

# **EXECUTIVE MASTERS IN SPORTS ORGANIZATION MANAGEMENT**



**Preparing a bid to host a youth beach handball  
event in El Salvador to promote the development of  
beach handball in the Salvadorian Coast**

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## ABSTRACT

This research was led by the aspiration of positioning an emerging beach sport and to strengthen a development beach handball program that is being established in El Salvador.

The research demonstrated that part of the benefits of organizing sport events is the sports development, so the idea of bringing a large scale beach handball event was conceived and the research conducted through a literature review about sports event management, the existing manuals to organize beach handball competitions from the International Federation, the European Handball Federation and the requirement guidelines from the South and Central America Confederation. Interviews were also conducted to get experiences from professionals that have organized or participated in beach handball large scale events, including Youth Olympics or World Championships.

As a result of this study, a Bid to organize a youth classificatory event, Beach Handball SC America Junior Championship 2024, Costa del Sol, El Salvador, was developed integrating all the requirements and expectations of a large-scale beach handball event.

Since the Bid is part of a development vision of beach handball in El Salvador, the legacy and sustainability that currently is encouraged by the Olympic Movement was taken as a pillar to propose El Salvador as candidate for this event.

The Bid will be submitted to the South and Central America Confederation and to the International Handball Federation once the candidatures are open to host the event.

## ABSTRAIT

Cette recherche a été motivée par l'aspiration à positionner un sport de plage d'urgence et à renforcer un programme de développement du handball de plage en cours d'établissement en El Salvador.

La recherche a montré qu'une partie des avantages de l'organisation d'événements sportifs signifie le développement du sport, c'est pourquoi l'idée d'organiser un événement de handball de plage à grande échelle a été conçue, puis des recherches ont été menées à travers : une révision de la littérature sur la gestion d'événements sportifs, les manuels existants sur l'organisation des compétitions de handball de plage, la Fédération Internationale, la Fédération Européenne de Handball et les directives d'exigences de la Confédération d'Amérique du Sud et Centrale ; Des entretiens ont été menés pour obtenir des expériences de professionnels qui ont organisé ou participé à des événements de handball de plage à grande échelle, y compris des jeux olympiques juniors ou des championnats du monde.

À la suite de cette étude, une offre a été faite pour organiser un événement de qualification junior, l'événement s'appelle Beach Handball SC America Junior Championship 2024, Costa del Sol, El Salvador.

Étant donné que la candidature fait partie d'une vision pour le développement du handball de plage en El Salvador, l'héritage et la durabilité que le Mouvement olympique promeut actuellement ont été considérés comme un pilier lors de la proposition d'El Salvador comme candidat pour cet événement.

L'offre sera présentée à la Confédération d'Amérique du Sud et Centrale et à la Fédération Internationale de Handball une fois que les offres pour accueillir l'événement seront ouvertes.

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## **I. TITLE OF THE PROJECT:**

Preparing a bid to host a youth beach handball event in El Salvador to promote the development of beach handball in the Salvadorian Coast

## **II. PURPOSE OF THE PROJECT**

### **AIM**

To prepare a bid to host a youth beach handball event in El Salvador to promote the development of beach handball in the Salvadorian Coast

### **SPECIFIC PURPOSES**

- To secure support of the National Sports Federation, the National Olympic Committee and the Ministry of Sports to host a sustainable youth beach handball event
- To submit a successful bid to South and Central America Confederation and the International Handball Federation highlighting the benefits of the location, accessibility and support of the local host organizing committee, as well as the legacy of the event
- To inspire youth to play beach handball and accelerate the development of the sport at the Salvadoran coast
- To involve Salvadoran coast communities into the beach handball practice looking for its self-development and sustainability



Olympic Solidarity



### **III. RESEARCH QUESTION**

How to prepare a bid and secure appropriate support to host a youth beach handball event in El Salvador to promote the development of beach handball in the Salvadorian Coast?

#### IV. BACKGROUND AND LITERATURE REVIEW

This project is an opportunity to further develop beach sports within El Salvador, which will be oriented to develop Beach Handball specifically, with the scope to include more beach sports in the future. In El Salvador, beach sports are growing along the Salvadoran coast which extends 321 km. The sports that are blooming on the coast are: beach soccer, surfing, and beach volleyball.

Beach football has had a great impact among the young population who live in the coast or near cities due to the results over the last 10 years. Surfing has been growing faster in the last 2 years due to a government of tourism strategy that is promoting this sport in a beach area called: Surf city. Salvadorans are becoming more aware about the beach games since El Salvador has had good results in Beach football and Surfing and one of the factors in common with these two sports is that both are being developed in the cities at the coast.

**Beach handball is also growing** as a solid sport around the world. The National Handball Federation in El Salvador has worked to make some important steps such as: organizing beach handball events, training coaches and referees in conjunction with the South Central America Handball Confederation (COSCABAL) and the International Handball Federation (IHF) in the past 2 years. Following this growth, the Salvadoran Handball Federation created in 2019 a working group to promote Beach Handball, and the group is in charge of the educational programs within the country, in addition El Salvador has an agreement to support beach handball from the International Handball Federation.

During the pandemic, the Handball Salvadoran Federation reached 24 national schools located in the coast regions in the following departments: Sonsonate, La Paz, La Libertad and San Salvador.

Beach Handball is about to blossom in El Salvador through planning and implementing different development strategies that will integrate different stakeholder efforts including National Olympic Committee (NOC), Ministry of Education, NGO's, Ministry of Sports, and National Federation sponsors. This project will be essential to guide these efforts to develop Beach Handball.

The present research is oriented to get information to prepare a bid to host an international youth beach handball event, as part of the strategies to promote Beach Handball in El Salvador. This event will be organized under a sustainability and legacy



view, being that the sports legacy is one of the main strategies to promote beach handball within the country.

Involving people from communities through the local governments will be crucial for the development itself and for getting the support to organize the event. The target will be children and youth who will be involved directly in the beach handball development.

The literature research has been based on the following research questions:

- **Why does a country/city organize Beach events?**
- **What are the steps and requirements to organize an international Beach Handball event?**
- **Why should El Salvador organize a Beach Handball event?**

To have consistency in the presentation of the ideas, they are presented in the same order as the questions above. First, **why do countries or cities decide to organize and bid for an event?**

There are different resources that have investigated and theories that are being presented about the reasons why sports events are organized in the cities/countries. First there will be a description about the range of events, these go from local events and festivals to major events such as the Olympics and worldwide sports competitions. Also, there will be a review about the benefits, pros and cons of organizing sports events, and the potential for legacy, since the project is looking for the development of Beach Handball that will strengthen the current actions regarding the practice of this sport.

According to the literature reviewed, there are holistic benefits from organizing sports events, but these should be realized by a strong vision and delimited by the goals that the organizations specifically want to reach regarding the development of the sport. Organizers of events might be private clubs, local government, the NOC, the National Federation among others, and the common factor is "to plan, set the goals, determine feasibility, implementation and evaluation" (Dashper, et al., 2015)

The most common benefits of hosting important events include political, economic, social, and cultural among other practical benefits. According Dashper, et al. (2015) there are many benefits of organizing international events for the host city, including

- Positive exposure of sport to community
- Demonstrate the constructing potential of the city or country





- Build confidence of locals to organize sports event
- Involvement of stakeholders that extends beyond event, a legacy effect
- Showcases the leadership capability of the organization
- Creates local pride and identity through involvement of local stakeholders
- Opportunity to demonstrate the tourism potential of the city or country
- Inclusion of the culture could make the event unique
- Promotion of the sport and increased participation among community,

It is important to mention that in addition to benefits, there are also some negative aspects that may occur prior or after hosting events. These tend to focus on the relationship between investment versus profit and the administration of venues after the event, among others.

Due to the possible negative impact that hosting an event could represent, nowadays the tendency is to consider the legacy and sustainability of the event at the beginning stages versus after hosting the event. Through the research it was found that, the event is often forgotten as soon as it ends thus it is important to plan for post event impact throughout, these considerations are named the wrap up stage.

According to Parent and, Ruetsch, (2021) legacy is classified as tangible and intangible. Financial, environmental, and urban are considered as tangibles and cultural, educational, image, and political among intangible legacies.

Sports legacy itself is considered in both classifications, based principally in more participation of athletes, development of a sport and more participants able to reach high sport levels, which can be classified as a soft skills legacy.

The International Olympic Committee promotes as part of the bidding plan the legacy and sustainability aspects that are inherited after the Olympic games have ended, which can be enclosed in Legacy Strategic approach, (IOC, 2017) that encourages and promotes legacy in partnership with the stakeholders. "Olympic legacy is the result of a vision. It encompasses all the tangible and intangible long-term benefits initiated or accelerated by the hosting of the Olympic Games/sport events for people, cities/territories and the Olympic Movement." (IOC,2017)

The legacy purpose is also applied to other International championships organized by International Federations to promote social development through sports and grassroots sports participation programs. Even though Chicago failed to win the bid to host the 2016 Olympic Games, as part of the bid and preparation for hosting the event, they attained the participation of more than 30,000 young athletes in archery, athletics, wrestling and enhanced training for coaches and athletes. Leopkey (2009).



According to IOC (2017), legacy and sustainability are different but complementary “While legacy refers to the long-term benefits, or outcomes, of putting the Olympic Movement vision into practice, sustainability refers to the strategies and processes applied in decision-making to maximize positive impacts and minimize negative impacts in the social, economic and environmental spheres”.

