



**INFORMATION
FOR PROSPECTIVE CANDIDATES
AS HOST CITY OF
THE WORLD CHOIR GAMES**



**World
Choir
Games**



AS PRESIDENT OF INTERKULTUR



I would like to thank you very much for your interest in hosting the the WORLD CHOIR GAMES, the Olympics for choirs. We are sending you this information package to provide you with all the necessary details to plan the activities centered round this project. You will also find detailed information regarding the immense publicity your town would benefit as well as information on the marketing activities. The materials attached include samples from the previous WORLD CHOIR GAMES, which will give you a vivid impression of what the event would look like in your city. INTERKULTUR and the WORLD CHOIR GAMES send you their greetings and would like to invite you to join in the organization as host city of the WORLD CHOIR GAMES. I look forward to our future cooperation,

A handwritten signature in blue ink, appearing to read 'Günter Titsch'.

Günter Titsch
President INTERKULTUR
Founder of the World Choir Games





**SINGING TOGETHER
BRINGS NATIONS TOGETHER**

INTERKULTUR THE WORLD OF VOICES

Choir music is experiencing a true renaissance and is already a global trend. Vocal ensembles and choirs such as PENTATONIX from the USA, Maybebop from Germany, and Voces8 from Great Britain have inspired millions of fans through YouTube. Over the past 25 years, INTERKULTUR has been the world's leading organizer of international choir competitions and festivals and has made an important contribution to its development: Since being founded in 1988, INTERKULTUR has built bridges between more than 8,500 choirs and around 375,000 singers from all over the world.

INTERKULTUR events are an experience of international communication – connected through the universal language of music. Whether in Hôi An (Vietnam), Barcelona (Spain), Princeton (USA), Vienna (Austria), or Guangzhou/Canton (China), at more than 170 international events INTERKULTUR has brought people together from 103 countries and from all continents, regardless their origin, religion or worldview. With 236 representatives in 70 countries and 117 leading representatives from the choral world in the World Choir Council, INTERKULTUR forms a strong international network of choral song. Under the universal umbrella of music and on the basis of the charter of the Olympic movement, the joy of singing unites choirs of all kinds, all age groups, and all performance levels.

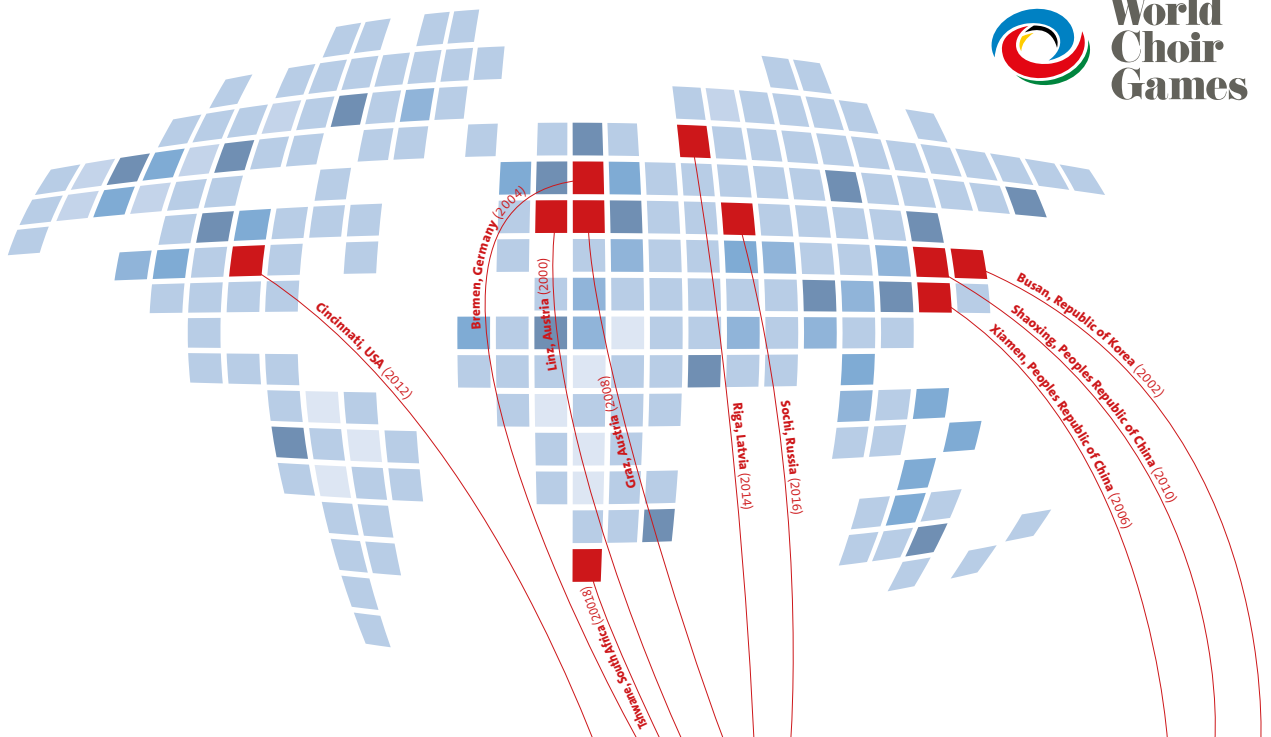
What's special about INTERKULTUR events: The average age of the participants is under 27! The demand for educational concepts is especially high in this age group, so INTERKULTUR offers extensive coaching, workshops, and seminars with the best educational and renowned experts in the field of choral music worldwide. This is certainly another reason why 67% of the choirs take part again and again.

