



Don't be left out!



Dublin City
Baile Átha Cliath



Dublin has been chosen as the European Capital of Sport 2010 by the internationally renowned European Capitals of Sport Association (ACES).

Dublin City Council invites everybody to celebrate the year with us. Share in the collective pride we all feel in our achievements at local, national and international level in terms of sporting participation and success.

This prestigious award for the city is an opportunity to celebrate our achievements as a sporting capital and highlight the tremendous amount of work being carried out by departments, agencies, organisations and dedicated individuals, to enrich the sporting lives of our citizens.



What is European Capital of Sport 2010?

The Award of European Capital of Sport celebrates our achievements in encouraging everyone in Dublin to participate in sport and physical activity.

In 2006, the European Capitals of Sport Association (ACES) invited Dublin City Council to bid for the title of European Capital of Sport 2010. A trans-European judging panel followed up on the bid with a site visit to the city and Dublin City Council was then asked to make a presentation to the ACES Congress in Stuttgart in 2007. After that presentation Dublin was awarded European Capital of Sport 2010.

According to ACES, the rationale for awarding this prestigious title to Dublin City were:-

- The huge participation by people in Dublin in all levels of sport - the variety of sports on offer in the city, the high level of volunteerism - from local clubs to stadia management
- The city's partnership approach to sport and recreation
- The importance Dublin City puts on encouraging all sectors of society to get involved in sport and recreation

Dublin - European Capital of Sport 2010 is awarded to all of us. It's a testament to the multitude of sport and physical activity opportunities afforded to everybody who works in the city, lives here or comes to visit Dublin. This award is shared by all the sporting bodies and the organisations that are the city's lifeblood; the business community, tourism bodies, the educational sector and event promoters as well as the professional sport organisations and the many community clubs.



How can you get involved?

Dublin City Council invites every organisation in the City to celebrate the award and get involved in Dublin - European Capital of Sport 2010, by being our partners in promoting the city of Dublin as a truly iconic sporting city.

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- We encourage the business community, tourism bodies and educational institutions in the City to gain greater leverage of their existing services, by branding and promoting them as part of Dublin - European Capital of Sport 2010.
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- We welcome and actively encourage commercial entities and event promoters in the City to use the Dublin - European Capital of Sport 2010 brand to promote initiatives, activities and events, increase spectator numbers and reach wider audiences during 2010.
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- We encourage National Governing Bodies of Sport to use the brand on all promotional material and utilise the award as a congratulatory message to the volunteers and staff within your organisation as they are the success stories that secured the European Capital of Sport Award for Dublin.
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- Dublin City Council is developing a dedicated website, www.dublinsport.ie, as a facility that will provide information on all sports facilities and activities being provided in Dublin City. We invite and encourage all sporting organisations in the City to promote their activities on the website and to keep us updated of developments so that the site becomes a recognised one-stop-shop for information about sporting events and facilities in Dublin.
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- It is our aim that www.dublinsport.ie will continue as a long-term legacy of the year and act as a spring-board to promote Dublin as an active city.
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- Dublin City Council's sports team will provide a 2010 road-show that will attend sporting events throughout the year to encourage and celebrate participation in sport and physical activity.
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- Furthermore, sport clubs and organisations at every level can benefit from the Year as it will assist them to:-
 - highlight or promote events and facilities
 - increase membership / attract volunteers
 - increase spectator numbers and interest in sport generally
 - promote activities and facilities through the dedicated website, www.dublinsport.ie
 - incorporate European Capital of Sport 2010 when planning events or competitions
 - congratulate or award volunteers and / or sports people in your organisation on their hard work.
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Dublin City Council invested €75 million as part of its commitment to sport and physical activity in 2007



Almost 1 in 5 people regularly attend live sports events





There are 1.1 million active participants in sport in Ireland



32% of the population in Ireland are members of a sports club



2010 - Key Milestones

January 2010 - launch event to encourage everyone to participate in European Capital of Sport 2010.

February 2010 - Formal hand-over of the title "European Capital of Sport" by the Lord Mayor of Milan (2009 recipients) to the Lord Mayor of Dublin.

October 2010 - "Active Communities Conference" - major conference on Sport & Physical Activity jointly organised by Dublin City Council, The Irish Sports Council and Sport Northern Ireland.





“Dublin - European Capital of Sport is for everyone. It is a celebration of our sporting culture, of our human and financial investment in sport and of our love of the conversation of sport. Dublin - European Capital of Sport 2010 is an opportunity for us to be proud of what we provide to the cultural life of the city.”

The Lord Mayor of Dublin, Cllr. Emer Costello.

“There is an obvious link between sport and the physical wellbeing of individuals, the general improvement in their quality of life and the harmonious integration of society... We congratulate Dublin City on receiving this prestigious award.”

Gian Francesco Lupattelli, Chairman, ACES, European Capitals of Sport Association.

“Sport is key to the development of Dublin as a creative city. Sport could and should act as a catalyst to realising even greater benefits for Dublin, economically, educationally, culturally and socially.”

John Tierney, Dublin City Manager.





Nominate your Ambassador of Sport

Dublin City Council is calling on all sporting organisations and clubs in the city to nominate the person or people whom they feel epitomise what Dublin European Capital of Sport 2010 is about. Ambassadors are the people that you feel “go the extra mile” for your sport and could include those involved in volunteering, coaching, participating, looking after the finances, washing the jerseys, refereeing events, maintaining facilities, etc. You tell us who deserves to be an Ambassador and why.

The Lord Mayor will recognise the Ambassadors for Sport at a ceremony in February 2010 and in recognising them, we hope to thank them for their efforts and maybe encourage others to get involved in sport in their area.



Nomination from (Organisation/Club name): _____

Address: _____

Club Contact Person: _____

Position in Organisation/Club: _____

Telephone: _____

Email: _____

We nominate: _____

to be considered for the title of Ambassador for Sport

2010 because (please give description) _____

1. All nominations should be submitted by post to:
159 Capel Street, Dublin 1, or email dcsn@dublincity.ie
by 4th December 2009.

2. Nominees for Ambassador of Sport should be over 16 years of
age. If you wish to nominate a minor, please ensure that you
are doing so with their parents / guardians' consent.

www.dublinsport.ie

For further information contact:
Dublin City Council
Culture, Recreation and Amenity
Department,
159 Capel Street Dublin 1.
T: 01 222 2270 F: 01 878 2846
E: dcsn@dublincity.ie

