



WDF Europe Cup

26th September – 30th September 2028

Billund · Denmark



SPORT EVENT
DENMARK



Her er Børnenes Hovedstad



BILLUND
KOMMUNE

Celebrating 50 Years of the European Cup in Darts

Fifty years ago, a story began.

In 1978, Denmark hosted the very first European Cup in darts. Sixteen nations came together to compete and lay the foundation for what would become one of the most important championships in international darts.

The names have since become part of our sport's history. Jocky Wilson. Eric Bristow. John Lowe. England claimed the team title, while John Lowe became the first European singles champion.

In the decades that followed, the championship continued to grow. More nations joined, standards increased, and the European darts community became stronger than ever. What began with 16 nations has grown to more than twice that number and evolved into a true celebration of European darts.

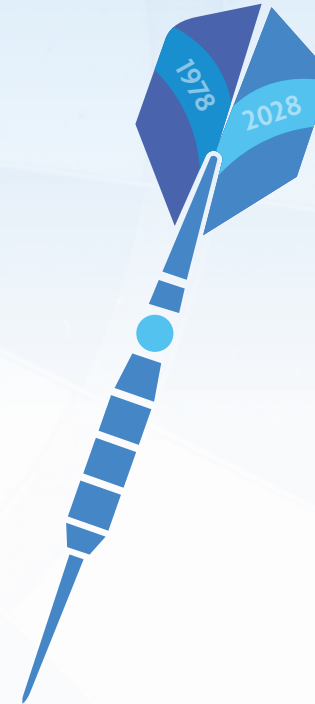
As we approach the 50th anniversary of that historic first championship, Denmark wishes to invite Europe back to where the journey began.

Europe Cup 2028 is not only about celebrating the past. It is about celebrating the development of our sport, the friendships built across borders, and all the players, volunteers, and officials who have helped shape European darts over the last fifty years.

This is the history we wish to honor.

This is the development we wish to celebrate.

And we hope to do so together with you in Denmark at Europe Cup 2028.



A warm welcome from the Mayor of Billund Municipality

On behalf of Billund Municipality, it is my great pleasure to warmly welcome the European darts community, as we bid to host the WDF Europe Cup 2028 in Denmark.

The year 2028 marks a significant milestone, as it is 50 years since Denmark hosted the very first European Cup in darts. We would be honoured to welcome the championship back to Denmark and to celebrate this historic anniversary together.

Billund Municipality is home of the Capital of Children – a place where creativity, community and learning through play are at the heart of everything we do. As Denmark's first UNICEF Child Friendly Municipality, we take pride in creating a welcoming environment for all visitors.

We also bring strong experience in hosting events that engage both participants and local communities. Through collaboration and dedicated volunteers, we have successfully delivered events that bring people together and create lasting impact.

Should we be entrusted with hosting the WDF Europe Cup 2028, our ambition is clear: to provide excellent conditions for the sport while ensuring a warm and memorable experience for everyone involved.

Together with the Danish Darts Union, Sport Event Denmark and our many dedicated partners, we look forward to welcome Europe to Billund Municipality and to celebrate 50 years of the European Cup in darts.



Stephanie Storbak
Mayor of Billund Municipality

Letter of support from Sport Event Denmark

Sport Event Denmark hereby wishes to express its support for the Danish candidature to host the **WDF Europe Cup 2028**.

Sport Event Denmark is the national Danish event organization coordinating and supporting international sports events in Denmark. We would be very honoured if Denmark were awarded the opportunity to host this flagship Dart event, the management of which will be in good hands with the Danish Dart Union and Billund Municipality.

Sport Event Denmark was established in 2007 and has been supported by the Danish national government throughout the years. Our objective is to bid and host world-class sporting events in Denmark, including World and European Championships in various sports as well as major sports conferences and congresses. Working closely with Danish host cities and national governing bodies, Denmark is today recognised as one of the leading countries in hosting international sports events.

Denmark has a unique and historic connection to the European Cup in darts, having hosted the inaugural championship in 1978. As the sport approaches the 50th anniversary of this milestone, the Danish partners are committed to delivering a memorable Europe Cup 2028 that honours the championship's legacy while celebrating the growth and development of European darts over the past five decades.

We give the Danish bid our best recommendation and can confidently ensure that the **WDF Europe Cup 2028** would be a well-organised and successful event.



