



QUANTUM EVENT EVALUATION REPORT

# XXVII ANOC General Assembly

& ANOC AWARDS 2024

28 OCTOBER – 1 NOVEMBER 2024

CASCAIS, PORTUGAL

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Images: ANOC



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# INTRODUCTION



## ANOC GENERAL ASSEMBLY HOSTS (2000-2026)

Year	City	Nation
2000	Rio de Janeiro	Brazil
2002	Kuala Lumpur	Malaysia
2004	Athens	Greece
2006	Seoul	Republic of Korea
2008	Beijing	China
2010	Acapulco	Mexico
2012	Moscow	Russian Federation
2014	Bangkok	Thailand
2015	Washington	USA
2016	Doha	Qatar
2017	Prague	Czech Republic
2018	Tokyo	Japan
2019	Doha	Qatar
2021	Crete	Greece
2022	Seoul	Republic of Korea
2024	Cascais	Portugal
2026	Hong Kong	Hong Kong

## ABOUT THE ASSOCIATION OF NATIONAL OLYMPIC COMMITTEES

**ANOC is the umbrella organisation responsible for protecting and advancing the interests of the world’s National Olympic Committees (NOCs), and for supporting their mission to promote the Olympic Values worldwide.**

Since 1979, the number of NOCs recognised by the International Olympic Committee (IOC) and represented by ANOC has increased to 206.

## ABOUT THE ANOC GENERAL ASSEMBLY

**Under the provisions of the Constitution of ANOC, the General Assembly is the supreme governing body of the Association.**

The Association’s member NOCs are entitled to participate in the General Assembly, represented by their delegates, in addition to the members of the Executive Council of ANOC. Representatives from the International Olympic Committee (IOC), International Federations (IFs), Organising Committees of Olympic Games (OCOGs) and other Olympic stakeholders are also invited to attend the General Assembly.

Under the ANOC Constitution, the General Assembly elects the ANOC President and the Senior Vice-President every four years, as well as the members of the Executive Council.

**Each NOC is affiliated to one of five Continental Associations:**



**206**  
MEMBER NOCs

**5**  
CONTINENTAL  
ASSOCIATIONS

**27<sup>th</sup>**  
ANOC  
GENERAL ASSEMBLY  
IN CASCAIS



**EXECUTIVE  
SUMMARY**



# EXECUTIVE SUMMARY



## ECONOMIC & TOURISM

**€2.47m**

Direct economic impact

**1,044**

Total attendance

**82%**

% overseas attendance

**4,591**

Bed nights generated



## COMMERCIAL & MEDIA

**411k**

Social media reach (ANOC accounts)

**1,274**

New followers (ANOC accounts)

**42:59:33**

Broadcast time (hh:mm:ss)

**€5.6m**

Media value (monitored media)

**103m**

Media reach (monitored media)



## ECONOMIC & TOURISM

- The direct economic impact of the XXVII ANOC General Assembly in Cascais, taking place from 28 October to 1 November 2024, is estimated to be in the region of €2.47m (\$2.68m).
- The event brought together 1,044 delegates as well as an additional 302 registered suppliers to deliver the event in Cascais.
- 18.1% of delegates came from Portugal, with 81.9% coming from overseas.
- Of those coming from overseas, 5% came from Switzerland, 4% came from USA, 4% from Great Britain, 3.5% from France and 3% from Italy.
- Visitors generated more than 4,500 bed nights in Cascais and the Lisbon District.



## COMMERCIAL & MEDIA

- ANOC social media posts across Facebook, Instagram and LinkedIn achieved a reach of 411,000 and secured 1,274 new followers throughout the duration of its communications campaign.
- A total broadcast time of almost 43 hours was identified across monitored TV, OTT and social media broadcasts.
- The ANOC Awards was aired by several broadcasters globally, including Cameroon Radio Television (CRTV), European Broadcasting Union (EBU) and the events media partner, Rodio e Televisão de Portugal (RTP) as well as ANOC.tv and the Olympic Channel.
- Monitored content reached an audience of 103 million across online, social media and TV/OTT platforms, scoring a media value of €5.6m.
- As the Host Partners of the event, Cascais and Visit Portugal achieved advertising equivalent values of €193,620 and €143,913 respectively, largely due to extensive social media coverage from Chinese media outlets.

# EXECUTIVE SUMMARY

## IMAGE & PERCEPTION



**75%**

Of out-of-town attendees were visiting Cascais for the first time

**93%**

Of visitors are likely or highly likely to talk positively about Cascais

**89%**

Of visitors are likely or highly likely to recommend visiting Cascais to friends and family

Out-of-town visitors include any attendee that travelled from outside of the Lisbon District to attend the XXVII ANOC General Assembly.



## DELEGATE EXPERIENCE

**8.2 / 10**

Overall event satisfaction score amongst attendees

**84%**

Delegates stating it was the same or better than past editions attended

Score out of 10 reflects a scale of 1 = very poor to 10 = excellent  
% score based upon delegates with past experience at an ANOC General Assembly.



