

SUBMISSION BUDGET AS AT 17TH MAY 13:00

Event/YEAR: ECH 2026

City/Country: Birmingham UK

Item	Amount £	€	Notes
Facilities & Road Events	1,835,473.00	2,165,858.14	
Construction works (if applicable)	200,000.00	236,000.00	Any major works in the stadium required to stage the event, repainting, certification, etc - 12,500 temporary seat installation
Temporary Facilities and Set-up	300,000.00	354,000.00	Additional tents/structures (call room, teams tent, VIP, etc), containers, platforms (camera & photographers), mixed zone set up, victory ceremony podium, furniture, etc
Road Events Courses	761,991.00	899,149.38	Set up and supporting facilities
Start Gantry	0.00	0.00	See Off track Structure to be provided by the LOC that covers also the costs + branding by EA supplier and branding costs shared with EA - max. £800 for the LOC)
Finish Gantry	0.00	0.00	See Off track Structure to be provided by the LOC that covers also the costs + branding by EA supplier and branding costs shared with EA - max. £800 for the LOC)
Utilities (water, power, generators, etc.)	173,482.00	204,708.76	Basic services to serve all areas
Warm-up Facilities	0.00	0.00	See Set up and supporting facilities
Overlay & Event Services	400,000.00	472,000.00	See Set up and supporting facilities
Equipment	60,000.00	70,800.00	
Competition Venue(s) Equipment	60,000.00	70,800.00	Track equipment for competition, training and warm-up venues - could reduce if CWG2022 inventory available
Implements	0.00	0.00	Implements for competition, training and warm-up venues
Systems/Other	280,000.00	330,400.00	
Timing & Data Processing	250,000.00	295,000.00	Services provided by EA Partner via EA VIK (basic package including live results)
Video Recording System	30,000.00	35,400.00	Service provider appointed by EA (system + cabling + personnel) Possible Hawkeye
Accreditation & Security	485,000.00	572,300.00	
Hardware	0.00	0.00	Computers, laminating machines, printers, etc.
Consumables	120,000.00	141,600.00	Other than lanyards which will be given free of charge by EA - Hologram provided by LOC
Signage	25,000.00	29,500.00	Directional signs for all venues including course, official hotels, warm-up etc.
Clothing		0.00	See below
Security	340,000.00	401,200.00	All venue(s) security (24h) from set-up to dismantling of equipment and extra security requirements according to national security procedures £240k for stadium + £100k external
Transports	342,800.00	404,504.00	
Travel costs (Officiating Persons)	42,800.00	50,504.00	Costs to/from the event venue at the time of the event - Air Tickets See Exp EVENTS
Transfers & shuttles (including site visits)	250,000.00	295,000.00	All internal transportation from/to the airport and within venue, including toll, gas, etc (for all accredited persons and non-accredited VIP with ticket)
Dedicated Cars	0.00	0.00	Refer to the Organiser Agreement for the total number of cars/minivans for car pool/dedicated cars
Parkings Management	0.00	0.00	
Logistics Transportation	50,000.00	59,000.00	LOC transportation costs for material handling between venues and sites or other internal costs not covered in the previous items. Agency Fee
Accommodation/Board	772,509.00	911,560.62	
Teams	0.00	0.00	Athletes & in quota officials (see regulations) x max. EA agreed subvention x competition days + 2 days
Officiating Persons	0.00	0.00	Appointed Officials by European Athletics (except EA Delegate, Media Delegate, AIPS Advisor & EP Consultant, as applicable) - Event and visits
EA Service Partners	0.00	0.00	Technical Partners all in single room in FB or per diem (25EUR pp/per meal) - Refer to Organiser Agreement for number of persons and number of days
LOC staff, volunteers, services	0.00	0.00	All except from EA Staff, EA Delegates, Guests and Teams
Council Members & Honorary Members	0.00	0.00	Full board Accommodation - number of competition days + 1 (around 80 pax)
Catering	60,000.00	70,800.00	
Before the event (site visits)	10,000.00	11,800.00	Meals for EA officials, EA staff, EA partners, EA technical partners, LOC staff
During the event (upon arrival)	50,000.00	59,000.00	Meals for EA officials, LOC staff, volunteers, EA technical partners etc
Communication/Promotion	812,000.00	958,160.00	
Artwork Event Logo and Event Design	15,000.00	17,700.00	Event logo provided by EA for all major events, except for ECH and EICH
Publications & Promotional Materials	40,000.00	47,200.00	Refer to the promotional materials requirements and EA Style Guide, further to the LOC initiatives (officials, volunteers, etc)
Venue Dressing	50,000.00	59,000.00	Sufficient Event bannering (as per EA approved venue dressing plan), directional signs, welcome banners, flags etc.
Promotional Activities	400,000.00	472,000.00	Ticketing Promotion (% of £4.7m ticketing target) + City decoration, promotional movies and materials, activities, mascot
Ticketing Management	257,000.00	303,260.00	Ticket company, if outsourced or in house ticket system
Website & Social Media	50,000.00	59,000.00	Design, launching and maintenance
Marketing	446,000.00	526,280.00	
Commercial Rights Buy out	246,000.00	290,280.00	Based on level 3 buy out of category from EA (300,000 CHF)
Marketing Fee	0.00	0.00	Fee for the release of EA Commercial Rights
Commercial Rights Sales	0.00	0.00	All costs related to the Commercial Rights sales process - meetings, dinners, agency fees, presentations, travel, etc.
Advertising Materials	30,000.00	35,400.00	Costs of the production of any National Partner's Advertising Boards and any other Advertising Materials bearing National Partner's branding on a pro rata basis (provided by EA supplier)
Market Square	150,000.00	177,000.00	Building costs, space, security, power supply, lighting, entertainment, water supply, etc.
Merchandising	20,000.00	23,600.00	Costs related to the implementation of a Merchandising Programme (if any)