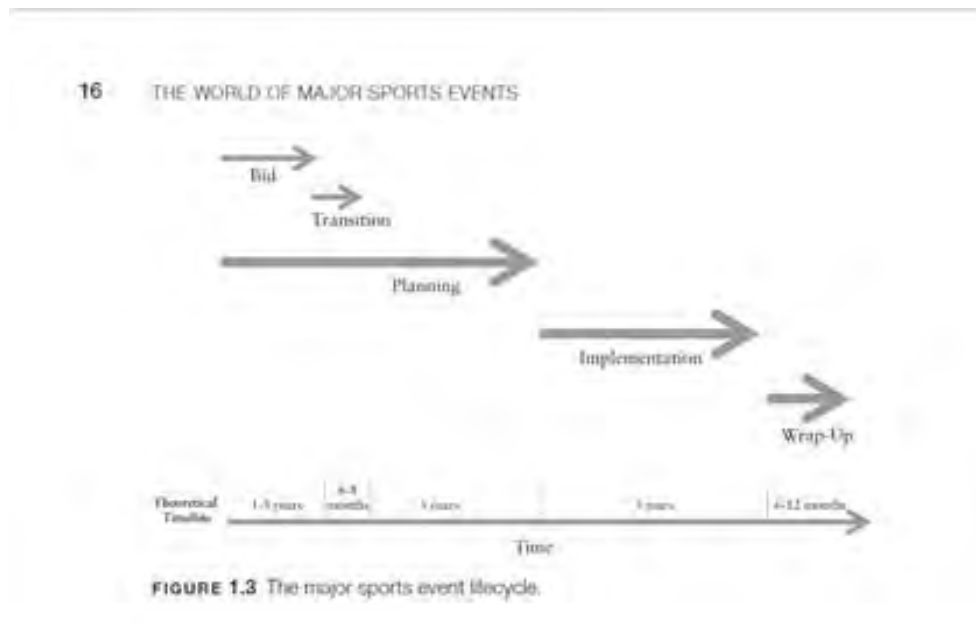
**The organized sports development** is considered by IOC as part of the long-term benefits of organizing the Olympic games, and part of the indicators are organized sports development; enhanced support for athletes; new generation of elite-level athletes; competitive sports development (from local up to national teams); organized grassroots sports development (sports initiation, clubs, etc.); broad fan base for less known sports and events; sports equipment, among other benefits.

As it has been mentioned, the project is focused on organizing a major event in the youth category for female and males, to classify for the IHF World Beach Handball Championship, therefore the bid process will be considered as part of the project legacy.

In this research it is important to consider the phases for the bidding process, according to Parent and Ruetsch (2021), “the major sports event life cycle includes two phases of the bid, planning, implementation, and wrap up.

In this model, there is the Bid then a transition from the Bid to planning and implementation stages. The implementation itself is based on the bid project but more specific include the logistics, timeline, location and benefits to organize a sports event. The wrap-up, which consists in the debriefing of the activity to evaluate and review the goals achievements, stakeholders approach, success and failures and data analysis.

## “The major sports event life cycle”



To further elaborate there are two bid stages: the informal bid process that basically is the conception and assessing the real possibility to host an event and then the Formal bid process which include some of the stages of the informal, the bid presentation, the rights of the holder, the approval process and transfer the bid to the organizing committee, who will be the executors of the event. Parent and Ruetsch, (2021)

Taking this theory and getting the requirements of the South and Central America Handball Confederation, there is a preliminary assessment to organize a Youth Handball Beach Classificatory event.

### **What are the steps to organize an international Beach Handball event?**

As part of the research process, the requirements or bid manuals were requested from the organizations that oversee world beach handball. It was found that the International Federation does not have a bid manual directed to beach handball on their website or educational part, but there is reference to the indoor manual event for senior world championships and for junior world championships. These manuals can be taken as reference for classificatory events, in terms of general elements, such as transportation, migration and visa requirements, accommodations and food standards, etc. Through website research a manual on how to organize a major beach handball event was found from the European Handball Federation that provides support for the organization of the proposed international event in El



Salvador. Also, a book recommended by a direct organizer of beach handball events was revised: Beach Handball from A to Z.

To follow up on the expectations to organize an international beach handball event, the basic conditions to organize a Beach Handball Youth Tournament are being considered and are presented as they were outlined by the South and Central America Confederation on December 1st, 2021. The elements of the Bid, as follows:

### **PARTICIPANTS:**

- Teams: 10 people per team (8 players, 2 officials) the teams might add 2 players
- Referees, delegates, and COSCABAL representatives, according to the number of teams participating, from 6 to 24 according to the competition.

### **REQUIREMENTS**

- Accommodation for team delegations: triple accommodation
- Accommodation for delegates (referees, IHF delegates and COSCABAL representative) double for referees - single for delegate and COSCABAL representative. The number of designations are according to the number of participants.
- Food provision - for all participants: teams and delegates from the time of arrival to departure plus working staff during shift.
- **Transportation:** To and from the airport for all participants, plus transportation for working staff during competition.
- **Venue: Two (2)** Beach handball courts: one for games and one for training. Showers in open spaces, and halls to walk around the courts; 2 changing rooms for teams; one referees and delegate's room; one area for medical staff
- **Transmission:** High quality internet and equipment for streaming

### **TOURNAMENT FINANCING**

The following revenues are provided by the participants and the participants teams:

- \$60.00 per team member in a delegation (per day)
- \$70.00 per additional player (every team might add 2 players)
- \$850.00 registration fee per team

### **INTERNATIONAL STAFF:**

- Delegates - 6
- Logistic personal - 2 (Doctor for protocol and official of the competition)
- Referees - 12

### **LOCAL STAFF:**

- Scorekeepers and timekeepers - 8
- Volunteers - 20

As part of the considerations to bid or not for an event, is the evaluation of Why? Why should El Salvador organize a Beach Handball event? The premise that will lead this organization is: **Leaving a legacy by hosting this event will boost the development of beach handball in El Salvador.**

After having all the requirements to fulfill and a plan that considers the goals, benefits, and the feasibility necessary to prepare the budget, the next step is to prepare the marketing plan to look for investors such as the local government, the National Olympic Committee in El Salvador, International organizations support, as well as sponsors which will make the event more attractive to spectators.

Having all the theoretical information about how to organize a sports event, the bidding process and insight of the possibility to organize an international youth handball beach event in El Salvador, the next step is planning and bidding for a youth classificatory world event to be hosted in El Salvador.

### **Beach handball in El Salvador, a legacy of organizing a Beach handball event**

El Salvador started to develop beach handball in 1995 and some steps were taken such as training staff and hosting a Central America regional beach handball tournament in 2011. All these actions were developed by staff and athletes from indoor handball located mostly in the Capital of El Salvador. One of the outcomes of this project is to focus more on taking beach handball out of the city, to create step by step a sports culture on the coast and to give opportunities for the local communities to shine through the practice of this sport.

Getting the advantages that the growth of beach handball is offering and the interest of the International sports organizations to spread the sport in Central America, specifically El Salvador is a potential area to be supported. Organizing one big event



in the youth category could be a big possibility to put beach handball on the map and to boost its development.

Another reason beach handball in El Salvador makes sense is that the sport can be played all year due to the nice weather that El Salvador and Central America has.

As it was seen in the research, legacy should be considered as part of the plan when an event is being organized, in addition to event planning itself. The project will consider early strategies to develop beach sports at the Salvadoran coast to become self-sustaining, taking advantage to connect different organizations to promote and invest in the event and project in order to impact the children and youth of the coast through sports.

According to the IOC (2017), Olympic legacy is the result of a vision. It encompasses all the tangible and intangible long-term benefits initiated or accelerated by the hosting of the Olympic Games/sport events for people, cities/territories and the Olympic Movement. The Olympic legacy is directly linked to the highly social goal of the Olympic Movement.

Indeed, one of the goals of the Olympic movement is to place sport at the service of the harmonious development of humankind, with a view to promote a peaceful society concerned with the preservation of human dignity.

During this process, it is crucial to visualize beach handball and to engage local people who will boost beach handball in El Salvador. The plan is to involve local schools to practice and play beach handball, with the expectation to have more athletes, coaches, referees and bring local opportunities.

## **HOW TO PREPARE THE BID MANUALS AND RULES RESEARCH?**

To present the bid it is important to aim for the type of competition that as organizers will recognize the opportunities for our sport and also to recognize the bidding requirements to fulfill.

In this research the bid will be prepared to be presented to the International Handball Federation and COSCABAL in order to organize an upcoming youth world classificatory event. As previously stated, the project is focused on youth with the goal of creating a sustainable event legacy to develop beach handball at the Salvadoran coast.

## a) Overview of Beach Handball World Competitions

Beach handball was born in Italy in the early 1990. IHF recognized this modality in 1994, then European countries and some countries in America started to organize continental competitions IHF, (2021).

It was in 2004, when the IHF celebrated the 1st Men's and Women's Beach Handball World Championships that took place in El Gouna, Egypt, with the participation of 9 men's teams and 8 women's teams. After that edition the World men's and women's games have been celebrated every 2 years in eight editions. The one celebrated in Russia in 2018 had 32 teams participated, Due to the pandemic the 2020 World Beach handball games were canceled.

Two other important competitions to mention are the Youth Olympic games that in 2018 embraced beach handball instead of indoor games in Argentina and the inclusion of Beach handball in the first ANOC world beach games celebrated in Qatar in 2019.

Starting in 2017, the IHF celebrated the Men's and Women's Youth Beach Handball World Championships in Mauritius Island, from 11 to 16 July 2017 with 15 male teams. In 2022, the second edition will be celebrated in Greece from June 21 to June 26th with both female and male teams under 18 years old.

The Classification system, for either senior and the youth world championship, is the following:

### **Men:**

Africa (2)  
Asia (3)  
Europe (4)  
Oceania (2)  
South and Central America (2)  
North America and the Caribbean (2)  
Organizer

### **Women:**

Africa (2)  
Asia (3)  
Europe (4)  
Oceania (2)  
South and Central America (2)  
North America and the Caribbean (2)  
Organizer

The cycle of competition for the youth category is **every 2 years**, which gives the opportunity to host a classificatory event a year before the world championship takes place.

## b) The IHF Bidding process for Beach Handball

The IHF website currently posts various bid and event manuals for different events but not one for Beach Handball events:

- IHF Bid and event manual, senior World Championship (indoor)
- IHF Bid and event manual, Junior/Youth World Championship (indoor)
- List of duties for official IHF Competitions
- Competition Manual for Wheelchair Handball world championship
- Match reports
- Standard contract for IHF competitions
- Guidelines for the work of IHF nominees at IHF competitions
- Regulations for IHF competitions (Indoor handball)
- Beach Handball from A - Z, from IHF

The Beach Handball from A - Z is a good reference to organize world championships and big beach handball events. The European Handball Federation (EHF) also published a Manual for Organizing Major Beach Handball events. Together these documents along with the IHF manuals for indoor events provided enough information to prepare a bid for the Classificatory Youth Beach Handball in El Salvador.

The elements to prepare the Bid for the ***Beach Handball SC America Junior Championship 2024, Costa del Sol, El Salvador***. Based on the resources, the bid should include the following details.

