



QUANTUM EVENT EVALUATION REPORT

The World Games 2022

7-17 JULY 2022
BIRMINGHAM, AL | USA

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Images: IWGA & BOC.



EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

INTRODUCTION

This event evaluation report was commissioned by the International World Games Association (IWGA) and the Birmingham Organizing Committee (BOC) and aims to provide a detailed view of the economic, social and environmental impacts associated with The World Games 2022 (TWG 2022). Data sources have been provided by a variety of stakeholders involved in the planning and delivery of the event and have been interpreted, analysed and presented in this report by Quantum Consultancy.

TWG 2022 in Birmingham, AL, USA took place from 7-17 July 2022. The COVID-19 pandemic forced the postponement of the event from July 2021 to 2022, having a knock-on impact on organisational planning and budgeting. Despite the challenging circumstances, it is believed locally that TWG 2022 has delivered a successful legacy for the City of Birmingham and has helped to place and redefine the city on the global map.

The postponement of TWG 2022 and ongoing COVID-19 complications meant that qualification pathways planned for the event were no longer feasible for international sports federations to deliver and so the athlete entries process was more complex than usual.

TWG 2022 was deemed to be a vital meeting of IWGA members and athletes from around the world after a long period of uncertainty. Birmingham's delivery of TWG 2022 provided a stage for athletes to compete at an important time for global sport.



EXECUTIVE SUMMARY



ECONOMIC & TOURISM

\$165m Total economic impact (all outputs)

\$11.7m Direct economic impact (net added)

\$10.2m Total visitor expenditure

140,217 Ticketed spectator attendance

38,715 Total accreditations issued to participants

13,521 Total out-of-town visitors to BHM

377,453 Tickets allocated

115,928 Tickets sold to public

227,038 Sponsor tickets

34,487 Free tickets

99,039 Bed nights generated locally by TWG 2022



ECONOMIC & TOURISM

- The total economic impact of TWG 2022 is estimated to be in the region of \$165m when all financial components are considered across labour income, value added and outputs, in accordance with the methodology utilised by the City of Birmingham. A further \$26.1m in economic output was established from games-related infrastructure enhancement projects, reported separately to the event-specific output.
- The direct economic impact is estimated to have been \$11.7m. This figure consists of out-of-town visitor spend and organisational surplus expenditure made specifically for the event within the host economy, defined as the City of Birmingham and Jefferson County.
- The event recorded a cumulative ticketed spectator attendance of 140,217 with a further 24,400 fans attending The World Games Plaza.
- The Birmingham Organizing Committee (BOC) sold 115,928 tickets in total to the general public.
- A further 227,038 tickets were purchased by sponsors as part of a corporate package, whilst 34,487 were distributed free of charge to the local community.
- Due to ongoing travel restrictions and testing requirements around the world, international tourist numbers did not reach anticipated levels, with 13,521 out-of-town spectators estimated to have travelled to attend TWG 2022.
- The overall tourism expenditure associated with TWG 2022 reached \$10.2m, with 99,039 bed nights generated in total by visiting spectators and event participants.
- With expenditures totalling \$66.4 million as of November 2022, the BOC is reporting a small remaining deficit with plans in place to satisfy all remaining debts and successfully close out the Games by the end of Q1 2023.

EXECUTIVE SUMMARY



STAKEHOLDER EXPERIENCE

91%

Spectator event satisfaction

86%

Athlete event satisfaction

77%

Guest satisfaction

84%

Accredited media satisfaction

% of event participants who rated their experience as good or very good



IMAGE & REPUTATION

81%

Positive rating of Birmingham

73%

Likelihood to recommend Birmingham*

* % of visiting spectators who rated Birmingham as a good or a very good place to visit



STAKEHOLDER EXPERIENCE

- Spectators attending TWG 2022 were very happy with their experience, reporting a 91% satisfaction rating within the spectator survey which received 2,600 responses in total. Spectators rated the helpfulness of staff and volunteers highly, alongside the overall value for money they received.
- In terms of athlete, guest and media experience, the atmosphere experienced during competition was rated highly. Athletes scored this very highly, with a 97% satisfaction rate. The standard of the venues at TWG 2022 was also scored at 97% by athletes. Facilities and Wi-Fi access for media was also praised within the post-event survey.



IMAGE & REPUTATION

- The City of Birmingham and Jefferson County received strong overall scores within the spectator survey, with 81% of respondents rating the host destination as either 'good' or 'very good'.
- 74% of respondents recognised Birmingham as a centre for medical excellence whilst 82% agreed with the statement that Alabama is a welcoming state.
- 55% of visiting spectators reported that their perception of the city had changed and was now more positive following their visit to TWG 2022.



EXECUTIVE SUMMARY



COMMERCIAL & MARKETING

268m	TV audience reached
1,639h	TV broadcast time
61	TV territories
186m	Online media reach
335m	Social media reach
3.91m	Social media engagements
16	Foundation sponsors
\$33m	Sponsor revenues (cash and VIK)
\$97m	Advertising value equivalency achieved (9 selected brands)



COMMERCIAL & MARKETING

TELEVISION

- TWG 2022 was aired in 61 territories by 19 broadcasters with 1,639 hours broadcast in total.
- Three markets – Poland, Chinese Taipei and the MENA region accounted for 62% of the total broadcast time.
- 43 hours of broadcast coverage was aired in the host market, USA, reaching 242 million viewers in total.

STREAMING

- Almost 267 hours of TWG 2022 was streamed by the Olympic Channel, reaching a cumulative audience of 0.56m across 126 videos.

ONLINE MEDIA

- The traffic generated on the IWGA website (www.theworldgames.org) during TWG 2022 was significantly greater than was recorded at the previous edition.
- 8,720 articles about TWG 2022 were published in digital media, with close to 5,000 articles (57% of the total) published during the event.
- Online media reached 186m readers and registered a PR value for TWG 2022 worth \$8.72m.

SOCIAL MEDIA

- 10,167 posts on social media relating to TWG 2022 reached 335m and generated 3.91m engagements across four key platforms: Facebook, Instagram, Twitter and YouTube.
- The PR value generated via social media reached \$8.08m.

SPONSORSHIP

- Close to 190 sponsors and suppliers provided cash and in-kind support worth \$33 million (of which cash was \$29.5 million), surpassing the original target of \$27.5 million set for sponsorship revenues.
- There were five sponsor tiers: Foundation Sponsors (deals worth \$1m-\$3m), Premier Sponsors (\$0.5m-\$1m), Patrons (\$100k-\$0.5m), Friends (around \$50k) and Suppliers.

EXECUTIVE SUMMARY



PARTICIPATION & PERFORMANCE

3,457

Athletes participating

99

Competing nations

34

Sports

58

Disciplines

223

Medal events



SOCIAL IMPACT & LEGACY

7,663

Volunteers supporting TWG

168,000+

Volunteer hours completed



PARTICIPATION & PERFORMANCE

- TWG 2022 featured 34 sports and 58 disciplines, including 30 official sports and five invitational sports which saw 223 medal events over 11 days.
- 3,457 athletes from 99 nations competed at TWG 2022. Birmingham welcomed more athletes than any previous host of TWG. USA was the most represented nation, with 341 athletes, while Germany won the medal standings with 47 medals, including 24 gold medals.
- The ratio of male to female athletes (53% to 47%) was more balanced in Birmingham than it was at TWG 2017, reflecting IWGA's focus on ensuring gender-balanced participation in the Games.



SOCIAL IMPACT & LEGACY

- 7,663 volunteers supported the delivery of TWG 2022. 90% of all volunteers came from the state of Alabama.
- Extensive community engagement programme was developed to bring the Games closer to local communities and create long-lasting memories.
- Community programmes, as well as numerous sustainability initiatives are believed to have created a positive legacy of the event.





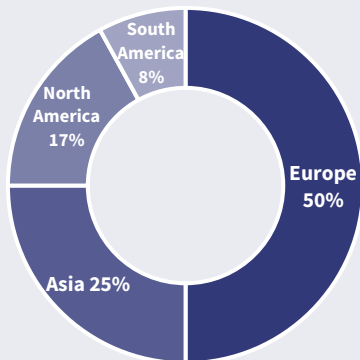
**EVENT
OVERVIEW**

EVENT OVERVIEW

THE WORLD GAMES HOSTS (1981-2025)

Year	City	Nation
1981	Santa Clara	USA
1985	London	United Kingdom
1989	Karlsruhe	Germany
1993	The Hague	Netherlands
1997	Lahti	Finland
2001	Akita	Japan
2005	Duisburg	Germany
2009	Kaohsiung	Chinese Taipei
2013	Cali	Colombia
2017	Wroclaw	Poland
2022	Birmingham	USA
2025	Chengdu	China

CONTINENTAL HOSTING DISTRIBUTION



BACKGROUND & OVERVIEW

The World Games 2022 in Birmingham was the 11th edition of the multisport event and the second time it has taken place in USA, following the inaugural edition in Santa Clara in 1981.

The Executive Committee of the International World Games Association (IWGA) selected Birmingham, USA as the host of the 11th edition of The World Games on 22 January 2015. Birmingham was chosen ahead of Lima, Peru and Ufa, Russia.

Birmingham's hosting of TWG brought greater continental distribution to the event which has taken place in Europe for six of its 12 awarded editions. The increase in the continental hosting distribution reiterates the growing global appeal of TWG, with the next edition taking place in Chengdu, China in 2025.

The Birmingham Organizing Committee (BOC) was established with the support of local businesses which formed a unique structure in the fact that these businesses funded around 60% of the event, with senior representatives holding board positions at the BOC.

Major economic and social benefits were anticipated as a result of hosting the event across the City of Birmingham and Jefferson County.

THE WORLD GAMES FIRSTS

Several sports and disciplines made their debut at TWG 2022 as official sports, including; breaking, canoe marathon, drone racing, fistball (women), kickboxing and parkour.

As the host city, Birmingham also included the following invitational sports on the sport programme: duathlon, flag football, lacrosse (men's), wheelchair rugby and wushu. TWG 2022 integrated para sport for the first time with the inclusion of wheelchair rugby.

The Virtual World Games Pavilion was also organised in Birmingham, including virtual sport presentations and participation opportunities in archery, baseball and racquetball.

EVENT OVERVIEW



HOST PROFILE & ORGANISATION

HOST CITY, COUNTY & STATE

Birmingham is the second-most populous city in the State of Alabama, USA. It sits within Jefferson County, which is the most populous County in Alabama, with a population of 667,820.

Birmingham is a renowned college sport city but is relatively new to staging international sporting events.

In 2017 Birmingham's Legacy Arena hosted Team USA in the Davis Cup first round tie versus Switzerland which welcomed 15,917 fans over the three-day weekend.

The city is also home to Lakeshore which is an official United States Olympic & Paralympic Committee (USOPC) Training Site, hosting national team training camps and international competitions.

Following the successful bid for TWG, Birmingham went on to secure the World Police & Fire Games in 2025.

ORGANISATION


The approach to the organisation of the event changed over time between the bid being awarded in January 2015 to delivery in July 2022.

In October 2017, the City of Birmingham held mayoral elections which saw a new Mayor come in and ultimately become the new face of TWG in Birmingham. The changeover in administration led to a new team taking on the planning of TWG for the city, a re-evaluation of its aims and objectives as well as funding support.

On 4 December 2019, the Board of Directors of the Birmingham Organizing Committee appointed Nick Sellers as its new CEO who led the organisation through to deliver TWG 2022.

EVENT OVERVIEW

EVENT STAKEHOLDERS, STRUCTURES & IWGA SUPPLIERS


CITY OF BIRMINGHAM	JEFFERSON COUNTY	STATE OF ALABAMA	GREATER BIRMINGHAM CONVENTION & VISITORS BUREAU
			

INTERNATIONAL WORLD GAMES ASSOCIATION





CORE IWGA SUPPLIERS


GAMES MANAGEMENT SYSTEM & RESULTS, TIMING & SCORING



TRAVEL & LOGISTICS



HOST BROADCASTER



EVENT OVERVIEW

EVENT HOSTING OBJECTIVES

INTERNATIONAL WORLD GAMES ASSOCIATION (IWGA)

KEY OBJECTIVES

- Deliver value to host cities, international sports federations, national Olympic committees and national sports organisations.
 - Deliver a high standard of sport competition.
 - Deliver similar service levels to an Olympic Games.
 - Enable non-IWGA member sports to be included in TWG sport programme, better matching tradition/culture of hosts.
- Improve exposure of The World Games in USA and globally.
 - Notably TV coverage in territories such as Italy – a high-performing nation – where securing broadcasting rights deals has been challenging.
- Provide exposure for TWG sport programme in the US market.
 - Potential for sports to integrate themselves within the USA university sports ecosystem.
- Consolidate The World Games on the Olympic Channel.
- Develop insights which attract and support the securing of global partners/sponsors.
- Develop sponsorship inventory plan to demonstrate opportunities for global partners/sponsors.
- Deliver an e-games element to The World Games for the first time, ultimately a prelude to a larger adjacent event for The World Games 2025 in Chengdu.

