

HOSTING AN INVICTUS GAMES

bidding information for
prospective hosts



Aims and Objectives

The Invictus Games take place biennially and use sport to aid recovery for wounded, injured and sick service personnel and veterans (WIS). The spirit of the Games therefore lies not in elite competition, but the delivery of a high-profile, international and adaptive sports event where rehabilitation of the individual is at the core.

Hosting an Invictus Games must align with the Invictus Games Foundation's (IGF) mission of:

Through sport and adventurous challenge, we inspire, improve and influence the recovery and rehabilitation of Wounded, Injured and Sick servicemen and women.

The Games are about more than sport. They must be an integral component of the overall support provided to the WIS community and their families before, during and beyond the Games as part of the IGF's 3 Pillars of Inspire, Improve and Influence. The Games must inspire the WIS individuals, their families, those who support them, the wider disabled community, the business community and the general public, as well as enhancing the understanding of those who serve their country.

The Games are a symbol of strength, honour and optimism of the 'Invictus Generation' and bring together the international communities across our 23 Participating Nations.

Criteria of a successful Games

A successful Invictus Games will meet a wide range of criteria.

**INVICTUS
AUSTRALIA**
UNCONQUERED TOGETHER



The host city will provide a tangible legacy for Invictus which will develop the movement locally, nationally and internationally in tandem with the Invictus Games Foundation.

Examples include the Invictus Games Sydney 2018 with the emergence of Invictus Australia in 2021, who embed the Invictus spirit into local communities around Australia to create local, sustainable approaches to improve the wellbeing of veterans and their families. Another is Invictus Germany, following Dusseldorf 2023, who now host a follow up sports festival for the community.

A host city must additionally be able to deliver the event on an operational scale in terms of sporting competition, alongside a thorough Friends & Family programme due to the increasing importance of Friends & Family within the Invictus community.

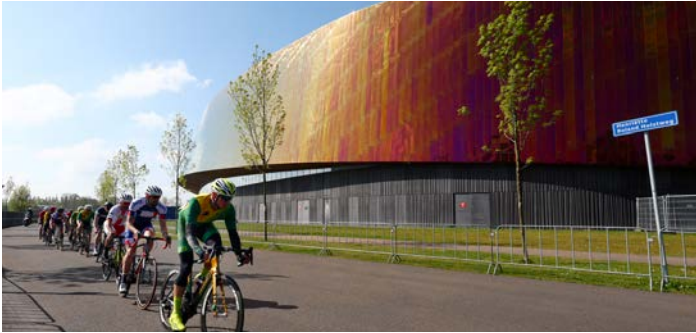
An attractive Games location will also pay close attention to the capability of attracting commercial partners for the potential of multi-Games agreements alongside government support for funding and hosting.



Aside from suitable venues and sponsorship opportunities, a host city must have a clear governance and organisational structure which includes the capacity to address potential risks and challenges emerging during Games delivery.

The IGF will be interested in the credible sustainability framework of a host city, combining both the physical and social factors at a Games and ensuring that the accessibility needs of the community are met.

Key Factors of an Invictus Games



The Invictus Games should be run over approximately one week, for up to 550 competitors with at least nine core sports and esports.

While innovation and evolution is encouraged for each iteration and there is scope to add new sports, the nine core sports should aim to include Archery, Athletics, Cycling, Indoor Rowing, Powerlifting, Sitting Volleyball, Swimming, Wheelchair Basketball & Wheelchair Rugby.



The Invictus Community currently includes 25 nations and is consistently expanding. The number and range of Participating Nations at each Games should continue to grow and be successfully integrated into the community.

At each Invictus Games, competitors are allocated 2 family members each and additional members will benefit from the buy-in programme.



The host city must therefore be able to provide comfortable accommodation for circa 3,000 individuals for the Invictus community with additional capacity to allow for visitors and tourists.

There will be inspiring venues which are fit for purpose to host competitive and high-profile sport with an optimum capacity of up to 10,000.

Lastly, the Invictus Games commences with an Opening Ceremony and draws to an end with a Closing Ceremony which has a capacity of up to 50,000 people.

The host city can draw on frameworks of the Invictus Games Foundation, including commercial and broadcast arrangements, and research and best practice.

Benefits of hosting



Hosting an Invictus Games will provide profile for the host city, not only in its representation from the international community and high-profile visitors, but in its ability to attract high level sponsors.



Broadcast coverage in Toronto reached 20.19m in the UK alone via the BBC.

The Invictus Games The Hague 2020 welcomed 417 accredited media from 18 different countries.

Since 2014, there has been consistent international cooperate sponsorship, one example being Jaguar Land Rover acting as Presenting Partner from 2014-2020.

Other high-level sponsors include the Fisher House Foundation, ISPS Handa, Monster, BetterUp and Boeing.

There is potential to have partnerships on a multi-Games basis with each iteration in which sponsors are therefore passed on from city to city, with the Invictus Games Foundation providing continuity and stewardship.

In addition to this, the local economy will also benefit from increased visitors and international media & broadcasting coverage.