Lars Lundov
Chief Executive Officer



Bringing Europe's Dart Community Together in Billund

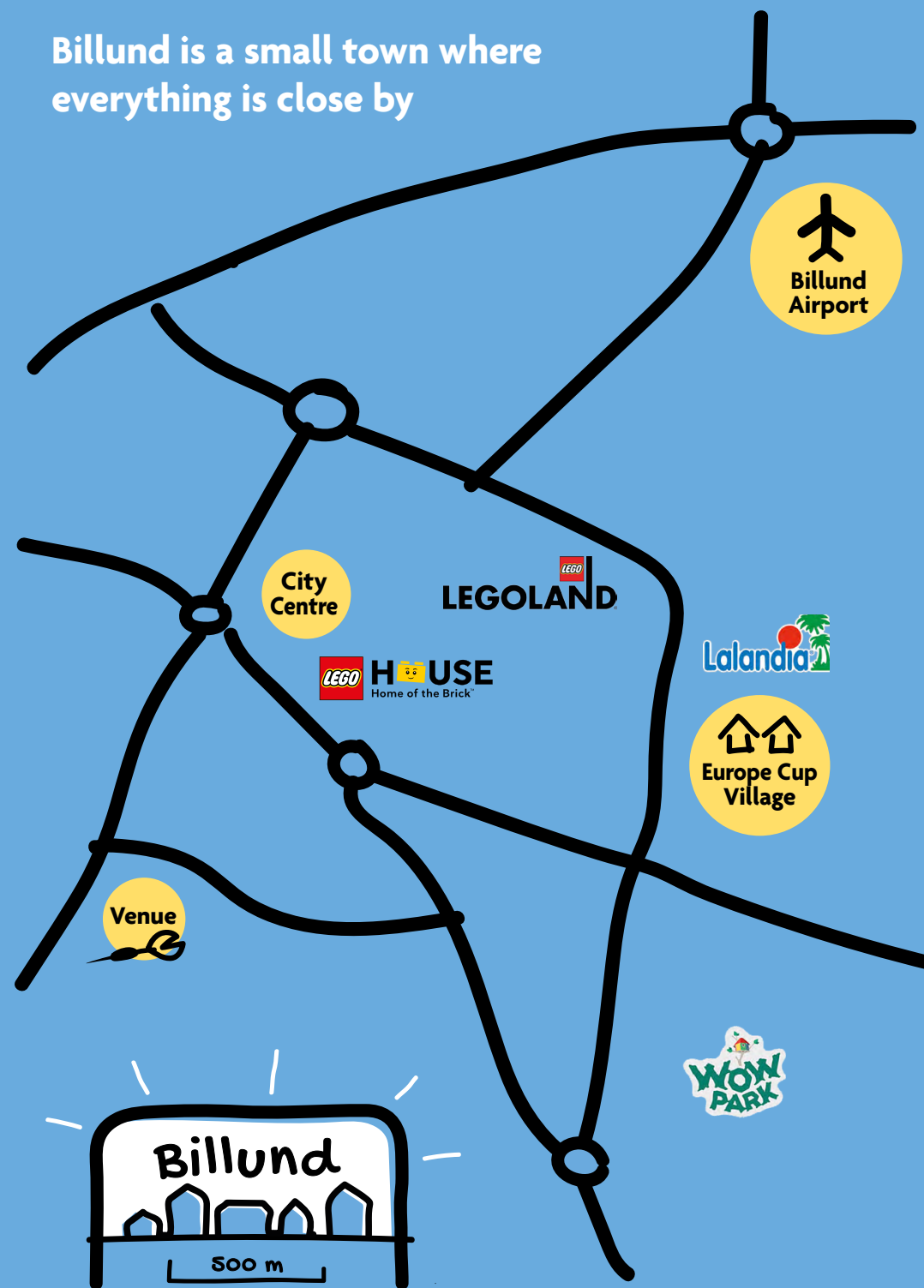
The Danish Darts Union, Billund Municipality and Sport Event Denmark share a clear and ambitious vision: to deliver a forward-thinking championship that elevates the Europe Cup experience to a new level.

Billund's unique identity as the Capital of Children, will play a defining role in shaping the event. Europe Cup 2028 will not only be for elite players – it will be an event for the entire family. Participants and visitors will have the opportunity to stay together in family-friendly surroundings, explore the city's many attractions, and experience a host city defined by openness, warmth, and inclusion.

