

## **Olympic Council of Asia (OCA) Asian Games Promotion – Asian Games for All Guidelines**

### **Introduction**

The Asian Games are the oldest and most prestigious event on the Olympic Council of Asia (OCA) calendar, dating back to the inaugural edition in 1951 in New Delhi.

The "**Asian Games for All**" project aims to engage Asian societies all over the continent, to give everyone the chance to be involved in these games and live the experience regardless of age, gender, or athletic ability to get involved to promote the Asian Games that will help in building better and healthy societies through different activities (Arts, physical activities, and culture promotion).

Through this project, the OCA will help develop the sport, culture, and education of Asian youth, those moral and physical qualities that come from fair competition in sports, and promote the values of respect, friendship, goodwill, peace, and safe environment.

"**Asian Games for All**" a brace to express the harmony and spirit of the team and the best country's best representation.

### **Goals and objectives:**

- To give the opportunity for the Asian community to be part of the Asian games.
- To promote Asian Games throughout the Asian continent.
- To invest in Asian young generations for a better sports future and societies.
- To develop awareness among Asian societies and promote sporting and cultural activities.
- To bring communities together.
- To promote and explore different cultures all over the continent.

## **Project Activities:**

NOCs in coordination with OCA can decide the following Activities based on each NOCs preference and actual situation:

### **1) Fun Run:**

A Fun Run is a friendly race that involves Asian societies all over the continent to give everyone the chance to be part of and promote the Asian Games.

What is the Fun Run?

- Distance (1km/2km/5km or 10km) for different age groups and participants.
- Participants: Schools, universities, clubs, federations, and private sectors, Sports celebrities, and Para-athletes
- Number of participants: Open

### **Asian Games Sports Programme promotion events:**

Along with Fun Run event NOCs can create in the same project location a space for sports display that will allow families, children, and other participants to discover new sports and perform physical activity. **(Sports included in the Asian Games Sports Programme)**

### **Important Facts:**

The OCA will provide 10,000 USD as a budget for your NOC to cover the production cost of the certificates, banners, and t-shirts etc. used in the project.

- The OCA will also produce 30 or 50 medals of the 19th Hangzhou – China Asian Games 2022 Official Fun Run for your NOCs, together with other artworks designed for certificates with participations names, banners included Mascots, OCA logo, Asian Games 2022 logo, Partners logo and sponsors logo, and t-shirts printed on it Mascots, OCA logo, Asian Games 2022 logo, Partners logo, and sponsors logo.

- OCA will bear accommodation for all OCA staff and any guest traveling and taking part in the event.
- A press conference shall be organized one day before the fun run event, The main conference table shall have representatives of OCA, HAGOC and NOC.
- An official photographer and cameraman must be appointed by Olympic Committee to follow and cover the event. All photos and video footage should be archived and handed over to OCA before its delegation's departure after the last day event to be used as promotional materials on OCA's Website and social media platform.
- OCA also encourages NOC's to organize other media programmes which fit in the official media programme to maximize the promotion and event awareness, such as interview during or after the fun run event by NOC and organizers.

## 2) Asian Games Youth Reporter

OCA prepare and engage young reporters to help promote the Asian Games and create a community and give journalism skill, age preference is over 16 targeted 10 NOC's (1 boy and 1 girl from each 5 OCA Zones)

The Asian Games Youth Reporter Project is aiming to promote sports journalism and Asian Games among Asian youth with the main objective of promoting Asian Games History, Olympic Values among 45 OCA National Olympic Committees.

The Project features a three-hour workshop that includes typical challenges faced by reporters covering the Asian games such as preparation and research on athletes and sports, sports reporting, and conducting interviews with athletes. The winner of the Youth Reporter Project will be invited to the 2022 Hangzhou Asian Games as part of the OCA Reporting team.

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Tutor: Jeremy / Alvin

OCA Financial Allocation: \$3,000/NOC

### **3) Combining Arts, drawings and sports:**

#### **Asian Games Drawing/Painting Contest**

Using arts and drawings as a tool to engage youth in sports and the Asian Games and to promote the Culture which helps them to grow their understanding.

The Asian Games Drawing Contest offers an excellent opportunity for primary school students in Asia to express their imagination and understanding of the Hangzhou Asian Games and to show their support for their favorite athletes in their own country or region. Or to draw their favorite sport.

A judging panel comprised of the National Olympic Committee, HAGOC and OCA will choose the best four drawings – two by girls and two by boys – and the winning

entries will be displayed during the 2022 Hangzhou Asian Games. Theme: National Sports and athletes in Hangzhou Asian Games 2022

Organiser: OCA, HAGOC, NOCs

Age: 13 and below (on December 31, 2021)

Invited NOCs: 44

#### Activity Timeline:

- Step 1 - ALL 44 NOCs will be invited to participate in the competition.
- Step 2 - Participating NOCs should submit the drawings by post by the 31<sup>st</sup> of May.
- Step 3 - Winners are chosen by the middle of June.

Awards: The top 4 drawings (2 boys & 2 girls) from each NOC will be displayed at the Hangzhou Main Press Centre and the OCA Headquarters Hotel.

OCA Financial Allocation: \$3,000/NOC

Prizes: Certificate and Asian Games Souvenir will be awarded to top 4 winners.

