

# **BIDDING FOR THE RWC**

## **WHAT GOES INTO A SUCCESSFUL RUGBY WORLD CUP (RWC) BID?**

Make a Rugby World Cup bid of your own.

You will be presenting your RWC bid to the class after you have researched and collected information.

Use powerpoint, charts, images or other presentation techniques.

### **THINGS TO DO:**

- Pick a country from one of the participating rugby nations.
- Find out as much as you can about your bidding country.
- Come up with a small brief to introduce your bid.
- What is your countries population, largest stadium, public transport, available accommodation, etc?

***Add these facts and figures to your bid.***

- Find out what impact, good or bad, your event is going to have to the country you have. Try and find ways it will improve things and include these in your bid.
- What security measures are you going to have to make this a safe and well run event?

***This is important so be clear and realistic.***

- Find some keywords, phrases and images that promote your country and its promise to the Rugby World Cup. Make a collage of images, text and phases to promote your bid to the class. Maybe this becomes your poster.
- To help your bid you will need the help of former rugby players, politicians or stars of your country.

Whose help do you think your country might wish to use?

- Write a letter or email to one of these famous names, but think carefully about what to write as you need to convince them to join your bid?
- Think how different from or similar to past Rugby World Cups your Rugby World Cup will be.

What could those attending expect? What new initiatives would they have to look forward to? This can be your conclusion.

- Using all of the information and knowledge you have about your country, present your bid to the class.