- a) **Generalities:** vision, purposes, time, location, custom regulations, Legal aspects, overview of the benefits.
- b) **Elements of a business plan** and the organizational structure
- c) **Feasibility:** facilities, accommodation, transportation, community support, sport staff and expertise, security, match schedule, catering, technology, media, streaming /TV, promotional campaign, spectators/ticketing, medical care
- d) **Finance:** budget, cost - benefit analyze
- e) **Stakeholders to support the event:** local government, sport organization, sponsors
- f) **Sustainability and Legacy of the event plan**



## **V. METHOD OF INVESTIGATION - METHODOLOGY**

Descriptive and qualitative methods were used in this research.

A literature review was conducted to learn about event management, in particular organizing beach handball competitions by reviewing previous beach handball event bids, the European beach handball event bid manuals and the world and large-scale beach handball from a to z manual, endorsed by the International Handball Federation.

Information was requested from the International Handball Federation and the South and Central America Confederation on available events to bid for and to host in El Salvador.

Interviews were conducted with previous beach handball event organizers including Argentina Buenos Aires 2018 Summer Youth Olympic Games event and Brazil Beach Handball SCA Senior 2022 event and Youth World Championships to identify best practices and relevant data.

Prepared a bid for the Campeonato Beach Handball SC America Juvenile 2024, Costa del Sol, El Salvador and shared it with the Salvadoran Olympic Committee, Ministry of Sports, and proposed a host hotel to secure feedback as well as financial and logistical support.

Finalized bid and submitted it to the South and Central America Confederation and International Handball Federation

## **VI. THE BID:**

***English name: Beach Handball SC America Junior Championship 2024,  
Costa del Sol, El Salvador.***

***Spanish name: Campeonato Beach Handball SC America Juvenil 2024,  
Costa del Sol, El Salvador.***



## **VISION**

To host a beach handball event to boost Beach Handball development in El Salvador

## **PURPOSES**

- To grant a youth beach handball classificatory event in the Salvadoran coast
- To strengthen beach handball development at the Salvadoran coast, by promoting through the event the national youth teams
- To involve Salvadoran coast communities into the beach handball practice looking for its self-development and sustainability
- To reinforce the sense of belonging of Salvadorans and the people from the coast



## 1. GENERALITIES:

### 1.1. *HOST COUNTRY: EL SALVADOR*

El Salvador is a small country with beautiful beaches where it is easy to adapt any area or space to practice beach sports as well as the tropical weather that allows to practice outdoor activities throughout the year.

El Salvador is a country in Central America that borders at the south with the Pacific Ocean, at the west with Guatemala and at the north and the western with Honduras. There are 321 kilometers of coast at the south from the Fonseca Gulf (western) to the Paz River (west) along the coast there are long and beautiful beaches where tourism is the main way of sustainability as well as the fishing and exploitation of the resources of the areas.

The weather is that of hot tropical savannah, with a temperature that oscillates in an average range between 22 and 28 degrees centigrade, with rainfall that provides relative humidity between 70 and 84%.

The main cities on the Salvadoran coast, referring to the ones connected through a road network, are: La Libertad, La Paz, La Unión, San Miguel and Sonsonate.

The connectivity is very well recognized as well as transportation from the airport to the main cities. **The International Airport of El Salvador Monseñor Óscar Arnulfo Romero y Galdámez**, has direct flights from all Central America countries and for the South American countries, there is a direct connection hub in Panamá which is 1 hour 20 minutes flying to El Salvador. Internally the airport is located at La Paz and is directly connected by carretera Panamericana street and takes 30 minutes driving to get to Costa del Sol beach. Also, La Libertad beaches are very close to the airport by driving.

El Salvador has had experience organizing beach handball events. Beach Handball started practicing in El Salvador in 2006 and since that time the National Federation celebrates at least one senior beach handball tournament every year in both genders, also it is important to mention that in 2011 a Central America beach handball tournament was celebrated.

## 1.2 CHAMPIONSHIP LOCATION:

Costa del Sol Beach, San Luis La Herradura. Two venues to host the games:

- a) Costa del Sol beach football stadium
- b) Hotel Pacific Paradise

a)



b)



**Accessibility** - Costa del Sol beach is located 25 minutes by car or bus from the International airport (SAL), Monseñor Óscar Arnulfo Romero y Galdámez, which is the main international airport of El Salvador.



The international airport is reached from Central America countries through direct flights, South American countries can get to El Salvador through one connection from their countries, through Panamá (Aeropuerto Internacional Tocumen -PAN).

### **1.3 DATES:**

According to the classification cycles of the Youth World Championship event, that is every two years, also taking into account the weather seasons of the participant's countries; and considering the traveling cost, the proposed dates are:

**From 12th to 16th, March of 2024.** IHF gives until March 31st to celebrate this event and get the classified countries entered into the World Championship.

**Arrival date for participants:** March 11th

**Match dates:** March 12th to March 16th

**Departure date:** March 17th

**Length of stay:** 6 days

**Arrival date for IHF/COSCABAL officials:** March 9th

**Proposed Draw date:** March 5th, the Draw will be transmitted. The same day the media will be accredited.

**Date of inspection:** From 6th to 9th of February 2014.

### **1.4 AIRPORT AND CUSTOMS REGULATIONS**

International Airport Saint Óscar Arnulfo Romero y Galdámez (SAL)

Address: Comalapa, San Luis Talpa, La Paz

**Visa requirements:** the majority of participants that come from South and Central America countries do not need a visa to enter, only Bolivia and Venezuela need special permission, which will be arranged through the Ministry of sports and Dirección General y extranjería.

### **1.5 LEGAL ASPECTS (required from COSCABAL and IHF to grant and event):**

- Once the Bid is accepted and the event granted, the organizers must meet the COSCABAL Event Manual expectations or the organization will be revoked with a fine to pay.
- The South and Central America Confederation is the organization who have



the right to grant the organization of this event to El Salvador, along with the IHF approval to endorse the competition as a classificatory event to a world championship.

- The Bid should count with the support of the Ministry of Sports and the National Olympic Committee as well as with the support of other relevant sports organizations.

## **2. OVERVIEW OF THE BENEFITS ABOUT ORGANIZING THE EVENT IN EL SALVADOR**

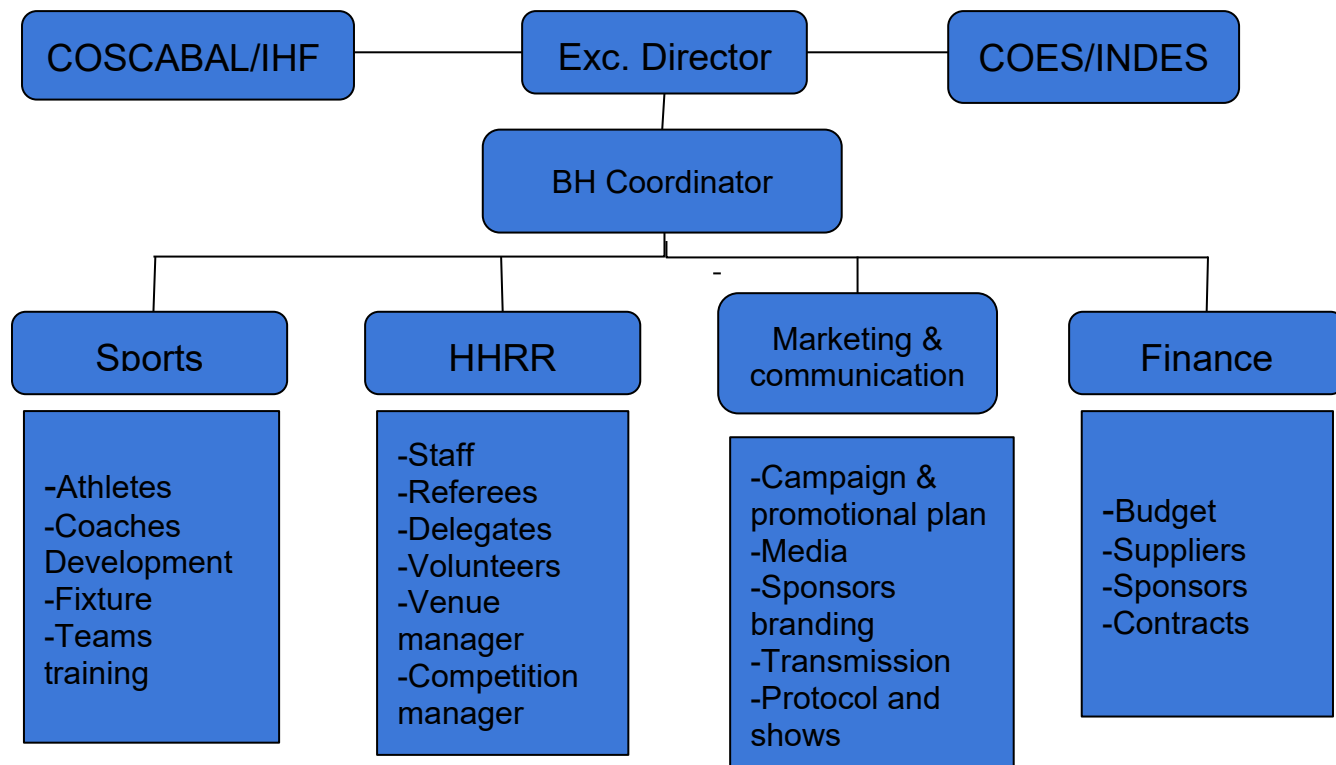
- The large, beautiful coast is a great place to organize an event
- The weather that allows to organize the event at any time through the year
- The easy accessibility to the country, the coast, and the hotels chain to host all participants
- The low cost of living of El Salvador, that allows to organize the event with a reasonable budget
- The National Federation as organizers, counted with the support of the National Olympic Committee and the Ministry of sports which is getting the tourism, security and other government areas needed to organize the event, as well as local government.
- Previous agreement with the local governments of San Luis La Herradura and La Libertad to develop handball and prepare the national teams for the competition (see appendix \_2\_)
- Opportunities to expand the development that beach events are having in El Salvador
- Great opportunity to get sponsors, TV transmission and media coverage
- The most important one, is the impact of the event on the development of Beach Handball at the Salvadoran Coast.
- The establishment of a Salvadoran Beach Handball League as part of the inherited legacy of this event
- The positive impact that celebrating this event will have in Central America countries, that will allow them to participate and promote Beach handball within their countries



### 3. ORGANIZATIONAL STRUCTURE

This is considered a LARGE-SCALE EVENT also classified as: Major International Beach Handball competition. The organization is classified as not-profit and public, since Federación Salvadoreña de Balonmano is recognized and regulated by the National law.

