

AIBA Boxing Academy Master Plan and Proposal to Bidding Cities

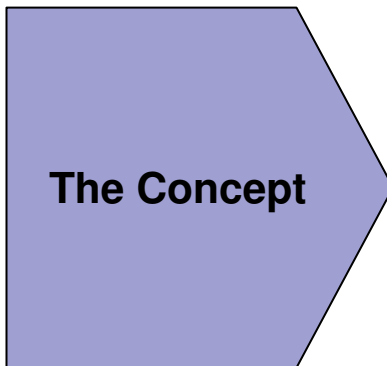
“A Special Development Vehicle to
Promote the Sport of Boxing”

Agenda

Topics

1. Concept
 2. Academy Programs
 3. Architectural Concept
 4. Management of the Academy
 5. Location and Bidding Highlights
 6. Proposal to the Bidding Cities
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Concept



Create centres of excellence to include

- Comprehensive training facilities & programs for athletes
- Education & development programs for the boxing family
- 2 Academies in the first stage of the project
- Cover the 195 affiliated federations
- All amenities for full and part-time living
- Central location

Concept

Vision

Celebrate the sport of Boxing by bringing together the best people and offering the best opportunities in the world to develop the sport.

Mission

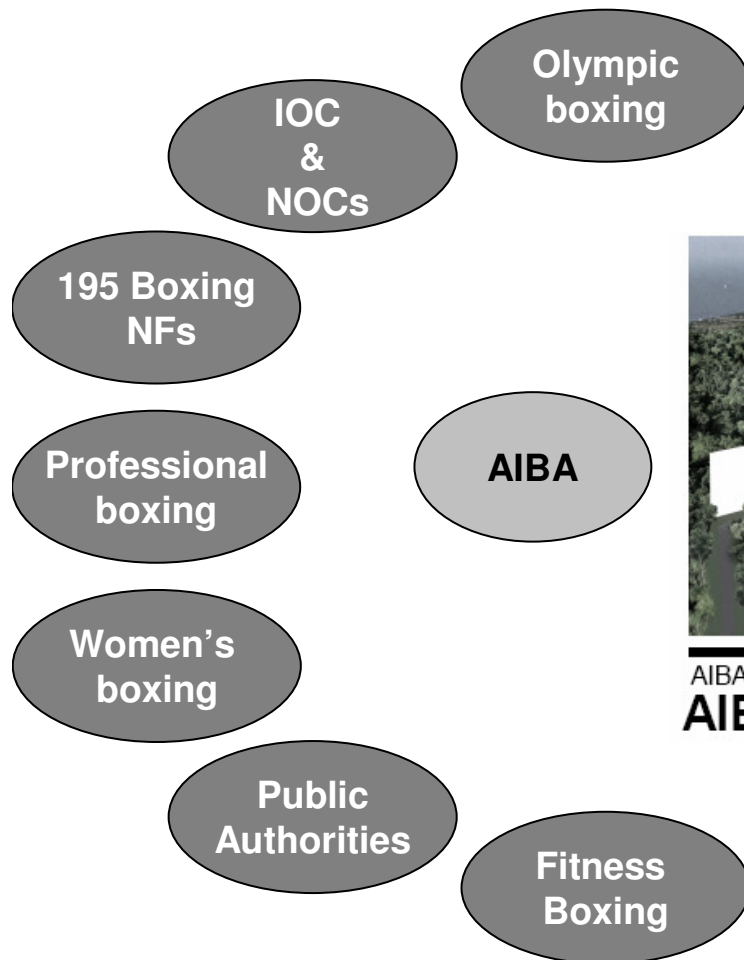
Establish recognized centres of excellence offering the best integrated educational and physical training programs in order to lead the development of boxing.

Why Boxing Academies?