The championship will place a strong emphasis on community, volunteer engagement, and hospitality at the highest international standard. Our ambition is to create a Europe Cup where sport, experiences, and human connections come together seamlessly – and where every participant and visitor leaves with lasting and unforgettable memories from the heart of Denmark.



Billund is a small town where everything is close by



Destination Billund

Billund is centrally located in Denmark and serves as an international gateway to the region through Billund Airport, which offers direct connections from more than 100 destinations. The airport is located about three kilometres from the city centre, ensuring a smooth and efficient arrival for all participants and visitors.

As the home to the Capital of Children, Billund is an exceptionally family-friendly destination with a strong focus on safety, quality, and experiences. The city offers a wide range of attractions, green spaces, play areas, quality dining options, and safe infrastructure, creating ideal conditions for both participants and accompanying guests.

Billund Municipality also has solid experience in hosting major events, where the entire city is activated and where local stakeholders, citizens, and volunteers contribute to creating a strong shared experience.



Host City Experience

Europe Cup 2028 in Billund offers a unique opportunity to combine world-class darts with a memorable family holiday.

While players compete throughout the day, accompanying family members and supporters can enjoy everything that Billund has to offer, including attractions such as LEGOLAND and the many other experiences that have made Billund one of Denmark's most popular destinations. While Billund is internationally recognized, it also offers closeness, authenticity, and a unique atmosphere that makes every visit special.

The scale and structure of the city create a unique opportunity to establish a true “darts village”, where players, officials, and fans stay and interact in close proximity. This fosters an intimate, accessible, and inclusive atmosphere, where a strong sense of community is at the centre.

At the same time, Europe Cup 2028 will encompass a true celebration across the city, with activities, events, and visibility in the urban space that engage both residents and visitors.

More than a
championship – it's
also a memorable
family experience



Europe Cup Village – Stay Together in the Heart of the Event

In partnership with Lalandia Billund, we aim to create a unique Europe Cup Village, bringing players, officials, supporters and families together in one shared location throughout the championship.

One of the unique advantages of the Europe Cup Village is its location within a short distance of Billund Airport. Delegations can arrive in Billund and reach their accommodation within minutes, creating a simple and stress-free travel experience from the moment they arrive in Denmark.

Participants will stay in modern holiday houses accommodating either 4 or 6 guests, creating the perfect setting for teams and families to enjoy the event together while remaining close to all activities. By bringing all nations together in one location, we hope to create a true European darts community where friendships are strengthened, cultures meet, and memories are created both on and off the oche.

All guests will have free access to the many facilities at Lalandia, including Scandinavia's largest Aquadome water park, indoor activity areas, bowling, mini golf, sports facilities, playgrounds, restaurants, cafés and a wide range of family entertainment. Whether you want to relax after a day of competition, spend time with your family, or enjoy the company of fellow darts enthusiasts from across Europe, Lalandia provides the perfect setting.

To make the experience as simple and enjoyable as possible, we plan to offer a complete accommodation package including accommodation and full board from Tuesday until Sunday. Beverages are not included.

Package prices (per person):

- 4-person holiday house: **€750**
- 6-person holiday house: **€700**

The package includes:

- Accommodation from Tuesday to Sunday
- Full board throughout the stay
- Free access to the Aquadome and Lalandia facilities
- Accommodation in the official Europe Cup Village
- Walking distance from Billund Airport
- A unique opportunity to experience Europe Cup together with the entire European darts family



Legacy

Europe Cup 2028 will be used strategically to create a lasting impact – both locally and nationally. Billund Municipality is committed to targeted initiatives that will strengthen the anchoring of the championship and ensure a positive legacy.

This includes school and club programs, introducing children and young people to the sport of darts, as well as the active involvement of local volunteers across ages and backgrounds. Volunteer engagement will be a cornerstone of the event, while also contributing to skills development and strong local engagement.

In addition, visibility and city-wide activities will be prioritized – both in the lead-up to and during the event – to ensure broad engagement and a strong sense of ownership among local citizens.

Billund Municipality places great emphasis on excellent hosting and is committed to ensuring that participants, visitors, and locals alike experience Europe Cup 2028 as an event that creates pride, community, and lasting memories.