THE WORLD CHOIR GAMES



Every two years since the year 2000 INTERKULTUR has invited the world to the Olympic Games of choral music: the World Choir Games. Each time hosts like Austria, Korea, Germany, China, the USA, Latvia, and Russia brought a new and unique atmosphere to this largest international choir competition in the world.

The idea of the World Choir Games is supposed to inspire people to experience the power of music as a universal language. In July 2014, the power of song brought 460 choirs and 27,000 participants from 73 nations to Riga, Latvia. At the Great Celebration Concert, one of the highlights of the 8th World Choir Games, 40,000 people sang “O Happy Day” together in the city’s culturally rich Mežaparks. A superlative musical experience!



BARACK OBAMA, Former US President

“Music brightens our lives, stirs our souls. Events like the World Choir Games remind us of choral music’s power to transcend languages, cultures, and borders to reveal our shared humanity.”

- Linz, Austria (2000)**
- Busan, Republic of Korea (2002)**
- Bremen, Germany (2004)**
- Xiamen, Peoples Republic of China (2006)**
- Graz, Austria (2008)**
- Shaoxing, Peoples Republic of China (2010)**
- Cincinnati, USA (2012)**
- Riga, Latvia (2014)**
- Sochi, Russia (2016)**
- Tshwane, South Africa (2018)**



HIGHLIGHTS OF THE WORLD CHOIR GAMES



OFFICIAL EVENTS

The World Choir Games feature large-scale events staged in world class venues capable of televised and live stage production.

These spectacular shows create an unforgettable atmosphere for singing a wide spectrum of music ranging from great choral-symphonic works to pop music.

With the Opening Ceremony, the event is officially launched by Günter Titsch, President of INTERKULTUR and founder of the World Choir Games and the host country presents itself to the international audience through cultural showcase, dance and music performances.

The Closing Ceremony includes a spectacular concert where everyone, including the audience, joins the orchestra for a grand night of singing!

THE PARADE OF NATIONS

A lively, colorful Parade of Nations through the streets of the host city opens the second part of the event and welcomes all participants.

CONCERTS

In Friendship and Celebration Concert 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 malls whereas Celebration Concerts are ticketed events with top-class international choirs in special concert venues.