BIRMINGHAM ORGANIZING COMMITTEE (BOC)

KEY OBJECTIVES

- Present Alabama as a welcoming and inclusive state.
- Redefine Birmingham globally as a big event town and showcase the history and future direction of the city.
- Deliver the most fan-friendly experience.
- Grow TWG brand and raise awareness for the event, particularly in South-Eastern States and major cities within a few hours' drive by organising press events in other cities and finding the balance between building awareness and providing visibility to support ticket sales.
- Promote the stories of TWG such as disability sport integration, athletes competing at the Olympic Games as well as TWG with public relations and marketing efforts focused on the domestic market.
- Generate \$6 million in ticket sales (equivalent to approximately 240,000 tickets), with an aim to sell out most events taking place over weekends and using the scarcity principle to drive ticket sales.

EVENT OVERVIEW

LOCAL EVENT STAKEHOLDER OBJECTIVES

CITY OF BIRMINGHAM

KEY OBJECTIVES

- Increase the economic sales funnel from both a domestic and international standpoint to increase economic development.
- Promote Birmingham to visitors, providing them with a better understanding of the city as it is today, particularly with regards to the cities strengthened modern medicine and tradition for social justice. The brand signals would be for the city to be seen as a modern showcase of progressive movements from the social justice and racial equity standpoint.

GREATER BIRMINGHAM CONVENTION & VISITORS BUREAU

KEY OBJECTIVES

- Increase destination branding and image of Birmingham using sports and events as a tool to achieve this:
 - Marketing activities relied on digital media whilst one major activation was via an advertising and content partnership with Atlanta Braves radio that helped to drive awareness for Birmingham and TWG in the southwest markets.
 - Featured sports that were more known domestically or that had the potential to generate good interest (e.g. sumo).
 - Highlighted the leisure aspect of visiting Birmingham: cultural scene, food, entertainment, university sports.
- Utilising the benefits of having strong pre-existing facilities and infrastructure to build momentum towards becoming a sport hosting destination and securing future sports events for the city.
- Focus on driving domestic visitors given that US borders were closed to most international travellers until spring 2022.

EVENT OVERVIEW



IMPACT OF COVID-19, WAR IN UKRAINE AND UNPRECEDENTED WEATHER CONDITIONS

Several global events, notably the coronavirus pandemic and war in Ukraine, resulted in significant challenges for the Birmingham Organizing Committee (BOC) and the International World Games Association (IWGA). Although the impacts of these events cannot be quantified, a summary of impacts and considerations has been produced following interviews with senior staff representing TWG 2022 stakeholders given that these events posed significant challenges to stakeholders attempting to achieve their event objectives.

IMPACT ON SCHEDULING

On Tuesday 24 March 2020, the International Olympic Committee (IOC) and Tokyo 2020 Organising Committee announced that the Olympic Games would be postponed until summer 2021 at the latest.

On 30 March 2020, the IOC and Tokyo 2020 confirmed that the Olympic Games would take place 23 July – 8 August 2021, partially clashing with TWG 2021 events dates of 15-25 July 2021.

On 2 April 2021, the IWGA and BOC announced that they had agreed to postpone the 11th edition of TWG to 7-17 July 2022 to ensure optimal athlete and official participation, media exposure and operational availability of key partners such as Swiss Timing and International Sports Broadcasting.

IMPACT ON ATTENDANCE

Anecdotal evidence suggests that attendance at TWG 2022 was hampered by the pandemic effect whereby large numbers of fans, predominantly international fans, remained uncomfortable in travelling to attend a busy sporting event in the summer of 2022.

Additionally, unprecedented temperatures during a summer heatwave, accompanied by two days of storms, also impacted attendances with ticketing data showing higher rates of no-shows on these bad weather days with several sessions also having to be rescheduled, creating uncertainty for spectators, and putting pressure on ticketing management processes.

EVENT OVERVIEW



IMPACT OF COVID-19, WAR IN UKRAINE AND UNPRECEDENTED WEATHER CONDITIONS

IMPACT OF THE WAR IN UKRAINE

Following Russia's invasion of Ukraine the Executive Board (EB) of the International Olympic Committee (IOC) made a recommendation that "International Sports Federations and sports event organisers not invite or allow the participation of Russian and Belarusian athletes and officials in international competitions."

This recommendation was made on 28 February 2022 and was swiftly followed by an announcement by the BOC and IWGA which both agreed to adopt the recommendation and ban all Russian and Belarussian athletes from participating at TWG 2022 in Birmingham.

Knowing the challenges this decision would present, both the BOC and IWGA worked with their stakeholders to ensure that competition remained unaffected at TWG 2022 despite significant work being required in the background to establish alternative qualification criteria, finalise sport entries and ensure the safe participation of Ukrainian athletes.

IMPACT ON FINANCES

The postponement of TWG 2022 generated additional and unplanned costs for the BOC. This was exacerbated further by economic factors such as increasing inflation rates and a rise in the cost of labour, shipping costs and other supply chain issues resulting from the pandemic.

As a result of the challenging economic climate, revenue sources did not come to bear the total income targets originally planned for.

The BOC reported a financial deficit which was partially offset by additional funding received from the City of Birmingham in exchange for knowledge transfer provisions and services. Further funding support was requested from sponsors and partners to ensure that all suppliers could be paid in full.

In November 2022 it was reported that the BOC had a small remaining budget deficit with plans in place to satisfy all remaining debts by the end of Q1 2023.

EVENT OVERVIEW

NEW VENUES & FACILITIES

0

No new venues had to be constructed for the purpose of hosting TWG 2022

EXISTING FIELD OF PLAY

8

Pre-existing venues utilized for TWG 2022 with existing sport field of play

TEMPORARY FIELD OF PLAY

9

Pre-existing venues utilized for TWG 2022 with temporary overlay used to create the field of play

CUMULATIVE VENUE CAPACITY

400,487

Cumulative capacity across all ticketed sports venues and sessions (based upon tickets made available by the BOC)

VENUES & INFRASTRUCTURE SUMMARY

The World Games 2022 competitions were held at 16 venues, all of which were either pre-existing or temporary. There were no new venues constructed to host events for TWG 2022, maintaining IWGAs continued commitment to a sustainable event, aligned with its strategy paper "The World Games - Growth Beyond Excellence - Agenda for the development of The World Games and the International World Games Association" and the International Olympic Committees (IOC) Agenda 2020+5.

Existing venues received a programme of refurbishment investment whilst temporary venues utilised some pre-existing spaces with temporary infrastructure layered in to bring these venues up to standard to host TWG 2022.

VENUES & SPORTS HOSTED

VENUE	TYPE	FIELD OF PLAY	SPORTS & DISCIPLINES
Avondale Park	Existing	Temporary	Archery
Barber Motorsports Park	Existing	Temporary	Air sports - canopy piloting
Birmingham Southern College (BSC)*	Existing	Temporary	Ju-Jitsu, Karate, Orienteering - sprint, Wushu
Birmingham-Jefferson Convention Complex (BJCC)*	Existing	Existing Temporary	Dance sport, Gymnastics, Powerlifting Billiards, Bowling, Floorball, Korfbal
Birmingham Crossplex*	Existing	Existing	Finswimming, Lifesaving, Roller sports - inline hockey and artistic skating, Wheelchair rugby
Boutwell Auditorium	Existing	Temporary	Kickboxing, Muaythai, Sumo
Hoover Met Stadium*	Existing	Existing	Softball
John Carroll Catholic High School*	Existing	Existing	Flying disc
Legion Field*	Existing	Existing	Flag football
Oak Mountain State Park	Existing	Temporary	Canoe - marathon, Orienteering - middle distance, Waterski & wakeboard
Powell Avenue Steam Plant	Existing	Temporary	Roller sports - speed (track)
Protective Stadium*	Existing	Existing	Air sports - drone racing; Opening & Closing Ceremonies
Sloss Furnaces	Existing	Temporary	Dance sport - breaking, Gymnastics - parkour, Handball - beach, Sport climbing
Railroad Park	Existing	Temporary	Duathlon, Orienteering - sprint relay
University of Alabama at Birmingham*	Existing	Existing Temporary	Lacrosse Boules, Racquetball, Squash, Tug of war

* Denotes existing sport-specific venues

A detailed analysis of ticket allocations, capacities and utilization by sport is available on pages 21 and 22.



**ECONOMIC
& TOURISM**



ECONOMIC & TOURISM

TICKETS ALLOCATED

377,453

Total tickets allocated at TWG 2022

Includes sold and complimentary tickets, the majority of which were allocated to sponsors.

TICKETS ALLOCATION & UTILISATION

115,928

Tickets sold

227,038

Sponsor package tickets

34,487

Complimentary tickets

37.1%

Ticket utilisation rate

Sponsors received a large number of tickets as part of their overall corporate package and were free to use these tickets as they saw fit.

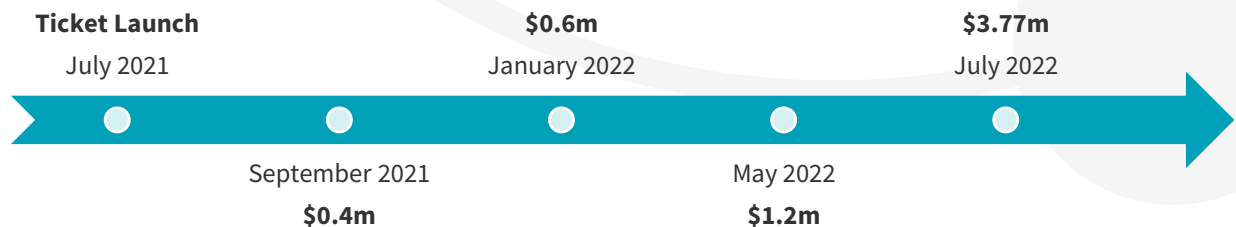
Complimentary tickets were distributed to the public, local businesses, schools and suppliers.

TICKETING

HIGHLIGHTS

- There were 377,453 tickets allocated in total by the BOC, of which 115,928 were sold to the public and 227,038 were purchased by sponsors as part of a corporate package. A further 34,487 tickets were distributed to community initiatives free of charge to engage the local community during the event.
- The BOC launched public ticket sales on 7 July 2021, marking one year to go to TWG 2022.
- The BOC aimed to provide affordable pricing to sports fans both locally and internationally when structuring its ticketing strategy. The strategy was formed based on sports' popularity, the number of sessions at each event and the venue capacities.
- The average price of a ticket was \$24 (excluding the opening and closing ceremonies), ranging from \$12 to \$35 per event before fees.
- Tickets to the Opening & Closing Ceremonies ranged from \$39-\$99 and \$29-\$89 respectively.
- International Sports Federations were given the opportunity to reserve tickets on behalf of their stakeholders through to March 2022 before all remaining tickets were put on public sale.
- On 5 June 2022, the BOC announced a 'Day Pass' ticket offer which was on sale for the month of June and permitted spectators the opportunity to attend as many sports sessions as they liked within a day. Passes were available for all days of sport competition, from 8 July through to 17 July 2022 and were priced at \$35.
- Following the postponement of the event from July 2021 to July 2022, the BOC maintained its ticketing target which was to achieve revenues of \$6 million. This ultimately was not met, with ticket sales reaching just short of \$3.8 million.

TICKET SALES TIMELINE & REVENUES



ECONOMIC & TOURISM

TICKET SALES

115,928

Total tickets sold at TWG 2022, includes general admission and VIP tickets

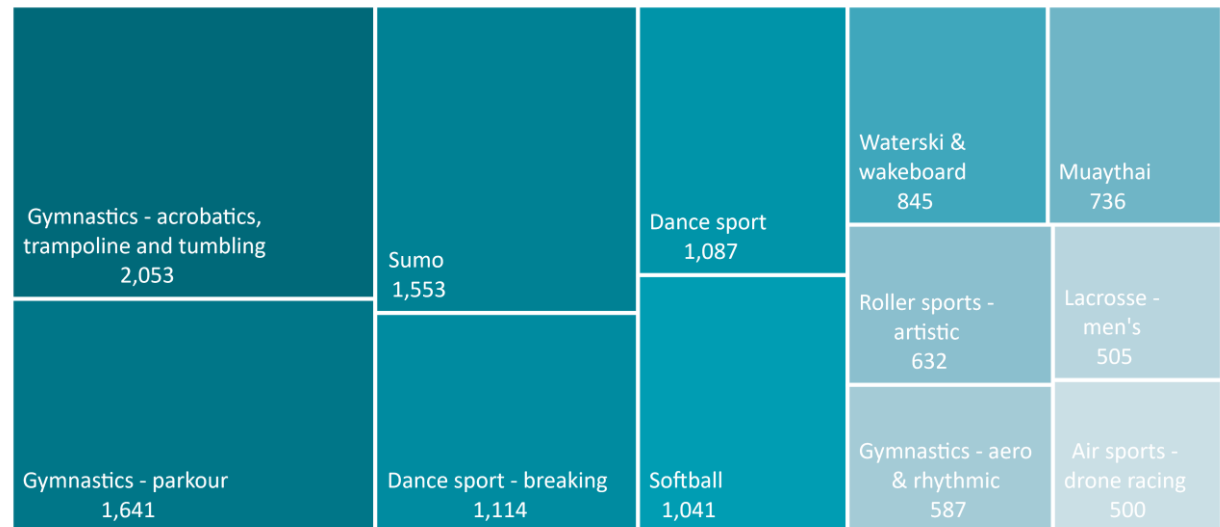
TICKET SALES BY MONTH

MONTH	TICKET SALES	% OF TOTAL
July 2021	8,736	7.5%
August 2021	1,296	1.1%
September 2021	335	0.3%
October 2021	498	0.4%
November 2021	1,117	1.0%
December 2021	2,657	2.3%
January 2022	1,552	1.3%
February 2022	1,997	1.7%
March 2022	4,760	4.1%
April 2022	4,425	3.8%
May 2022	5,786	5.0%
June 2022	18,120	15.6%
July 2022	59,626	51.4%

Date of sale data was not available for 5,023 tickets sold.