- Boxing has been an Olympic discipline since 1904
 - AIBA needs a specific and comprehensive development plan
 - Use a Holistic Approach to the development of Boxing
 - The Academy will identify and produce new generations of boxers and officials
 - Uniform procedures, methodology and curriculum
 - Academies open to all federations
 - Exchange of knowledge
 - All development and certification programs routed through the Academies
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Holistic Approach to Development

Academy Stakeholders



AIBA - INTERNATIONAL BOXING ASSOCIATION
AIBA BOXING ACADEMY

Academy Programs

- Boxing Training
- R&J Education and Certification
- Medicine & Anti-doping
- Coaching Training
- Continuing Education
- Competitions
- Athletes Post Career Dev.

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Core programs

- Focus all areas of the Boxing Family
 - Athletes
 - Coaches
 - R&Js
 - Ringside Physicians
 - Sport Managers and Administrators
 - Educate and certify (per year basis two Academies)
 - Close to 1500 Athletes
 - 300 Coaches
 - 500 R&Js
 - 350 Ring Physicians
 - 300 Sport Managers
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Support programs

- Aimed at overall development of the athlete
 - Boxers' health programs
 - Anti-doping
 - Concussion testing
 - Nutrition
 - Performance testing
 - Physical therapy
 - Sport psychology
 - Personal development programs
 - Languages
 - Computer Skills
 - Basic Management and Education
 - Career transition
-

Extended programs

For Maximal Utilization of the Academy Facilities & Revenue Generation

- Use of facilities by other sports (eg. Visiting football clubs)
 - Fitness boxing club
 - Seminars – Seminars for female boxers, General meetings, etc.
 - Business meetings / dinners
 - Special events
 - Kids camps
 - Etc...
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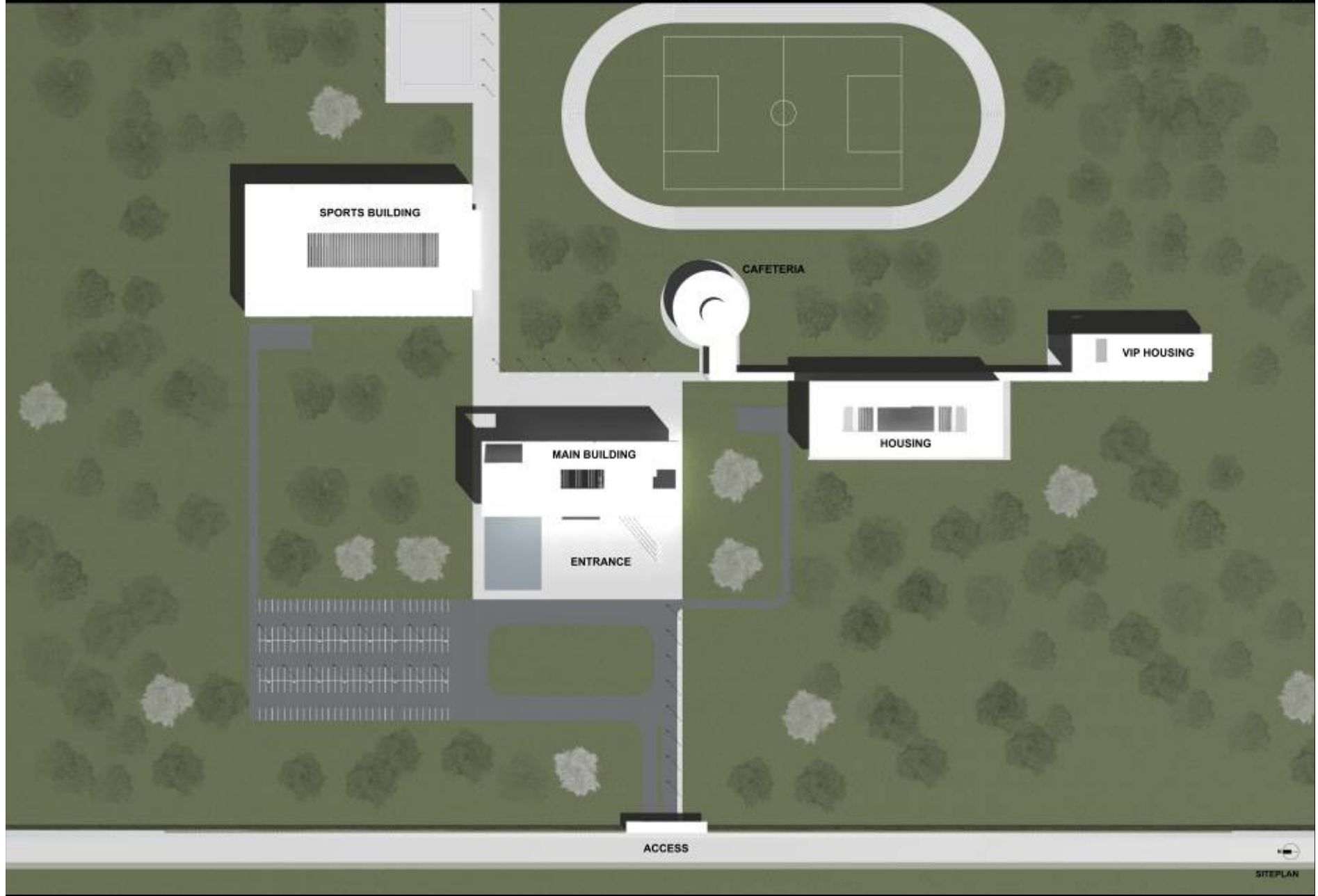