SPORT EVENT
DENMARK

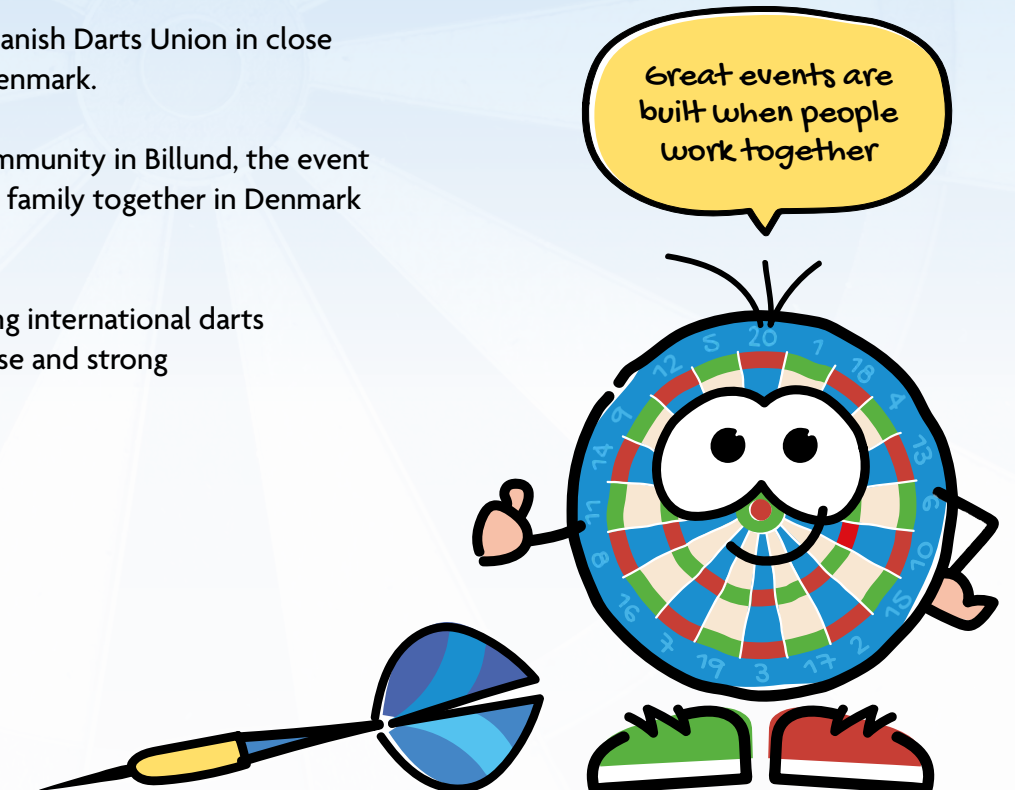


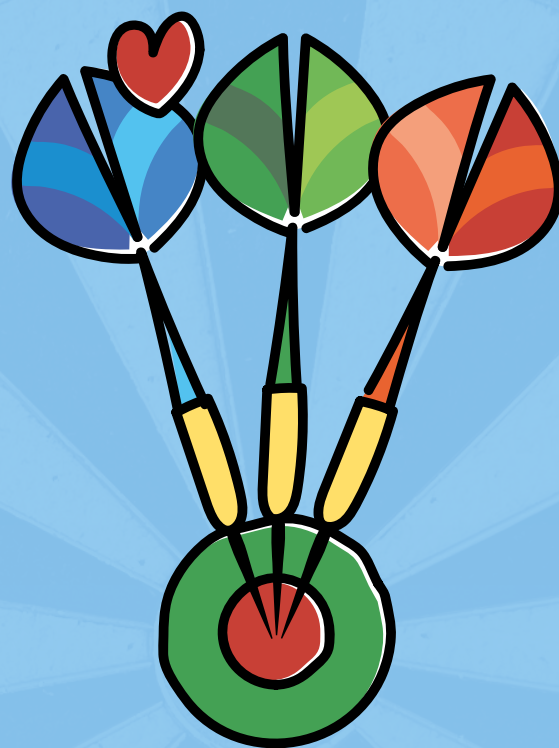
Working together

The bid for Europe Cup 2028 is brought forward by the Danish Darts Union in close cooperation with Billund Municipality and Sport Event Denmark.

Together with strong support from the local business community in Billund, the event is built on a shared ambition: to bring the European darts family together in Denmark and create an unforgettable championship experience.

Behind the bid stands a committed partnership combining international darts experience, local hosting capacity, national event expertise and strong local engagement.





Together in Billund