

GOOD PRACTICE

Women Sport Festival



City
Budapest

Organization
Hungarian Leisure Sport
Association

Country
Hungary

Mission
Involve women into an
active and healthy
lifestyle; approach
families.

Target Group
Women of all ages

Highlight
A unique Sport for All
event dedicated to
women.

Timeframe
1st Sunday of September
every year.

Budget
Approx. € 40 500



The Event

The Women Sport Festival is organized every year in the Budapest City Park by the Hungarian Leisure Sport Association and the Hungarian Olympic Committee.

It aims to involve women into an active and healthy lifestyle, as well as to motivate families to have an active life. Ideally, participants will continue doing on a regular basis the activities they try and like most during the event.

More than 75 different sports are showcased on the festival day. Every participant can select the activities they want to perform.

A “Kids Island” and a “Health Island” are also organized. The latter one provides health-related activities (e.g. blood sugar level measurement, fitness test, etc.) and information on health and beauty (e.g. products show, workplace hygiene, environmental consciousness, etc.).

A Unique Competition System

Participants should reach as many sport activities as possible during the day and collect as many stamps as possible (each station having its own figure-stamp) in the booklet they receive upon registration.



The festival's evaluation system is different from sport activity to sport activity, depending on the duration and difficulty. In this regards, one can reach a maximum of 3 stamps per sport activity.

"Victory ceremonies" are organized every hour (more than 10 gifts are randomly selected every hour for all age groups), rewarding those who have achieved a minimum number of sport activities.



Those who are active the whole day (collecting as many stamps as possible) are separately evaluated and awarded at the end of the event. The first three most active ladies in all age categories receive special awards.

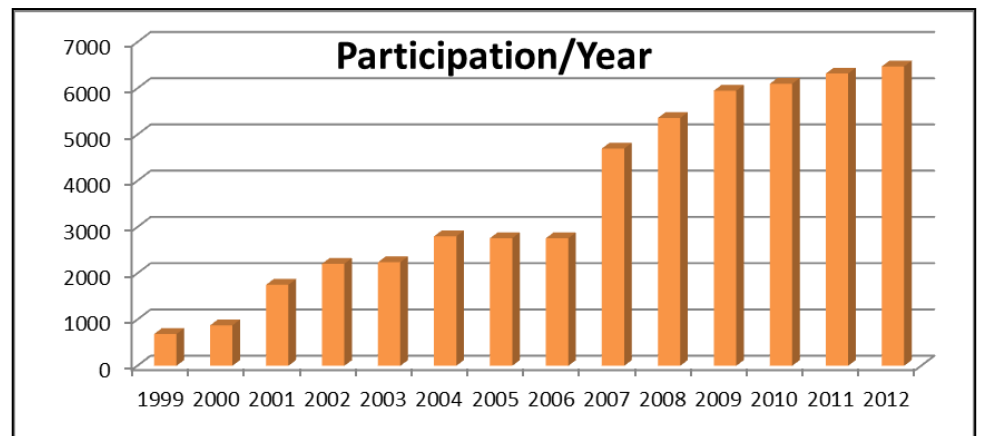
A Growing Success

The Women Sport Festival, first organized in 1999 and set every year since them, has seen an outstanding growth of the number of participants and offered activities.



Over the years, conscious programs have been developed. More and more women have got involved in sport activities and shown satisfaction.

Unique of ist kind, the festival has been granted the TAFISA Innovation Award.



More information:

www.masport.hu

Email: info@masport.hu