The organizing committee will be led by an executive director that will respond to the Salvadoran Handball Federation executive committee. Then the committee will be divided in 4 areas: Sports, Human resources, Marketing and Communications and Finances. Due to the lack of human resources the venue manager will be under the Human resources committee.



*Modeled after taking the example of the World Champion organizing committee (Bebetsos, 2012, p. 50-51)*



## 4. FEASIBILITY OF THE EVENT

To determine the feasibility of the event it is necessary to understand the number of participants, staff, and volunteers

### 4.1. THE PARTICIPANTS

The competition will organize 2 categories: female and male, with 8 teams per category. In total there will be 16 national teams.

Each team is integrated by 10 players and 2 officials and one delegate per country.

Participant	Quantity	Total
Athletes (16 teams)	10 per team	160 athletes
Officials ( 16 teams)	2 per team	32 officials
Delegates, 1 per country & VIP	12 possible	12 delegates
Staff of referees and technical delegates	( 8 per venue)	18
National volunteers	30	30
<b>Total</b>		252 participants

### 4.2. FACILITIES

#### Playing venues

- **Main venue: Beach football stadium, located at Parque recreativo Costa del Sol**
- **Training venue: Pacific Paradise Hotel**

Both venues are along or in front of the beach and the stadium has two constructed courts that will be hosting the competition games.

Pacific paradise hotel courts, will be use for training



**Beach football Stadium, located at Parque recreativo Costa del Sol,** has a stadium that will be the main venue due to the public capacity, 2,000 spectators. It is administered by the Ministry of tourism of El Salvador, along with the Ministry of Sports of El Salvador.





**The Pacific Paradise Hotel** is a facility that can host courts for practice and also will be used for accommodation and for hosting meetings to prepare the event and during the event. Two courts can be placed in this facility. The hotel is 5 kilometers away from the beach football stadium.



## COSTA DEL SOL STADIUM - VENUE ORGANIZATION CHECKLIST

Facilities	Quantity
Main court	1
Secondary court, besides the stadium	1
Parking for public, press, staff and VIP	2
Entrance for public	1
Entrance for participants, media and VIP	1
Mixed zone	1
Press area	1
Canteen	4
VIP area	1
Cabin of sound	1
First Aid and ambulance	1
Medical staff room	2
Doping area	1
Showers and changing rooms	4
Staff area	1
Sponsors area	1



[illegible]

*Diagram based on MEMOS Menu management theory. Project and Event management organization module. (Parent & Schnitzer, 2022)*

The beach handball venue inspection form will be followed to comply with the International organization expectations. **(Appendix 1)**



### 4.3. Hosting Capacity

Costa del Sol beach, located at San Luis Talpa has a diversity of hotels and variety of cost. For this important event that will host directly 240 participants plus the spectators and media coverage, that chain of hotels at Costa del Sol can provide hotels that are accessible to the venues. Due to the location of the hotels and the venue, which is a radio of 15 kilometers, the cost of transportations will be affordable.

**Hotel for the participants:** teams, coaches and country delegates will be hosted a Hotel Pacific Paradise, a 4 stars' hotel with 60 rooms capacity. This hotel has great facilities to accommodate all participants according to the manual requirements, also will host 2 courts to be used for team's practices and it is 10 minutes away driving to the playing venue.

**Hotel for officials:** referees and technical delegates, will be hosted in the Hotel Tesoro Beach, a 4 stars' hotel located 5 minutes away driving to the playing venue.

### 4.4. Transportation

The venue and the hotels are located in the same city and relatively close to each other, they are located along the main street (Boulevard Costa del Sol) 15 kms long.

Hotel Pacific paradise is 10 minutes away from the playing venue by driving.

Hotel Tesoro Beach is 5 minutes away from the playing venue by driving.

The transportation will be provided by the Ministry of sports and private transportation. The service includes:

- 6 buses with capacity of 24 people to cover the transportation during the competition
- 10 buses of 24 people will cover the airport to the hotels. One team per bus will be assigned

### 4.5. Catering

Food will be provided by the hotels where the participants are staying.

There will also be catering for the referees, volunteers and collaborators at the venues.

For the public there will also be a station of food and beverages, this can be organized through beverage companies that could be sponsors of the event.

All participants will be asked in advance if they have any dietary restrictions or special requests.



#### 4.6. Sport and staff expertise

El Salvador has one official accredited by the Confederación Sur y Central America of Handball, who also has the role of Beach Handball coordinator of El Salvador. There are also referees with expertise in running national beach handball competitions. Also there will be training for timekeepers and scorekeepers to support the competition.

Role	Number
Beach handball delegate	1
Beach handball referees	6
Timekeeper	4
Score keeper	4

#### 4.7. Medical care

Medical care will be provided by the NOC medical staff for the competition and to stay in site during the competition. Also the Military Hospital will sponsor and provide the ambulance in case of a medical emergency. The nearest hospital in San Salvador, Hospital de Diagnóstico, will be attending the emergencies that need hospitalization. It is located 40 minutes away from Costa del Sol.

An insurance company will be looked at as a possible sponsor of the event, either for providing the full coverage or partial coverage.

#### 4.8. Security

As organizers we will provide security from the airport to the venue and back, as well as the internal transportation with the support of the “policia de turismo” the police tourism. It is managed by the Ministry of Tourism of El Salvador.

The external security of the venue also will be requested by the Ministry of Tourism and its special “the tourism police” group.

This is a special unit to control internal possible disputes inside the venue, which will



be also requested by the UMO (unidad de mantenimiento del orden - Spanish meaning). Staff from the organization will have duties assigned to support to allocate the public and to support the security of the venue.

#### **4.9. Spectators/ticketing,**

There will be 3 areas to enter to the stadium that has a capacity of 4000 spectators **500 seats** will be reserved for accredited participants, athletes and within this area there is a VIP with 25 people capacity.

**1500 seats**, for the general public, who will pay for attending the games.

**600 seats**, two areas behind the goals, designated for schools that belong to the development beach handball program, that will bring their children and youth to watch the games.

With this distribution, 65% of the capacity will be available for watching the games.

Tickets will be sold in the venue; the cost will be \$1.50

#### **4.10. Technology,**

- 2 Score screens
- 4 Computers to handle results, statistics
- Sound system station to make the official announcements and play music.

#### **4.11. Promotional Campaign, Media**

- The Instituto Nacional de los Deportes, the National Olympic committee and the National Federation will be responsible for promoting the event to El Salvador
- Communications team force to publicize the event according to the campaign: logo, mascot, poster, banners, reward, t-shirt of the staff and for selling.
- Streaming will be provided National Federation YouTube channel that can be pulled by COSCABAL or IHF
- Once the event is granted to El Salvador, there will be great possibilities to get medium to big sponsors to cover the sports necessities, such as: hydration, meals, sports uniforms, rewards, transportation, among others.





#### 4.12. Volunteering

Volunteers are the soul of the organizational workforce, the volunteers will be selected from the local area and from the National Handball Federation, distributed as follows:

Function	Number	Origin
Venue volunteers	8	Local
Teams comfort volunteers	8	Local/organization
Statistics and transmission volunteers	4	organization
Protocol Guest - VIP volunteers	4	Local/organization

#### 4.13. Draw and fixture

The Draw will be held and transmitted one week before the beginning of the championship, following the IHF expectations.

**The play system is established by COSCABAL, according the number of teams:**

Up to 6 team per gender, round robin

More than 6 teams, two groups in a round robin will be organized

Planning on 16 TEAMS, 8 Female, 8 Male, the fixture proposal will be:

**BEACH HANDBALL CHAMPIONSHIP, COSTA DEL SOL 2024**

MALE		FEMALE
TEAM 1		TEAM 1
TEAM 2		TEAM 2
TEAM 3		TEAM 3
TEAM 4		TEAM 4
TEAM 5		TEAM 5
TEAM 6		TEAM 6
TEAM 7		TEAM 7
TEAM 8		TEAM 8

DAY 1 - COURT 1							
No. game	Time	Team	Vrs.	Team	Gender	Group	Court
<b>9:00AM OPENING</b>							
1	9:50AM	TEAM 1	Vrs.	TEAM 4	FEMALE	G1	Main court
2	10:40AM	TEAM 1	Vrs.	TEAM 4	MALE	G1	Main court
<b>BREAK</b>							
3	3:00PM	TEAM 2	Vrs.	TEAM 3	MALE	G2	Main court
4	3:50PM	TEAM 2	Vrs.	TEAM 3	FEMALE	G2	Main court
	4:40PM		Vrs.				Main court
5	5:30PM	TEAM 1	Vrs.	TEAM 3	MALE	G1	Main court
6	6:20PM	TEAM 1	Vrs.	TEAM 3	MALE	G2	Main court
DAY 1 COURT 2							
No. game	Time	Team	Vrs.	Team	Gender	Group	Court
7	9:50AM	TEAM 1	Vrs.	TEAM 4	FEMALE	G2	Main court
8	10:40AM	TEAM 1	Vrs.	TEAM 4	MALE	G2	Main court
<b>BREAK</b>							
9	3:00PM	TEAM 2	Vrs.	TEAM 3	MALE	G1	Main court
10	3:50PM	TEAM 2	Vrs.	TEAM 3	FEMALE	G1	Main court

**BEACH HANDBALL CHAMPIONSHIP, COSTA DEL SOL 2024****DAY 2 COURT 1**

No Juego	Hora	Equipo	Vrs.	Equipo	Categ.	Group	Cancha
11	9:00 AM	TEAM 1		TEAM 3	FEMALE	G1	
12	9:50AM	TEAM 1		TEAM 3	FEMALE	G2	
	10:40AM						
<b>BREAK</b>							
13	3:00PM	TEAM 1		TEAM 2	MALE	G2	
14	3:50PM	TEAM 4		TEAM 2	FEMALE	G1	
	4:40PM						
15	5:30PM	TEAM 3		TEAM 4	MALE	G1	
16	6:20PM	TEAM 4		TEAM 2	FEMALE	G2	

**DAY 2 COURT 2**

No Juego	Hora	Equipo	Vrs.	Equipo	Categ.	Group	Cancha
17	9:00 AM	TEAM 4		TEAM 2	MALE	G1	
18	9:50AM	TEAM 4		TEAM 2	MALE	G2	
	10:40AM						
<b>BREAK</b>							
19	3:00PM	TEAM 1		TEAM 2	MALE	G1	
20	3:50PM	TEAM 1		TEAM 2	FEMALE	G2	
	4:40PM						
21	5:30PM	TEAM 3		TEAM 4	MALE	G2	
22	6:20PM	TEAM 1		TEAM 2	FEMALE	G1	