AWARDS CEREMONIES

Choirs may earn Bronze, Silver or Gold Diplomas or Medals. The gold-medal winning choir in The Champions Competition with the highest point total from an international panel of judges will be named Champion of the World Choir Games in its specific category. The Champions will come to the stage, their country's flag will be raised and they will sing their national anthem.

VLADIMIR PUTIN, President of the Russian Federation

“Such fascinating creative projects are always in high demand because they serve the cause of promoting cooperation in the humanitarian sphere, and strengthen mutual understanding among people.”



XI JINGPING, President of the People’s Republic of China

“The World Choir Games allow people to share the joy of choral harmony and further help the people of the world to promote discourse, strengthen friendships, and live together in harmony.”

The essential elements of the program of the WORLD CHOIR GAMES (WCG) are the

- **OPENING CEREMONY**
- **COMPETITION IN UP TO 30 COMPETITION CATEGORIES ON TWO DIFFERENT LEVELS**
- **AWARDS CEREMONIES – DIPLOMAS AND MEDALS**
- **PARADE OF NATIONS**
- **FRIENDSHIP CONCERTS**
- **CELEBRATION CONCERTS**
- **SPECIAL CONCERTS**
- **WORKSHOPS AND SEMINARS**
- **ASSEMBLY OF THE WORLD CHOIR COUNCIL**
- **CLOSING CEREMONY**

This preliminary schedule shall provide a general overview of what will happen in the 11 days of the event. The World Choir Games is divided into two parts and of the participating choirs, close to 50% will compete in each part. A handful of choirs may perform across the two parts.

The Games offer fair and realistic competition to experienced competitive choirs as well as choirs with relatively little international experience. The World Choir Games are divided into The Champions Competition and The Open Competition. These two competitions allow choirs to participate at the appropriate level.

The competitions are held in up to 30 categories and range from the traditional Children’s, Female, Male and Mixed Choirs to popular categories like Sacred Choral Music, Jazz, Pop, Gospel or Folklore.

The World Choir Games will also offer workshops and seminars, introducing choirs, conductors, and individuals to international choral literature, singing styles, and performance practices. Mixing with other singers, getting instructions from the expert and performing together might open the eyes and ears of the choristers to new choral experiences.

	DAY 1	DAY 2	DAY 3 PART I	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8	DAY 9 PART II	DAY 10	DAY 11
Official Events	Evening Opening Event			Evening Awards Ceremonies	Morning Awards Ceremonies & Evening Great Celebration Concert	Congress of the World Choir Council	Afternoon Parade of Nations			Evening Awards Ceremonies	Morning Awards Ceremonies & Evening Closing Event
Competitions, Evaluation Activities, Concerts	Rehearsals		Evaluation Activities		Rehearsals		Evaluation Activities		Rehearsals		
	Qualification Concerts	COMPETITIONS The Open Competition & The Champions Competition			Qualification Concerts	COMPETITIONS The Open Competition & The Champions Competition			Qualification Concerts	COMPETITIONS The Open Competition & The Champions Competition	
others	Celebration Concerts		Celebration Concerts		Celebration Concerts		Celebration Concerts		Celebration Concerts		
	Friendship Concerts in host city and surrounding area										
	Festival Stage Choir I – Great Celebration Concert Final rehearsals and performance on DAY 5				Festival Stage Choir II – Closing Concert Final rehearsals and performance on DAY 11						
Workshops & Seminars				Workshops & Seminars							

POSITIVE CULTURAL AND ECONOMIC EFFECTS FOR THE HOST REGION

Due to the number of approx. 20,000 singers, the World Choir Games gain the significance of a lasting promotion for the local and regional economic development of the respective host city and/or region, especially for the hotels, catering services and the retail trade. There will also be a lasting positive effect on the organizations of non-professional music of the host country. Local, regional and national choir associations will be involved in the planning of the World Choir Games and can make use of the various opportunities this international event offers them.

There will be intensive advertising and promotion for the World Choir Games before the event. Mailings to more than 120,000 choirs, choir associations, ministries and institutions world-wide will ensure that the presence of the World Choir Games is felt by all potential participants. In doing so, the cooperation with the respective National Organizing Committee as well as with the marketing departments of the cities will be part of this campaign.

