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## Leveraging Sport Events to Create Sustainable Impacts

Erin Pearson

Western University, epears2@uwo.ca

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## **Leveraging Sport Events to Create Sustainable Impacts**

Sport event bids are repeatedly full of claims about the positive impacts (e.g., social, economic) of hosting an event, but too often these impacts are not achieved. Historically, this has been a result of organizers being primarily focused on hosting the event itself and the false assumption that simply hosting an event is enough to automatically generate positive impacts. Leveraging, however, has been advocated for by researchers as an effective alternative approach.

Leveraging focuses on how organizers can strategically plan for impacts from the pre-event stage in collaboration with community partners. Yet, a gap exists in the literature on understanding what an effective leveraging process looks like. The purpose of my research is to address this gap by exploring how organizers acquire, create, manage, and transfer knowledge with stakeholders to create sustainable impacts. From the results, a practical toolkit will be created to support organizers with leveraging future sport events.