



**INVESTORS NETWORKING EVENT
THE HISTORIC DOCKYARD
CHATHAM**

WELCOME

**KENT
GARDEN of ENGLAND**

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ANDREW GOSTELOW
2012 PROJECT MANAGER
VISIT KENT

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LONDON 2012 PARALYMPIC GAMES COMING TO KENT

- 20 Sports
- 11 days of competition
- 471 media events
- 2 million tickets available
- 6,500 athletes and officials
- 160 countries represented
- 6,000 media
- 1,200 technical officials



AN INTRODUCTION TO PARALYMPIC CYCLING

- Track Cycling: Thursday 30 August - Sunday 2 September 2012
- Road training dates: Monday 3 September and Tuesday 4 September 2012
- Road Cycling: Wednesday 5 September - Saturday 8 September 2012
- Disciplines:
 - Track: Sprints, Individual Pursuits, 1,000m
 - Road: Time Trials, Road Races, Team relay
- Athletes: 225 on bicycle, tricycle, tandem or hand cycle
- Medals available: 50 medals in total –18 track, 32 road
- Visual impairment, cerebral palsy, amputates or other physical disabilities

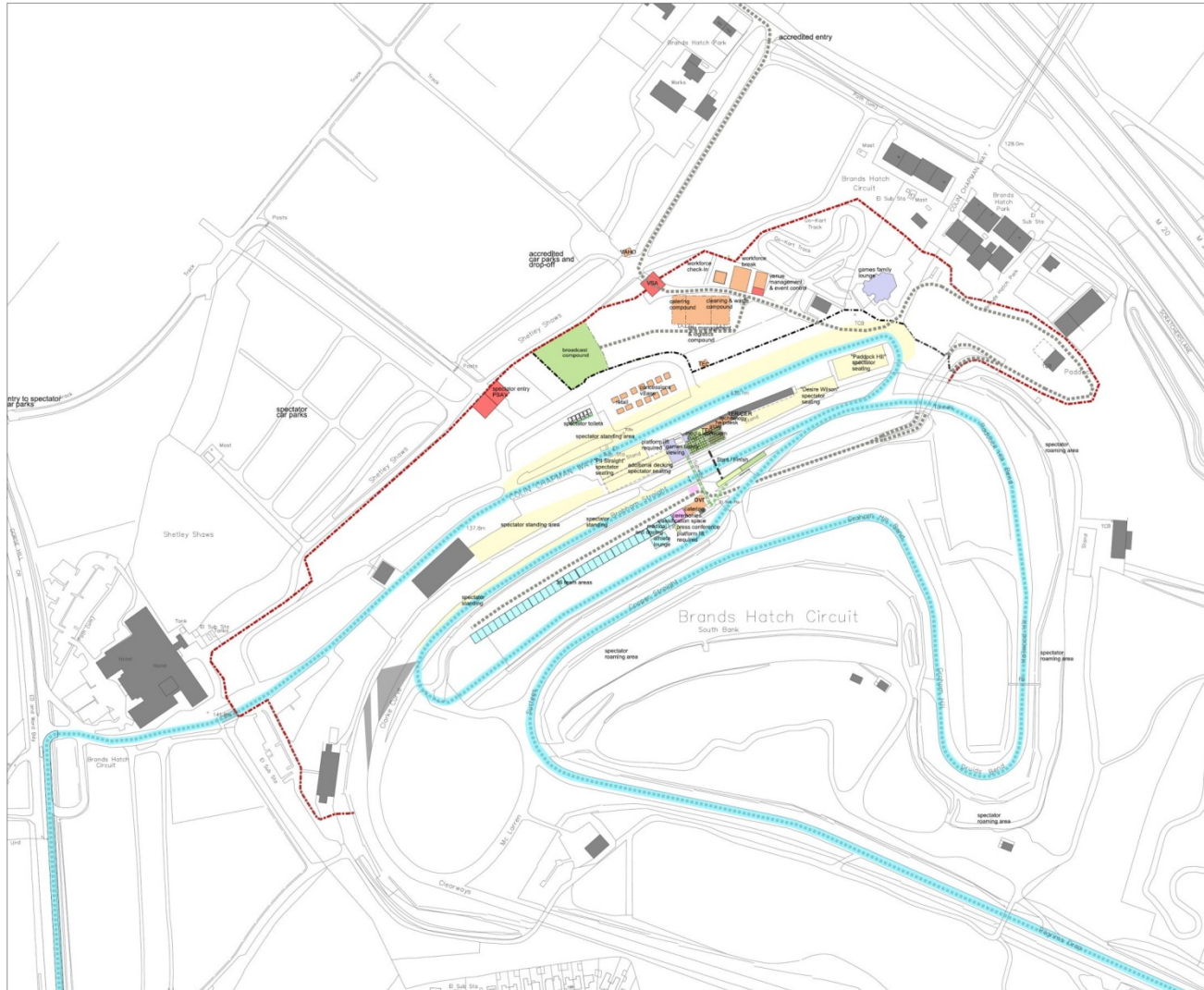


THE OPPORTUNITY

- Kent as a Host County for the Paralympic Games
- Boost to existing 2012 engagement
- Unique opportunity to showcase cycling
- Tourist opportunity for Kent
- Global visitors
- UK followers
- Building on the existing Kent Para-cycling events, at Paralympic venue
- Local PR opportunities supported by LOCOG



BRANDS HATCH



KENT GAMES GREETERS

WHY

- WELCOME AFFECT
- KENT'S LOCATION
- TORCH RELAY KEY STAGE
- PARA CYCLING



KENT 2012 GAMES LOOK



OLYMPIC TORCH RELAY

70 DAYS...
19 MAY – 27 JULY 2012

MOMENT TO SHINE — GUIDING PRINCIPLES

- A Torch Relay for everyone,
with a focus on youth
- Sustainable Games, sustainable Relay
- UK-wide Relay, global reach
- A Torch Relay for our times

OLYMPIC TORCH RELAY ROUTE

- 95% of the population within a one-hour journey
- 63 days across the UK
- Last seven days in London
- 66 evening celebrations
- 6 island visits
- 8,000 miles
- 8,000 Torchbearers
- 110 miles per day

NOMINATION PROCESS: 7 DAYS TO GO...

- 90% of the 8,000 Torchbearer places will go to the public
- 50% between the ages of 12 to 24 years
- Focus on nomination
- 150-word 'personal best' stories
- Judged on a Nations and Regions basis
- Process went live at 11am on 18 May 2011
- Closes at 11.59pm on the 29 June 2011

WHAT THE TORCH RELAY MEANS FOR KENT

- Kent – a key leg in the relay
- A significant Torch dwell time
- Two overnight stops – Dover & Maidstone
- Torch morning starts, lunchtime breaks
- Excellent geographic spread across the County
- Key opportunity to showcase our tourism assets on an international media stage