TICKETING

AVERAGE NUMBER OF TICKETS SOLD PER SESSION



The backdrop to TWG 2022 resulted in significantly fewer international ticket sales when compared to previous editions. The factors impacting the event, including the COVID-19 pandemic, have been outlined on pages 15 and 16.

TICKET SALES BY NATION - TOP 10

1. USA	112,668	6. Switzerland	194
2. Canada	500	7. Netherlands	154
3. Australia	485	8. France	141
4. Germany	445	9. Japan	113
5. England	288	10. Belgium	91

849 tickets were purchased by spectators from other nations.

TICKETING | BY SPORT

TICKETING CAPACITIES, ALLOCATIONS, SALES AND UTILISATION BY SPORT

Sport	Tickets Available	Tickets Allocated*	% Allocated vs Available	Tickets Sold	Sponsor Tickets & Comp. Tickets	Total Scanned Attendance	% Tickets Scanned vs Allocated**	% Tickets Sold vs Available
Totals	400,437	377,453	94.3%	115,928	261,525	140,217	37.1%	29.0%
Air sports - canopy piloting	6,163	5,491	89.1%	2,163	3,328	1,302	23.7%	35.1%
Air sports - drone racing	4,999	3,414	68.3%	999	2,415	597	17.5%	20.0%
Archery - compound target	2,474	2,221	89.8%	674	1,547	700	31.5%	27.2%
Archery - field	6,380	4,637	72.7%	980	3,657	1,280	27.6%	15.4%
Beach handball	9,267	7,646	82.5%	1,267	6,379	1,645	21.5%	13.7%
Billiards	2,421	2,366	97.7%	1,071	1,295	899	38.0%	44.2%
Boules	1,384	1,017	73.5%	184	833	58	5.7%	13.3%
Bowling	2,461	1,653	67.2%	761	892	554	33.5%	30.9%
Canoe marathon	1,697	1,808	106.5%	97	1,711	180	10.0%	5.7%
Canoe polo	3,201	3,697	115.5%	1,551	2,146	1,599	43.3%	48.5%
Dance sport	10,746	9,696	90.2%	2,173	7,523	3,078	31.7%	20.2%
Dance sport - breaking	3,477	3,541	101.8%	2,227	1,314	1,737	49.1%	64.0%
Duathlon	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Finswimming	1,011	1,179	116.6%	473	706	541	45.9%	46.8%
Fistball	6,273	5,323	84.9%	1,248	4,075	712	13.4%	19.9%
Flag football	30,941	30,196	97.6%	2,091	28,105	5,005	16.6%	6.8%
Floorball	4,312	3,788	87.8%	1,152	2,636	1,165	30.8%	26.7%
Flying Disc	14,110	10,127	71.8%	3,860	6,267	3,953	39.0%	27.4%
Gymnastics - acrobatic, trampoline & tumbling	25,197	25,005	99.2%	8,213	16,792	12,117	48.5%	32.6%
Gymnastics - aerobic and rhythmic	29,242	26,051	89.1%	3,520	22,531	6,586	25.3%	12.0%
Gymnastics - parkour	5,182	5,480	105.8%	3,282	2,198	3,696	67.4%	63.3%
Ju-Jitsu	4,333	4,434	102.3%	1,833	2,601	1,995	45.0%	42.3%

* Certain sports and specific sessions were oversubscribed following the distribution of sponsor tickets and public sales, resulting in overall ticket allocations exceeding planned capacities.

** Ratio of scanned attendance to tickets allocated. Complimentary and sold tickets were allocated to specific events. The total scanned attendance at events was significantly lower than the number of tickets allocated, due in part to unmonitored accreditation passes being used to access events for which tickets should have been used and scanned. Across the entire event, the ticket utilisation rate was 37.1%.

TICKETING CAPACITIES, ALLOCATIONS, SALES AND UTILISATION BY SPORT – CONTINUED

Sport	Tickets Available	Tickets Allocated*	% Allocated vs Available	Tickets Sold	Sponsor Tickets & Comp. Tickets	Total Scanned Attendance	% Tickets Scanned vs Allocated*	% Tickets Sold vs Available
Karate	4,188	4,452	106.3%	1,788	2,664	1,822	40.9%	42.7%
Kickboxing	4,340	4,886	112.6%	1,540	3,346	2,220	45.4%	35.5%
Korfball	6,446	6,354	98.6%	2,646	3,708	2,846	44.8%	41.0%
Lacrosse - men's	21,128	17,744	84.0%	4,548	13,196	4,303	24.3%	21.5%
Lacrosse - women's	17,677	14,021	79.3%	2,347	11,674	1,653	11.8%	13.3%
Life saving	896	969	108.1%	358	611	248	25.6%	40.0%
Muaythai	4,307	5,773	134.0%	2,207	3,566	3,237	56.1%	51.2%
Orienteering	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Powerlifting	3,936	3,757	95.5%	1,086	2,671	1,370	36.5%	27.6%
Racquetball	1481	1,414	95.5%	481	933	416	29.4%	32.5%
Roller sports - artistic	3,027	3,415	112.8%	1,263	2,152	1,909	55.9%	41.7%
Roller sports - inline hockey	11,424	8,543	74.8%	1,128	7,415	1,763	20.6%	9.9%
Roller sports - speed (track)	1336	2,390	178.9%	736	1,654	729	30.5%	55.1%
Softball	58,749	50,755	86.4%	11,449	39,306	14,097	27.8%	19.5%
Sport climbing	10,263	9,836	95.8%	2,463	7,373	3,474	35.3%	24.0%
Squash	1441	1,363	94.6%	441	922	359	26.3%	30.6%
Sumo	7,210	7,090	98.3%	4,660	2,430	5,076	71.6%	64.6%
Tug of war	2452	2,367	96.5%	1,082	1,285	794	33.5%	44.1%
Waterski & wakeboard	4,936	5,763	116.8%	2,536	3,227	2,358	40.9%	51.4%
Wheelchair rugby	4,893	5,141	105.1%	1,271	3,870	1,702	33.1%	26.0%
Wushu	3,636	3,450	94.9%	1,236	2,214	1,404	40.7%	34.0%
Opening ceremony	26,623	26,623	100.0%	11,652	14,971	17,005	63.9%	43.8%
Closing ceremony	24,777	24,777	100.0%	12,028	12,749	15,852	64.0%	48.5%
Day passes	-	7,737	-	7,120	617	6,181	79.9%	-
Jetsetter ticket package	-	63	-	43	20	-	-	-

* Certain sports and specific sessions were oversubscribed following the distribution of sponsor tickets and public sales, resulting in overall ticket allocations exceeding planned capacities

** Ratio of scanned attendance to tickets allocated. Complimentary and sold tickets were allocated to specific events. The total scanned attendance at events was significantly lower than the number of tickets allocated, due in part to unmonitored accreditation passes being used to access events for which tickets should have been used and scanned. Across the entire event, the ticket utilisation rate was 37.1%.

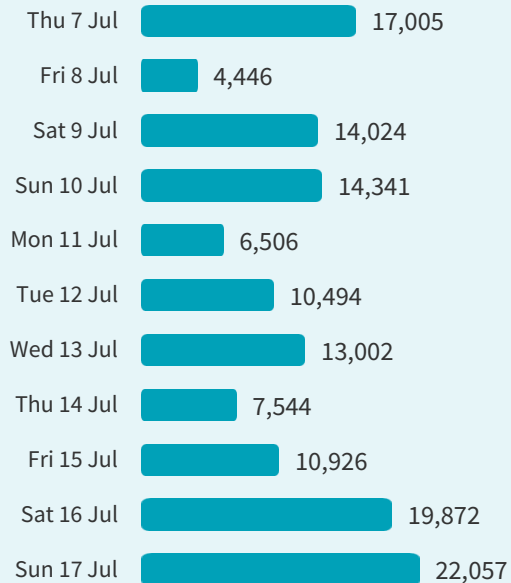
ECONOMIC & TOURISM

TOTAL SPECTATOR ATTENDANCE

140,217

Total cumulative ticketed attendance at TWG 2022

CUMULATIVE SPECTATOR ATTENDANCE BY DAY



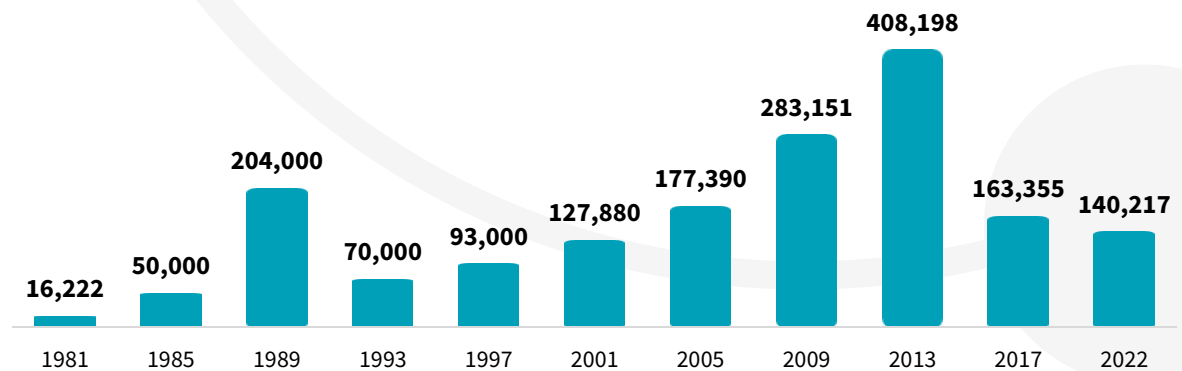
Spectator attendance figures do not include accredited event participant attendance.

SPECTATOR ATTENDANCE

The total ticketed spectator attendance at TWG 2022 was 140,217, somewhat lower than at previous editions. Spectator attendances, notably those requiring travel from overseas, were significantly impacted by the challenges posed by the global COVID-19 pandemic. The one-year postponement of TWG, US entry requirements with regards to COVID-19 testing and visa applications, alongside issues faced by the wider tourism and aviation industries and general hesitancy to travel overseas, all contributed to lower than anticipated ticket sales.

- The attendance in Birmingham has been calculated using ticket sales data and venue admissions data, whereby all venues at the event operated ticket scanners as the method of entry for spectators.
- The closing day of the event on Sunday 17 July 2022 recorded the largest daily spectator attendance figure of 22,057, with the previous day recording the second highest at 19,872 spectators.
- The cumulative spectator attendance at TWG 2022 was 140,217, incorporating spectators that used either purchased or complimentary tickets.
- Spectators attended the event on 3.6 competition days on average, rising to 5 days on average amongst spectators attending from overseas.
- A further 24,400 spectators are estimated to have attended events at TWG Plaza.

TICKETED ATTENDANCE AT THE WORLD GAMES (1981-2022)



When comparing attendances across different editions of TWG consideration should be given to the different methodologies used by organising committees when calculating attendances based on ticket sales.

ECONOMIC & TOURISM

AVERAGE GROUP SIZE

3.7

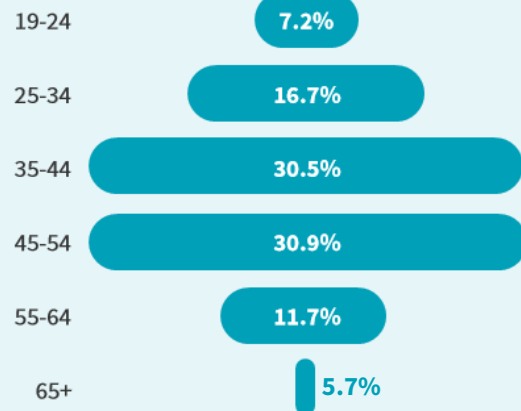
Average number of people per group attending TWG 2022

The spectator demographics profile below is based on results from a spectator survey which queried 2,600 adults aged 19+ during their attendance of TWG. Therefore, the data presented does not include the profile of those aged 18 or under attending the event.