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Site plan

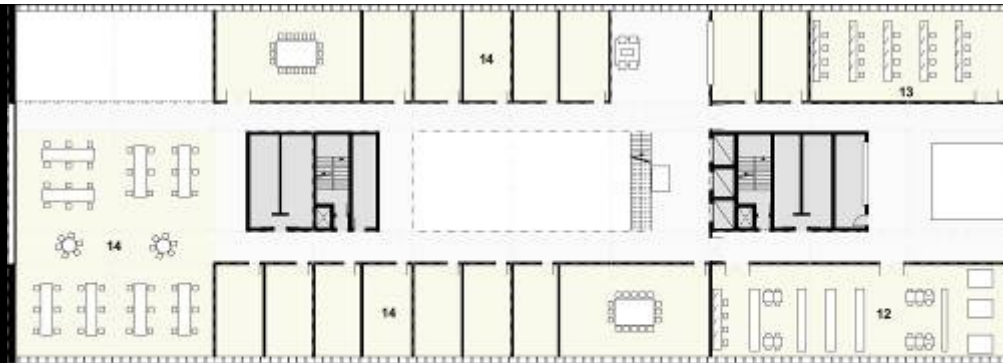
AAA BOKING ALABAMA

OCTOBER 2011

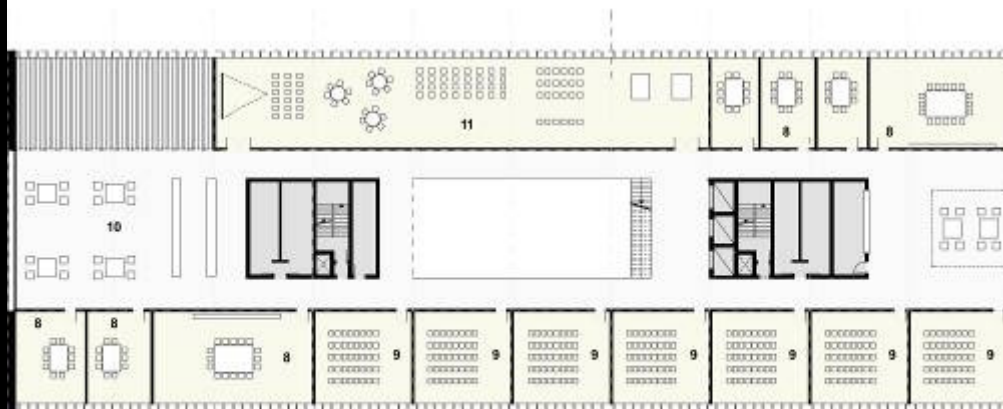
INTEGRATED ARCHITECTURE & ARCHITECTURE S.A.