## IMAGE & PERCEPTION

- In hosting the XXVII ANOC General Assembly, Cascais and the wider Lisbon District benefited not only from international tourism, but also the image and perception benefits that hosting such a prestigious event can bring. This was reflected in the post-event survey results.
- 75% of attendees at the XXVII ANOC General Assembly were visiting Cascais for the first time.
- 93% of visitor attendees said that they would be likely or highly likely to talk positively about Cascais having returned from their trip.
- 89% said that they would be likely or highly likely Cascais as a place to visit to friends and family.
- 76% said that they would be likely or highly likely to visit Cascais again in future for a holiday having experienced it at the XXVII ANOC General Assembly.



## DELEGATE EXPERIENCE

- Attendees rated the overall organisation of the event 8.2 out of 10 in the post-event survey.
- Of those delegates who had attended a previous edition of the ANOC General Assembly, 84% believed that the event in Cascais was either the same or better than past editions.
- Participants of the General Assembly found the ANOC Theme Sessions valuable, with 81% of participants rating these as good or very good.
- The ANOC Awards 2024 and Gala Dinner were also positively rated, with 82% of attendees satisfied.
- The ANOC General Assembly received a lower rating, with 66% finding this good or very good. Constructive feedback was offered by those surveyed which identified a need for better management of the General Assembly agenda, timings and use of technology for a more efficient and valuable experience for the NOCs.
- Further delegate experience findings can be found later in this report.





# EVENT OVERVIEW



## EVENT OVERVIEW

### EVENT OVERVIEW

The XXVII ANOC General Assembly took place on 30 and 31 October 2024 in Cascais, Portugal. Alongside the General Assembly agenda, ANOC Commission, ANOC Executive Council and Olympic Solidarity meetings commenced on 28 and 29 October and ANOC Theme Sessions took place on 1 November, completing five days of official programming.

Over the three days of meetings and discussions, more than 500 delegates represented 195 National Olympic Committees gathered in Cascais. Further attendees joined online.

NOCs were joined by representatives from the IOC, the five Continental Olympic Associations, International Federations, Organising Committees of the Olympic Games (OCOGs) as well as a number of other Olympic stakeholders and sports partners, taking the total number of organisations present to more than 280, underscoring the global importance of the event.

“As NOCs we all face challenges and opportunities. Some of these may be common across NOCs. Others may be unique to our countries. But irrespective, there is always room for growth through collaboration; through learning from each other. This is what the General Assembly is all about; facilitating dialogue and exchange.”

**Robin Mitchell, President, ANOC**

[Click here to view the XXVII ANOC General Assembly highlights video](#)





# EVENT OVERVIEW

## XXVII ANOC GENERAL ASSEMBLY CASCAIS, PORTUGAL 2024 | OFFICIAL EVENT SCHEDULE

### 28 October

All day	Arrival of ANOC EC Members & NOCs delegates	Miragem
All day	ANOC Comissions Meetings	Miragem
19:30	Dinner for ANOC EC Members	Messe Cascais

### 29 October

All day	Arrival of NOCs delegates & other participants	
09:00-12:30	90th ANOC Executive Council Meeting	Sala III, Miragem
09:30-13:30	Olympic Solidarity (OS) Sessions	Sala I, II, VI & VII, Miragem
12:30-14:00	Lunch for ANOC Executive Council Members	3rd Floor, Miragem
13:30-14:30	Lunch for OS Sessions participants	Gallery, Miragem
14:00-17:00	ANOC Executive Council Meeting	Sala III, Miragem
14:30-16:00	Individual consultations on specific NOC projects with OS staff	Sala I, II, VI & VII, Miragem
19:00-21:00	Official Reception hosted by Cascais Mayor and Cascais Visitors & Convention Bureau	Gallery & Ground Floor, Miragem

### 30 October

09:00-13:30	XXVII ANOC General Assembly	Hall A, CCE Estoril
13:30-14:45	Lunch for all participants	Foyer, CCE Estoril
14:45-16:00	XXVII ANOC General Assembly	Hall A, CCE Estoril
19:00-20:00	The ANOC Awards 2024 - Ceremony <i>(upon invitation only)</i>	Auditorium, CCE Estoril
20:00-22:00	The ANOC Awards 2024 - Dinner <i>(upon invitation only)</i>	Casino Estoril

### 31 October

09:00-13:15	XXVII ANOC General Assembly	Hall A, CCE Estoril
13:15-14:30	Lunch for all participants	Foyer, CCE Estoril
14:30-16:00	XXVII ANOC General Assembly	Hall A, CCE Estoril
After GA	ANOC Press Conference	Hall B, CCE Estoril
Evening	Free Evening	

### 1 November

09:00-10:30	XXVII ANOC General Assembly: ANOC Theme Session 1 The Evolving Olympic Programme	Auditorium, CCE Estoril
10:30-11:00	Coffee Break	Foyer, CCE Estoril
11:00-12:30	XXVII ANOC General Assembly: ANOC Theme Session 2 Decoding Safeguarding	Auditorium, CCE Estoril
12:30-13:30	Standing lunch	Foyer, CCE Estoril
13:30-15:00	XXVII ANOC General Assembly: ANOC Theme Session 3 Olympic AI Agenda	Auditorium, CCE Estoril
16:30-19:00	AFCNO Meeting	Auditorium, CCE Estoril
Evening	Departure of delegates	

### 2 November

All day	Departure of delegates	
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# EVENT OVERVIEW



## OFFICIAL ACTIVITIES DURING THE ANOC GENERAL ASSEMBLY 2024 IN CASCAIS, PORTUGAL

### ANOC COMMISSIONS, OLYMPIC SOLIDARITY SESSIONS & 90TH ANOC EXECUTIVE COUNCIL MEETING



Ahead of the General Assembly, the ANOC Commissions met on 28 October alongside Olympic Solidarity sessions which were delivered for NOCs, while the 90th ANOC Executive Council meeting was held on 29 October.

