



International  
**Paralympic**  
Committee

National Paralympic Committees

Sent via email

Bonn, 15 October 2015

## **Jet Set Sports as IPC Global Authorised Ticket Reseller**

Dear Paralympic colleagues,

The International Paralympic Committee (IPC) is pleased to announce it has appointed Jet Set Sports as the Official Hospitality Provider and Global Authorised Ticket Reseller (ATR) debuting for the Rio 2016 Paralympic Games and running through to Tokyo 2020.

The principle objective of the Paralympic Games ticket programme is to fill the Paralympic Games stadia and venues with committed and enthusiastic Paralympic fans. This is called the 'Full Stadia Commitment' and each Organising Committee undertakes to comply with the Full Stadia Commitment. The IPC believes the Full Stadia Commitment is better served by the appointment of Jet Set Sports on a multi-Games basis where long term investment, marketing, and organizational planning by the Jet Set Sports team will produce substantial increases in sales of Games tickets.

The appointment of Jet Set Sports is intended to build the live audiences at the Games through the creation of a vibrant, attractive, profitable and sustainable international market for Games tickets – this will in effect help to fill stadia and provide welcome additional funding for the National Paralympic Committees (NPCs).

Jet Set Sports, in close co-ordination with the IPC as well as each Organising Committee, NPC and their respective constituencies, will offer a diversity of individual ticket and package offerings in 164 territories for Rio 2016 especially benefiting those historically underserved and as a result underrepresented at the Paralympic Games. The IPC and JSS will continue investing to involve more and more territories in the Global ATR project for PyeongChang 2018 and Tokyo 2020 to further maximise worldwide spectator participation in the Paralympic Games.

Starting with Rio 2016, Jet Set Sports will create Games Packages at various price points to ensure that every enthusiastic fan and supporter who wishes to attend the Paralympic Games can conveniently secure their event tickets, accommodations, and other inclusions

**International Paralympic Committee**

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together. Athlete families, consumers, sponsors, donors, and many others will find a variety of options available and are encouraged to connect with Jet Set Sports at their earliest convenience to identify the package offering that best meets their needs and interests.

Jet Set Sports is known best as the world's leading Olympic and Paralympic hospitality provider having supported the organization of 17 consecutive Olympic Games. For over 40 years, Jet Set Sports guests have enjoyed customized VIP programs and hospitality management services. The company continues to enjoy close relationships throughout the Olympic and Paralympic Movement and is proudly a longstanding partner of eight National Olympic Committees including notably, Bulgaria, Canada, Great Britain, Russia, and Sweden as well as Australia, Norway, and the United States where Jet Set Sports proudly supports both National Olympic and Paralympic Committees.

Information on your primary point of contact on the Jet Set Sports team is included in the email sent to you by our Membership Relations team. They will reach out to you shortly to make a proper introduction and begin preparations together for the launch of Individual Tickets and Packages for the Games.

The IPC will officially announce Jet Set Sports as a partner via press release and Paralympic.org on Friday 16 October at 10:00 CET, so please keep this information confidential until then. Overleaf is a copy of the press release that will be issued.

Should you have any questions in the interim, please do not hesitate to contact the IPC or Jet Set Sports directly.

Best Regards,

Alexis Schäfer  
Commercial & Marketing Director  
International Paralympic Committee

Simona de Giuli  
Paralympic Games Co-ordination Manager  
International Paralympic Committee



## **International Paralympic Committee and Jet Set Sports partner through 2020 to grow spectator attendance at the Paralympic Games**

*BONN (October 16, 2015)* – The International Paralympic Committee (IPC) has announced a new partnership with Jet Set Sports dedicated to growing spectator attendance at the Paralympic Games.

Starting with Rio 2016 and extending through the Tokyo 2020 Paralympic Games, fans and supporters from around the world will have the opportunity to celebrate the best of Paralympic sport through the dedicated services offered by Jet Set Sports as the IPC's Global Authorised Ticket Reseller (ATR) and Official Hospitality Provider.

In close co-ordination with the IPC as well as each Organising Committee, National Paralympic Committees and their respective constituencies, Jet Set Sports will offer a variety of individual ticket and package offerings within 162 territories for Rio 2016. Paralympic fans and supporters who have historically been underserved and as a result underrepresented at the Paralympic Games will benefit from these greatly enhanced opportunities to experience elite Paralympic competition firsthand. After Rio 2016, Jet Set Sports and IPC will closely collaborate with as many NPCs as possible to serve the territories outside of the Host Countries of South Korea and Japan for the 2018 and 2020 Paralympic Games respectively.

Jet Set Sports, joined by its sister company CoSport, are uniquely qualified to lead this effort thanks to its long and distinguished experience promoting, selling, and distributing tickets to major international sporting events, including for the Olympic and Paralympic Games, together with essential services such as programme management, IT services, staffing, food & beverage, ground transportation, accommodation, hospitality and more. A variety of consumers, individual VIPs, corporations, and others have returned to Jet Set Sports event after event largely due to the company's unique combination of experience, vision, and ability to deliver the best possible guest experience.

"The Paralympic Games are now the world's third biggest sporting event in terms of tickets sales and we are delighted to strengthen our offering to sport fans thanks to our new partnership with Jet Set Sports," said Xavier Gonzalez, the IPC's Chief Executive Officer.

For Rio 2016, individual tickets and packages will be available outside Host Country Brazil through [www.jetsetsports.com](http://www.jetsetsports.com) and [www.cosport.com](http://www.cosport.com) starting 19 October 2015. Individual tickets will be offered first as part of a request phase in order to afford fans ample opportunity to familiarise themselves with the event and then identify the offerings best suited to their unique needs and interests. Shortly after the initial request phase, individual



tickets will be offered on a first come, first served basis as available inventory permits. Package sales through [www.cosport.com](http://www.cosport.com) will similarly begin on 19 October 2015 while customised packages including 5 star accommodations, high demand event tickets, dedicated transportation, dedicated management, and more will be offered through Jet Set Sports via [www.jetsetsports.com](http://www.jetsetsports.com).

“This exciting, new partnership will be marked by greater fan engagement only starting in Rio,” said Jet Set Sports Co-CEO Alan Dizdarevic. “Our team has a deep knowledge of Brazil and is already preparing to welcome Paralympic fans with an enticing variety of individual ticket and package options. Beyond Rio, Jet Set Sports and CoSport will be ready to similarly host the growing Paralympic community in PyeongChang and Tokyo shortly thereafter.”

Further detail on the Rio 2016 sales process including a complete list of territories served by Jet Set Sports as well as the opportunity to register interest in attending the PyeongChang 2018 and Tokyo 2020 Paralympic Games will be posted to [www.jetsetsports.com](http://www.jetsetsports.com) and [www.cosport.com](http://www.cosport.com).

### Contact

For further information, please contact Craig Spence, IPC Director of Media and Communications on e-mail: [craig.spence@paralympic.org](mailto:craig.spence@paralympic.org) or call +49-228-2097-230. Alternatively, please visit [www.paralympic.org](http://www.paralympic.org).

For more information regarding Jet Set Sports or CoSport offerings for the Rio 2016 Paralympic Games and beyond, please contact [cosport@cosport.com](mailto:cosport@cosport.com).

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