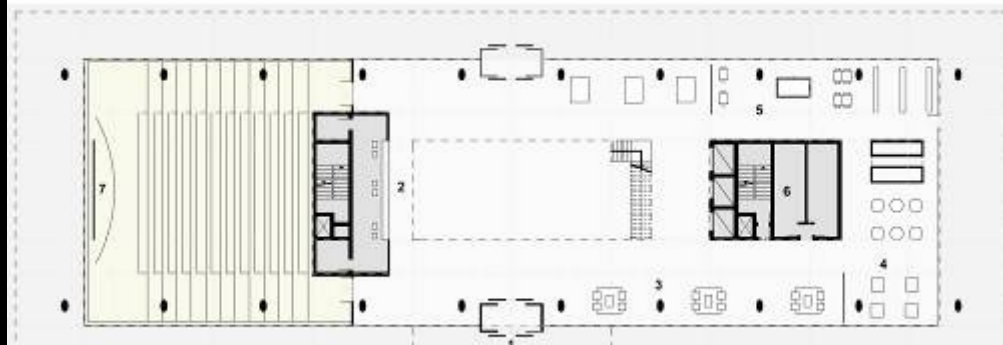
**Main Building
Administration and Academic Block**



SECOND FLOOR PLAN

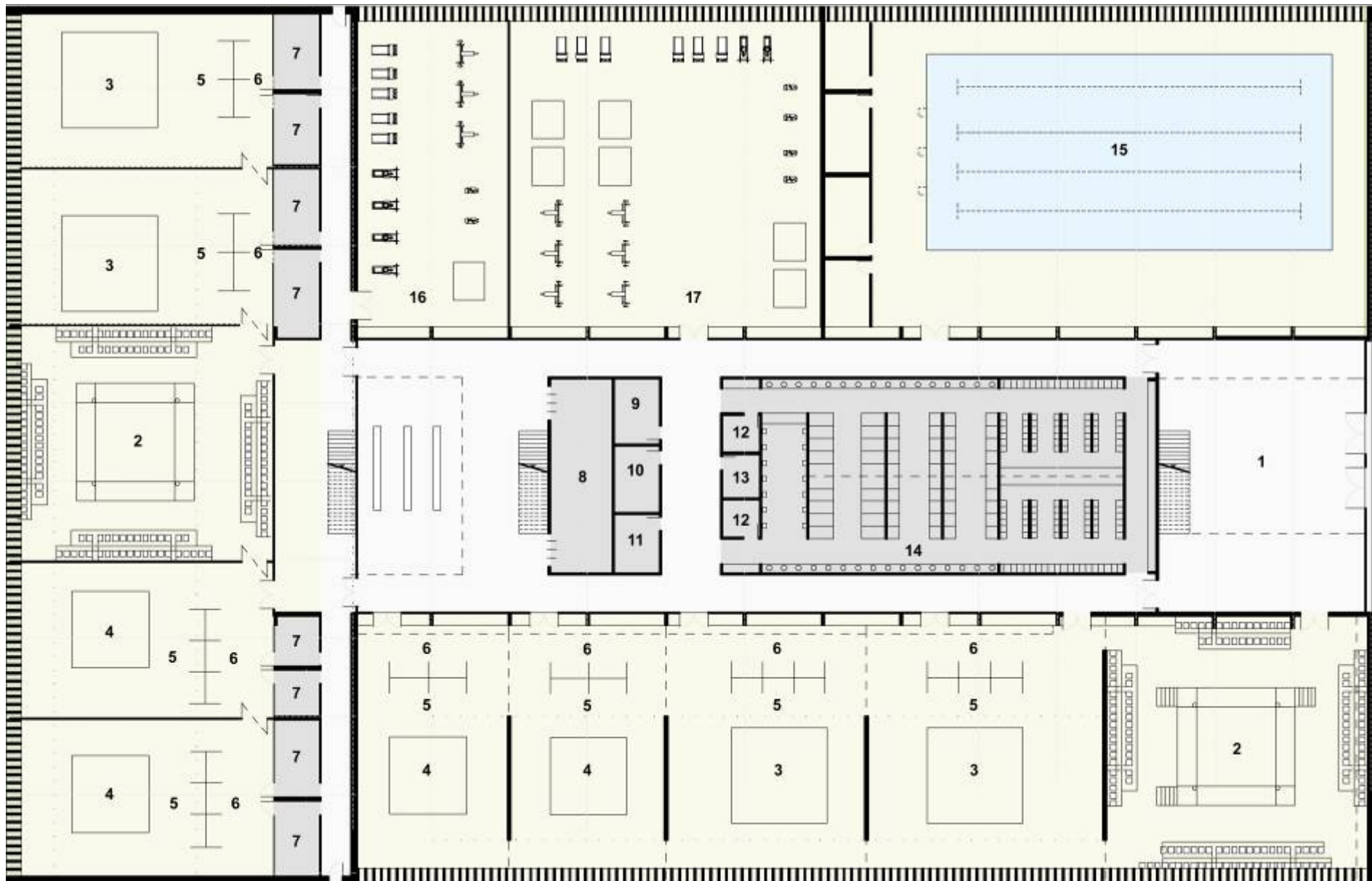