The ANOC Commissions delivered summaries of their reports ahead of presenting the full reports to the General Assembly.

### ANOC GENERAL ASSEMBLY



The first two days of the General Assembly saw NOCs receive reports from the ANOC leadership and Commissions as well as updates across ANOC's multitude of programmes and projects. An update was also provided on the implementation of ANOC's current strategic plan.

IOC President Thomas Bach addressed the General Assembly for the last time as IOC President and delegates also received presentations from the IOC, COCOGs, WADA, ITA and other organisations in sport.

### ANOC SPECIAL THEME SESSIONS



ANOC Special Theme Sessions took place on 1 November following the conclusion of the General Assembly, providing an opportunity for NOCs to exchange knowledge and best practice on critical subjects in a more informal environment.

The focus in Cascais was on the sports that make up the Olympic Programme, Safeguarding and the Olympic AI Agenda, with presentations provided by NOCs and industry experts across three sessions:

- Session 1: The Evolving Olympic Programme
- Session 2: Decoding Safeguarding
- Session 3: Olympic AI Agenda



# EVENT OVERVIEW

## ANOC AWARDS 2024



The ANOC Awards 2024 celebrated outstanding achievements and contributions across a diverse range of sports, honouring individuals, teams, and organisations that exemplified excellence, innovation, and dedication. Broadcast globally on ANOC.tv and via TV broadcasters, the event recognised exceptional performances at the Paris 2024 Olympic and Paralympic Games.

Among the honourees were Italy’s volleyball team and Denmark’s handball team, as well as trailblazing athletes Julien Alfred of St. Lucia and Letsile Tebogo of Botswana. The ceremony also acknowledged nations like France for their outstanding efforts, and breakthrough NOCs such as Botswana, Dominica, Guatemala, and St. Lucia.

[Click here to view the ANOC Awards 2024 highlights video](#)

AWARD	RECIPIENT	NOC / NATION
<b>Best Female Team of Paris 2024</b>	Italy Volleyball (represented by Carlotta Cambi)	Italy
<b>Best Male Team of Paris 2024</b>	Denmark Handball (represented by Hans Lindberg)	Denmark
<b>Best Female Team in Individual Sport</b>	Great Britain Cycling - Team Sprint (represented by Katy Marchant, Sophie Capewell, Emma Finucane)	Great Britain
<b>Best Male Team in Individual Sport</b>	Japan Artistic Gymnastics (represented by Kazuma Kaya)	Japan
<b>Best Mixed Team in Individual Sport</b>	Austria Sailing - Mixed Dinghy (represented by Lara Vadlau and Lukas Mähr)	Austria
<b>Best Female Athlete of Paris 2024</b>	Julien Alfred	St. Lucia
<b>Best Male Athlete of Paris 2024</b>	Letsile Tebogo	Botswana
<b>Outstanding Sporting Career - Female</b>	Lisa Carrington	New Zealand
<b>Outstanding Sporting Career - Male</b>	Ma Long	China
<b>Outstanding NOC of Paris 2024</b>	France	France
<b>Breakthrough NOCs of Paris 2024</b>	Botswana, Dominica, Guatemala, St. Lucia	Botswana, Dominica, Guatemala, St. Lucia
<b>Contribution to the Olympic Movement</b>	Anita DeFrantz	USA



**ECONOMIC  
& TOURISM**





# ECONOMIC & TOURISM

## TOTAL DELEGATE & GUEST ATTENDANCE

**1,044**

Total attendance at XXVII ANOC General Assembly Cascais, Portugal 2024

## GENDER PROFILE



**67%**

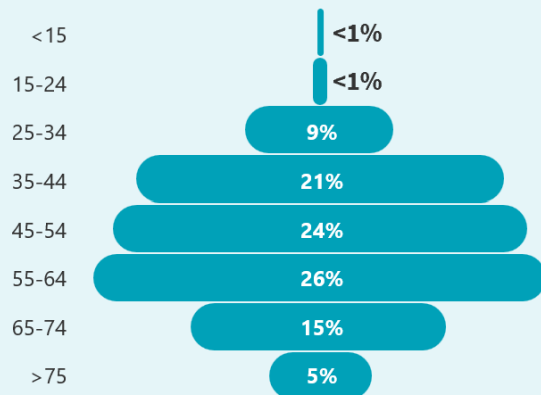
Male



**32%**

Female

## AGE PROFILE

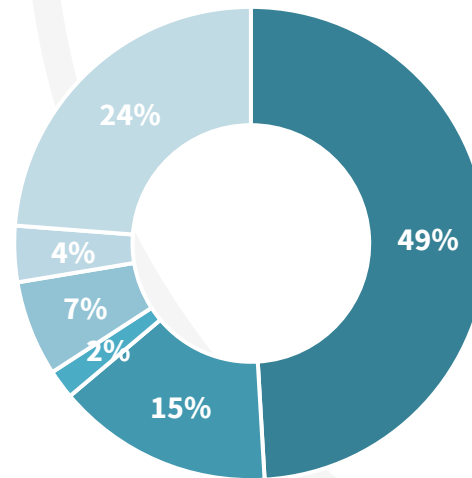


Attendee, age and gender profile is based upon registration system figures. Place of origin is calculated using registration system data and post-event survey results. Local Organising Committee includes accredited attendees representing Government of the Portuguese Republic, Olympic Committee of Portugal, local government, local partners and invited guests.