PRESS AND PUBLICITY CAMPAIGNING

INTERKULTUR keeps constantly in touch with more than 200 specialist magazines of non-professional choir music and other media institutions world-wide. Special issues and advertisements in the regional, national and international specialist press support the publicity campaigns of the World Choir Games.

OWN FUNDING BY PARTICIPANTS AND VISITORS

For the financing of a part of the event, a participation fee will be levied on the participants and visitors. This amount covers the costs of their accommodation and catering. Travelling costs will also be financed by the participants themselves.

SUBSIDIES BY THE ORGANIZING HOST (COUNTRY, REGION OR CITY)

The project "WORLD CHOIR GAMES" requires the host's financial and organizational support. The financial contribution is calculated on the basis of two years of preliminary planning, advertising, material, personal and office costs which have to be disbursed by INTERKULTUR to make sure the planning, organizing and participation of the choirs.

The cashless part of the subsidies comprise:

- providing facilities and services (use of halls, other facilities, offices, transfers etc.),
- personnel

For this purpose a detailed finance plan and payment schedule will be drawn up, which specifies all costs. The financing plan will be part of the contract between INTERKULTUR and the organizing host of the World Choir Games. With respect to this, it is important to note that financing of the event has to begin in good time prior to the actual staging of the event. With regard to the large return to local and regional companies (tourist services, overnight stays, catering etc.) and additional tax income, it is important to emphasize that these subsidies can be seen not only as cultural but also as economic development measures.

ANDRIS BĒRZIŅŠ, Former President of Latvia

"Let the World Choir Games 2014 sound far beyond the borders of Latvia, as it is said in a Latvian folk song: 'I was born singing, I was raised singing, I lived my life singing, too!'"



REVENUES

Revenues in the framework of the World Choir Games are gained from:

1. Accommodation of choirs and participants (through co-operation with tourist partner agencies) - as a basis for accommodation requirements we estimate accommodation requirements at approx. **100,000 overnights or 40,000 room nights** (room nights depends on bookings from groups) during the complete time of the World Choir Games.
2. Flights and airport charges to and from the host city
3. Catering – Resulting from the basis of approx. 10,000 participants per part, we estimate **20,000 to 30,000 meals per day** (including breakfast in the hotel) provided by catering services.
4. Sales of merchandising goods
5. National sponsorships of the World Choir Games and Fundraising
6. Ticket sales for large-scale events, competitions, Celebration Concerts and other events
7. Revenues from tourist programs in the framework of the World 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

MEDIA COVERAGE

The following advertising activities and media coverage will be provided by INTERKULTUR on the basis of the contract with the organization partner and the payments made. A detailed advertising plan is to be drawn up and will be an integral part of the contract.

Target groups: contacts world-wide, cooperation	Estimated Number of contacts
Choirs, choir masters, music schools and universities	300,000
(Symphonic) wind orchestras and other instrumental ensembles	70,000
Folklore groups	35,500
Cultural organizations: specialist associations and institutions	2,000
Political institutions: embassies, consulates, educational and cultural ministries	300
Partners: committees, representational offices, contract partners	3,000
Personalities from industry and commerce	1,000
Print media: specialist press, magazines, journals, daily papers	3,000
Radio and TV companies	200
Travel agencies and business partners	12,000
National and international tourism associations and specialist institutions	200
total of direct contacts	450,000

Online coverage	Reach
Website page views (per year):	1,200,000
Fans on Facebook:	150,000
Video impressions on YouTube:	1,200,000

The INTERKULTUR data base is continuously updated. An international team of specially trained employees is constantly working on finding new addresses so that the data base is constantly growing.