FIRST FLOOR PLAN



Ground Floor Plan

**Main Building
Administration and Academic Block**



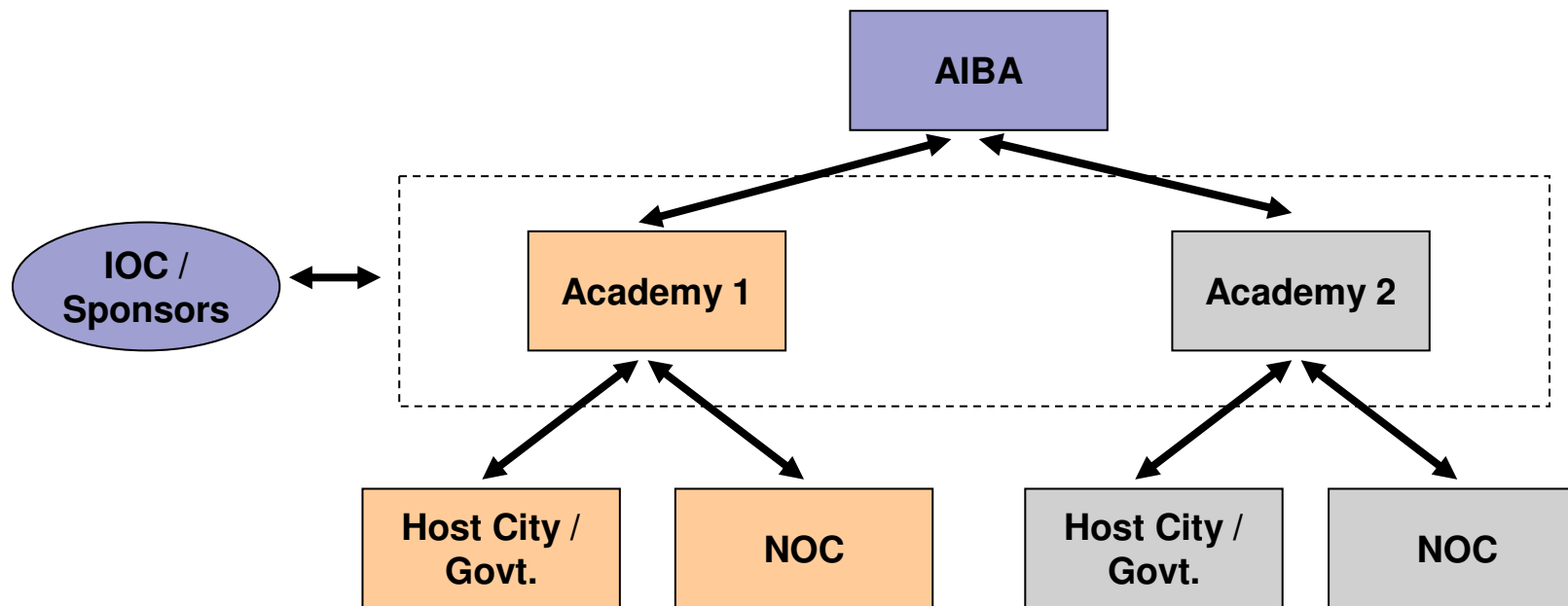