## ATTENDANCE & DEMOGRAPHICS

The total attendance at the XXVII ANOC General Assembly was 1,044, with a further 302 staff and suppliers supporting the delivery of the event. Of the registered delegates, 7.5% came from Cascais or the Lisbon District, as did the vast majority of additional staff and suppliers utilised. 10.6% of delegates came from elsewhere in Portugal to attend, whilst 81.9% of delegates came from overseas.

## DELEGATE PROFILE | ORGANISATION TYPE



- National Olympic Committee (NOC)
- Local Organising Committee (LOC)
- Association of National Olympic Committees (ANOC)
- International Olympic Committee (IOC)
- International Sport Federation (IF)
- Other  
*Includes invited guests and accompanying persons*

## DELEGATE ORIGIN | PLACE OF ORIGIN

**7.5%**  
CASCAIS OR  
LISBON DISTRICT

**10.6%**  
ELSEWHERE  
IN PORTUGAL

**81.9%**  
OVERSEAS

# ECONOMIC & TOURISM



## VISITING DELEGATES

966

Out-of-town attendees visiting Cascais, Portugal for the event

## AVERAGE STAY

4.8 nights

Average length of stay in paid accommodation by out-of-town visitors

## BED NIGHTS

4,591

Number of bed nights generated by out-of-town visitors in Cascais, Portugal

Numbers presented may not sum due to rounding.

## TOURISM | ORIGIN & BED NIGHTS

### HIGHLIGHTS

- Delegates of the XXVII ANOC General Assembly represented 195 nationalities according to registration and post-event survey data.
- 966 delegates came from outside of Cascais and the wider Lisbon District to attend the event, demonstrating significant out-of-town visitation.
- 18.1% of delegates came from Portugal, with 81.9% coming from overseas.
- Of those coming from overseas, 5% came from Switzerland, 4% came from USA, 4% from Great Britain, 3.5% from France and 3% from Italy.
- More than 4,500 bed nights were generated in the local region, with visitors staying in paid accommodation for 4.8 nights on average.
- National Olympic Committee representatives stayed for 4.7 nights on average whilst ANOC staff, ANOC Executive Council and ANOC Commission Members stayed for 5.8 nights on average.
- 31% of overseas visitors extended their stay beyond the official event days, either arriving earlier or departing later. 63% of these extended stays were made in Cascais, 25% elsewhere in the Lisbon District and 12% elsewhere in Portugal.

# ECONOMIC & TOURISM

## DIRECT ECONOMIC IMPACT

**€2.47m**  
**USD \$2.68m**

Direct economic impact estimated for the Lisbon District as a result of Cascais hosting the XXVII ANOC General Assembly

## METHODOLOGY

The total direct economic impact is calculated using 1) attendee expenditure and 2) expenditure and revenues generated by ANOC and its host city partners.

Expenditure included within the direct economic impact calculation have been generated because of the event taking place within the host economy, measured as net additional benefit.

The host economy has been defined as Cascais and the Lisbon District.

A delegate survey was conducted by Quantum to establish expenditure made within the host economy. Delegate expenditure was captured across the following categories:

- Accommodation
- Food and drink
- Transport (Lisbon District)
- Shopping / Retail
- Entertainment / Recreation
- Other expenditure otherwise not listed

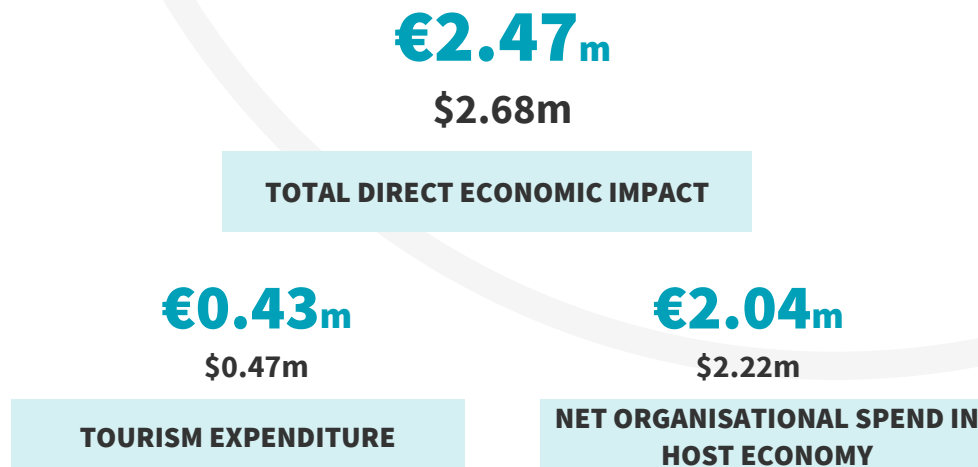
N = 181

## DIRECT ECONOMIC IMPACT

### HIGHLIGHTS

- The total direct economic impact of the XXVII ANOC General Assembly is estimated using delegate expenditure and organisational expenditure made by the local organising committee and ANOC.
- The total direct economic impact has been calculated to be in the region of €2.47m (\$2.68m).
- The event was boosted by the high percentage of organisational expenditure made within the host economy, utilising local businesses and services.
- It is estimated via analysis of post-event survey responses that delegates spent €0.43m (\$0.47m) in total whilst visiting Cascais. This figure is in addition to expenditure made by ANOC on delegates' behalf.
- Expenditure items included within the direct economic impact calculation have been generated because of the event taking place in the host economy, measured as net additional benefit to that economy.

