

SAUL
SUOMEN AIRKUNSIYHTEISKUNTA KY

EMA

TAMPERE
READY FOR
ACTION

Candidate EUROPEAN MASTERS ATHLETICS CHAMPIONSHIPS TAMPERE FINLAND *2021*





FINLAND

Land of the Midnight Sun

- **Population:** 5.5 million
- **Form of Government:** Parliamentary republic
- **EU membership:** joined in 1995.
- **Currency:** euro
- **Time zone:** UTC+2
- **Land area:** 338,424 km²

Ten percent of the Finnish land area (338,424 km²) is water and 67% is forest.

A scenic view of a roller coaster park at sunset. The sky is a mix of purple, pink, and blue. In the foreground, a calm lake reflects the colors of the sky. The roller coaster tracks are silhouetted against the bright sky, with some tracks curving high into the air. The overall atmosphere is peaceful and picturesque.

Happiest country in the world

(World Happiness Report 2018-19)

The most stable country in the world

(Fund for Peace Failed States Index 2015)

#1 in safety and security

(World Economic Forum Travel & Tourism Competitiveness Report 2015)



Average daily high
Temperatures in
Tampere 2010-2019

June +19,3C

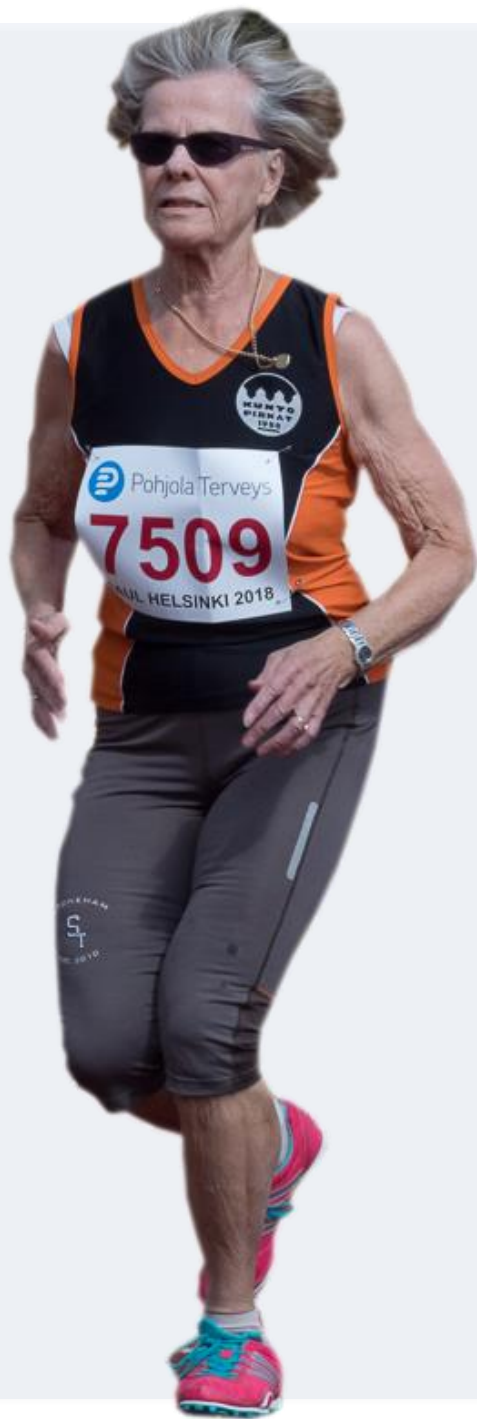
July +21,1C

August +19,1C

TAMPERE

- **Population** 240,000, Tampere Region: 520,000
- Tampere International **Airport**
- **Central** location - 175 km from Helsinki
- Located between **two scenic lakes**
- Popular **sport** and congress city
- Vivid culture, **safe** environment
- **Compact** city centre





TAMPERE HOST CITY

- Tampere has hosted several national and international competitions, championships, festivals and other major events
- Highly committed to co-organizing and supporting sports and cultural events
- A reliable and trustworthy partner
- Big enough for international events, yet small enough to make sure your event is noticed by the citizens

Tampere Stadium, in the Heart of the City



INTERNATIONAL SPORTS EVENTS IN TAMPERE

2018 IAAF World U20 Championships
2018 LEN European Junior Swimming Championships
2017 UWW Junior Wrestling World Championships
2017 IOF Junior World Orienteering Championships
2016 – 2017 FIFA World Cup Qualifiers
2016 and 2018 Finland-Sweden Athletics International
2016 AETF Taekwon-Do European Championships
2015 IFF Women's Floorball World Championships
2015 IIHF Inline Hockey World Championship
2015 ETTU European Veterans Table Tennis Championships
2014 CEV U19 Volleyball European Championships for Women
2014 EKF European Seniors Karate Championships
2013 EAA European Athletics U23 Championships
2012 ISIHf Standing Amputee Ice Hockey World Championship
2011 ETU Long Distance Triathlon European Championships
2010 IRF World Ringette Championships