Boxing Hall/ Sports Building

Agenda

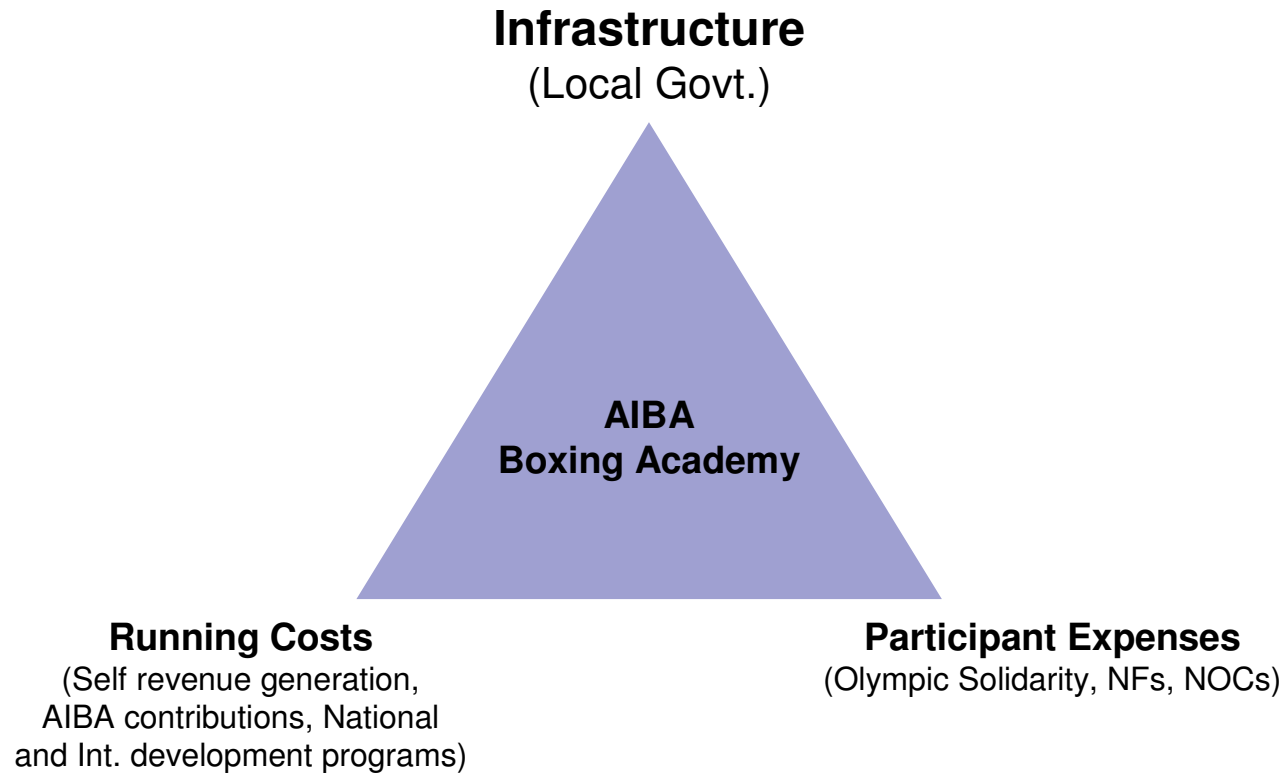
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Major Stakeholders Relationship



