

# MEDIA KIT

Topic: Official Ticketing Resale Program for the 2020 Tokyo Olympic Games

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Provider: Comitê Olímpico do Brasil & MATCH Hospitality

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## **PRESS STATEMENT**

### **Ticketing Programme for the 2020 Tokyo Olympic Games Authorised Ticket Reseller (“ATR”)**

*Rio de Janeiro, 10 April 2019*

The Comitê Olímpico do Brasil has announced the official appointment of MATCH Hospitality as the exclusive Authorised Ticket Reseller for the 2020 Tokyo Olympic Games. The appointment encompasses the sale of tickets including accommodation and transport options on an exclusive basis to Brazilian residents.

**Paulo Wanderley Teixeira, President of the Comitê Olímpico do Brasil, said:** ” We are sure to have made the right choice for the Brazilian public. During the selection process, we have the privilege of receiving very complete proposals and meeting extremely experienced and professional companies. Match Hospitality has excelled in all our selection requirements and we are sure that the company's arrival in the Olympic movement will be an important milestone for all. We will work in cooperation to offer the best services and ticket possibilities for the resident tour operators in Brazil.”

**Jaime Byrom, Executive Chairman of MATCH Hospitality, said:** “We feel a tremendous sense of pride in our company being appointed as the official Authorised Ticket Reseller of the Comitê Olímpico do Brasil for the ticketing programmes for Tokyo 2020. This partnership with the Comitê Olímpico do Brasil represents one of the most significant and momentous events in our company's history.

Having delivered truly ground-breaking and successful official hospitality and ticketing programmes for some of the biggest sporting events in the world, MATCH Hospitality has established a dedicated and passionate team with a truly unique and valuable experience in major international sporting events. Our team understands the Brazilian market, the Brazilian people and the desire and passion in Brazil for sports and the desire to procure tickets for sporting events.

Through MATCH Hospitality, Brazilian sporting fans have access to a guaranteed and official source of tickets for the 2020 Olympic Games in Tokyo, including events ranging from the opening and closing ceremony, the athletics and the gymnastics, to synchronised swimming, football and beach volleyball, and other Olympic sports, subject to availability. We will shortly be announcing our exciting range of ticket products and pricing for the 2020 Tokyo Olympics which will also include accommodation and transport options. We urge all fans in Brazil to register their interest now at <https://www.match-hospitality.com/tokyo2020/brasil> to receive regular updates regarding the launch of sales and our product ranges.”

## **Bio**

## About MATCH Hospitality

MATCH Hospitality is part of the MATCH Group of companies, which has over 30 years' experience in delivering ticketing, accommodation and hospitality solutions for some of the biggest sporting events in the world, such as the FIFA World Cup, the Ryder Cup, the ATP Finals, the French Open and Formula 1, having sold over 1.8 million hotel rooms night, 12.4 million tickets and over 800,000 corporate hospitality packages.

Formed in 2007, MATCH Hospitality AG is based in Zurich with offices across the world.

## Frequently Asked Questions

- **When will Tickets be available?**  
MATCH Hospitality expects to launch ticket sales for Tokyo 2020 to the general public in July 2019.
- **How will members of the General Public purchase a ticket for Tokyo 2020?**  
Tickets and ancillary services (accommodation, air and ground transportation, etc) will be available on the MATCH Hospitality website - <https://www.match-hospitality.com/tokyo2020/brasil> . In case of any special request for tickets which are not available, our sales team will be happy to make special supplementary requests for any particular order, subject to availability.
- **Which tickets will be available for the Brazilian fans to purchase?**  
MATCH Hospitality has secured a number of tickets for sports events at Tokyo 2020 for Team Brasil such as the Opening and Closing Ceremonies. We urge all fans in Brasil to register their interest now at <https://www.match-hospitality.com/tokyo2020/brasil> to receive regular updates regarding the launch of sales and our product ranges.
- **Will I be able to purchase tickets online?**  
Yes you will be able to conclude your transaction for the purchase of Tokyo 2020 tickets or on an optional basis purchase ancillary services on the MATCH Hospitality website. You will also be able to access the MATCH Hospitality website by using the following link - <https://www.match-hospitality.com/tokyo2020/brasil> - or through the website of Comitê Olímpico do Brasil.
- **Is there a limit to the number of tickets one person can buy?**  
No, there are no limits but due to Olympic Ticketing Rules and Regulations, we will be required to check the personal data of ticket purchasers and seek approval from the Tokyo2020 Organising Committee for any large ticket purchases.
- **What are the different ticketing categories which will be available to purchase?**  
Ticket categories will range from Category A, B, C and D, subject to availability.
- **Will there be specific pricing for opening and closing ceremonies?**  
Yes, prices for the opening and closing Ceremonies are different from the pricing of sport sessions.
- **Will there be a deadline for purchasing tickets for Tokyo 2020?**  
Tickets will be available for sale from July 2019 right through to the last day of the Tokyo 2020 Games, subject to availability. Brazilian residents planning to visit Japan are recommended to check visa requirements, and all purchased tickets should be printed and collected prior to a session.
- **This is the first time the MATCH Hospitality has been appointed as an ATR for the Olympic Games – how challenging has it been to develop a ticketing strategy for the Olympic Games?**  
Our team has a valuable experience from previous major international sports events. This collective experience has helped us to devise a strategy specific to the Brazilian market and we hope that our strategy will be successful, and fans in Brazil will be able to buy tickets, visit Japan and support the Team Brasil and enjoy a truly memorable experience.