### DIRECT ECONOMIC IMPACT BREAKDOWN







**EVENT  
EXPERIENCE**





# EVENT EXPERIENCE

## OVERALL DELEGATE EXPERIENCE

8.2 / 10

Overall delegate event experience score  
(1 = very poor to 10 = excellent)

## EVENT COMPARISON (PAST EXPERIENCE)

84%

Attendees had a similar level of event experience or better than at past editions attended



*Thank you ANOC team and NOC of Portugal for such amazing organisation.*

**Attendee Feedback**

*All the staff interacted with were exceptionally welcoming.*

**Attendee Feedback**

*Many thanks to ANOC, Comité Olímpico de Portugal and city of Cascais for the organisation of the event and to the volunteers for their warm welcome and assistance throughout.*

**Attendee Feedback**

Constructive feedback relating to organisational improvements for future editions of the event were provided by attendees during the post-event survey. These anonymised comments have been collated and provided to ANOC to support debriefing and future planning.

## EVENT EXPERIENCE

- Attendees reported high event satisfaction scores across all of pre-event registration and communication, onsite arrivals, transportation, and venue-related aspects. The lowest scoring item was attendees' rating of the relevance of the exhibitors to the ANOC General Assembly, with 64% of respondents rating this as "good" or "excellent".
- Attendees were very happy with the ANOC Awards & Gala Dinner, with 82% of attendees rating this as either "good" or "excellent".
- The ANOC Theme Sessions were also rated highly by attendees with 81% finding these "good" or "excellent". The sessions also received positive written feedback in the post-event survey. Attendees were particularly pleased with the case studies offered by fellow National Olympic Committee representatives.
- There was dissatisfaction recorded by attendees with the General Assembly itself. This is accompanied by anonymised constructive feedback which has been provided to ANOC to support its event debrief and future planning.

## ATTENDEE EVENT EXPERIENCE SCORES

(% RESPONSES = GOOD + EXCELLENT)

Hotel welcome desk	96%
Location, venue and surroundings of the event	94%
Communication with you leading up to the event	93%
Online registration process	93%
Airport transfer experience	92%
Airport welcome desk	89%
Wait time for airport transfer	88%
Quality of venue information and signage	85%
Quality of the exhibition area	82%
Relevance of exhibitors to you	64%

## THEMED PROGRAMMING EXPERIENCE SCORES

(% RESPONSES = GOOD + EXCELLENT)

ANOC Awards & Gala Dinner	82%
ANOC General Assembly Day 3 – Theme Sessions	81%
ANOC General Assembly Day 1-2	66%

## ANOC AWARDS & GALA DINNER SCORES

Entertainment Value	78%
Length of Event	79%
Variety of Awards Available	80%
Number of Awards Available	78%





**IMAGE  
& PERCEPTION**





# IMAGE & PERCEPTION



## DESTINATION IMAGE & PERCEPTION

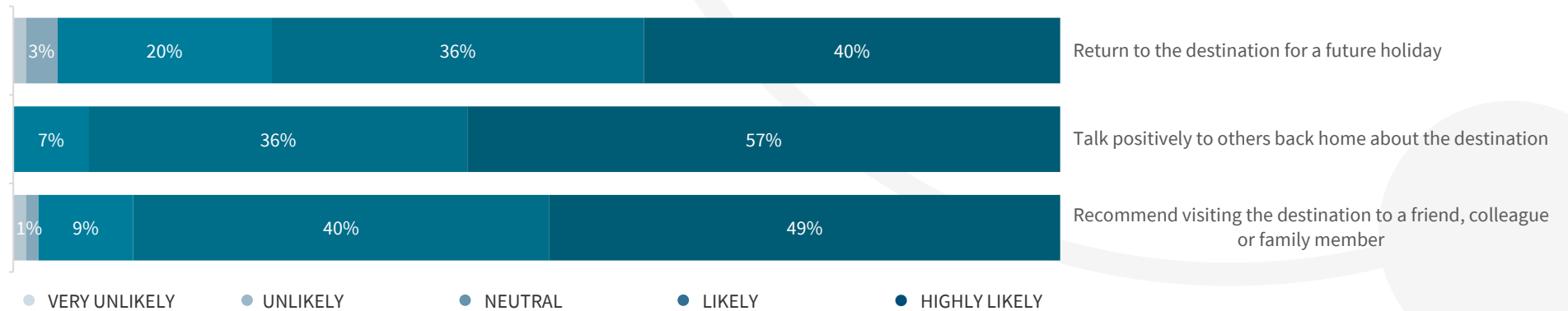
### HIGHLIGHTS

- For 75% of out-of-town attendees at the XXVII ANOC General Assembly it was their first time visiting Cascais.
- 89% of attendees would be likely or highly likely to recommend visiting Cascais to a friend, colleague or family member upon returning from their visit.
- When asked to describe Cascais in one word, the most frequent responses received in the post-event survey were; Beautiful, Ocean and Scenic.

