

Olympic Park Sochi - Letna 2014, Czech Republic

6. – 23. 2. 2014



Main Organiser
**Czech Olympic
Committee**

Host city, region
Prague



“

It is super to support the team with such a crowd, an unforgettable experience!”



Ice-hockey fan Petr,
during the first match of the national team at the Olympic tournament



Katerina,
sports fan

It's great that we can participate in sport before watching sport with others on giant screens.”



18

Days



409,148

Visitors



450

Volunteers



11

Sports



94%

Would like the Festival to be organised in the future

 175,000+ fans

 41 min a day live broadcasted

Budget

2+m €

■ 21 %

Public subsidies

■ 14 %

Sponsors/partners

■ 5 %

Revenues

■ 60 %

Own resources

Interesting facts:

1st

It was the first time ever that Czech Television broadcast sports news outside their own building – from a studio within the Park.



The production of this material was co-funded by the Erasmus + Programme of the European Union

More on: handbook.sportparks.com

olympijskyfestival.cz