**BEACH HANDBALL CHAMPIONSHIP, COSTA DEL SOL 2024****DAY 3 COURT 1**

No Juego	Hora	Equipo	Vrs.	Equipo	Categ.	Group	Cancha
23	9:00 AM	TEAM 3		TEAM 4	FEMALE	G1	
24	9:50AM	TEAM 3		TEAM 4	FEMALE	G2	



25	10:40AM	1ST G1		2ND G2	MALE	QUA. FIN	
<b>BREAK</b>							
26	3:00PM	1STG2		2ND G1	MALE	QUA. FIN	
27	3:50PM	1ST G1		2ND G2	FEMALE	QUA. FIN	
28	4:40PM	1ST G2		2ND G1	FEMALE	QUA. FIN	
29	5:30PM	3RD G1		4TH G2	MALE	QUA. FIN	
30	6:20PM	3RD G3		4TH G1	MALE	QUA. FIN	

<b>DAY 3 COURT 2</b>							
No Juego	Hora	Equipo	Vrs.	Equipo	Categ.	Group	Cancha
31	3:00PM	5TH G1		6TH G2	MALE	5TH-6TH	
32	3:50PM	5THG2		6THG1	MALE	5TH-6TH	
	4:40PM						
33	5:30PM	3RD G1		4TH G2	FEMALE	QUA. FIN	
34	6:20PM	3RD G2		4TH G1	FEMALE	QUA. FIN	

### BEACH HANDBALL CHAMPIONSHIP, COSTA DEL SOL 2024

<b>DAY 4 COURT 1</b>							
No Juego	Hora	Equipo	Vrs.	Equipo	Categ.	Group	Cancha
35	9:00 AM	5TH G1		6TH G2	FEMALE	5TH-6TH	
36	9:50AM	5THG2		6THG1	FEMALE	5TH-6TH	
37	10:40AM	7TH G2		8TH G1	FEMALE	7TH- 8TH	
<b>BREAK</b>							
41	3:00PM	WINNER #25		WINNER #29	MALE	SEMIFINAL	
42	3:50PM	WINNER #26		WINNER #30	MALE	SEMIFINAL	
43	4:40PM	WINNER #27		WINNER # 33	FEMALE	SEMIFINAL	
44	5:30PM	WINNER #28		WINNER # 34	FEMALE	SEMIFINAL	
45	6:20PM	WINNER # 35		WINNER #36	FEMALE	5TH - 6TH	

**DAY 4 COURT 2**

No Juego	Hora	Equipo	Vrs.	Equipo	Categ.	Group	Cancha
38	9:00 AM	7TH G1		8TH G2	MALE	7TH- 8TH	
39	9:50AM	7TH G2		8TH G1	MALE	7TH- 8TH	
40	10:40AM	7TH G1		8TH G2	FEMALE	7TH- 8TH	
<b>BREAK</b>							
46	3:50PM	WINNER # 38		WINNER # 39	MALE	7TH- 8TH	
47	4:40PM	WINNER # 37		WINNER #40	FEMALE	7TH- 8TH	
48	5:30PM	WINNER # 31		WINNER # 32	MALE	5TH-6TH	

**BEACH HANDBALL CHAMPIONSHIP, COSTA DEL SOL 2024****DAY 5 COURT 1**

No Juego	Hora	Equipo	Vrs.	Equipo	Categ.	Group	Cancha
49	9:00 AM	LOSER #41		LOSER #42	MALE	3RD-4TH	
50	9:50AM	LOSER #43		LOSER #44	FEMALE	3RD-4TH	
<b>BREAK</b>							
	3:00PM						
55	3:50PM	WINNER #41		WINNER #42	MALE	1ST- 2ND	
56	4:40PM	WINNER #43		WINNER #44	FEMALE	1ST-2ND	
	5:30PM	<b>CLOSING CEREMONY</b>					

**DAY 5 COURT 2**

No Juego	Hora	Equipo	Vrs.	Equipo	Categ.	Group	Cancha
51	9:00 AM	LOSER # 38		LOSER # 39	MALE	7TH- 8TH	
52	9:50AM	LOSER # 37		LOSER #40	FEMALE	7TH- 8TH	
53	10:40AM	LOSER # 31		LOSER # 32	MALE	5TH-6TH	
<b>BREAK</b>							
54	3:00PM	LOSER # 35		LOSER #36	FEMALE	5TH - 6TH	



## **4.14. CULTURAL - OPENING AND CLOSING -PROTOCOL**

### **OPENING CEREMONY**

The opening ceremony will be in court 1 at 9:00am the first day. Authorities, organizers, schools that are part of the program will be invited.

The program will be followed as it is suggested in the Beach Handball from A - Z magazine, for a major beach handball competition, which is focused on the program and entertainment to start with a friendly environment and fun.

The proposed agenda that will last 30 minutes, is the following:

- Parade and entrance
- Presentation of the countries
- Local national anthem and flag raise
- Athletes' oath by a national selected athlete
- Technical official oath
- Speech by a representative from the organizers
- Speech by the IHF/COSCABAL representative
- Entertainment program
- Groups exit

### **AWARD CEREMONY**

The closing ceremony will take place right after the final game in the main court

- 16 medals per 2nd and 3rd place teams will be provided1 trophy to the 1st place
- Certificates and gifts for the All-Star team. MVP, and coaches

The program is the following:

- Announcement of the dignitaries while entering to the rewarding area
- Presentation of the trophy for the champion
- The third place is announced and medals handled
- The second place is announced and medals handled
- The first place is announced, medals handled and the trophy is given by the IHF/COSABAL president
- National anthem of the champion is played, while the 3 flags of the awarded teams are raised
- Closing



## **IV. 14 – ACCREDITATION**

Accreditation will be provided to all participants, staff, volunteers, organizing committee, technical members as well as special guests. The accreditation according to the IHF manual for organizing youth event, should be given to:

- a) Teams (players, team officials, etc.)
- b) Organizing Committee: Local and COSCABAL
- c) Media (all forms of media) - need to apply in advance for media credentials
- d) Volunteers (team guides, entertainment, transportation, etc.)
- e) Officials (representatives, technical delegates, referees, etc.)
- f) Sponsors/partners
- g) VIPs (e.g. guests of the IHF/COSCABAL President, guests of sponsors, etc.)
- h) Medical and security staff
- i) Statistics staff/ animation staff

According to the accreditation, participants will have access to different areas, such as:

All Area/All Access

Field of Play (FOP)

VIP

Media

There will be an accreditation center, located at the hotel where the athletes, coaches, delegation will be received.

Local staff and organizers should get accreditations before the arrival of the delegations.

Media will be accredited the same day of the draw.

## **IV.15 Wrap up and evaluation**

Assessment of the process will be done prior to the event and during the event to ensure the planned activities and goals are achieved. After the event, an evaluation report will be made to find out the success and the failures through a Debriefing method to assess what happened, if the objectives were reached, and what did we learn? Also important to measure is the satisfaction of our stakeholders. This debriefing will be made through:

- Satisfaction surveys to the participants
- SWOT by the organizing committee, including the volunteers



- Satisfaction brief interviews with the external stakeholders. Accompanied by thank you letter and a token from the event
- Financial analysis will be included to inform the stakeholders and to ensure the numbers and possible profit to invest in the continuity of the development of beach handball in El Salvador

The report will include what would be the next steps to ensure the legacy of the event.

## 5. RISK MANAGEMENT

Even though the event is planned, and the organizational aspects have been included, it is important to consider the risk probabilities and plan accordingly.

All the possible risk about this event are being classified in the following chart

Potential risks	Probability of occurrence	Strategies to reduce the risk
Pandemic issues	Medium	<ul style="list-style-type: none"> <li>- Monitor by planning meetings about the migration conditions, cases and restrictions in the host and participant countries.</li> <li>- Testing upon arrival will be made to every participant</li> </ul>
Positive covid cases during competition	High	<ul style="list-style-type: none"> <li>- Setting clear protocols, having a medical staff to ensure test, protocols, covid insurance for all participants</li> </ul>
Medical emergencies and injuries	Low- medium	<ul style="list-style-type: none"> <li>- Having medical staff on the playing venues</li> <li>- Having an ambulance on-site in the playing venue to transport an athlete if necessary</li> <li>- Having a doctor on duty on at the hotels, as part of the volunteers</li> <li>- Prepare the ambulance to be on call and prepare a hospital to attend competition emergencies</li> <li>- Athletes insurance will be required to all participants</li> </ul>
Security during transportation	Medium	<ul style="list-style-type: none"> <li>- Work with the Tourism Police to provide security from the airport back and forth</li> </ul>
Fans under alcohol/drugs influence, misbehavior	Medium	<ul style="list-style-type: none"> <li>- Hire staff to control crowd and handle situations, also the tourism police will be around the venues</li> <li>- No alcohol will be sold within the venue</li> </ul>
Human resources, insufficient staff	Low- medium	<ul style="list-style-type: none"> <li>- Ensure staff who can move to the beach before-during and wrapping up - Train the staff according to their function.</li> </ul>





		In case of flight delay, have a backup plan to distribute games in a 3rd court to avoid delaying the calendar
Legacy and media cover	Low- medium	Since the purpose is to boost beach handball in ESA, the legacy would be impacted positive or negative according to the success organization of the event, and media contributes to boost this sense of pride or shame regarding results
Weather problems: rain, hurricane	Low	El Salvador, usually is not hit by hurricanes. Tropical storms are more likely, but this is not a rainy season, the risk is low. Games can be played in the rain. There will be canopies in the public area to protect from sun or rain.
Earthquake	Low – medium	If there is a potential risk of a tremor, the OC must warn the participants. In case of a big tremor in the venue, announcements of the evaluation should be told during the games as part of the protocol, also signs posting evacuation routes. - There will be emergency stations to control any health issues - If necessary, the evacuation of participants from the country: there will be direct connection with the borders to facilitate it through the Ministry of tourism and borders - The international airport is also near to make this process fast.
Electrical problems	Medium	Look for a generator and electricity sponsor
Terrorism	Low	Security checks will be set up at public entrances. No guns will be allowed at the venues. At the hotels there is regular control, but it will be reinforced

### Toleration assessment of the risk

Low risk	Medium risk	High risk
Consider it and control looking for improving	Take measures to control the risk	Immediate intervention, not tolerable

*Assessing model taking the example of the World Champion organizing committee (Bebetsos, 2012, p. 82)*

## 6. FINANCE

The financial plan is based on the incomes that the participant fees will generate, the economic support from the sport's national organizations, local government, sponsors, and tickets.