GENDER PROFILE



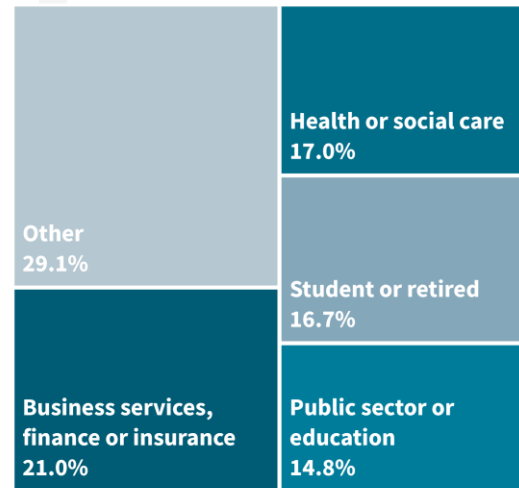
AGE PROFILE



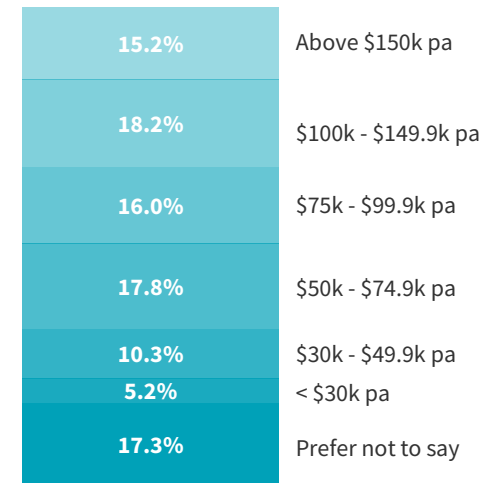
N = 2,600, adult population aged 19+ participating in survey

SPECTATOR DEMOGRAPHICS

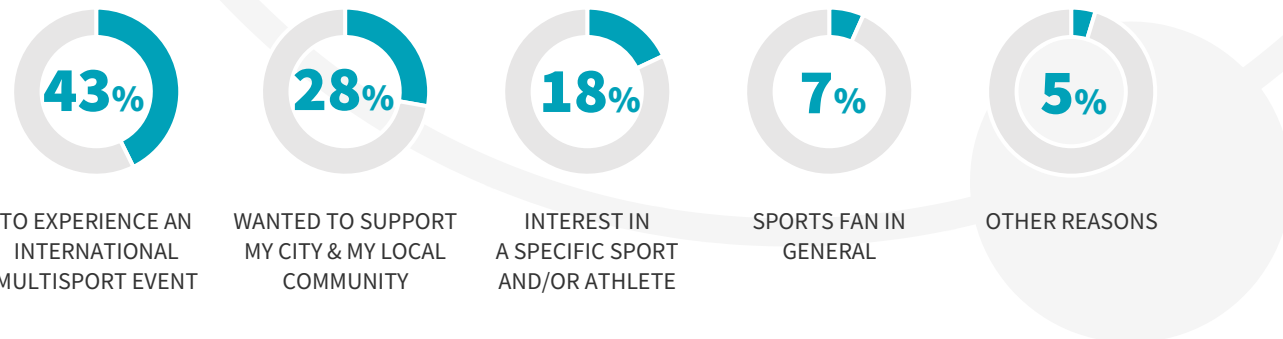
OCCUPATION



PERSONAL INCOME



MOTIVATIONS FOR ATTENDING TWG 2022



ECONOMIC & TOURISM

UNIQUE SPECTATOR ATTENDANCE

38,261

Unique spectator attendance at ticketed sports events

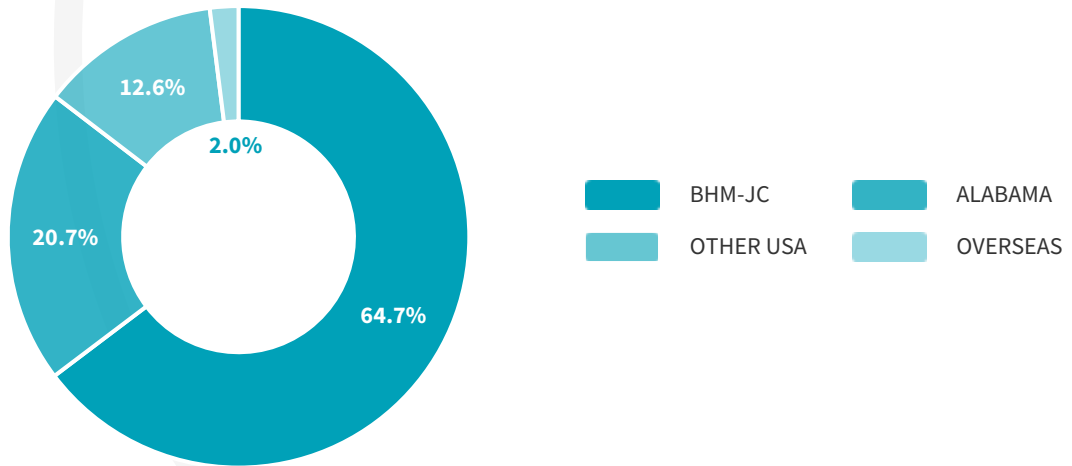
AVERAGE DAYS ATTENDED

3.6

Average number of event days attended by spectators

SPECTATOR TOURISM | UNIQUE VISITS

SPECTATOR ORIGIN



TOTAL AND UNIQUE ATTENDANCE BY SPECTATOR ORIGIN

Spectator Origin	Cumulative Attendance	Avg. Days Attended	Unique Attendance
Birmingham-Jefferson County	93,162	3.7	24,740
Alabama (outside BHM-JC)	24,097	3.0	7,932
Other USA	19,164	4.0	4,835
Overseas	3,795	5.0	754
TOTAL / AVERAGE	140,217	3.6	38,261

Unique attendance totals by spectator origin may not sum due to data rounding within each category

ECONOMIC & TOURISM

VISITING SPECTATORS

4,537

Visiting spectators staying in paid accommodation in the Birmingham-Jefferson County area

AVERAGE LENGTH OF STAY

4.9 nights

Visiting spectators' average length of stay in the Birmingham-Jefferson County area

OVERNIGHTS VISITORS

91.4%

Overseas visitors who stayed in paid accommodation in BHM-JC area when attending TWG 2022

65.4%

US visitors from outside Alabama staying in paid accommodation in BHM-JC area when attending TWG 2022

8.6%

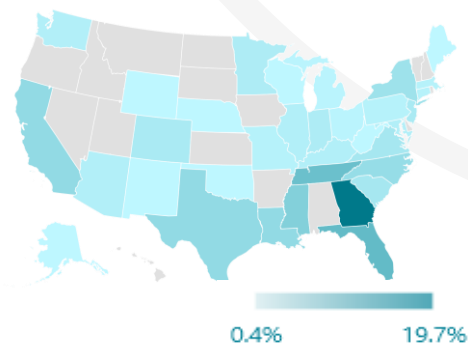
Alabama visitors staying overnight in paid accommodation in BHM-JC area when attending TWG 2022

SPECTATOR TOURISM | ORIGIN & BED NIGHTS

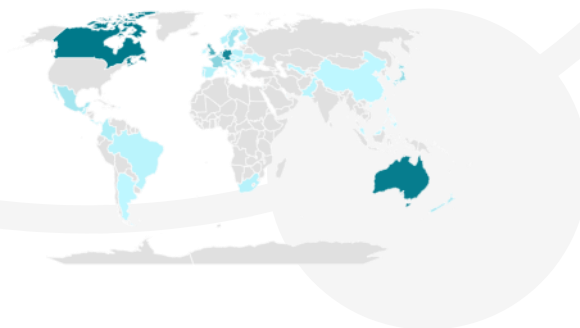
HIGHLIGHTS

- The unique spectator attendance at TWG 2022 is estimated to have been 38,261, according to survey and ticketing data. 33.6% of all spectators came from outside the Birmingham-Jefferson County area, including 17.2% from elsewhere in Alabama state, 13.7% from other US states and 2.7% from overseas.
- Visitors from Georgia accounted for 19.7% of all US visitors from outside of Alabama to the event according to the post-event spectator survey. This was followed by visitors from Florida (9.7%), Tennessee (8.8%) and Mississippi (6.4%). Visitors attended from at least 36 US States.
- Overseas visitors travelled from at least 50 countries, with Canada accounting for the largest portion of overseas visitors (15.3% of ticket sales outside USA). After Canada, the most tickets were sold to visitors from Australia (14.9%), Germany (13.7%), United Kingdom (8.8%) and Switzerland (6.7%).
- It is estimated that 4,537 out-of-town spectators stayed overnight in paid accommodation in the Birmingham-Jefferson County area, generating 22,419 bed nights throughout their stay, the equivalent of 16,814 room nights according to accommodation data.

SPECTATORS BY ORIGIN | USA



SPECTATORS BY ORIGIN | DOMESTIC & OVERSEAS



ECONOMIC & TOURISM

VISITING SPECTATOR EXPENDITURE

\$4.08m

Total spend in Birmingham-Jefferson County area by out-of-town visitors

AVERAGE EXPENDITURE BY VISITOR ORIGIN

\$291

ALABAMA

\$626

OTHER USA

\$1,203

OVERSEAS

SPECTATOR TOURISM | EXPENDITURE

HIGHLIGHTS

- Spectators visiting the Birmingham-Jefferson County area to attend TWG 2022 contributed an estimated \$4.08m in direct additional spending.
- This spending relates to accommodation, eating and drinking, shopping, visits to local tourist attractions and 'other' expenditure, including car hire and public transportation.
- Visiting spectators from other parts of USA spent \$626 per person per visit on average whilst spectators from overseas spent \$1,203 per person per visit on average.
- Accommodation alone accounted for \$1.81m (44.3%) of the total expenditure generated by visiting spectators.

ACCOMMODATION EXPENDITURE (PER PERSON PER VISIT)

	BHM-JC	Other AL	Other USA	Overseas	Total Visitors
% of people in paid accommodation in BHM	-	8.6%	65.5%	91.4%	33.0%
No. of people in paid accommodation	-	683	3,165	689	4,537
Average length of stay in BHM-JC area	-	3.0	5.0	6.4	4.9
Bed nights	-	2,066	15,961	4,390	22,418
Avg. spend per person per visit	-	\$204.61	\$379.67	\$677.93	\$398.62
Total accommodation expenditure	-	\$139,722	\$1,201,701	\$467,095	\$1,808,518

ADDITIONAL NON-ACCOMMODATION EXPENDITURE (PER PERSON PER VISIT)

	BHM-JC	Other AL	Other USA	Overseas	Total Visitors
Avg. spend on eating & drinking	-	\$53.00	\$144.45	\$249.93	\$96.68
Avg. spend on event merchandise	-	\$14.04	\$21.08	\$46.82	\$18.39
Avg. spend on tourist attraction	-	\$2.65	\$14.26	\$24.38	\$8.01
Avg. spend on shopping	-	\$11.25	\$30.68	\$73.47	\$21.67
Avg. spend on 'Other' (e.g. car hire, etc.)	-	\$5.21	\$36.36	\$130.38	\$23.33
Total avg. spend per person per visit	-	\$86.15	\$246.83	\$524.98	\$168.08
Total non-accommodation expenditure	-	\$683,359	\$1,193,409	\$395,837	\$2,272,605

ECONOMIC & TOURISM

ACCREDITATIONS ISSUED BY GROUP

	CATEGORY	ACCREDITED
Non-personalised	Day Pass O	2,045
	Day Pass V	860
	Law Enforcement	2,687
	Venue Pass	310
	Venue Staff	10,009
	Volunteer	5,000
	Volunteer Youth	1,500
Personalised	Athlete	3,536
	BOC	1,108
	Demonstration Sport	107
	Extra Official	1,519
	Guest	757
	IF Passport Official	868
	ISB	314
	ITA	31
	IWGA	64
	Media	666
	NOC/NSO	184
	Operations	4,048
	Rights Holder	163
	Volunteer	2,939
	TOTAL	38,715

ACCREDITED TOURISM | ORIGIN & BED NIGHTS

HIGHLIGHTS

- The management of accreditation processes at TWG 2022 did not conform to the usual standards required at TWG, resulting in accreditation credentials being used to access venues in circumstances in which tickets should have been used. This led to disjointed post-event reporting of accreditation and attendance data at TWG 2022.
- There were 38,715 accreditations issued for TWG 2022. 16,304 of these accreditations were personalised and issued to event participants, whilst the remaining 22,411 non-personalised accreditations were used to deploy staff and volunteers safely and securely across different venues, for example, law enforcement covering multiple venues.
- Of these figures, 10,354 are estimated to have stayed in paid accommodation during their time in Birmingham-Jefferson County and are therefore considered as visitors to the event.
- Accredited participants contributed a total of 76,620 bed nights (the equivalent of 57,465 room nights) to the Birmingham-Jefferson County area throughout the duration of TWG 2022.
- Surveys of athletes, guests, media and volunteers alongside accommodation records have been used to establish the total number of bed nights generated by TWG 2022.

ACCREDITED PARTICIPANT TOURISM STATISTICS

10,354	7.4 nights	76,620
VISITING ACCREDITED PARTICIPANTS	AVERAGE LENGTH OF STAY IN BHM-JC AREA	BED NIGHTS GENERATED IN BHM-JC AREA

ECONOMIC & TOURISM



ACCREDITED TOURISM | EXPENDITURE

HIGHLIGHTS

- Several accommodation options were utilised for accredited participants, including hotels, student accommodation and privately rented homes.
- Event participants were provided with varying levels of service provisions in accordance with the Host City agreement. As a result, some accredited participant groups had different expenditure requirements in comparison to others.
- Expenditure made by the BOC on behalf of accredited event participant groups as part of the required service level provision has been captured within the event operational budget analysis (e.g. paid accommodation, meal plans, transportation, etc.) and is therefore omitted from this section to prevent duplication.

TOTAL ACCREDITED EVENT PARTICIPANT EXPENDITURE IN BIRMINGHAM-JEFFERSON COUNTY AREA



Accredited event participant expenditure differed between those that were provided with paid accommodation by the BOC compared to those that were required to source their own accommodation.