Appendix 2 Birmingham's EA 2026 Budget

Event/YEAR: ECH 2026

City/Country: Birmingham, UK

Exchange Rate

£1.00 = € 1.18

Item	£	€	Notes
CASH INCOME			
European Athletics Contribution	25,000.00	29,500.00	
Event Impact Project	25,000.00	29,500.00	EA contribution of approximately CHF 25.000
Subvention to athletes accommodation	0.00	0.00	Refer to Organiser Agreement template and the respective event regulations
Others	0.00	0.00	To detail origin and respective amounts
Team payment for accommodation		175,528.54	
Team payment for accommodation	148,753.00	175,528.54	Teams
National contribution		16,378,400.00	
Government support	3,000,000.00	3,540,000.00	Possibly via UK Sport
Regional/City support	10,700,000.00	12,626,000.00	Includes Contingency of circa £2m
Other authorities	180,000.00	212,400.00	Return of Quality Assurance Deposit (approx 1% of budget) - see outgoings £180,000
Marketing		1,622,500.00	
Official Partners	0.00	0.00	In accordance with the Commercial Rights Model for the respective event
National Sponsors	1,000,000.00	1,180,000.00	In accordance with the Commercial Rights Model for the respective event
Official Suppliers	0.00	0.00	In accordance with the Commercial Rights Model for the respective event
Media Partners (non-TV)	0.00	0.00	In accordance with the Commercial Rights Model for the respective event
Host Institutions International Federation	200,000.00	236,000.00	NGB Income
Merchandising	75,000.00	88,500.00	In accordance with the Commercial Rights Model for the respective event
Food & Beverage Concessions / Catering	0.00	0.00	In accordance with the Commercial Rights Model for the respective event
Corporate Hospitality	100,000.00	118,000.00	In accordance with the Commercial Rights Model for the respective event
Mass Participation Race	0.00	0.00	In accordance with the Commercial Rights Model for the respective event
Promotion		5,743,562.68	
Tickets (full price & special packages)	4,742,426.00	5,596,062.68	Net of vat and commissions (6% commissions)
Programmes	125,000.00	147,500.00	100% to the LOC £5.00 per programme x 25,000 copies
OTHER CASH INCOME		590,000.00	Such as fund raising, bank interest, etc
Rate Card Income	500,000.00	590,000.00	Broadcast
TOTAL CASH INCOME		24,539,491.22	
VIK INCOME		0.00	
VIK from National Partners	0.00	0.00	National Partners as defined in the Organiser Agreement
VIK from Other Partners	0.00	0.00	National or Local Authorities
VIK European Athletics Timing & Data processing	250,000.00	295,000.00	Services for Timing and Data Processing to be covered by EA (basic package)
VIK European Athletics Event Management Service	25,000.00	29,500.00	Event management system for guests and for entries to be covered by EA
TOTAL VIK INCOME	275,000.00	324,500.00	

TOTAL CASH & VIK INCOME in £	21,071,179.00	24,863,991.22	Most up to date amount for the LOC income budget
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