Printed matter and other advertising media (Printed matter to be produced later, e.g. program books, event schedule, presentation of participants, certificates and folders are not included here.)	languages
Products for advertising, promotional measures and mailings	3
Special advertising cards (postcards), information leaflets to be distributed	3
Information flyers with reply form	3
Official invitation to participate including entry conditions	6
Wall posters	3
Banners, stickers, table flags and other small items	3
Folders, covers, presentation folders	3
Advertising gifts	3
Event flyers, event schedules, several print runs	5
Flags, large banners, advertising stands etc.	3
Writing paper with letter heads, envelopes (different sizes)	3
Business cards and other stationary	3
CDs (sound, advertising films etc) / DVDs (pictorial, sound, advertising films etc)	as agreed

PRESENTATION OF THE WORLD CHOIR GAMES

Stands at fairs and exhibitions, seminars and lectures, organization of receptions, dinners, personal discussions with choir masters and conductors, distribution of brochures, other promotional activities.

PRESS, RADIO AND TV COVERAGE

International contacts with public and private broadcasting companies, classical music radio stations and other specialist radio stations will be provided, as well as interviews with well-known artists, politicians and other personalities. INTERKULTUR has contacts to 30 national and international broadcasting companies and 200 print and online magazines that are specialized to classical and choral music. There are also regular reports, current information releases and own reports to be published. Contribution from past WORLD CHOIR GAMES and contributions from past and present INTERKULTUR choir competitions and festivals will be published regularly. INTERKULTUR carries out special promotional activities, like tours of artistic ambassadors, appointment of further artistic ambassadors of the WORLD CHOIR GAMES, reports about current events, e.g. the casting of the peace bell, recordings of international choirs and music groups for the preparation of the WORLD CHOIR GAMES. TV teams from selected countries will be invited to come to the WORLD CHOIR GAMES.

INTERKULTUR's publicity work is a story of success. As an example: The 7th World Choir Games 2012 reached out to more than 200 U.S. cities and 50 countries in the world. The international media reach was 1.4 billion global impressions with a publicity value of \$32 million.

ACTIVITIES

- Advertising of the World Choir Games in music related print media
- Banners, photo and logo placement in various media (print and online)
- Publication of reports and news, interviews with ambassadors of the WORLD CHOIR GAMES and personalities of industry and commerce
- Publication of dedicated articles in the daily press, choral music and music magazines, journals, magazines of choral music associations
- Mailings for the international events of INTERKULTUR, distributed worldwide in large numbers
- Publication of program books and other information brochures for national and international choral and music events
- Publication of special brochures for exhibitions, congresses, lectures, workshops and seminars
- Special invitations to the host city for music journalists from magazines and journals as well as daily papers that report and advertise the World Choir Games their countries
- Organization of national and international press conferences
- Media partnerships (newspapers reporting about choirs and music ensembles in their regions, preparation for the WORLD CHOIR-GAMES)
- About 30 direct mailings are sent out per year and reach all contacts available. Selected addresses are serviced several times
- Fact sheets for the WORLD CHOIR GAMES will be attached to the advertising media and brochures in up to ten languages
- Extensive telephone enquiries and follow-up calls are made after the mailings are sent out and answers will be supplied with information material in the languages of the choirs
- Monthly newsletters to selected addresses
- Presentation of the WORLD CHOIR GAMES on internet in various websites and special advertising campaigns: About 6.6 Mio visitors per year
- Continuous updating of websites with extensive pictorial materials, short films and music titles, merchandising goods and much more. Provision of latest information, results of INTERKULTUR competitions and WORLD CHOIR GAMES, listing of participants, jurors and other current information. Press releases, opinions, presentation of important people, invitation and entry conditions of upcoming festivals and WORLD CHOIR GAMES. Links to and from websites of other organizers, tourism agencies, countries, regions, cities etc.