ECONOMIC & TOURISM



FINANCIALS | EVENT OPERATIONAL BUDGET

- Accounts provided by the BOC show a total operational expenditure of \$66.4m, compared to the originally planned \$75m earmarked as part of Birmingham's bid to host TWG back in 2015.
- Private sources of commercial revenues contributed \$32.7m (54%) towards the overall budget, making TWG 2022 somewhat of an outlier in terms of its unique funding model whereby the majority of costs were covered by private funding.
- The Birmingham Organizing Committee received \$27.9m in public funding, accounting for 46% of the event budget.
- Sponsorship sales contributed more than three-quarters of all event revenues (75.5%), whilst ticket sales contributed 11.5% of all revenues.
- The main expenditure categories included; sport and venues spend (22%), the Opening and Closing Ceremonies and The World Games Plaza (12.5%) and marketing and media (9.3%).
- As of November 2022, following additional funding support provided by the City of Birmingham, Jefferson County and sponsors, the budget position of the BOC was reported as a small deficit, with plans in place to balance the budget by the end of Q1 2023.

ECONOMIC & TOURISM

ECONOMIC IMPACT METHODOLOGY

To facilitate the requirements of all stakeholders in relation to event impact evaluation of TWG 2022, economic impact figures are reported as follows:

Total economic impact: inclusive of all event-related expenditure components; labour income, value added and output. This includes all localised and visitor expenditure taking place within the host economy as a result of the event taking place, from the event being awarded in 2015 through to delivery in 2022.

Prepared by the CoB, Department of Innovation and Economic Opportunity in collaboration with Quantum Consultancy

Direct economic impact: considering 'net additional' benefit to the host economy because of the event, inclusive of all out-of-town visitor expenditure and organisational expenditure surplus within the host economy. This figure does not include expenditure made throughout the event by local residents.

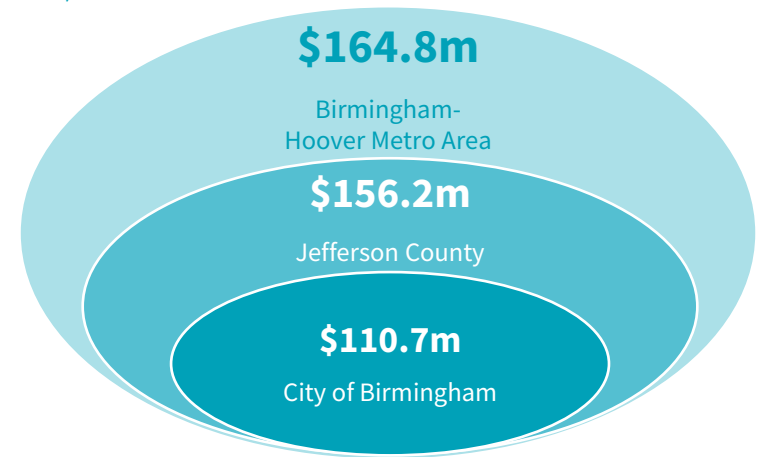
Prepared by Quantum Consultancy

Both figures and methodologies are based upon extensive primary research conducted by Quantum Consultancy during and after the event in the City of Birmingham and Jefferson County area, ratified in collaboration with the CoB, Department of Innovation and Economic Opportunity.

TOTAL & DIRECT ECONOMIC IMPACT

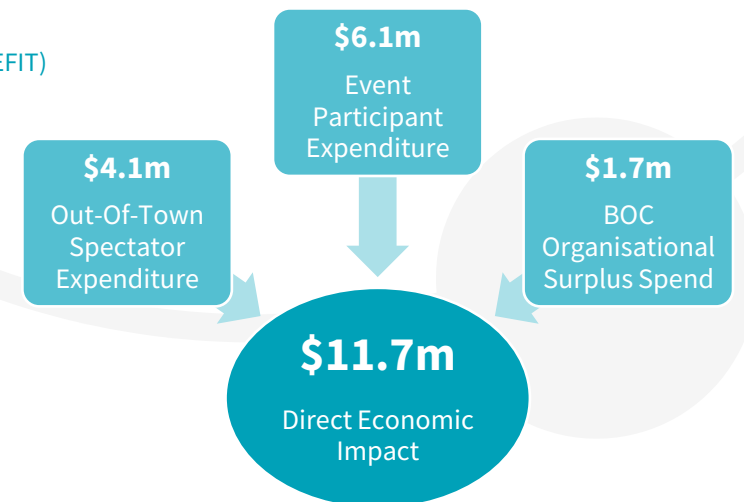
TOTAL ECONOMIC IMPACT (ALL OUTPUT COMPONENTS)

- The total economic impact of TWG 2022 is estimated to have reached \$164.8m across the Birmingham-Hoover Metro Area. This figure considers the period of 2015-2022, the time at which Birmingham was awarded the event through to the delivery of TWG 2022.
- Of this total, \$110.7m (67%) can be attributed to the City of Birmingham, increasing to \$156.2m (95%) when including Jefferson County as a whole.
- A further \$26.1m in economic output can be attributed to infrastructure projects which were undertaken in preparation for the event. This figure is separate to the total economic impact detailed above.



DIRECT ECONOMIC IMPACT (NET ADDITIONAL BENEFIT)

- The direct economic impact of TWG 2022 is estimated to be \$11.7m.
- This incorporates total out-of-town visitor expenditure worth \$4.1m, event participant expenditure worth \$6.1m and an event organisational surplus expenditure within the host economy worth \$1.7m. These figures do not include expenditure made by local residents within the host economy.





**STAKEHOLDER
EXPERIENCE**



STAKEHOLDER EXPERIENCE

OVERALL EVENT EXPERIENCE – % SATISFIED



91%

SPECTATORS



86%

ATHLETES



77%

GUESTS



84%

MEDIA

% of participants that had a 'Good' or 'Very Good' experience

STAKEHOLDER EXPERIENCE SUMMARY

- Post-event surveys were commissioned by the IWGA and BOC to understand the experiences of different stakeholder groups at TWG 2022.
 - Spectators N = 2,600
 - Athletes N = 333
 - Guests N = 82
 - Media N = 44
- Each stakeholder group were asked to respond to questions which were specific to the service levels and operational processes put in place to support their participation at TWG 2022.
- Overall, spectators reported the highest event experience scores, closely followed by athletes, then guests, then media.
- TWG 2022 was opened at the Protective Stadium with 17,005 people in attendance. 80% of spectators surveyed during and after the Opening Ceremony stated that the event was either 'Good' or 'Very Good'.
- Athletes and guests also scored the Opening Ceremony highly, however, the event was not as popular amongst accredited media in attendance.

OPENING CEREMONY EXPERIENCE – % SATISFIED



80%



96%



72%



52%

STAKEHOLDER EXPERIENCE

OVERALL SPECTATOR EXPERIENCE

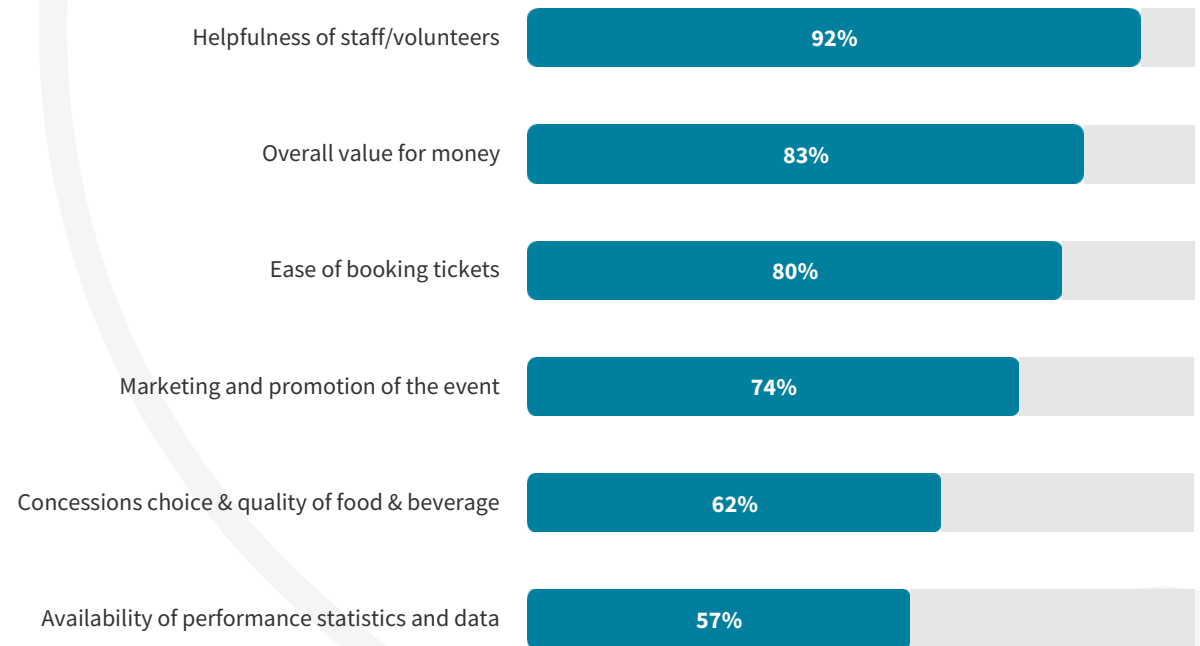


92%

% of spectators rating their overall experience as 'Good' or 'Very Good'

SPECTATOR EVENT EXPERIENCE

SPECTATOR EVENT EXPERIENCE SCORES (% 'GOOD' OR 'VERY GOOD')

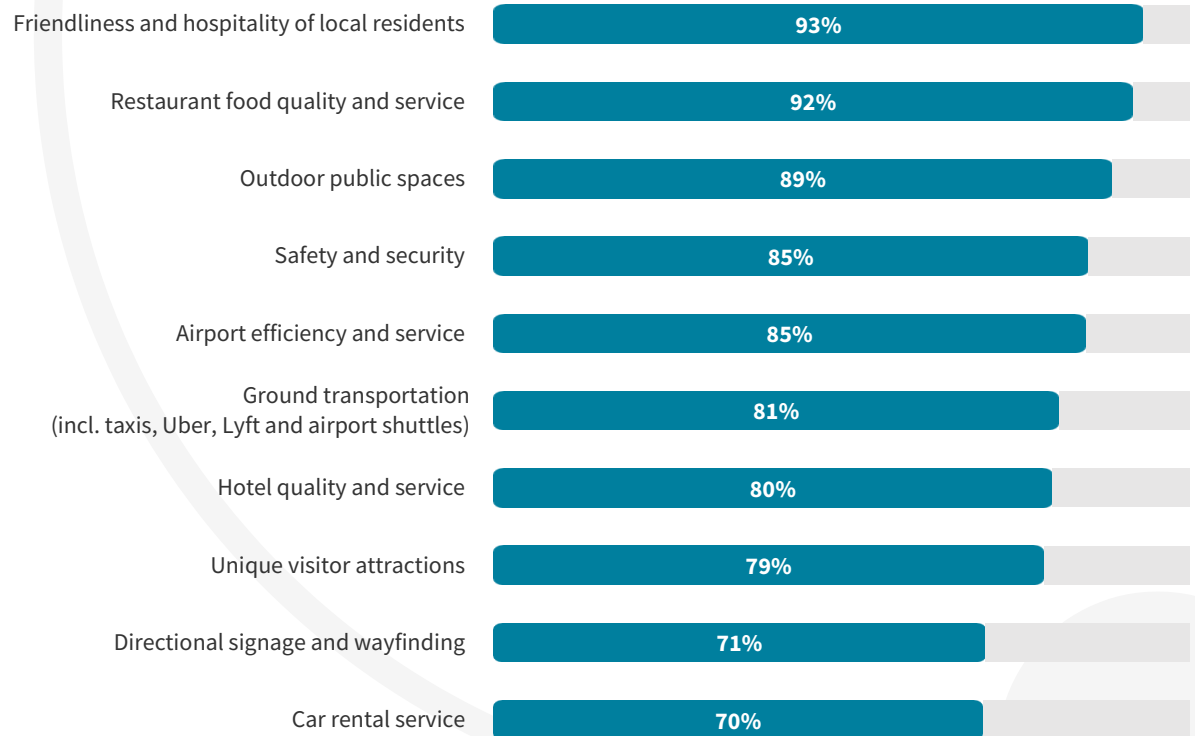


STAKEHOLDER EXPERIENCE



SPECTATOR EVENT EXPERIENCE

SPECTATOR CITY EXPERIENCE SCORES (% 'GOOD' OR 'VERY GOOD')



N = 741 responses from out-of-town visitors only (local residents excluded)

STAKEHOLDER EXPERIENCE

ATHLETE EXPERIENCE



86%

% of athletes rating their overall experience as 'Good' or 'Very Good'

GUESTS EVENT EXPERIENCE



77%

% of guests rating their overall experience as 'Good' or 'Very Good'

