UEFA EURO 2020

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Finance SPC – March 2018
# Agenda

1. Overview of UEFA EURO 2020 – Dublin

2. Dublin Project: Commitments, Responsibilities and Budget

3. Dublin Local Organising Structure (LOS)

4. Budget allocations
UEFA EURO 2020 – 60th Anniversary
A unique pan-European tournament
The Bid (2014) – Dublin chosen as one of 13 host cities
Team Approach

Joint Dublin City Council/FAI bid with full Government Support

Dublin chosen to host 3 Group games and 1 Round of 16 game – all in Aviva Stadium

Overarching Board consists Dublin City Council, FAI, Government

Project Working Group established to manage the operation with UEFA

Legal agreements covering staging, city & stadium commitments signed as part of the bid

Financing of tournament covered by all main stakeholders
Biggest sporting event ever to be held in Ireland

- 3\textsuperscript{rd} biggest TV audience worldwide
  - 1.9 billion cumulative
  - 299 million watched Final

- 4 matches in Dublin – 200,000 attendees

- Estimated up to 160,000 overseas visitors
Biggest sporting event ever to be held in Ireland

- Significant economic benefit
- Global media interest in Dublin and Ireland
- Reputation impact for Dublin City and Ireland
- New challenge for UEFA and all host cities
Dublin also successfully bids to host TV Qualifying Draw

• Convention Centre chosen as venue for TV draw – 2 December 2018
• 1,000 oversees guests in Dublin in December 2018
• 350 International Media to report from Dublin
• 70 TV Broadcasters from every country in Europe
Los – working budget responsibilities

**Govt.**
- Transport
- Safety and security
- National promotion
- National support
- Guarantees

**DCC**
- Fan Festival and Viewing Areas
- City Dressing
- Commercial signage
- City Promotion and Legacy
- City support

**FAI**
- Match Operations, stadium preparation, overlay facilities
- Team Base Camps and Training Grounds
- Football Legacy activities
- Project Management, project resources, admin, IT

UEFA has not yet finalized all its budget estimates and the Dublin budget remains a work in progress.

A significant number of variable factors are in play – e.g. ROI qualification/non-qualification, round of 16 game, training ground selections etc.
LOS – working budget estimates

DCC
€3.75 million

- €2,400,000 - Fan Festival and Viewing Areas
- €287,000 - City Dressing
- €220,000 - Commercial signage
- €298,000 - City Promotion and Legacy
- €545,000 - City support
LOS – Budget operation and control

Budget estimates are being evaluated and reviewed on a monthly basis.

The Overarching Board meets 2 x annually to review all operational and budget matters.

Should the project generate any surplus, the three partners – Dublin City Council, FAI and Govt have agreed that any such surplus will be allocated to the Dalymount Park Community Project.