Financing Model



Running Costs of the Academy (Based on the maximum budget – European Academy)

Cost category	Approx. Yearly cost in \$
Direct costs of Academy Programs	1,865,000
Indirect costs of running the Academy	3,801,000
Total annual running costs of the Academy	5,666,000

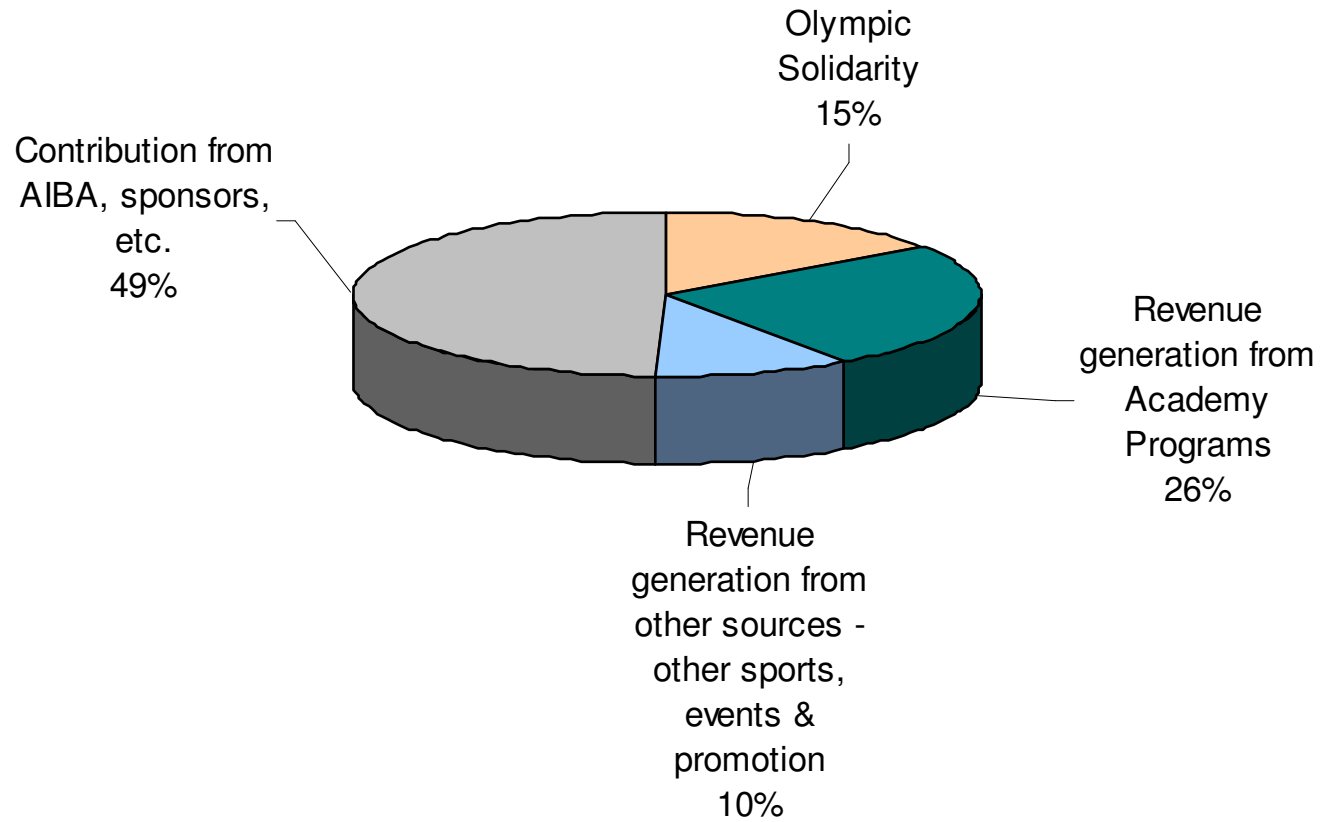
Note: Annual running cost for ONE academy