MEDIA EVENT EXPERIENCE

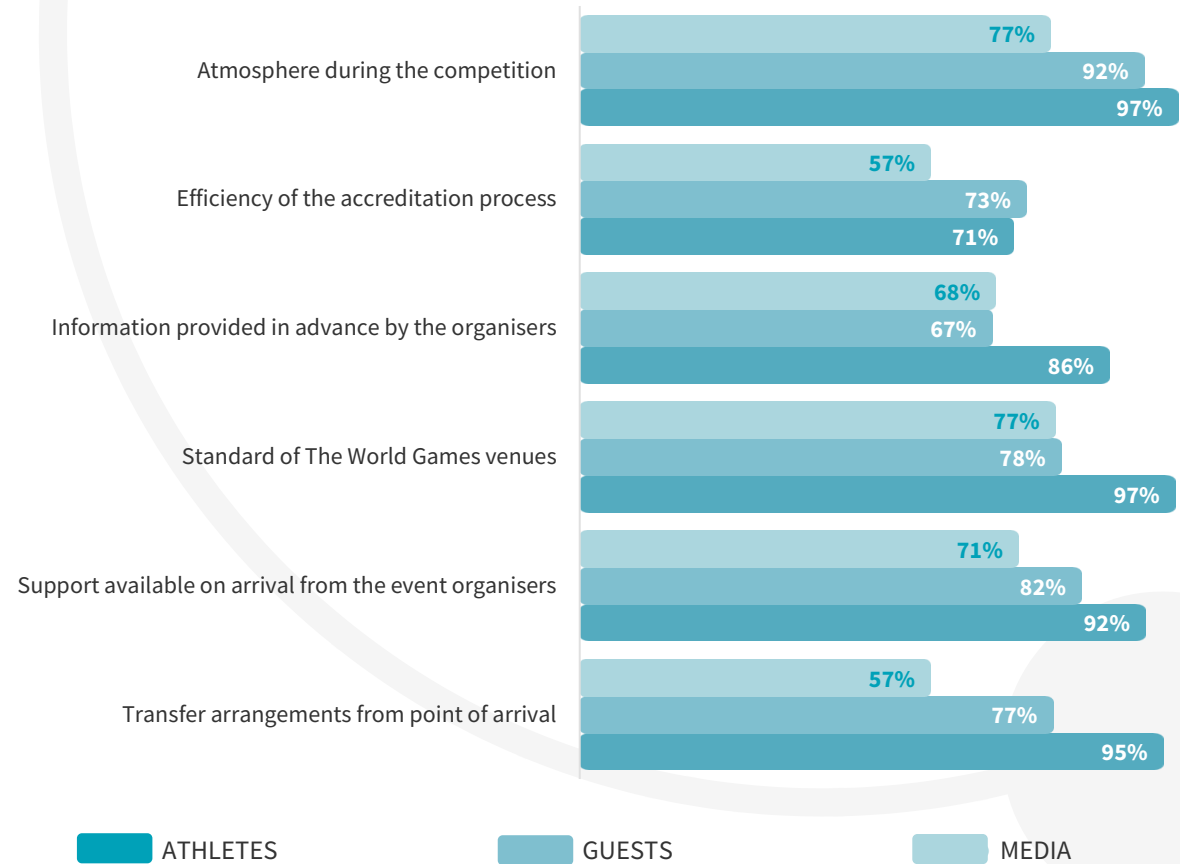


84%

% of media rating their overall experience as 'Good' or 'Very Good'

EVENT PARTICIPANT EXPERIENCE

EVENT PARTICIPANT EXPERIENCE SCORES (% 'GOOD' OR 'VERY GOOD')



STAKEHOLDER EXPERIENCE

ADDITIONAL EVENTS - % SATISFIED



93%
ATHLETES' NIGHT

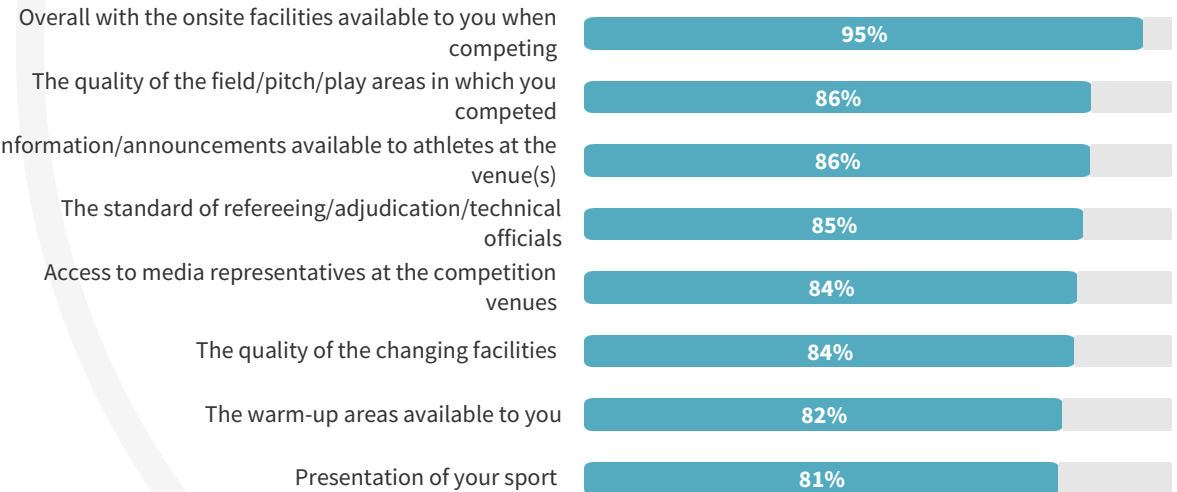
92%
TWG PLAZA

89%
E-GAMING PAVILION

% of athletes that had a 'Good' or 'Very Good' experience

ATHLETE EXPERIENCE

DURING COMPETITION (% 'GOOD' OR 'VERY GOOD')



OUTSIDE OF COMPETITION (% 'GOOD' OR 'VERY GOOD')

Transport provisions between venues	96%
Quality of Wi-Fi access in your accommodation	93%
Opportunities to interact with other athletes	93%
Quality of medical advice/support arranged by BOC	92%
Onsite facilities available when not competing	92%
Access to medical advice/support arranged by BOC	91%
Access to media when not competing	82%
Your accommodation and its facilities	81%
Space available for team meetings/briefings	75%

ATHLETE SERVICE LEVELS (% 'GOOD' OR 'VERY GOOD')

Availability of drinking water	98%
Availability of beverages at venues	96%
Overall with the standard of catering	88%
Quality of available food choices	84%
Variety of food choices	83%
Catering for dietary requirements	78%
Availability of light refreshments	73%

STAKEHOLDER EXPERIENCE

ADDITIONAL EVENTS – % SATISFIED



74%

TWG PLAZA

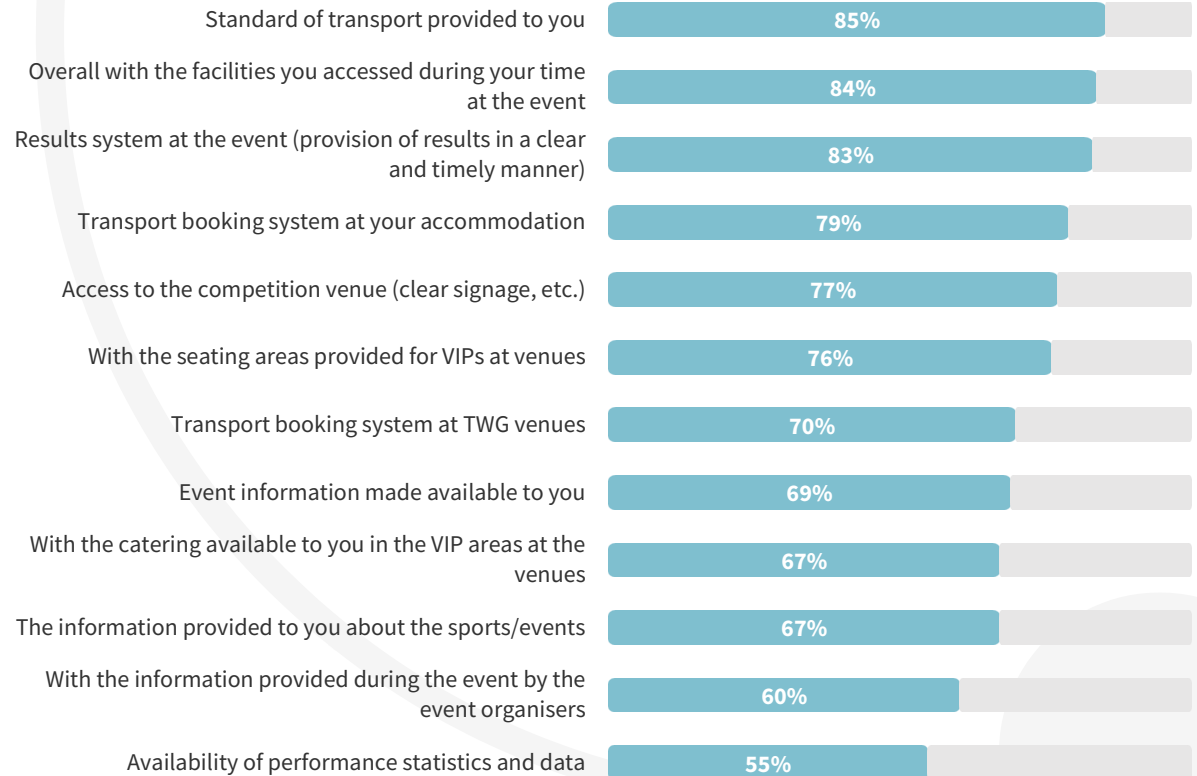
63%

E-GAMING PAVILION

% of guests that had a 'Good' or 'Very Good' experience

GUEST & VIP EXPERIENCE

GUEST & VIP EVENT EXPERIENCE SCORES (% 'GOOD' OR 'VERY GOOD')

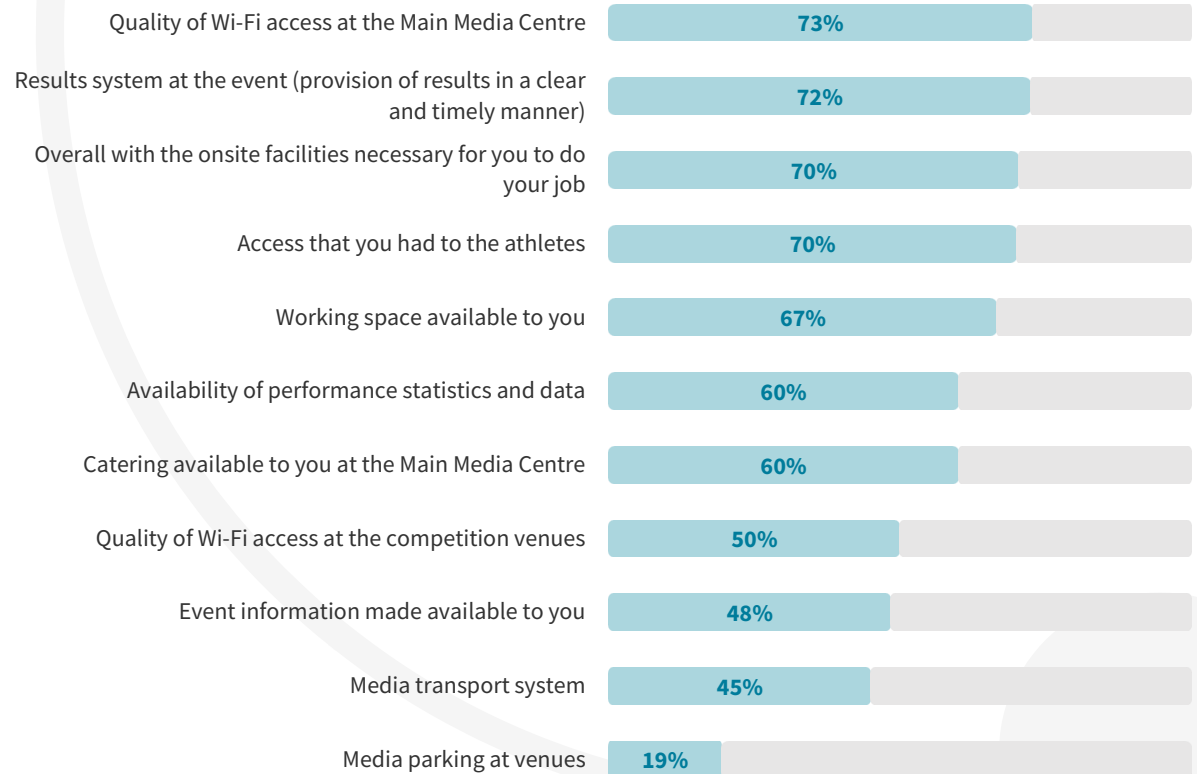


STAKEHOLDER EXPERIENCE



MEDIA EXPERIENCE

MEDIA EVENT EXPERIENCE SCORES (% 'GOOD' OR 'VERY GOOD')





**IMAGE
& REPUTATION**



IMAGE & REPUTATION

CITY SCORE (SPECTATORS)

81%

% of visiting spectators rating the City of Birmingham and Jefferson County as a 'Good' or 'Very Good' place to visit

LIKELIHOOD TO RECOMMEND BHM-JC AREA

SPECTATORS

73%

ATHLETES

28%

GUESTS

35%

MEDIA

32%

% of visitors that would recommend visiting Birmingham and Jefferson County to friends or family

DESTINATION IMAGE – BIRMINGHAM

HIGHLIGHTS

- The City of Birmingham and Jefferson County scored highly amongst visiting spectators who were surveyed about their experiences of the city.
- 4 in 5 visiting spectators said that they would be 'likely' or 'highly likely' to recommend visiting Birmingham to family and friends. This figure was lower amongst visiting athletes, guests and media.
- TWG 2022 instilled a great sense of pride amongst local residents and almost 90% said they would like to see the City of Birmingham host more international sports events in the future.