**75%**  
**First-time**  
**visitors to**  
**Cascais**

## HOST DESTINATION | VISITATION IMPACTS

Having visited Cascais and the Lisbon District, how likely are you to do the following?





**COMMERCIAL &  
MEDIA**





# COMMERCIAL & MEDIA



## SOCIAL MEDIA HIGHLIGHTS (ANOC ACCOUNTS)

**411k** | Post reach

**1,274** | New followers

**563** | Post shares

## ANOC NEWSLETTER

**4** | Number of newsletters distributed during event

**2,634** | Average number of newsletters delivered

**54%** | Average opening rate

Source: ANOC



The media monitoring and sponsorship evaluation data in this report, unless otherwise stated, has been provided by IRIS, a leading international sports market research company.

## MEDIA AND VISIBILITY – OVERVIEW

### MEDIA COVERAGE

**€5.6m**  
MEDIA VALUE

**42:59:33**  
BROADCAST TIME

**103m**  
MEDIA REACH

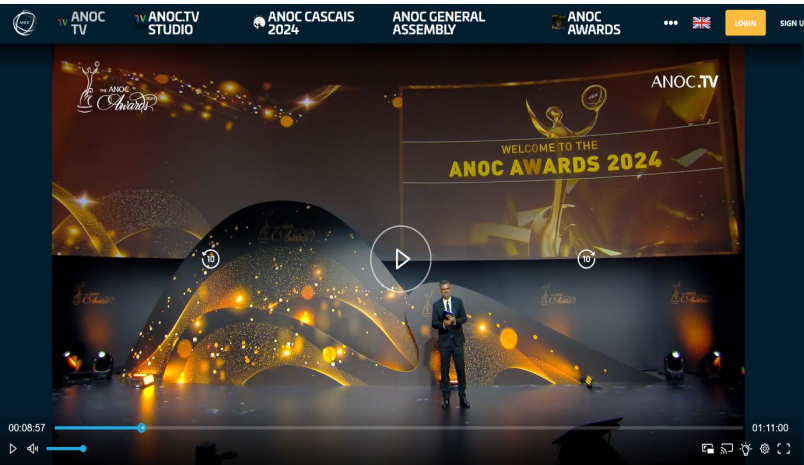
Source: IRIS

### SOCIAL MEDIA ENGAGEMENT

	Views	Reach	Visits
	<b>268k</b>	<b>468k</b>	<b>10.1k</b>
	Views	Reach	Visits
	<b>446k</b>	<b>232k</b>	<b>12.7k</b>
	Reactions	Comments	Reposts
	<b>1,338</b>	<b>34</b>	<b>22</b>

Source: ANOC. Owned accounts only. Monitoring period of 20 October 2024 to 9 November 2024.

# COMMERCIAL & MEDIA



## MEDIA COVERAGE

TV & OTT BROADCASTERS | ANOC AWARDS



Source: IRIS and ANOC, with additional live streaming airing on Facebook and YouTube channels.

## MEDIA COVERAGE BY PLATFORM | ANOC GENERAL ASSEMBLY & ANOC AWARDS 2024 COMBINED

Media	Items	Broadcasting Time [hh:mm:ss]	Reach	Media Contacts	Media Value
Online	45		3.6m	3.6m	€0.1m
Social Media	338	12:04:14	98m	97m	€0.9m
TV/OTT	13	30:55:19	1.3m	177m	€4.6m
<b>Total</b>	<b>396</b>	<b>42:59:33</b>	<b>103m</b>	<b>277m</b>	<b>€5.6m</b>

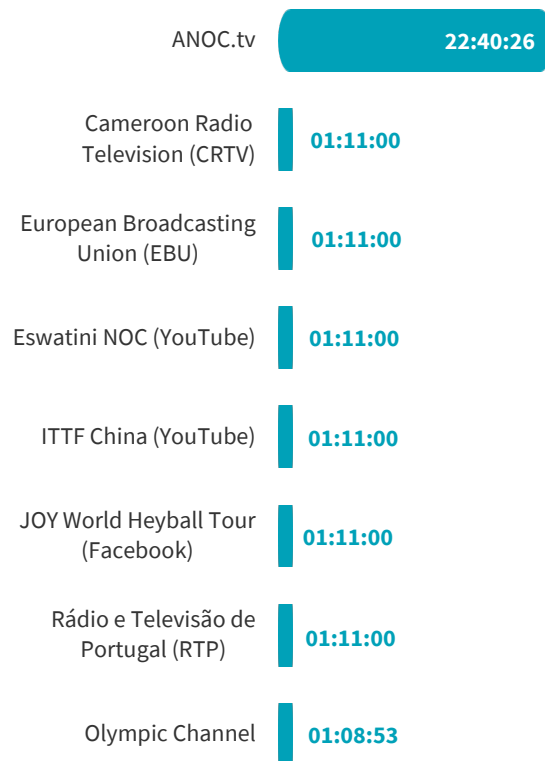
Source: IRIS and ANOC

*Media contacts* – Quality measure of the coverage relating to broadcast time and audience ratings. For example, for TV and OTT a single contact is equal to one person viewing 30 seconds of a broadcast.