Running Costs of the Academy – Break up

Academy Program	Approx. Yearly cost in \$
Athlete training programs	1,100,000
Coach training programs	70,000
Referees and judges programs	35,000
Ring side physicians programs	115,000
Sport manager programs	132,000
Concussion testing	5,000
Anti doping program	68,000
Nutrition program	40,000
Performance testing	50,000
Personal development programs	65,000
Physical therapist	65,000
Sport Psychologist	80,000
Professional boxing	40,000
Total annual direct running cost	1,865,000

Cost category	WCC - %age contribution to total costs	Cost at AIBA Academy
Repairs and maintenance of facilities	16.6%	630,000
Salaries of Administrative Staff	44.2%	1,680,000
General management	11.0%	420,000
Accommodation	13.8%	525,000
Financial expenses	14.4%	546,000
Total indirect cost	100.0%	3,801,000

Sources of Revenue



Note: Estimation for ONE academy

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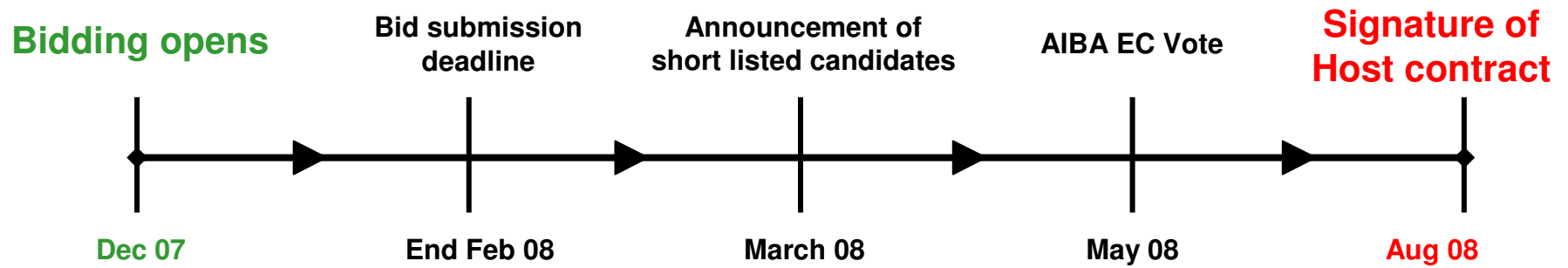
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Location of the Academy

- Suburbs of a major city or in a satellite city
 - Acceptable travel time to city centre, airport, railway station, hospital, university campus, tourism and leisure sites, and shopping
 - Public transport systems to the academy are highly encouraged
 - Climate for healthy and outdoor training
 - Stable economic, political and social environment
 - Desirable location to attract participants
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Bidding Milestones



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Why should a candidate bid?

- Branding benefit
 - City Branding
 - Association with top level international training facility – AIBA BOXING ACADEMY (CITY NAME)
 - Become a centre for sport excellence and a leading nation in the noble art of boxing
 - Become partner of major sport institutions: AIBA, IOC
 - Economic Impact
 - Tourist impact on your city
 - Employment generation
 - Hosting of international level events
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Why should a candidate bid?

- Sport benefit
 - Get state of the art sporting infrastructure
 - Attract top sport scientists and practitioners in modern sport
 - The academy is a basis for the development of boxing and other sports which can benefit from the facilities
 - Promote grass root sports and athletes
 - Social benefit
 - Leverage your academic institutions at an international level through exposure and collaborations
 - Promoting healthy lifestyle among youth
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CONCLUSION: What AIBA is looking for from the Bidding Cities?

- **AIBA looks for a city to host the boxing academy for the following conditions:**
 - **Building the facilities with joint partnerships with AIBA, IOC and Others**
 - **A long term partnership with AIBA – AIBA guarantee a long term commitment of having the academy in the host city**
 - **Development of the Joint Managing Body to manage the academy**
 - **Working as partnership for the further promotions on the academy**