BIRMINGHAM RESIDENTS' AGREEMENT LEVELS WITH PERCEIVED EVENT IMPACT

89%

% of Birmingham and Jefferson County area residents believe TWG 2022 has had a positive impact on the city

82%

% of Birmingham and Jefferson County area residents believe TWG 2022 has helped to raise the international profile of Birmingham

90%

% of Birmingham and Jefferson County area residents felt proud that their city hosted TWG 2022

IMAGE & REPUTATION

HOST STATE PERCEPTION

82%

% of visitors agreed with the statement 'Alabama is a welcoming and inclusive state'

AWARENESS & PERCEPTION CHANGE

AWARENESS OF BIRMINGHAM

87%

SPECTATORS

51%

ATHLETES

58%

GUESTS

31%

MEDIA

% of visitors aware of Birmingham as a city in Alabama, USA prior to attending The World Games 2022

POSITIVE CHANGE IN PERCEPTION

55%

SPECTATORS

51%

ATHLETES

69%

GUESTS

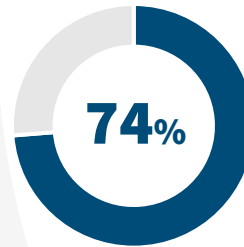
41%

MEDIA

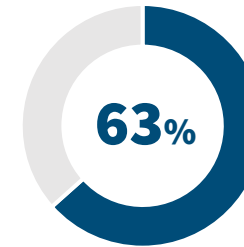
% of visitors viewing the city more positively having visited it for The World Games 2022

DESTINATION IMAGE | HOST CITY PERCEPTION

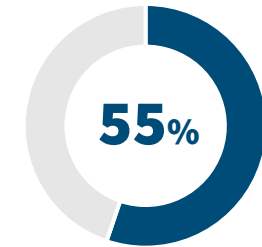
LEVELS OF AGREEMENT WITH STATEMENTS ABOUT THE CITY OF BIRMINGHAM*



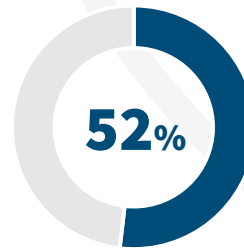
BIRMINGHAM IS A CENTER FOR MEDICAL EXCELLENCE



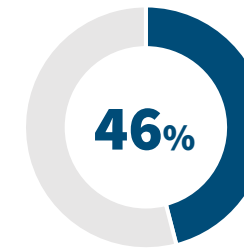
BIRMINGHAM IS A PROGRESSIVE CITY



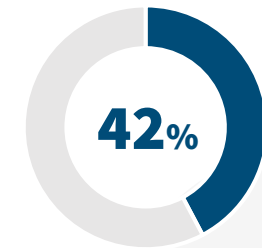
BIRMINGHAM IS A DISTINCTIVE CITY



BIRMINGHAM IS A MODERN CITY



BIRMINGHAM IS AN EMERGING TRAVEL/TOURISM LOCATION



BIRMINGHAM IS AN EMERGING TECHNOLOGY HUB

* average % across the four surveyed participant groups: athletes, guests, media and spectators



**COMMERCIAL
& MARKETING**



COMMERCIAL & MARKETING

CUMULATIVE REACH

268m

Total audience reached
(TV broadcast only)

TV COVERAGE HIGHLIGHTS

19

TV Broadcasters

61

TV Territories

1,639h

TV Broadcast Time

4,365m

Event Contacts

Cumulative reach – Total audience reached across all broadcasts.

Event contacts – Quality measure of the coverage relating broadcast time and audience ratings. A single contact is equal to one person viewing 30 seconds of a broadcast.



Media monitoring and sponsor visibility data in this chapter has been provided by global research company IRIS.

TV & STREAMING SUMMARY

HIGHLIGHTS

- TWG 2022 was broadcast on TV in 61 territories worldwide, generating close to 1,640 broadcast hours and reaching an audience of 268 million.
- In addition to local TV and streaming agreements, the Olympic Channel broadcast wide-ranging coverage from the Games, airing more than 266 hours of competition.
- Three markets – Poland, Chinese Taipei and the MENA region – accounted for 62% of the broadcast time, with 1,012 hours of coverage in total.
- Although the overall broadcast time of 43 hours in the host market, USA, was significantly lower than in some of the other territories, the cumulative reach in the USA (242 million) represented 90% of the total broadcast reach. This can be attributed to extensive news coverage on major US networks (USA was the only market with news monitoring in place).
- Gymnastics, ju-jitsu and roller sports competitions generated the most broadcast time. Each of these sports was shown for at least 80 hours.
- In total, broadcast rights holders aired close to 480 hours of live coverage.
- TV production and distribution was handled by International Sports Broadcasting (ISB), a Madrid-based provider of broadcasting services.
- ISB produced 240 hours of coverage. A 24/7 channel and eight additional feeds were available to media rights takers from around the world. In addition to live coverage, a 20-minute highlights show and 5-minute news feeds were produced each day.
- Supplementary television and streaming broadcast production was commissioned by seven sports: fistball, floorball, flying disc, korfbal, lacrosse, orienteering and racquetball. This provided greater exposure for these sports, over and above the ISB-produced coverage.

BROADCASTS BY TYPE

Broadcast type	# Broadcasts	Broadcast time (hh:mm:ss)	Cumulative reach (million)	Event contacts (million)
Live	191	476:53:51	3.48	1,111
Relive / Delayed	687	1153:14:57	24.6	2,233
Magazine	63	01:36:52	22.9	69
News	196	07:31:18	218	951
TOTAL	1,137	1639:16:58	268	4,365

COMMERCIAL & MARKETING



TV & OTT BROADCASTERS

Territory	Broadcaster	Territory	Broadcaster
Austria	SPORT1	Latin America	ESPN*
Belgium	Sporza**	Middle East & North Africa	Abu Dhabi TV
China	CCTV	Poland	Telewizja Polsat*
Chinese Taipei	ELTA*	Spain	RTVE*
Czech Republic	Czech TV*	Sweden	Staylive**
France	L'Equipe*	Switzerland	SPORT1
Hong Kong	RTHK	Thailand	T Sports Channel
Hungary	MTVA*	Ukraine	XSPORT
Germany	SPORT1	USA	CBS
Israel	Sports Channel	Worldwide with restrictions	Olympic Channel**
Japan	TV Tokyo, TV Asahi		

* exclusive rights

** streaming rights only

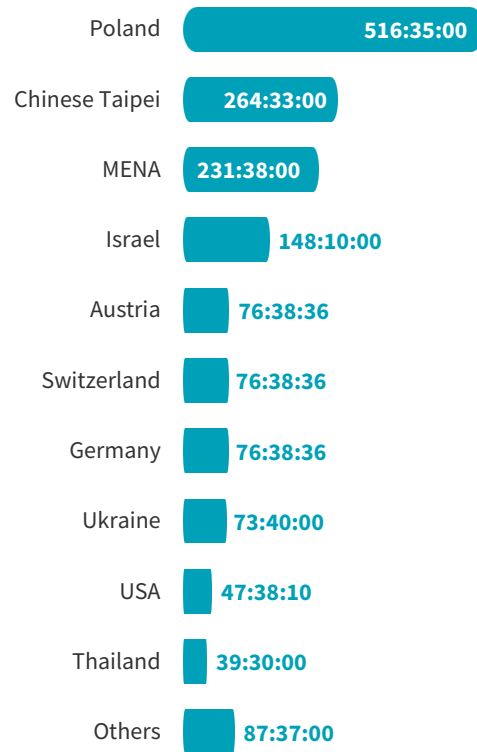
MULTI-TERRITORY DEALS

- **Abu Dhabi TV (Middle East and North Africa):** Algeria, Bahrain, Chad, Comoros Island, Djibouti, Egypt, Iraq, Iran, Israel, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Somalia, South Sudan, Sudan, Syria, Tunisia, United Arab Emirates and Yemen.
- **ESPN (Pan Latin America):** Argentina, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela.

COMMERCIAL & MARKETING

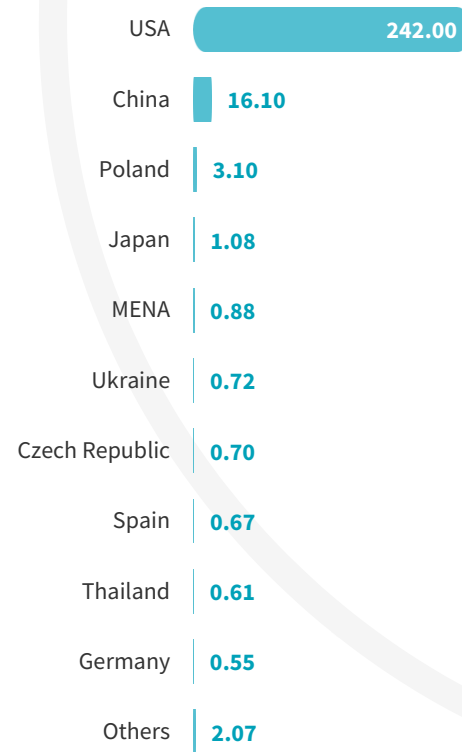
BROADCAST TIME

BY TERRITORY (HH:MM:SS)



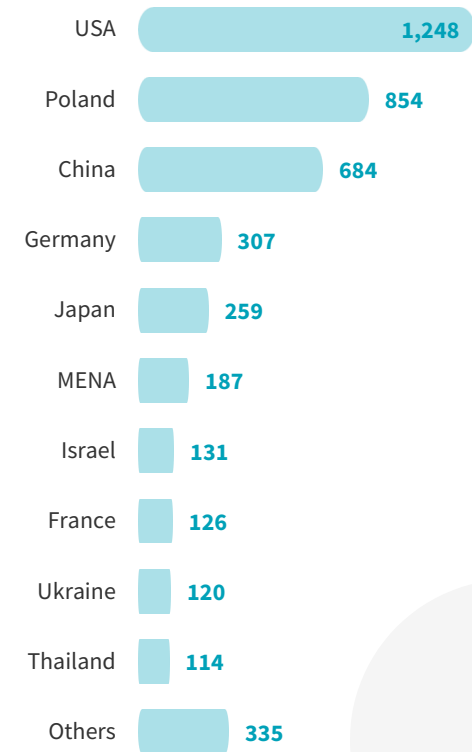
CUMULATIVE REACH

BY TERRITORY (MILLION)



EVENT CONTACTS

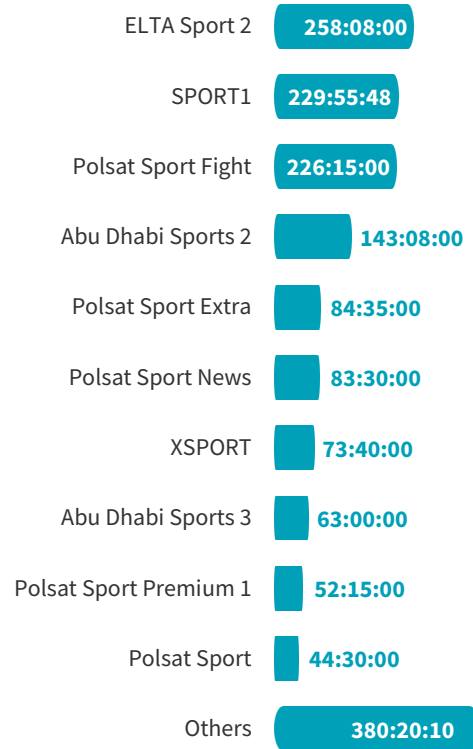
BY TERRITORY (MILLION)



COMMERCIAL & MARKETING

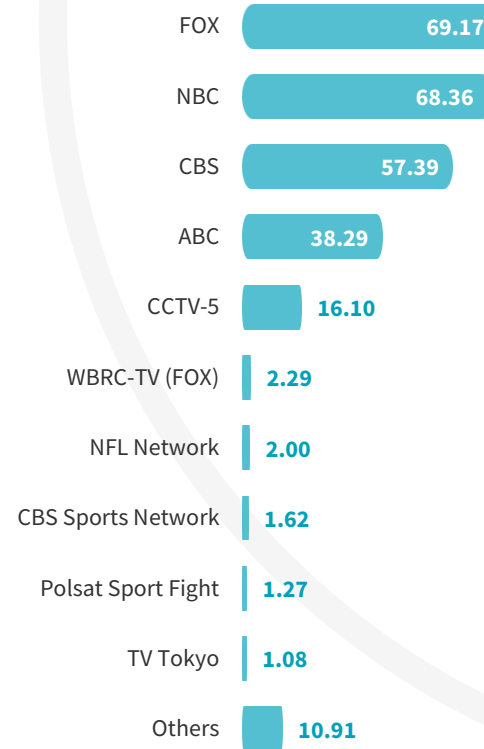
BROADCAST TIME

BY CHANNEL (HH:MM:SS)