The profit generated will be invested in the continuity of the beach handball development plan. Refer to **Appendix 2 for budget justification**.

The expected incomes and sources:

<i>Participant fee paid</i>	\$73,440.00
<i>Referees and delegates Fee from IHF-COSCABAL*</i>	\$6,480.00
<i>Team registration fee</i>	\$13,600.00
<i>Ministry of sports - annual budget</i>	\$10,000.00
<i>NOC support</i>	\$10,000.00
<i>IHF support</i>	\$10,000.00
<i>Local government and Sponsors</i>	\$8,000.00
<i>Estimated ticketing, souvenirs sales , TV subscriptions projections</i>	\$3,000.00
<b>TOTAL</b>	<b>\$141,640.00</b>

- Provided by IHF and invested to them directly

The expected income and its resources are: \$141,640.00, however; based the marketing campaign and volunteering this income could be higher.

The budget to cover all the organize the event is: \$ 130,570.00

ITEM	BUDGET
HOTEL COST for all participants	\$ 44,640.00
FOOD PROVISION for all participants	\$ 18,720.00
ATHLETES, STAFF TRANSPORTATION	\$ 12,200.00
LOGISTICS: medical, hydration, internet, trophies, medals, Full detailed in appendix 2	\$ 18,130.00
FLIGHT TICKETS TO REFEREES-DELEGATES	\$ 9,000.00
MATERIAL TRANSPORTATION	\$ 2,000.00
COURT ADECUATIONS: changing rooms, court marking for 3 courts.	\$ 3,000.00
MEETING SPACES	\$ 2,000.00
MUSIC ANIMATION	\$ 2,000.00
PUBLICITY AND TRANSMISSION	\$ 3,000.00
REFEREES - DELEGATES PAYMENT	\$ 5,600.00
VOLUNTARIES - HOSTING-COST	\$ 4,340.00
SECURITY	\$ 2,500.00
MEDICAL SERVICES	\$ 1,500.00
UNFORESEEN	\$ 3,000.00
	<b>\$ 131,630.00</b>

For more details, see **appendix 2**

### Economic impact and community support

The relationship between incomes and expenses is positive, even though there are aspects that have been considered as part of the budget but that might be covered in total or partial through sponsorship. Also, the budget might be reduced by volunteering.



A big challenge to face is the low knowledge that nowadays local people or interested people have about beach handball, so the campaign prior to the event should be crucial to have good ticketing and selling's of food, drinks and souvenirs.

The feasibility of the project is positive due to the revenues vs. incomes that will come from the participants that will cover 70% of the cost of the event.

The impact that will have on the local community will be the involvement on the direct preparation and its participation on the event in the different roles that are being considered. After the event there will be trained human resources that can develop their own competitions, as well as strengthen the local development.

According to the plans there will be an estimate of \$10,010.00 that will be used to continue the development plan on the Costa del sol development beach handball program as well as impact La Libertad and other coast areas of El Salvador.

## **7. SUSTAINABILITY AND LEGACY: DEVELOPMENT PROGRAM FOR THE LOCAL COAST AREAS**

There have been two attempts to develop beach handball in El Salvador, the first one was in early 2000 when it was played in the capital of San Salvador, where indoor players had a season of beach handball. At that time there were few referees and one coach. Since then, a traditional beach handball short tournament has been held every year in San Salvador.

Between 2019 and 2020 another attempt has been started where new coaches and referees have been trained and a commission has been formed to start the development of handball at the school level and directed to the coastal areas.

Currently a plan along with the Ministry of Education and the Ministry of Sports is running to promote beach handball in two areas of the coast and develop beach handball at the grassroots area through a talent development program. The plan strategies include:

- Physical education training to teach beach handball in schools, in two departments: La Libertad and La Paz
- 10 schools are selected to develop beach handball within their schools, 5 schools per department
- Local tournaments are held in 2 categories: Under 12 and under 15 boys and girls
- Talent scouting and training schools per area are being prepared.
- Selection process of athletes to be part of the youth national teams
- Coaches and referee training is planned to strengthen the knowledge and local development

Beneficiaries:

- 6 Beach handball coaches/referees in charge of the education
- 40 PE teachers
- 10 PE teachers of the schools that are part of the plan
- 2 monitors per area
- 200 children young players practicing handball constantly
- 2000 students who will be introduced to beach handball

#### Resources:

- Salvadoran Handball Federation
- Ministry of sports of El Salvador
- Ministry of Education of El Salvador
- 2 Local governments
- International Handball Federation who is providing the material to develop, as well as coaches and referees training
- COSCABAL who is providing coaches/referees training

Promoting the sport and leaving a legacy is essential for this project. For that reason, the development plan will be part of the preparation and presentation of the Bid.

Preparing local schools and involving local communities in the process will ensure that after the event more children who were exposed to the games will have interest to play and enroll in the beach handball schools. Also, local coaches and teachers will be trained to continue with the program, and they will be ready to continue with the development plan. This opportunity will create a positive social impact into the communities and will bring local development and aspirations, as well as education. Continued education will be a key component of this project, prior to the event, training local people for the event and after the event to ensure the sustainability of the project.

The schools that are taking part of the development program will be invited to watch the games, transportation, and special free of charge seats will be reserved for the students to attend the games. Also, after the game schools will be able to meet with the players to share experiences.

It is important to mention that the profits that this activity leaves to El Salvador, will be invested in the continuity of the development program and the establishment of the Salvadoran Beach Handball league.

#### **Sustainability is being consider due to the following strategies and actions:**

- The facilities are being reused and accommodated to host the activity, being a potential opportunity to continue sharing them to develop beach sports.
- The sports equipment: balls, goals, field marking, will be re-used and distributed after the event within the different schools and local leagues that practice beach handball.



Olympic Solidarity



- Catering will be served in washable dishes to avoid disposable material
- Beach cleaning trails will be organized by the hosting hotel around Costa del Sol beach during the competition for participants and public.
- Local handmade souvenirs will be exhibited by local handcrafted vendors in the official venue.

## VII. RESULTS

**1. THE BID.** *The bid is the main result of the research, since the investigation led to the preparation of the bid and secure appropriate support to host a youth beach handball event in El Salvador to promote the development of beach handball in the Salvadorian Coast.*

***The bid was built with the criteria's found through the research to fulfill the expectations of a classificatory competition, to be hosted in 2024 in El Salvador.*** The research conducted included revision of a considerable literature of how to organize sports events and more specific revision of Manuals about organizing beach handball events, from different sources and from the organizations that regulates beach handball around the world, also interviews with beach handball professionals and authorities with previous experiences organizing beach handball large or worldwide events, were conducted.

**2. The project was presented to Ministry of Sports (Instituto Nacional de los Deportes – INDES).**

As it was stated in the research, securing the appropriate support for the Bid is important. Therefore, the project of the Bid was presented to the Ministry of Sports -INDES- on June 24<sup>th</sup>, specifically to the technical and legal department. The project was well received, and they showed interest in supporting it from the point of view of developing beach handball within El Salvador. The feasibility of the project was also analyzed to set clear support to submit the Bid. The results of the meeting are summarized below.

Analyze	Suggestions
<b>Feasibility review:</b> the logistics, transportation, venue, hotels, budget, incomes, expenses were reviewed to assess the real possibilities to organize the event.	<ul style="list-style-type: none"> <li>- To inflate the cost to consider the increase of prices in 2024. (From 15% to 30%)</li> <li>- The venue managing organization was clarified: The Ministry of Tourism.</li> </ul>
<b>Development plan review:</b> it was presented to assess the impact of the event as far as its legacy. Also, the performance projections on the field	<ul style="list-style-type: none"> <li>- The Ministry of Sport agreed to support the preparation of a youth</li> </ul>





<p>were analyzed, to prepare our national youth team.</p>	<p>team for this event including a budget to support training.</p>
<p><b>Legal aspects:</b> support between organizations were analyzed to facilitate entry to the country and to have the support of the Tourism ministry.</p> <p>Also, the dates and the international requirements to present the Bid were analyzed.</p>	<ul style="list-style-type: none"> <li>- The deadlines to present the bid were clarified and settled down</li> <li>- To find out if there is a fee to present the Bid and penalties. This one was clarified with COSABAL who set that there <u>is no fee to present the Bid</u>, but once it is granted the country has the obligation to organize the event, there is penalty defined by the Executive, if the country drops off.</li> <li>- The Ministry of Sport will ask the Ministry of Tourism to support the event to reduce the cost of utilizing the venues which are currently under the Ministry of Tourism.</li> </ul>
<p><b>Benefits and goals:</b> INDES support to host big sports events in El Salvador; because of that this project was welcomed and according to their experience in organizing international events, they made some suggestions regarding sustainability to the project.</p>	<ul style="list-style-type: none"> <li>- Focus on legacy, which is well defined on the sports development.</li> <li>- To set interaction between the participants and the schools who will be supporting the games.</li> <li>- Make it a friendly environmental competition: cleaning conscious campaign, not using plastics, etc. These aspects were integrated in the Bid.</li> </ul>
<p><b>Conclusions:</b></p> <p>After the meeting to present the project, it was suggested to present a letter asking for the endorsement of the Ministry of Sports (INDES) for this championship, specifying the support required, which can be summarized as follows (<b>appendix #3 - letters</b>)</p>	



- a) Managing directly the support of the Ministry of Tourism for the loan of the Beach football field at Costa del Sol, 5 days previous to the event and for the event.
- b) Coordinate with Immigration department “Dirección de Migración y Extranjería” the entry of the delegations to the country
- c) Coordinate with the Police of tourism department, the security of the event.
- d) To get as part of the annual budget of 2024, \$10,000.00 for the event.
- e) To support with their communications department who will develop an advertising campaign for the championship.

The specific request letter was presented on June 30<sup>th</sup>, an update was given by the technical department and the feasibility was positive.

### ***3. The project was presented to the National Olympic Committee ( Comité Olímpico de El Salvador – COES).***

As it was stated in the research, securing the appropriate support for the Bid is important thus the Bid was presented to the National Olympic Committee Board - COES- on July 26<sup>th</sup>. The Olympic committee was very supportive and open to endorse the Bid as well as to support the development project and to ensure the preparation of the National Youth Salvadoran Teams for the competition.

