENUES

The host will need to provide

- Concert hall for large scale events
- Competition venues
- Celebration and Friendship Concerts
- Workshop rooms
- Office and meeting rooms
- Media room



# EVENT REQUIREMENTS



## ACCOMMODATION

- Requirements are dependent on total participant and spectator numbers
- Anticipated 25,000 overnight stays, most groups stay for 5 nights
- Hotels in all categories needed with various price ranges

## CATERING

All meals for the Asia Pacific Choir Games will be paid for by the participants and spectators.

Catering is required to

- Be centrally located (easily accessible for all participants) for 8 days
- Provide up to 8,000 meals per day
- Cater for special needs (vegetarian, kosher meals, etc.)

## VOLUNTEERS

The team of volunteers is crucial to the success of the event and ensuring participants have an enjoyable trip

- Each international choir should get 1-2 choir guides who can speak their language
- The guide should be available for the whole stay of the choir. If a choir intends to stay both parts of the event there can be one guide per part
- Guides should come from host city and be able to give correct information (e.g. directions)

## MARKETING

- Commitment to domestic marketing and city dressing



**Revenues in the framework of the Asia Pacific Choir Games are gained from:**

1. Accommodation of choirs and participants (through cooperation with tourist partner agencies). As a basis for accommodation requirements we estimate accommodation requirements at approx 25,000 overnights during the complete time of the Asia Pacific Choir Games in 2023
2. Flights and airport charges to and from the host city
3. Catering resulting from the basis of approx. 5,000 participants, we estimate 5,000-8,000 meals per day (including breakfast in the hotel) provided by catering services
4. Sales of merchandising goods
5. National sponsorships of the Asia Pacific Choir Games and Fundraising
6. Ticket sales for Opening and Closing Concert, competitions, Celebration Concerts and other events
7. Revenues from tourist programs in the framework of the Asia Pacific Choir Games (day trips, visits of sights and museums)
8. Part of revenues from selling of broadcast rights
9. Pre and post travels of participating groups





# POTENTIAL REVENUE



# HOST REQUIREMENTS



## **SUPPORT FROM THE HOST CITY**

- Ownership of the budget – part of the contract between INTERKULTUR and the host
- Provision of facilities (use of venues, other facilities, offices etc.)
- Provision of city services – road closures, access to city marketing assets etc.
- Support for international marketing and planning





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