PRESENTATIONS AT OTHER EVENTS

MUSIC EVENTS / FAIRS AND EXHIBITIONS / CONGRESSES (INTERNATIONAL)

IFCM World Symposium, regional symposiums
 National and Regional Conventions of ACDA in America (USA)
 Choir meetings and choral conductors' seminars worldwide
 Choir festivals, choir competitions, workshops and seminars in Asia
 Choir Festival of the German Choral Association
 National choral events of many countries
 Regional events in respective countries and regions
 Europa Cantat Festival
 America Cantat Festival (South America)
 Choral Conductor's congresses in countries of all continents
 International choir and music competitions worldwide
 International choir and music festivals worldwide
 Tourist fairs and promotion activities in countries in most continents

INTERKULTUR EVENT SERIES

ON STAGE Events – Non-Competitive events in 10 European Destinations
 International Anton Bruckner Choir Competition & Festival, Linz (Austria)
 International Choir Competition & Festival Bad Ischl (Austria)
 Sing'n'Joy Vienna – International Franz Schubert Choir Competition, Vienna (Austria)
 ISTRAMUSICA, Poreč (Croatia)
 Sing Along Concert – Philharmonie de Paris, Paris (France)
 International Johannes Brahms Choir Festival & Competition, Wernigerode (Germany)
 International Robert Schumann Choir Competition, Zwickau (Germany)
 Fest der Chorkulturen – Grand Prix of Nations, Berlin (Germany)
 International Choir Competition and Festival Kalamata (Greece)
 Corfu International Festival & Choir Competition, Corfu (Greece)
 Sing'n'Pray Kobe (Japan)
 International Choir Festival "Isola del Sole", Grado (Italy)
 VOICES FOR PEACE – International Choir Festival, Assisi (Italy)
 Canta al Mar – Festival Coral Internacional, Calella/Barcelona (Spain)
 Canta en Primavera – Festival Coral Internacional, Málaga (Spain)
 MIAMI VOICE, Florida (USA)
 Sing'n'Joy Princeton, New Jersey (USA)
 Golden State Choral Trophy, Monterey/California (USA)
 Vietnam International Choir Competition, Hoi An (Vietnam)
 ASIA PACIFIC CHOIR GAMES (Jakarta 2007, Korea 2009, North Sulawesi 2013, Sri Lanka 2017)
 WORLD CHOIR CHAMPIONSHIPS (Graz 2011)
 EUROPEAN CHOIR GAMES (Graz 2013, Magdeburg 2015, Riga 2017)
 GRAND PRIX OF NATIONS (Magdeburg 2015, Berlin 2017, Riga 2017, Colombo 2017)
 WORLD CHOIR GAMES (Linz 2000, Busan 2002, Bremen 2004, Xiamen 2006, Graz 2008, Shaoxing 2010, Cincinnati 2012, Riga 2014, Sochi 2016, Tshwane 2018)



WALTER SCHEEL,
Former President of the
Federal Republic of Germany

“The World Choir Games impressively confirm what Victor Hugo once stated: ‘Music expresses that which cannot be said and on which it is impossible to be silent.’ I wholeheartedly accept the role as your honorary president.”

GÜNTER TITSCH,
President of INTERKULTUR,
Founder of the World Choir Games

“Music helps us transcend the borders that we’ve built in our thoughts and actions. The young singers show us what it means to be human and to focus on what strengthens society.”



MORTEN LAURIDSEN,
USA, Composer, Recipient of
the National Medal of Arts

“Here we are experiencing the fact that we are capable of uniting ourselves in one song; this is a lesson that we can learn from the World Choir Games. This is an event where 27,000 participants shared the most personal instrument they have – their voice. I am proud to have been a part of this event.”



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What is INTERKULTUR? Under the umbrella brand name „INTERKULTUR“ both non-profit and commercial organizations which defend similar interests and internationally pursue culture promoting goals in a cooperative effort, are collaborating. These institutions include, among others: Förderverein INTERKULTUR e.V., Förderverein INTERKULTUR Österreich, INTERKULTUR Management GmbH, and INTERKULTUR Communication GmbH. This network, also known under the working name INTERKULTUR Group cooperates with numerous professional associations, institutions and companies defending the same interests. One of the most important cooperation partners is: M&C Music Contact GmbH.

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