

VISIT LONDON

VISITLONDON.COM/EVENTSFORLONDON

Our Vision: To be the world's most exciting major events destination.

Our Mission: To deliver a lasting legacy for sport and for London.

Our Aim: To engage new audiences and participation and to work for the long term development of those sports in London.

EfL is a partnership between the Mayor of London, the London Development Agency and Visit London and is tasked with attracting, developing, leveraging and staging major sporting and cultural events.

EfL raison d'être

- Attracting new major events
- Growing existing events
- Developing new major events

Events for London (efL) works with the world's leading International Federations (IFs), National Governing Bodies (NGBs), rights holders, organizing committees, broadcasters, sponsors and media to maximise the overall impact and benefits of staging major sporting and cultural events in the capital.

The EfL team has been created in partnership to deliver incremental media opportunities, to attract and build new audiences and to maximise the benefit for all partners and stakeholders. It aims to deliver a long-lasting legacy for the benefit of London and for Londoners.

From the ATP World Tour Final, NBA basketball and World Artistic Gymnastics Championships at The O2, NFL at Wembley Stadium, the London Marathon to the ICC World Twenty20 England 2009, EfL's approach is to lead, partner or support rights holders and organisers to enable them to tap into the full assets that London, as a global city, has to offer.

EfL's strategic objectives are as follows:

- To maximise the economic, social and community benefits from major events for London
- To develop a positive image of London both domestically and internationally through the hosting of major events that align with the new London brand
- To develop a diverse range of major events spanning community, cultural, artistic and sporting events
- To ensure that the creation, development, bidding and marketing for events is co-ordinated, accountable and transparent
- To ensure the most effective and efficient use of resources
- To ensure the highest quality spectator and visitor experience
- To monitor and communicate the benefits delivered by the staging of major events
- To help create long-term sustainability and low-environmental impact events

The EfL offer:

EfL offers expertise and support to organising committees, rights holders and Sponsors to 'unlock London' and to maximise the impact, audience and benefits of major sporting and cultural events.

EfL aims to work with organisers/rights holders to widen the appeal and accessibility of events in order to engage new audiences, to create incremental media opportunities and to deliver an amazing spectator/participant experience

EfL is set up differently to many other sport hosting destinations around the world and works to bring a range of both private and public sector partners on board to support, endorse and deliver an event. It acts a funnel for channelling both public and private sector support.

For anyone that wants to bring a major event to London, you need to engage with EfL.

Key examples of EfL's work:

In 2007, Events for London helped win and stage events worth £100m in economic benefit including:

- The Grand Depart of the Tour de France (July 2007)
- Red Bull Air Race (July 2007)
- NFL International Series (October 2007) – the first time a regular NFL season game had been played outside North America
- NBA Europe Live (Oct 2007 & 2008)

Key examples of projects EfL are working on at the moment:

- London Grand Prix Athletics (annual)
- The return of NBA Europe Live (2008)
- Red Bull Air Race return (2008)
- NFL Game return (2008)
- The X Games (2009)
- ICC World Twenty20 Cricket (2009)
- World Artistic Gymnastics Championships (2009)
- ATP World Tour Final in 2009 and 3 subsequent years
- World Badminton championships (2011)

Events for London is your first point of contact if you're looking to choose London to stage and grow the profile of your event.

For further information on Events for London please contact:

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