The idea of sport is universal and plays an important role in today's society. Sport events, unlike any other event format, are able to bring people all over the world closer together and create a common identity and source of inspiration. At the same time, they have the potential to serve as catalysts for the sustainable long-term development of a city, even a country. In order to foster this positive potential of sport events, it is essential to plan and organise customised events with a clear focus on economic efficiency and the long-term needs of the host city and nation.

A successful event therefore requires a professional team - one that knows international sports, understands the technical requirements, and, most importantly, the local demands and potentials of a city, region or country.

PROPROJEKT Planungsmanagement & Projektberatung GmbH and AS+P Albert Speer + Partner GmbH have the know-how, along with the experience in preparing bids and developing concepts for major sports events.
Hosting Concept. The Bid Five.

1 Master Planning
A good master plan provides the best possible infrastructure not only for the event itself, but first and foremost for long-term local and national development strategies and post-event needs.

2 Transportation Planning
Creating the greatest possible compactness while maximising the sustainability of a hosting concept is one of the crucial challenges of a master plan. A well-thought transportation concept ensures smooth operations and is a key element for the event legacy.

3 Accommodation
It is important to offer not only sufficient seating capacities within the venues, but also enough beds to accommodate all athletes, officials and fans alike. Therefore, a detailed accommodation strategy is key for a successful event.

4 Sustainability
International expectations for mega events have changed. Modern societies want to know what the long-term benefits are. We develop holistic concepts that go far beyond environmental sustainability but also consider urban, social and economic legacies for generations to come.

5 Finance
Major event bids are submitted years in advance of the actual event. The infrastructure, organisation and operation need to be financed in advance of actual revenues. Only a profound financial concept can convince decision makers to believe in you as a reliable partner.

Venue Design.
High-performance platforms. Technical machines. Entertainment temples. Media backdrops. Iconic landmarks. The requirements for sports venues have never been higher and more diverse. Host cities and countries face huge challenges, especially when it comes to combining the different requirements of international sports federations on the one hand and actual post-use needs on the other. We have well-experienced experts in sports venue planning who are able to embed functional and cost-effective architecture and overlay planning into extraordinary design. We take these aspects into consideration from the very beginning of all planning.

Bid Management.
Developing a comprehensive bid strategy and compiling all requested information into compelling application files asks for an ultimate grade of professionalism and know-how of all parties involved in the project. Our team combines the knowledge of various disciplines and the experience of more than 15 bids for large-scale events.

Bid Coordination
To ensure the highest possible quality of a bid, we not only set up efficient information gathering, review and approval processes, but we also care for reliable time and quality management and monitoring. However, a bid cannot be won with a compelling bid concept only. We therefore also support Bid Committees in developing a comprehensive bid strategy that considers marketing, communications and IR activities as well.

Stakeholder Coordination
Mega event bids are usually interwoven with ongoing national projects and initiatives. It is therefore essential to closely cooperate with local and national entities and other stakeholders to incorporate the event within the long-term development of a city or a country. We know the relevant stakeholders that need to be involved and assist Bid Committees in identifying and managing stakeholder involvement to ensure a successful bid on the one hand and a sustainable legacy on the other hand.

Specialist Involvement
Our team offers profound bidding know-how. Additionally, we involve the competencies of renowned experts in specific fields. Depending on the unique requirements of a project, we can thus set up the most experienced team, capable of developing an outstanding bid which will meet the highest possible standards and requirements.

We want to express our appreciation and thanks to you and your team for the outstandingly professional and committed cooperation. We very much enjoyed working with you and we are very glad we had the pleasure to have you at our side.”

Dr. Nikolas Hill - CEO Bid Committee Hamburg 2024

We jointly achieved to internationally promote not only the involved cities, but also the Free State of Bavaria and Germany as a nation. Without your help the development and presentation of a concept of that quality would not have been possible.”

Karl-Heinz Rummennigge - Chairman Executive Board - FC Bayern Munich

“AS+P’s work was the basis for today’s Allianz Arena, one of the best stadiums worldwide. Without AS+P’s contribution to the project such an outstanding success would not have been possible.”

Christian Ude - Mayor of Munich