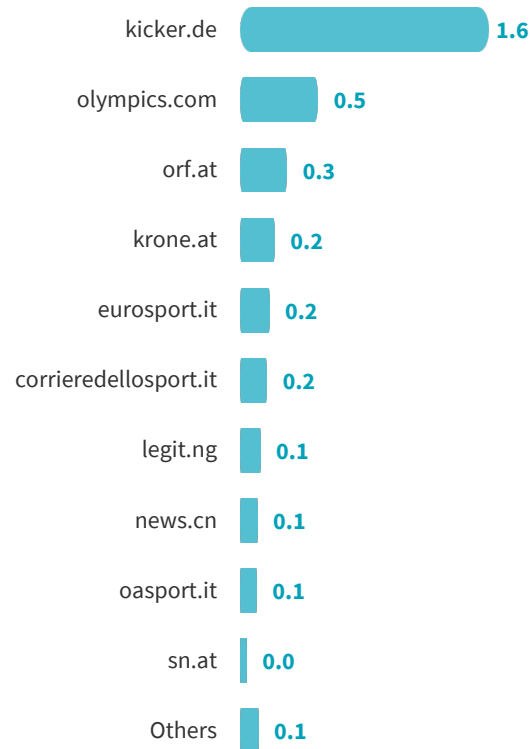


## MEDIA REACH – TOP SOURCES

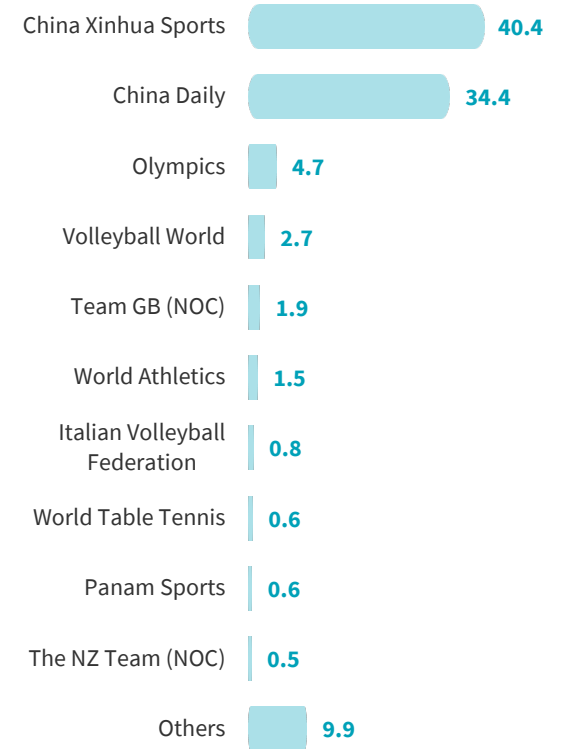
TV/OTT (BROADCAST TIME – HH:MM:SS)



ONLINE (REACH (M))



SOCIAL MEDIA (REACH (M))



ANOC.tv broadcast time includes the live streaming of the ANOC General Assembly.

# COMMERCIAL & MEDIA



## CASCAIS BRAND EXPOSURE

# CASCAIS



**€193,620**

AD EQUIVALENT VALUE



**89.9m**

SPONSORSHIP CONTACTS



**16:25:37**

VISIBILITY (HH:MM:SS)

	TV/OTT	
<b>€22,451</b>	<b>0.9m</b>	<b>16:23:12</b>
	ONLINE	
<b>€5,275</b>	<b>1.6m</b>	n/a
	SOCIAL MEDIA	
<b>€165,894</b>	<b>87.5m</b>	<b>00:02:25</b>

*Sponsorship contacts* – Quality measure of the coverage relating sponsor visibility and audience ratings / number of published articles and posts.

# COMMERCIAL & MEDIA



## VISIT PORTUGAL BRAND EXPOSURE



**€143,913**

AD EQUIVALENT VALUE



**49.1m**

SPONSORSHIP CONTACTS



**00:09:09**

VISIBILITY (HH:MM:SS)

	TV/OTT	
<b>€15,474</b>	<b>0.6m</b>	<b>00:06:44</b>
	ONLINE	
<b>€1,314</b>	<b>0.1m</b>	n/a
	SOCIAL MEDIA	
<b>€127,125</b>	<b>48.3m</b>	<b>00:02:25</b>

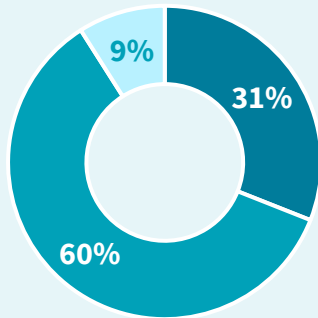
*Sponsorship contacts – Quality measure of the coverage relating sponsor visibility and audience ratings / number of published articles and posts.*



## NUMBER OF PARTNERS

**22** Total number of partners supporting the ANOC General Assembly 2024

## VIEWS ON COMMERCIAL INTERVENTIONS



- I did not feel there were that many commercial interventions
- The amount of commercial interventions was about right
- There were too many commercial interventions

Source: Delegate survey.

