



INTERNATIONAL
OLYMPIC
COMMITTEE

The President

To: NOC Presidents

Cc: IOC Members
Association of National Olympic
Committees
International Federations

Lausanne, 15 January 2015
Ref. No. 2015/THB/JSB/hst
By e-mail

Dear President,

It is with great pleasure that I write to you today to launch the bid process for the Games of the XXXIII Olympiad in 2024, the first bid process following the adoption of Olympic Agenda 2020 – the IOC's strategic roadmap for the future of the Olympic Movement.

The decisions taken by the 127th IOC Session in Monaco in December 2014 will ensure that our Movement remains united and that the Olympic Games and our values remain strong and relevant to society. Through Olympic Agenda 2020 the IOC has demonstrated its commitment to safeguarding the uniqueness of the Olympic Games and strengthening sport in society.

I would like to thank you, the NOCs, once again for your active input into Olympic Agenda 2020 and for your unanimous support at your General Assembly last year in Bangkok.

The IOC has acted quickly to ensure that a number of the recommendations approved by the IOC Session are already being implemented to the candidature stage of the 2022 bid process with Almaty (Kazakhstan) and Beijing (People's Republic of China).

As concerns the 2024 Olympic bid process, the changes we are making focus on:

- Shaping the bid process as an invitation.
- Strengthening the evaluation of bid cities to more clearly highlight key opportunities and risks.
- Reducing the cost of bidding and organising the Games.

The new philosophy is reflected in the addition of a new “**Invitation Phase**”. During this phase the IOC will assist NOCs and their potential bid city to better understand the bid process and its various stages, as well as what is involved in the organisation of the Olympic Games. In this way, we will assist you to reflect on and develop a project that best matches your own sports, economic, social and environmental situation, long-term development and future needs.

Through these changes we wish to clearly underline that bidding for the Games is not tendering for a franchise and that there is no one-size-fits-all solution. The bid process is about making proposals and offering solutions that will deliver excellent Games with no compromise on the field of play for the athletes while also meeting the needs of the city and region to ensure the Games will leave a positive, long-term, sustainable legacy.

We will place greater emphasis on the use of existing, temporary and demountable venues where no long-term legacy need exists or can be justified.

The new bid process thus now comprises three phases: the Invitation Phase, the Applicant City Phase and the Candidate City Phase, which are explained in more detail in annex 1.

With this letter, we kindly invite you to inform us of your interest in bidding for the Games of the XXXIII Olympiad in 2024 at your earliest convenience.

The IOC will then be in contact with you in regard to the next steps and to determine the best way we can assist you during the Invitation Phase.

The deadline for NOCs to bid for the Olympic Games 2024 is 15 September 2015. On 16 September the IOC will then release the official list of Olympic Games 2024 Applicant Cities.

I am certain that the changes we are making will further strengthen bidding for and hosting the Olympic Games. The IOC looks forward to assisting you in this respect.

Yours sincerely,