2009 UEFA Women's EURO
2009 EOC European Youth Olympic Festival
2008 FILA Wrestling European Championships
2008 EAME Waterskiing U21 Championships
2008 EMF Minigolf European Championships
2007 IIHF Ice Hockey U18 World Championships
2006 WKF Karate World Championships
2006 IFAGGAesthetic Group Gymnastics World Championships
2006 EJU European Judo Championships
2004 ITF Taekwon-Do European Senior Championships
2003 IIHF Ice Hockey World Championships
2003 EAA European Athletics Junior Championships
2003 FIFA U17 World Championships





How to reach Tampere?

- By air
- By train and car
- By ferry via Helsinki

How to Reach Tampere?

BY AIR:

Tampere-Pirkkala Airport, located 16 km from the city center, serves around half a million passengers each year, most of them on international flights. Fly time from Helsinki-Vantaa Airport, Finland's international air travel center, is only 25 minutes.

BY TRAIN AND CAR:

Travel time from Helsinki or Turku to Tampere is about two hours by train or car. Trains from Russia (St. Petersburg 3.5 hours; Moscow 13.5 hours) run daily. Finland is easily accessible by car from Eastern and Central Europe; see car-carrying ferry options below.

BY SEA:

International travel options to Helsinki include ferries from Tallinn, Estonia (2–3 hours), Stockholm, Sweden (overnight) and Travemünde/Lübeck, Germany (27 hours). There are also daily ferries between Turku and Stockholm (10–12 hours); direct trains from Port of Turku to Tampere take around two hours.

Competition





VENUE 1
TAMPERE STADION - RATINA
MAIN VENUE

186625 180 48 740 00 82 4
40 14 78 1195 0 0 22 4 0 2 7

STADIUM LAYOUT

All the services are available in the Stadium from Accreditation to final logistic services.



Tampere Stadium - possibilities

- Shopping centre next to the Stadium
 - offers with accreditation, plenty of restaurants
- Victory ceremonies at the Olympic square
- Restaurant and caterings at the Stadium
- Free Wifi at the Stadium
- Tampere Event App

An aerial photograph of the Ylöjärvi Sports Field, featuring a red running track and a green soccer field. A large white sign is superimposed on the image, containing the text 'VENUE 2' and 'YLÖJÄRVI SPORTS FIELD'. The sign also includes two sets of coordinates. The background shows a residential area with houses, a lake, and a forested hillside.

VENUE 2

YLÖJÄRVI SPORTS FIELD

10 32 22 1 15 43 13 04 49 12
196 1 32 10 58 49 32 5 73 79 1
1 13 62 7 18 4 12 4 25 18 6 33 4 1



106 1128 16049 1207385 1

VENUE 3

NOKIA SPORTS FIELD

+96 1 1706839025 1370 11
+96 1 17067495 1853931

VENUE 4

HERVANTA SPORTS FIELD

624 168 725 13946 742824

5 1405582502885 142723
88710 88720 88730 88740



An aerial photograph of a large sports complex. In the foreground, there is a green artificial turf football field with white markings and goals, surrounded by a red running track. Several people are visible on the field. In the background, there are several multi-story buildings, trees, and a parking lot with cars. The sky is clear and blue.

TRAINING PYYNIKKI ATHLETICS FIELD AND TAMPERE EXHIBITION AND SPORTS CENTRE



NALKALANPUISTO AND ETELÄPUISTO PARKS





TAMPERE

TAYS
CENTRAL
HOSPITAL

RAILWAY STATION

BUS STATION

RATINA
STADIUM

PYYNIKKI
ATHLETICS
FIELD

TAMPERE EXHIBITION
AND SPORTS CENTRE
TESC

Pyhäjärvi

PIRKKALA

LAPPI

KAUPPI

EPILÄ

HYHKKY

SANTALAHTI

ALA-PISPALA

YLÄ-PISPALA

TAHMELA

KALEVA

KISSANMAA

JÄRVENSIVU

RANTAPERKIÖ

HÄRMÄLÄ

RAUTA-HARKKO

TAATALA

KOIVISTONKYLÄ

NIRVA

VEISU

SARANKULMA

PELTOLAMMI

LAKALAIVA

LAHDESJÄRVI

Lahdesjärvi

ACCOMMODATION

- Hotels located in the city center
- 3-4 star hotels
- Camping grounds
- Air BnB—over 600 possibilities 2019
- Schools for budget Travelers





4,000 rooms
within 10 min from
Tampere city centre

Tampere offers a wide array of accommodation options, including hotels, hostels and apartment hotels.

