



CHAMPIONS
SWIM SERIES

FINA CHAMPIONS SWIM SERIES



FINA's New Elite Swimming Property



Summary



The FINA Champions Swim Series is a brand new event conceptualised for Aquatics champions, with an innovative competition format creating a world-class platform for elite-level swimmers, and developing a fresh focus on the world's biggest swimming stars.



The series will be an exceptional showcase for the sport and its top swimmers, that combines pure competition, together with innovative sports presentation and entertainment, and sees the reigning World & Olympic Champions, World Record holders and the best swimmers in the FINA World Rankings, who have been exclusively invited to participate in this spectacular and prestigious new elite Aquatics event series, vying for supremacy in each and every race.

All 3 FINA Champions Swim Series 2019 meets (Guangzhou, Budapest, Indianapolis) are classed as qualifying events for the FINA World Championships - Gwangju 2019, and Tokyo 2020 Olympic Games.

Objectives



- Staging the greatest Swimming events ever seen
 - have the star athletes competing against each other
- To generate international TV, digital & media interest
- To give high-level swimmers increased attention and appearance
- To create a world-class platform for Swimming

- To establish the event as the most important Swimming event in the annual calendar, after the FINA World Championships & Olympic Games
 - Starting 2019: April– May – June, FINA Champions Swim Series (50m-pool)
- Sport as theatre: putting on a unique show
- A must-have event for cities, broadcasters & sponsors
- To create a new star-culture in Swimming events

Events



- Starting 2019 with a series of 3 high level events:

- **Guangzhou, China**

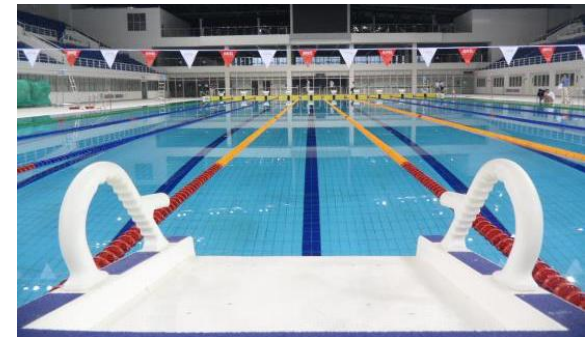
- 27-28 April
- Guangdong Olympic Aquatics Centre

- **Budapest, Hungary**

- 11-12 May
- Duna Arena

- **Indianapolis, USA**

- 31 May - 1 June
- Indiana University Natatorium



Participation



- 4 of the best swimmers in every race
- Direct invitation to the elite of World Swimming:
 - World & Olympic champions / medallists
 - World Record holders
 - Best swimmers in FINA's world rankings



Conditions for Swimmers



- Engagement fee will be provided to all invited athletes
 - For participation in extra-competition activities at the events – e.g.
 - Clinics
 - Meet & greets
 - Press conferences
 - Autograph sessions
- Travel and full board accommodation covered
- Attractive prize money to all swimmers

Prize Money



- Individual races:

- 1st \$10'000
- 2nd \$8'000
- 3rd \$6'000
- 4th \$5'000
 - \$29'000 for each 50/100/200m/400m race
 - \$812'000 per meet

- World Record bonus: \$20'000 per WR

- Relay races:

- 1st \$16'000
- 2nd \$12'000
- 3rd \$8'000
 - \$36'000 per race
 - \$216'000 per meet



Competition



- 2 days per event, with 17 races
 - 14 individual races + 3 relays* per day
 - * inclusion of relays subject to confirmation
- 85-95 top swimmers competing
- Races of 50m, 100m and 200m
 - freestyle, backstroke, breaststroke and butterfly
- 400m freestyle + 200m Individual Medley
- 4 swimmers per race (direct finals)
- Competition run in a 2-hour TV-friendly format



Daily Programme



- Competition Day -3

- Arrival of Swimmers
- Swimmers Training

- Competition Day -2

- Swimmers Training
- Team Leaders' Meeting
- Official Photocall at City landmark
- Sponsor activities
- Swimmer engagement activities

- Competition Day -1

- Swimmer Training
- Sponsor activities
- Swimmer CSR activities
- Official Press Conference
- Meet the Swimmers (Media)



Daily Programme



- Each day's session up to 120 minutes duration
- Sessions staged in the afternoon or evening



★ Day 1

- 4x 100m Freestyle, Women
- 400m Freestyle, Women
- 100m Freestyle, Men
- 100m Backstroke, Women
- 200m Backstroke, Men
- 200m Butterfly, Women
- 50m Butterfly, Men
- 200m Freestyle, Women
- 50m Breaststroke, Men
- 100m Breaststroke, Women
- 200m IM, Men
- 100m Butterfly, Women
- 100m Backstroke, Men
- 50m Backstroke, Women
- 200m Butterfly, Men
- 4x100m Freestyle, Mixed
- 4x100 Medley, Men

★ Day 2

- 4x 100m Medley, Mixed
- 400m Freestyle, Men
- 50m Freestyle, Women
- 100m Butterfly, Men
- 50m Butterfly, Women
- 200m Breaststroke, Men
- 200m Backstroke, Women
- 50m Freestyle, Men
- 200m Breaststroke, Women
- 50m Backstroke, Men
- 100m Freestyle, Women
- 200m Freestyle, Men
- 50m Breaststroke, Women
- 100m Breaststroke, Men
- 200m IM, Women
- 4x100m Freestyle, Men
- 4x100m Medley, Women

Event Stakeholders



- FINA – as the worldwide governing body
 - FINA’s National Federations, Athletes & Coaches
- Host City/Cities – to stage the events
- Host Broadcaster, Broadcast Partners & Media – to take the events to the world
- Sponsors – to support the events
- Government – to support the events
- Companies – to assist in the staging
- Public / Spectators – to support the events
- FINA Marketing Agent