## COMMERCIALISATION AND PARTNERSHIPS

The ANOC General Assembly was supported by 22 partners across a number of categories, including two host partners Cascais and Visit Portugal, RTP – the official media partner, five sustainability partners and various other businesses labelled as gold, silver and bronze partners of the event.

The majority of attendees felt that the number of commercial interventions was adequate, with comments from delegates focusing on the importance of keeping partnerships relevant and their role in creating additional opportunities for engagement and interaction.

### ANOC GENERAL ASSEMBLY 2024 GOLD PARTNERS



**Wiz-Team** delivers cutting-edge technology and support services to the world's greatest events across sport, institutions, hospitality, and entertainment. Delivered by highly qualified and inspired event professionals, Wiz-Team leverages the power of configuration to transform the unique and ever-changing needs of event operations into an all-in-one, agile, efficient, and cost-effective digital solution.



**Bluewater** is a Swedish company focused on delivering healthy, fresh drinking water while eliminating single-use plastic bottles. They utilize patented SuperiorOsmosis™ technology to purify water locally, providing innovative water purifiers that produce up to 7,000 litres of still and sparkling water daily. Bluewater also commits to removing 1 kg of plastic waste from beaches for every reuseable bottle sold. Headquartered in Stockholm, the company operates globally with a mission to promote sustainable hydration solutions.



**Peak Sport** is a leading Chinese sportswear and footwear manufacturer, best known for its strong focus on basketball, while also covering sports like football, volleyball, running, and tennis. With over 5,000 exclusive stores worldwide and extensive manufacturing operations in Asia, PEAK distributes its products globally, supplying both domestic and international markets.



**JOY Billiards** is a leading manufacturer of high-quality billiards tables and sports equipment, headquartered in Qinhuangdao, China. With a strong emphasis on innovation, quality, and customer satisfaction, JOY Billiards has established itself as a premier brand in the sports industry, serving clients in over 80 countries. JOY Billiards was also the Gold Partner for ANOC Awards 2024 in Cascais, Portugal.

## XXVII ANOC GENERAL ASSEMBLY | OFFICIAL PARTNERS

### HOST PARTNERS



### GOLD PARTNERS



### SILVER PARTNERS



### BRONZE PARTNERS



### MEDIA PARTNER



### SUSTAINABILITY PARTNERS



ANOC AWARDS 2024 | OFFICIAL PARTNERS

HOST PARTNERS



GOLD PARTNER



SILVER PARTNERS



BRONZE PARTNER



MEDIA PARTNER







**CULTURAL ENGAGEMENT  
& SUSTAINABILITY**



# CULTURAL ENGAGEMENT & SUSTAINABILITY

## CULTURAL ENGAGEMENT & SUSTAINABILITY INITIATIVES

### CULTURAL ACTIVITY PROGRAMME



Delegates attending the XXVII ANOC General Assembly in Cascais were offered a programme of purchasable guided tours showcasing the region's rich cultural and historical heritage. Full-day and half-day excursions included visits to Fátima, Nazaré, and Óbidos, allowing an opportunity for the Host Partners to showcase the host destination's culture amongst a wide range of international visitors.

Tours of Lisbon provided an in-depth exploration of the capital's iconic landmarks, including the Belém Tower, Jerónimos Monastery, and the Alfama neighborhood, complemented by the opportunity to taste the famous Pastéis de Belém. Sintra, a UNESCO World Heritage site, was a highlight offered to delegates wishing to experience local culture.

### COMMUNITY SUSTAINABILITY INITIATIVES



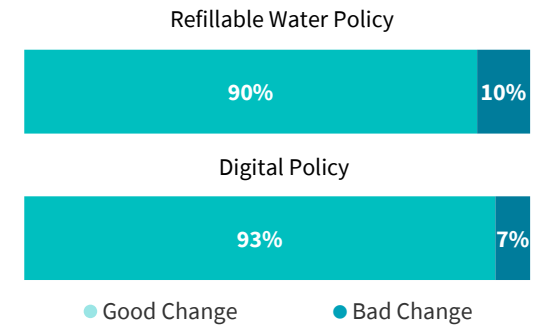
In collaboration with the Portuguese Olympic Committee (COP) and the City of Cascais, 10,000 trees were planted in February 2024 as part of the Portuguese Olympic Forest project, contributing to the IOC's Olympic Forest Network.

The sustainability activities before the event in Portugal also included a beach cleanup in Carcavelos Beach in Cascais, in partnership with TOP partner P&G and Bandeira Azul NGO.

Single-use items such as flags and branding fabrics were repurposed into tote bags, pencil cases, and laptop bags by Re.store, a Portuguese organisation promoting social and ecological sustainability.

Leftover food was collected by Refood to support local communities, further reducing waste.

### ORGANISATIONAL SUSTAINABILITY INITIATIVES



As part of ANOC's efforts to operate a more sustainable General Assembly, new initiatives such as refillable water bottles (no single use plastic) and a digital only policy (no pen and paper) were introduced. 90% of delegates surveyed felt that the refillable water policy was a good change, with 93% feeling that the digital policy was a good change.

A partnership with Toyota enabled the use of electric and hybrid vehicles for transportation operations, significantly reducing the event's carbon emissions.

This demonstrates just some of the initiatives undertaken by ANOC to ensure a more sustainable event alongside its sustainability partners. You can read more about ANOC's focus on sustainability here:

<https://www.anocolympic.org/sustainability/>





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