TAMPERE.
FINLAND

Accreditation card + local transportation = FREE



Marketing

Based on 2009, 2013 and 2018 Athletics competitions
Big pre-competition campaign



TAMPERE.

FINLAND

- *Promotions*
- *Outdoor marketing*
- *City dressing*
- *Stadium dressing*
- *Posters*
- *Screens*
- *Flyers*
- *Magazine ads*
- *TV*

Volunteers

Local sport club
(2200 members)

More than 1000
volunteers

Experience from
past events



IAAF World U20 Championships™ TAMPERE 2018



#DRINKTAPWATER



A scenic view of a city waterfront. In the foreground, a river flows from the bottom right towards the center. To the left, a lush green park with a winding path and a statue is visible. In the background, several red brick buildings are situated along the riverbank, including a prominent one with a sign that says 'ampel'. Two tall brick chimneys are visible in the distance. The sky is clear and blue. The text 'Competition Consept' is overlaid in the center in a large, white, sans-serif font.

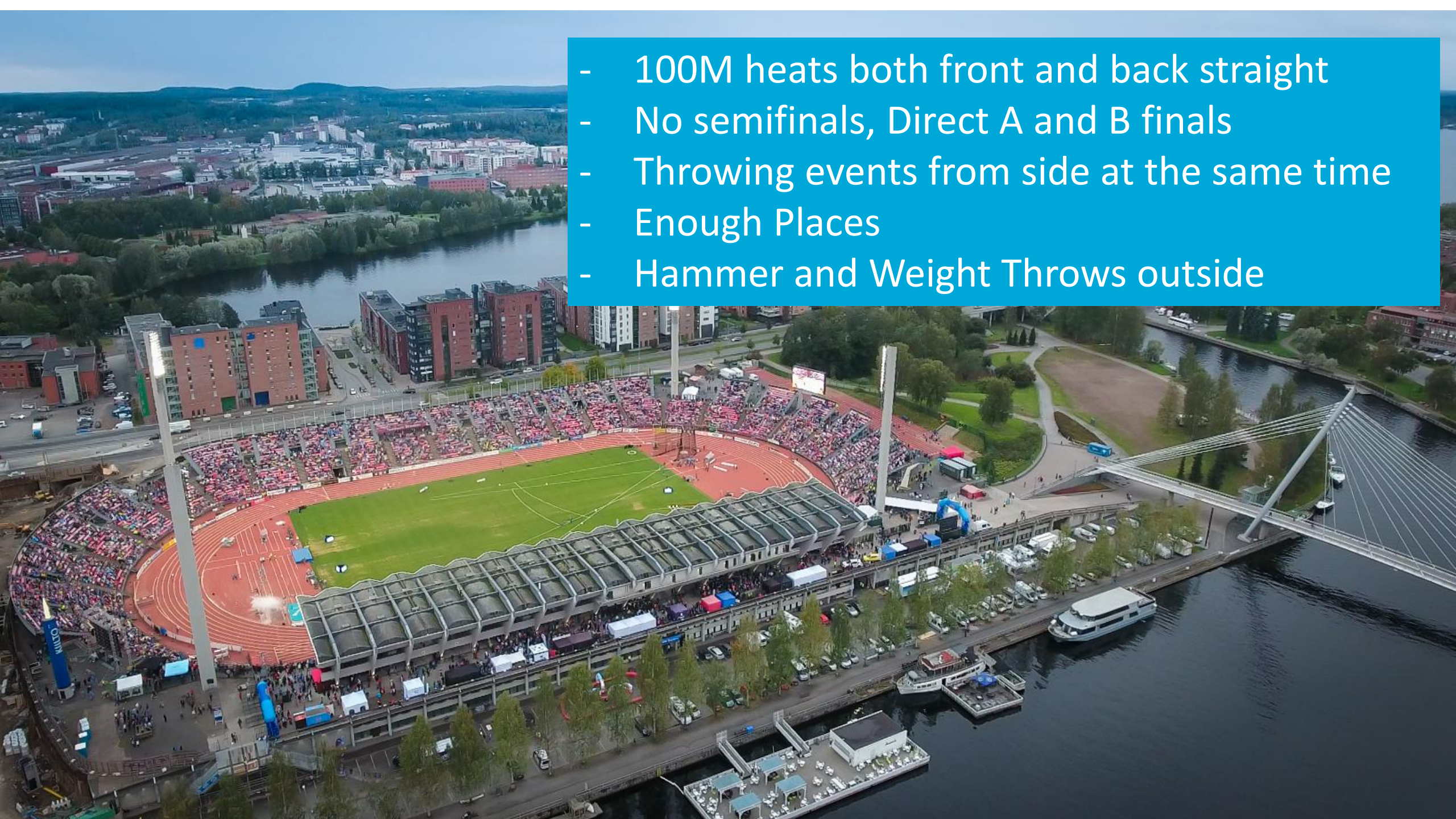
Competition Consept



COMPETITION CONCEPT

- A New Structure
- 8 Competition days
- 3-10. July 2021 From Saturday to Saturday