Over 11,000 school children attended the Invictus Games Sydney 2018 to be inspired by the Games.

The Invictus Games Orlando 2016 had 55,886 spectators across the week while Sydney almost doubled that figure with 105,000 spectators.



The Brand

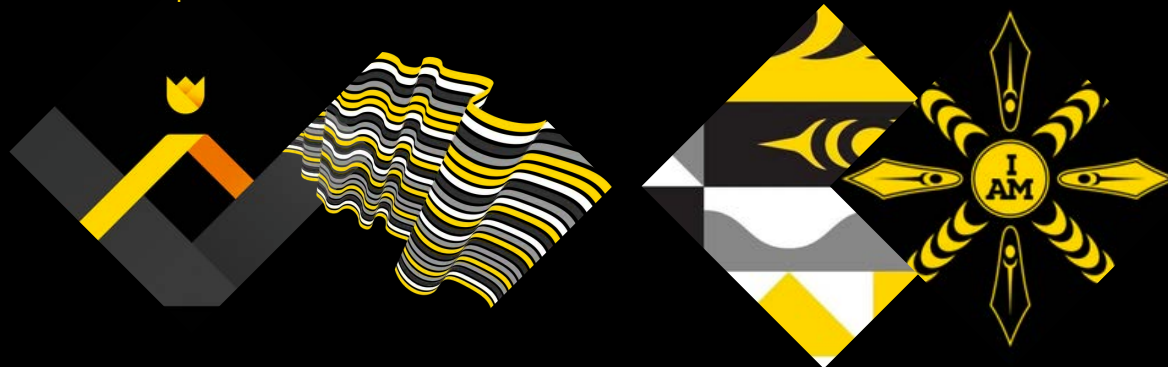
Each Invictus Games has been able to expand upon the branding and IP offered by the Invictus Games Foundation to provide continuity as a movement to create a look and feel unique to their Games.

Over the years, these branding extensions have provided the ability to make each Invictus Games stand alone, and have won awards for the ways in which the brand has brought to life the Invictus Spirit in each nation. Whilst the Invictus Games Foundation retains the overall brand guidance and licence, the narrative and look for the Games should be considered alongside the bid to create a standout experience for the competitors - who, most likely, will end up with it tattooed on their bodies!

From the razzle dazzle to the aboriginal dots...



...to the tulip and the ribbon that became the river Rhine...



...that is now the first nations' led design work.

Whilst a full brand identity is not required as part of a hosting application process, consideration should be made to potential development and the narrative with a nod to the history of the Invictus Movement.

Legacy

Hosting an Invictus Games will create a legacy for Invictus while simultaneously building on sporting legacies for the host city adding to its portfolio for other hosting opportunities.

The iconic Merkur Spiel Arena for example was the primary venue for the Invictus Games Dusseldorf 2023 and also hosted Football matches of the Euro Championships in 2024. Vancouver hosted the XXI Olympic Winter Games with some events held in the nearby resort town of Whistler, from which the first Winter hybrid Invictus Games Vancouver Whistler 2025 will benefit.

The impact of the Invictus Games is unique to each iteration which offers an exciting prospect for any host city to devise their own legacy plan.

London 2014 for example was the catalyst for the Invictus movement as we know it today and more recently, we have witnessed the franchise movement of Invictus Australia established from Sydney 2018 in order to enable the increased provision for support for the Australian WIS community.

After withstanding the obstacles of COVID-19 and two postponements, the Invictus Games The Hague 2020 built on the involvement of Friends & Families with the creation of a tailored families programme. This brought attention to the importance of friends & families as competitors in their own right and shifted the dial in this space for host cities going forward.

The Hague were also subsequently able to deliver a sustainable Games all based around the single and central location of the Zuiderpark, leaving a physically sustainable legacy in the form of power points left on the park, refillable water stations throughout, and the majority of generators being non fossil-fuel.



The legacy of the Invictus Games Düsseldorf 2023 enabled German civilian society to reconnect with the German Armed Forces and change the perception of the Bundeswehr throughout Germany as a whole through their tagline, a Home for Respect.

This led to the formation of an annual Veteran's Day which ran for the first time in 2024.

The legacy plan for every iteration will be different by moving with the development of the international WIS community, their families and their developing needs. Hosting a Games has proven, with all iterations, to evolve the movement, enabling the Invictus Games Foundation to boost its impact on not only competitors and their families, but on the entire Invictus community.



If you would like to find out more regarding the Bidding Process of an Invictus Games, please contact info@invictusgames.org.

The opening of the process for the Invictus Games 2029 was announced at the Invictus Games Vancouver Whistler 2025.

This will require the 2-3 page submission of an Expression of Interest (EOI) outlining: Proposed Impact, Vision and Legacy; Infrastructure; Funding; Governance.

The deadline to submit an EOI is no later than 16 May 2025.

If you are interested in submitting an EOI, please get in touch with us beforehand at info@invictusgames.org so that we can start a dialogue between all parties and develop a concrete plan for any potential bid.

