

**2024 Summer Olympics**

**City Proposal**

The Olympics Committee is now taking applications from countries to host the 2024 Summer Olympics. The procedure for presenting the Committee with your application is as follows:

This project is two-fold: half the project is a written portfolio, detailing all of the components of your city (I-X below), and the second half of the project is the sales pitch and your in-class presentation.

Sales Pitch: You and your group must SELL your city to the 2024 Summer Olympics Committee. That means you need to pull out all the bells and whistles during your presentation. Some suggestions to make your presentation memorable and exciting to listen to and watch: play the country’s anthem, wave a flag , dress the part,

**Required elements:**

a. Groups of 2 students. No more than 2 students per group. No EXCEPTIONS.

b. Time expectation: 8-11 minutes. You will be cut off at 11 minutes.

c. A professional brochure to be handed out during your presentation (make 10 copies)

d. Use of audio AND visual components. This may include PowerPoint, video clips, music, a diagram, tri-fold displays, a PROFESSIONAL student-made video, etc.

e. ALL group members must be present and a part of the sales pitch.

f. Each member is responsible for five of the content requirements and two of the graphic components.

Additional Information:

a. This project is worth 200 points, you can find the grading rubric attached.

b. Cities are on a first-come first-serve basis. Once your group has picked a city, you MUST get it approved by Mr. D.

c. Your group may NOT choose a city that has hosted the Olympics or World Cup in the last 50 years.

d. This will be done in-class. You need to bring the appropriate materials to work on this project in class (laptop, ipad, etc)

f. The winning group (the city that the 2024 Olympics Committee chooses to host) will receive 10 extra credit points.

**e. WRITTEN AND SALES PITCH DUE DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Content Requirements: This information must be submitted as a written portfolio; However, it does not all need to be included in your presentation. In your presentation, you may pick and choose the most favorable information to highlight. After all, it is a sales pitch!**

I. Introductory statement: Your opportunity to make a great first impression for your city. Why are the Olympics wonderful? Why are you confident that the committee members will fall in love with your city and want to have the Olympics there?

II. Description of city’s site and situation: Include climate zone info, etc. What about the physical geography makes your city hospitable to the Olympic games and the many tourists those games will bring to your country? What is it near?

III. Cultural Overview: What languages, religions, folk customs, etc. are practiced here? Is your city welcoming to the cultures of the many visitors who might come to your city? How will your city share its unique culture with visitors?

III. Description of level of economic development of host country: If the development is low, how would the Olympics be a boost? How would your country address related concerns the Olympic Committee might have over problems caused by poverty?

IV. Description of political stability and governance of host country: If there is instability, what could be done to make things more stable? How might the Olympics be a stabilizing force?

V. Summary of existing infrastructure (hospitals, airports, communication networks, transportation)

VI. Summary of proposed infrastructure additions

VII. Summary of existing tourist attractions (cultural, historical)

VIII. Summary of existing service facilities (hotels, restaurants)

IX. Summary of existing venues to host events (what kind of events can be held there)

X. Summary of proposed venue additions (total venues must total 20)

**Graphic Components:**

I. Map of transportation networks

II. Slogan, logo, mascot, and examples of marketing

III. Map of proposed and existing venues for each event

IV. Map of proposed location of Olympic Village

**Recommended References**

http://www.olympic.org

[http://www.un.org/english/http://www.un.org/english/](http://www.un.org/english/)

[http://www.cia.gov/cia/publications/factbook/http://www.cia.gov/cia/publications/factbook/](http://www.cia.gov/cia/publications/factbook/)

<http://www.cia.gov/cia/publications/factbook/>

<http://www.cia.gov/cia/publications/factbook/>

Grading rubric

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | 1. | Grade | 2.  | Grade |
| Content requirement |  |  |  |  |
| Content requirement |  |  |  |  |
| Content requirement |  |  |  |  |
| Content requirement |  |  |  |  |
| Content requirement |  |  |  |  |
| Graphic component |  |  |  |  |
| Graphic component |  |  |  |  |
|  | Write up total |   /105 | Write up total | /105 |
|  | Partner write up | /50 | Partner write up | /50 |
|  | Presentation total | /25 | Presentation total | /25 |
|  | Brochure | /20 | Brochure | /20 |
|  | Total | /200 | Total | /200 |