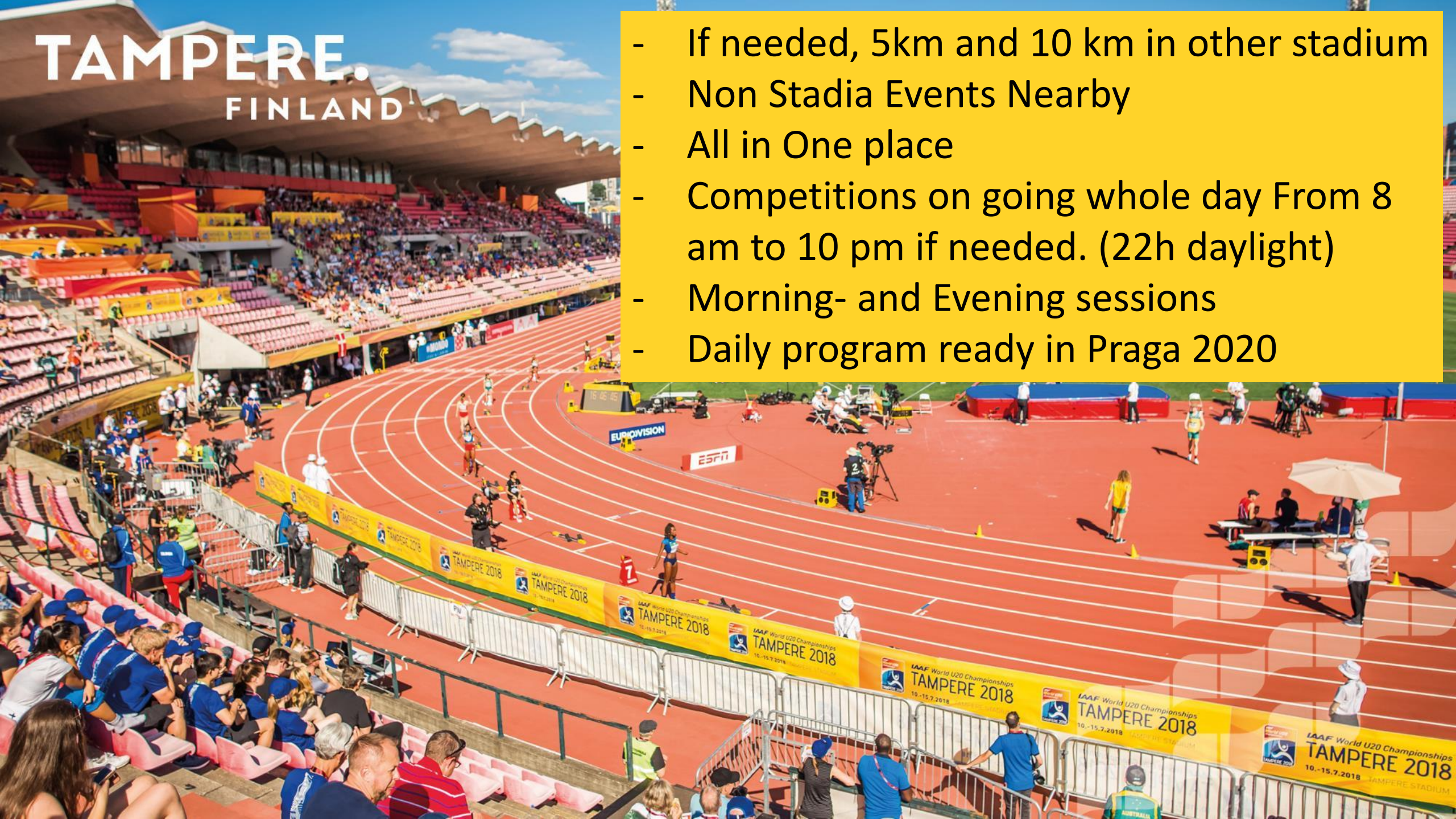
- 100M heats both front and back straight
- No semifinals, Direct A and B finals
- Throwing events from side at the same time
- Enough Places
- Hammer and Weight Throws outside



TAMPERE.

FINLAND

- If needed, 5km and 10 km in other stadium
- Non Stadia Events Nearby
- All in One place
- Competitions on going whole day From 8 am to 10 pm if needed. (22h daylight)
- Morning- and Evening sessions
- Daily program ready in Praga 2020



Tampere 2021 - A New Start for Masters Championships!



TAMPERE.
FINLAND