The results are summited as follows:

Analyze	Suggestions
<b>Feasibility review:</b> the logistics, transportation, venue, hotels, budget, incomes, expenses were reviewed to assess the real possibilities to organize the event.	<ul style="list-style-type: none"> <li>- To look for Airbnb support, since they are partners of the COI to get some benefits on hosting participants or delegates for the event.</li> <li>- To get support from the National Olympic committee sponsors, to reduce the cost impact.</li> </ul>



<p><b>Development plan review and National team's preparation:</b> it was presented to assess the impact of the event, that is looking for legacy. The advances on development were revised, also the projections in the upcoming year, regarding planning and the preparation of the national handball team.</p>	<ul style="list-style-type: none"> <li>- The Olympic committee agreed to support the National preparation of teams, through implementing a specific plan to bring international coaches to train the athletes and Salvadoran coaches.</li> </ul>
<p><b>Communications and image strategy.</b> The strategies were reviewed and the suggestions to integrated to the bid was given.</p>	<ul style="list-style-type: none"> <li>- The CON communication department will produce a video to present along with the Bid document, highlighting El Salvador, advantages, sports, and tourism.</li> </ul>
<p><b>Organization:</b> to fully support the presentation of the Bid, the National Olympic Committee asked to be part of the Organizing committee.</p>	<ul style="list-style-type: none"> <li>- To ensure the planning and fully support in the logistics, communications, image and other aspects of the event, a person from the CON was designated to become part of the organizing committee.</li> </ul>
<p><b>Conclusions:</b></p> <p>After the meeting to present the project, the National Olympic Committee – COES- through its president offered full support for this project. After the presentation, a letter of endorsement was presented. <b>(Appendix #3 - letters)</b> Which include the following requests:</p> <ul style="list-style-type: none"> <li>a) Logistical support: transportation, canopies, sounds system and other resources that the Olympic Committee can provide for the event.</li> <li>b) Support for advertising campaign of the event with the communications department.</li> <li>c) Educational support in the development program in La Libertad and La Paz,</li> </ul>	



- d) Financial support of \$10,000.00 for the event in 2024, either directly, through a specific project management or sponsor's aid.

According to the NOC the letter of the endorsement is being prepared and then it will be issued to our national Federation.

***4. A visit on site to the Football Stadium accompanied by the Ministry of Tourism representative was organized.***

The Ministry of sports – INDES – connected our National Federation with the Ministry of Tourism, to organize and on-site visit to the “Parque Recreativo Costa del Sol”, who are the managers of the Costa del Sol Stadium. The inspection was very positive, and a technical report was presented to INDES in order to confirm the good conditions of the venue to host the event, regarding the: beach court conditions, changing rooms, mixed area, teams, public, press, canteen areas, parking, accessibility.

***5. The research demonstrated that there is not an official IF Beach Handball Manual to organize beach handball world championship of classificatory events, as part of the Competitions Regulations Documents.***

The IHF statutes and regulations are not including beach handball official manuals. There is one magazine produced in 2012 that is used as a reference to organize these kinds of events. The IHF should produce a beach handball event manual.

***6. The development component of the Bid has been essential and will impact the Central America area.***

The Bid was conceived as a strategy for boosting the development of beach handball in El Salvador, therefore the sports organizations within El Salvador are embracing the project due to this strategy and it has been considered very important to endorse the Bid, as it was settled in the results of the project presentation.

This goal will be highlighted to grant the event to the South and Central America Confederation and the International Handball Federation that has interest in the development of beach handball in the region.

Historically, the countries of Central America have not participated at international beach handball competitions, therefore bringing this event to the region will be an opportunity to the Central American countries to prepare and develop Beach Handball. This fact is a potential factor to get support from the international organizations due to the interest in beach handball development.

**VIII. RECOMMENDATIONS**

Priority	Recommendation	Actions	Lead	Resources	Timescales	Critical success factors
1	<b>Submit the Bid to COSCABAL and IHF</b>	Present the Bid along with the endorsement's letters to COSCABAL and IHF	National Handball Federation: Federación Salvadoreña de Balonmano	-The bid  -The endorsement letters, from: COES INDES National Federation	The bid will be submitted in November 2022 A year before the period that IHF gives for the classificatory youth tournaments  The endorsement, should be gotten prior the Bid submitting date.	The bid document complete.  The video to promote El Salvador as hosting country  The endorsing letter from; NOC, INDES, NF.



2	<b>Secure sponsors for the <i>Beach Handball SC America Junior Championship 2024, Costa del Sol, El Salvador</i>. by creating a marketing plan for the event.</b>	Create a plan to connect with sponsors, using value proposition canvas model.	Organizing committee and the National Federation	Value proposition for every potential sponsor for the event by:  -Analyzing and connecting the companies - Presenting a suitable proposal for each company.	For the event: September 2022 – November 2023	Create a value proposition and get at least 6 sponsors for the <b><i>Beach Handball SC America Junior Championship 2024, Costa del Sol, El Salvador</i></b> – hydration, awards, insurance, catering, event transmission, etc.
3	<b>To recommend IHF the creation of an official manual to be part of the IHF Bid and event manuals for hosting international events.</b>	Send or present a letter to IHF and COSCABAL and share the research findings	Ana Cecilia Hernández – researcher	Email contact with IHF and COSCABAL  Email to the Chairperson of the IHF Beach Handball working group: Giampiero Masi	September 2022	Create a letter and a detailed report about the research findings.



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# APPENDIX

**APPENDIX 1**

<b>Beach Handball venue inspection form</b>		
<b>Technical Delegate:</b>		<b>Event</b>
<b>Venue:</b>		<b>Event period:</b>
<b>Part 1: field of play (FOP)</b>		<b>Comments</b>
Court size (27m x 12m)		
Field of play (33m x 18m), free of objects		
Distance from sideline to spectators (2m minimum)		
BAS tables (0.7m x 3m approx. 0.5cm high podium, chairs, sun protections, etc)		
BAS equipment (power, PCs, cables, network, etc)		
Goals, nets, stopping nets, lines		
Electronic scoreboards		
Reserve clocks		
Official tables (0.7m x 3m. approx. 0.5 high podium, chairs, sun protection)		
Official table equipment (reserve clock, TTO, cards, whistles, etc)		
Lighting (800 lux min)		
Advertising boards, event banners		
Sand layering and watering equipment		
Court assistants		
<b>Part 2: Venue Issues</b>		<b>Comments</b>
Access point, entrances (spectators, teams, officials, media)		
Teams and TOs Changing rooms, shower, Wcs		
Doping control room, medical facilities, respective personnel		



Public WCs		
Event production/sport presentation booth and audio equipment		
VIP area (accredited seating, lounge)		
Spectator grand stands (number, quality, concession, area)		
Sports information desk		
Athletes lounge		
TOs and media lounge		
Emergency exits and procedures		
Merchandising store - Sponsor village		
Ticketing (sales points, sales)		
Accreditation point		
Parking area		
OB van space		
Generators		
Flagpoles		
Announcement boards		
IHF working area & facilities (desk, chairs, shelves, cabinets, fax, telephone, PC, photocopies, internet)		
Storage areas		
Maintenance personnel, equipment		
Security/police office, security checkpoint		
Overall cleanliness		
<b>Part 3: Media services and IT</b>		<b>Comments</b>
Media accredited seating		



Work room & facilities (desk, chairs, fax, telephone, PC, photocopier, internet)		
Wifi (public, media)		
Media lounge		
TV camera & commentary positions		
Mixed zone		
Internet live streaming		
Photographer's zones		
<b>Inspection date:</b>		<b>Technical delegate's signature</b>

## APPENDIX 2

### DETAILED BUDGET

#### INCOMES

PARTICIPANTS INCOME					
GROUP	NUMBER OF PARTICI	INCOME	DAYS	DAILY FEE	TOTAL
ATHLETES	160	\$60.00	6	\$360.00	\$57,600.00
COACHES	32	\$60.00	6	\$360.00	\$11,520.00
DELEGATES	12	\$60.00	6	\$360.00	\$4,320.00
	204				<b>\$73,440.00</b>
TEAMS REGISTRATION	16	\$850.00		\$13,600.00	<b>\$13,600.00</b>
REFEREES	12	\$60.00	6	\$360.00	\$4,320.00
THECNICAL DELEGATES	4	\$60.00	6	\$360.00	\$1,440.00
IHF DELAGATE	2	\$60.00	6	\$360.00	\$720.00
	18				<b>\$6,480.00</b>
				<b>TOTAL</b>	<b>\$93,520.00</b>

PROJECTED BUDGET					
ITEM	PARTICIPANT	IND. COST	DAYS	TOTAL DAYS	TOTAL
PARTICIPANTS DAILY FEE	200	\$60.00	6	\$12,000.00	\$73,440.00
REFEREES - DELEGATES (IHF - COSCABAL)	18	\$60.00	6	\$1,080.00	\$13,600.00
TEAM REGISTRATION FEE	16	\$850.00	16	\$13,600.00	\$13,600.00
MINISTRY OF SPORTS SUPPORT (ANNUAL BUDGET)					\$10,000.00
NOC SUPPORT					\$10,000.00
IHF SUPPORT					\$10,000.00
LOCAL GOVERNMENT & SPONSORS					\$8,000.00
TICKETING AND SOUVENIR SALES					\$3,000.00
					<b>\$141,640.00</b>

**EXPENSES**

HOTEL COST						
PLAZA HOTELS AND SUITS	BASED ON 16 TEAMS	16	# ROOMS	COST PER ROOM	DAILY COST	TOTAL COST (6 days)
ROOMS PER TEAM	160	2 Triples, 1 doble	32	\$90.00	\$2,880.00	\$17,280.00
ROOMS PER TEAM			16	\$90.00	\$1,440.00	\$8,640.00
COACHES	32	Hab dobles	16	\$80.00	\$1,280.00	\$7,680.00
DELEGATES	8	Hab dobles	4	\$80.00	\$320.00	\$1,920.00
DELEGATES	4	Hab. sencillas	4	\$80.00	\$320.00	\$1,920.00
						\$37,440.00
REFEREES	12	dobles	6	\$80.00	\$480.00	\$2,880.00
THECNICAL DELEGATES (7 days)	4	sencilla	4	\$80.00	\$320.00	\$2,240.00
IHF DELAGATE	2	sencilla	2	\$80.00	\$160.00	\$960.00
						\$6,080.00
FESBAL -San Salvador (7days)	12	doble	2	\$80.00	\$160.00	\$1,120.00
						\$44,640.00

PARTICIPANTS CATERING									TOTAL TOURNAM
TEAMS	16	BREAKFAST /INCLUDED	LUNCH X 6D	COST	TOTAL LUNCH	DINNER X 6D	COST	TOTAL	
ATHLETES	160	960	960	\$6.00	\$5,760.00	960	\$6.00	\$5,760.00	
COACHES	36	216	216	\$6.00	\$1,296.00	216	\$6.00	\$1,296.00	
PRESIDENTS	4	24	24	\$6.00	\$144.00	24	\$6.00	\$144.00	
					\$7,200.00			\$7,200.00	\$14,400.00
REFEREES	12	72	72	\$8.00	\$576.00	72	\$8.00	\$576.00	
THECNICAL DELEGATE	4	24	24	\$8.00	\$192.00	24	\$8.00	\$192.00	
IHF DELAGATE	2	12	12	\$8.00	\$96.00	12	\$8.00	\$96.00	
			0	\$8.00	\$0.00	0	\$8.00	\$0.00	
FESBAL	12	72	72	\$8.00	\$576.00	72	\$8.00	\$576.00	
					\$1,440.00			\$1,440.00	\$2,880.00
			ALMUERZO X 5D			CENA X 5D			
FESBAL VOLUNTARIOS	24		120	\$6.00	\$720.00	120	\$6.00	\$720.00	
					\$720.00			\$720.00	\$1,440.00
									\$18,720.00

TRANSPORTATION					
BUS	QUANTITY	DAILY COST	TOTAL DAILY COST	DAYS OF USE	TOTAL DIA
COASTER FOR TEAMS	6	\$200	\$1,200	7	\$8,400.00
COASTER airport support	4	\$300	\$1,200	2	\$2,400.00
PEQ./MICRO, Referees & delegates	2	\$100	\$200	7	\$1,400.00
					\$12,200.00

**LOGISTICS**

ITEM	CANTIDAD	COSTO U	GROUP COST	TOTAL 7 DAYS
INSURANCE FOR SALVADOREAN ATHLETES	70	\$3.50	\$245.00	\$1,225.00
AMBULANCE FEE	5	\$100.00	\$500.00	\$500.00
MEDICINE	2	\$200.00	\$400.00	\$400.00
HYDRATATION	5	\$200.00	\$1,000.00	\$5,000.00
VENUE ADECUATIONS	1		\$5,000.00	\$5,000.00
VOLUNTARIES T-SHIRTS	40	\$8.00	\$320.00	\$640.00
FLAGS	7	\$40.00	\$280.00	\$280.00
WATER EXTRA PROVISION	5	\$50.00	\$250.00	\$250.00
CLEANING DAILY FEE	2	\$110.00	\$220.00	\$220.00
CLEANING TOOLS AND CONSUMABLES			\$400.00	\$400.00
INTERNET				\$1,000.00
OFFICE MATERIAL			\$200.00	\$200.00
SCORE SCREEN			\$800.00	\$800.00
VIP SNACKS	5	\$50.00	\$250.00	\$250.00
TROPHIES	2	\$50.00	\$100.00	\$100.00
MEDALS	120	\$7.00	\$840.00	\$840.00
BANNERS			\$500.00	\$500.00
PHOTOGRAPHERS	2	\$175.00	\$350.00	\$350.00
ESTADISTICAS	1	\$175.00	\$175.00	\$175.00
				<b>\$18,130.00</b>

**HUMAN RESOURCES**

FUNCTION	CUANTITY	COST D	DAYS	TOTAL
REFEREES	12	\$50.00	7	\$4,200.00
TECHNICAL DELEGATE	4	\$50.00	7	\$1,400.00
IHF DELEGATE	2	\$50.00		
				<b>\$5,600.00</b>
FESBAL -ORGANIZING COMMITTEE	30			
PLANILLEROS	4	\$20.00	7	\$560.00
EVENT MANAGER	1	\$30.00	7	\$210.00
TECHNICAL COORDINATOR	1	\$30.00	7	\$210.00
VOLUNTARIES	24	\$20.00	7	\$3,360.00
				<b>\$4,340.00</b>





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## **APPENDIX 3**


### **Letters**



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## Letter # 1: directed to INDES to present the project



Federación Salvadoreña de  
Balonmano



San Salvador, 16 de junio 2022



Licenciado:  
**Yamil Bukele**  
Presidente  
INDES  
Presente

Reciba un saludo deportivo y mis mejores deseos de éxitos en sus gestiones.

En esta ocasión, atentamente le solicito a la brevedad posible, me conceda una reunión para poder presentarle el proyecto: *candidatura para organizar un evento Juvenil de balonmano de playa en El Salvador, para promover el desarrollo del balonmano de playa en la costa salvadoreña*

**CLASIFICATORIO A MUNDIAL JUVENIL BALONMANO PLAYA, COSTA DEL SOL 2024**


Parte de los objetivos de esta candidatura es la sostenibilidad y el legado para fortalecer el desarrollo en zona costera de La Libertad y La Paz a través de la práctica del deporte en la localidad, siendo extensible a toda la zona costera de El Salvador.

El apoyo de INDES será fundamental para presentar y ganar la candidatura a la Federación Internacional.

Quedo agradecida y atenta a su respuesta.

Atentamente,

Ana Cecilia Hernández  
Presidenta  
FESBAL



RECIBIDO  
INDES RECEPCION  
FECHA: 16-06-2022  
NOMBRE: Denisse  
HORA: 3:24 pm  
N° CORRELATIVO: 226-274


Residencial La Gloria, Villa Centroamericana, San Salvador, El Salvador, C.A  
Telefax: (503) 2232-6563 - Mail: fesbal.esa@gmail.com



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## Letter # 2: directed to INDES requesting for endorsement the Bid and specific support

 **Federación Salvadoreña de Balonmano** 

San Salvador, 1 de julio de 2022

Licenciado:  
**Yamil Bukele**  
Presidente  
INDES  
Presente

Reciba un saludo deportivo y mis mejores deseos de éxitos en su gestión.

En esta ocasión, luego de la reunión que sostuvimos entre el equipo técnico y legal de INDES, en la que presenté el proyecto: *candidatura para organizar un evento Juvenil de balonmano de playa en El Salvador, para promover el desarrollo del balonmano de playa en la costa salvadoreña, llamado:*  
**Beach Handball SC América Juvenil, Costa del Sol 2024- Campeonato Clasificatorio para el Campeonato IHF Mundial Beach Handball Juvenil. Del 12 al 16 de marzo de 2024.**

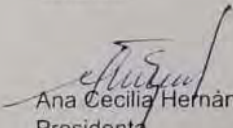
Como resultado de esta reunión y para presentar la candidatura ante la Confederación Sur y CentroAmérica de Balonmano y la Federación Internacional de Balonmano, a usted le solicito:


- Una carta extendida por INDES que declare el respaldo a la FESBAL para organizar este evento en El Salvador. El respaldo es institucional y coordinación interinstitucional entre ministerios atinentes, para:
  - a) Gestión ante el Ministerio de turismo para el préstamo del estadio de fútbol playa en la Costa del Sol en las fechas del evento y 5 días previos para el montaje.
  - b) Coordinar con la Dirección de Migración y Extranjería para facilitar el proceso de ingreso de las delegaciones a El Salvador.
  - c) Coordinar con la Policía de turismo la seguridad del evento
  - d) Apoyar con el departamento de comunicaciones de INDES la campaña publicitaria del evento.

La presentación de la candidatura, no va a acompañada de una cuota; con la advertencia que en caso de acreditarse la sede a El Salvador y por alguna razón, suspendamos el evento, se deberá pagar una multa que designe la COSCABAL.

Se ha planificado integrar esta actividad al presupuesto ordinario 2024, para obtener parte del financiamiento de \$10,000.00 o considerar este monto como ayuda adicional.

Agradeciendo su deferencia y quedando a la espera de una respuesta a la brevedad posible, me suscribo.

  
Ana Cecilia Hernández  
Presidenta  
FESBAL



Residencial La Gloria, Villa Centroamericana. San Salvador, El Salvador, C.A  
Telefax: (503) 2232-6563 - Mail: fesbal.esa@gmail.com





Olympic Solidarity



### Letter # 3: directed to COES requesting for endorsement the Bid and specific support

 **Federación Salvadoreña de Balonmano** 

San Salvador, 26 de julio de 2022

Licenciado:  
**Armando Bruni**  
Presidente  
COES  
Presente

 Reciba un saludo deportivo y mis mejores deseos de éxitos en su gestión.

Agradezco la oportunidad de presentar el proyecto deportivo que estoy promoviendo como parte de la beca MEMOS. Que consiste en un proyecto de desarrollo deportivo que considera la organización de un campeonato internacional juvenil de balonmano de playa, para impulsar esta modalidad en El Salvador.

En tal sentido, en esta ocasión como la máxima autoridad del movimiento olímpico en El Salvador, le solicito su apoyo para presentar la candidatura del evento:

 **Beach Handball SC América Juvenil, Costa del Sol 2024- Campeonato Clasificatorio para el Campeonato IHF Mundial Beach Handball Juvenil. Del 12 al 16 de marzo de 2024.**

Para respaldar esta candidatura, será necesario la extensión de una carta emitida por COES que declare el respaldo institucional a la FESBAL para organizar este evento en El Salvador. El respaldo consiste en:

- a) Apoyo logístico: transporte, canopies, sonido y otros recursos que pueda facilitar el Comité Olímpico para el evento.
- b) Apoyar con el departamento de comunicaciones la campaña publicitaria del evento.
- c) Apoyo educativo en el programa de desarrollo en La Libertad y La Paz, a partir de esta fecha
- d) Apoyo económico de \$10,000.00 para la realización del evento en 2024, sea de forma directa, a través de gestión de proyecto o de patrocinadores.

La presentación de la candidatura, no va a acompañada de una cuota; con la advertencia que en caso de acreditarse la sede a El Salvador y por alguna razón, suspendamos el evento, se deberá pagar una multa que designe la COSCABAL.

Agradeciendo la oportunidad y quedando a la espera de una respuesta a la brevedad, me suscribo.

Ana Cecilia Hernández  
Presidenta  
FESBAL



**RECIBIDO**  
Fecha: 26/07/22  
Hora: 5:47 PM.  
Recibido por: Luis Artiga

No. Correspondencia: \_\_\_\_\_  
Residencial La Gloria, Villa Centroamericana, San Salvador, El Salvador, C.A.  
Teléfono: (503) 2232-6563 - Mail: fesbal.es@gmail.com

**COMITÉ OLÍMPICO EL SALVADOR**