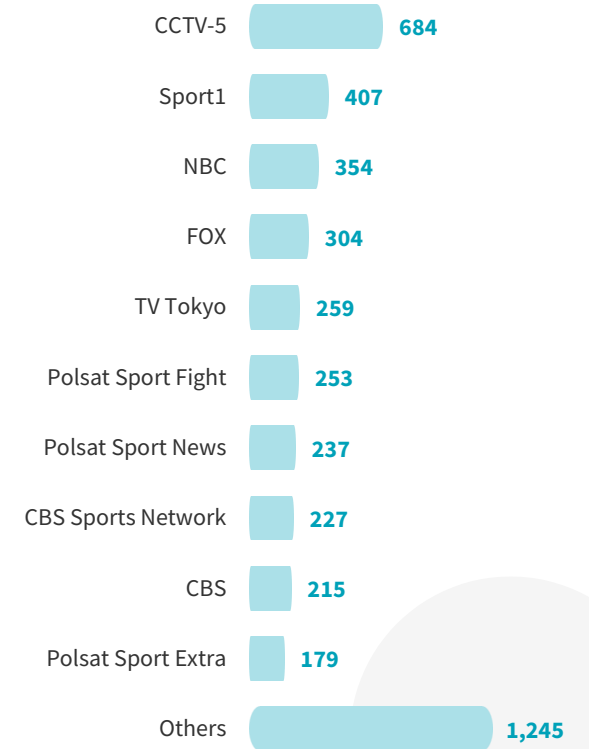
CUMULATIVE REACH

BY CHANNEL (MILLION)



EVENT CONTACTS

BY CHANNEL (MILLION)



BROADCAST TIME & REACH BY TERRITORY AND CHANNEL

Territory	Channel	Broadcasts	Broadcast Time	Reach (million)	Event Contacts (million)	PR Value (\$)
Austria	SPORT1	26	76:38:36	0.11	45.27	3,075,691
China	CCTV-5	8	02:50:00	16.10	684.35	2,890,000
Chinese Taipei	ELTA Sport 1	5	03:45:00	0.02	1.07	68,250
Chinese Taipei	ELTA Sport 2	174	258:08:00	0.30	39.09	6,209,600
Chinese Taipei	ELTA Sport 3	5	02:40:00	0.14	8.53	81,000
Czech Republic	CT Sport	22	18:50:00	0.70	77.38	1,390,500
France	L'Équipe	10	32:08:00	0.33	126.07	5,398,400
Germany	SPORT1	26	76:38:36	0.55	306.92	3,219,448
Hungary	M4 Sport	12	09:42:00	0.35	30.53	518,400
Israel	5 Gold	5	13:35:00	0.04	12.52	292,000
Israel	5 Live	14	27:25:00	0.12	30.14	597,500
Israel	5 Plus	17	36:45:00	0.13	37.96	741,000
Israel	5 Sport	20	43:40:00	0.12	30.81	1,161,500
Israel	5 Sport Plus	10	26:45:00	0.06	19.51	521,000
Japan	TV Tokyo	1	02:00:00	1.08	259.36	840,000
Latin America	ESPN+	8	10:02:00	0.24	36.86	343,700
MENA	Abu Dhabi Sports (EN) 1	8	15:00:00	0.09	12.62	714,000
MENA	Abu Dhabi Sports (EN) 2	68	143:08:00	0.35	95.52	7,189,000
MENA	Abu Dhabi Sports (EN) 3	34	63:00:00	0.37	67.47	3,678,000
MENA	Abu Dhabi Sports (EN) 4	6	10:30:00	0.08	11.00	579,000
Poland	Polsat Sport	17	44:30:00	0.18	59.20	1,701,600
Poland	Polsat Sport Extra	33	84:35:00	0.55	179.36	3,354,800
Poland	Polsat Sport Fight	136	226:15:00	1.27	253.19	7,912,200
Poland	Polsat Sport News	29	83:30:00	0.68	236.57	3,501,000
Poland	Polsat Sport Premium 1	25	52:15:00	0.30	71.41	2,065,800
Poland	Polsat Sport Premium 2	9	25:30:00	0.13	54.64	1,026,000
Spain	Teledporte	16	12:05:00	0.67	41.96	1,107,500
Switzerland	SPORT1	26	76:38:36	0.13	54.32	3,526,168
Thailand	T Sports 7	27	15:30:00	0.61	113.92	1,185,000
USA	CBS	20	00:43:39	57.39	215.48	1,053,123
USA	CBS Sports Network	34	38:30:00	1.62	227.42	7,512,000
USA	Other channels*	237	08:24:31	182.98	805.15	5,593,779

* news coverage on national and regional channels in the US



TV COVERAGE COMPARISON

KEY TV METRICS – TWG 2017 VS. TWG 2022

Edition	Broadcast time (hh:mm:ss)				Cumulative reach (million)			
	Live	Delayed	Other	Total	Live	Delayed	Other	Total
2017	1236:26:08	597:09:15	85:16:15	1918:52:41	33.55m	4.09m	55.3m	94.21
2022	476:53:51	1153:14:57	09:08:10	1639:16:58	3.48m	24.63m	240.38m	268.49
Change	-61%	+93%	-89%	-15%	-90%	+502%	+335%	+185%

HIGHLIGHTS

- Compared to 2017, the coverage from TWG 2022 was available in less territories (115 territories in 2017 vs. 61 territories in 2022) and the overall broadcast time dropped by around 15%.
- For TWG 2022 no broadcast agreements were struck in the Balkans, the Netherlands, New Zealand, South East Asia (excl. Thailand) and Sub-Saharan Africa which were all covered by broadcast deals for TWG 2017.
- In 2017, more than 1,236 hours of competition were broadcast live. TWG 2022 saw a significant decline in live broadcast hours – less than 480 hours of coverage were shown live. This could be explained by time zone differences which made live coverage less appealing to the traditionally large European television audience.
- At the same time, delayed coverage from TWG 2022 generated almost twice as many hours as it did in 2017 (1,153 hours vs. 597 hours).
- TWG 2022 has recorded a significant increase in broadcast reach in comparison with the previous edition, primarily thanks to news coverage on major US networks.
- The interest in the Games has remained high in the previous host country, Poland. More than 516 hours of coverage were shown in Poland, more than in any other country.
- Overall, despite the total broadcast time falling short of the heights of 2017, the total cumulative reach and therefore exposure of TWG 2022 outperformed all previous editions of the event, increasing by 185% compared to 2017.

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TOTAL VIDEO VIEWS BY SPORT

Sport	Videos	Video Views
Flying disc	8	223,792
Lacrosse	25	101,464
Roller sports	10	50,537
Gymnastics	9	44,748
Powerlifting	3	26,449
Ju-Jitsu	5	21,129
Floorball	6	9,086
Sport climbing	2	8,532
Dance sport	4	8,494
Archery	6	6,483
Finswimming	2	3,007
Sumo	2	2,093
Canoe	3	1,978
Flag football	6	1,707
Fistball	6	1,673
Tug of War	2	1,528
Life saving	1	1,309
Billiards sports	3	1,064
Handball	2	1,019
Bowling	2	932
Kickboxing	2	494
Softball	2	381
Karate	1	367
Racquetball	1	n/a*
Squash	1	n/a*
Orienteering	1	n/a*

*no data provided by Olympic Channel

ONLINE STREAMING | OLYMPIC CHANNEL

HIGHLIGHTS

- Live streams and video highlights from TWG 2022 accumulated 557,559 views on the Olympic Channel.
- Around 259 hours of live streams and seven hours of video highlights were shown. Lacrosse (with 32 hours of live streaming), flying disc (29 hours) and roller sports (26 hours) received the most exposure on the Olympic Channel. These three sports also generated the most views.
- Some international sports federations opted to partner directly with the Olympic Channel to ensure increased coverage and exposure for their sports and disciplines. Lacrosse, flying disc and roller sports took this route which led to their sports receiving the greatest exposure.
- On average, TWG 2022 videos registered 4,500 views. Amongst the most popular streams were the opening and closing ceremonies, medal games from men's lacrosse and the flying disc competition (qualifying stage and medal games).
- By country, most video views were generated by USA (more than 200 000 views), followed by Canada, Colombia, Germany and Great Britain.
- In addition to the Olympic Channel, local TV rights holders also broadcasted the event on video on-demand services (e.g. CBS and Paramount+ in USA), but no relevant streaming data was captured.

OLYMPIC CHANNEL KEY STATS

266:36:22

BROADCAST TIME
(HH:MM:SS)

0.56m

CUMULATIVE AUDIENCE
(TOTAL VIEWS)

126

VIDEOS
STREAMED

COMMERCIAL & MARKETING

WEBSITE TRAFFIC | IWGA

- The traffic generated on the IWGA website (www.theworldgames.org) during TWG 2022 was significantly greater than was recorded at the previous edition.
- In comparison with TWG 2017, the number of users and page views increased by 256% and 208%, respectively.

KEY DATA – IWGA WEBSITE (7-17 JULY 2022)

351,944 **481,325** **1,108,314**
 USERS SESSIONS PAGE VIEWS

USERS BY COUNTRY OF ORIGIN

USA	32.5%
Germany	4.8%
Mexico	4.5%
Italy	2.5%
France	2.1%
United Kingdom	1.8%
Canada	1.8%
Japan	1.7%
Australia	1.6%
Spain	1.4%

WEBSITE TRAFFIC | TWG 2022

- TWG 2022 website (www.twg2022.com) registered more than 1.1 million users and 4.2 million page views during the event period, with more than half of all users coming from the host country, USA.
- For comparison, the number of page views of TWG 2017 website was 3.2 million in July 2017.

KEY DATA – TWG 2022 WEBSITE (7-17 JULY 2022)

1,118,562 **1,520,989** **4,221,036**
 USERS SESSIONS PAGE VIEWS

USERS BY COUNTRY OF ORIGIN

USA	53.7%
Germany	2.8%
Italy	1.0%
Mexico	1.0%
France	0.9%
Canada	0.9%
United Kingdom	0.8%
Japan	0.7%
Spain	0.6%
Australia	0.6%

ACCREDITED MEDIA

- According to the audit of accredited media registrations, 666 media accreditations were distributed to photographers, journalists and TV crews (this includes NOC/NSO media staff). Another 163 accreditations were issued to production staff.
- 75% of all accredited media representatives were from USA.
- Germany, Colombia, Mexico and Netherlands had at least 10 accredited media present in Birmingham.
- Many of the overseas media represented NOCs and NSOs attending the event. The media staff of international and national sports federations also produced and published media content from the event.

COMMERCIAL & MARKETING

KEY ONLINE MEDIA METRICS

186m

Reach

\$8.72m

PR Value

8,720

Articles

Data provided by IRIS. Monitoring based on identifying relevant articles using search terms provided by IWGA. Monitoring period: 23 June – 17 September 2022.

ARTICLES BY COUNTRY – TOP 10

Country	Articles
USA	2,548
Germany	929
China	589
United Kingdom	521
Italy	457
France	347
Belgium	291
Vietnam	271
Canada	190
Austria	188

ONLINE MEDIA

HIGHLIGHTS

- 8,720 articles about TWG 2022 were published in digital media, with close to 5,000 articles (57% of the total) published during the event. This compares with 3,017 news mentions recorded in 2017 during the previous edition of TWG.
- While most articles about TWG 2022 were published in USA, articles in the German media had a higher reach (42 million). TWG 2022 content in the US online media generated the reach of 28 million, while in China the reach was 16 million.

TOP CONTRIBUTORS

# ARTICLES		REACH	
Website		Website	
insidethegames.biz	393	msn.com	23.74m
zazoom.it	301	yahoo.com	11.75m
les-sports.info	233	marca.com	9.67m
newslocker.com	140	onet.pl	9.52m
al.com	115	sohu.com	8.49m
wbrc.com	91	sport1.de	8.43m
onet.pl	88	163.com	4.57m
dhnet.be	67	orange.fr	3.83m
lalibre.be	56	welt.de	3.72m
rtl.be	55	si.com	3.34m

Reach – Cumulative number of website users that have seen relevant articles.

PR Value – Estimated financial value of reaching the same audience through paid advertising.

COMMERCIAL & MARKETING

KEY SOCIAL MEDIA METRICS

335m

Reach

3.91m

Engagements

\$8.08m

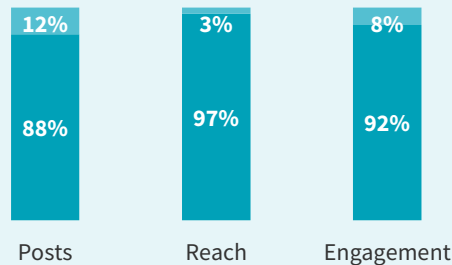
PR Value

10,167

Posts

Data provided by IRIS. Monitoring based on identifying relevant posts using search terms provided by IWGA. Monitoring period: 1 July – 17 September 2022.

SHARE OF VOICE | OWNED VS. EARNED MEDIA



- OWNED MEDIA
- EARNED MEDIA

SOCIAL MEDIA

KEY SOCIAL MEDIA METRICS BY PLATFORM

Platform	# Posts	Reach (million)	PR Value	Engagement
Twitter	5,403	191	\$4,502,199	193,032
Facebook	2,535	102	\$2,546,718	873,309
Instagram	2,137	38.4	\$960,037	2,784,940
YouTube	92	2.96	\$74,034	48,323

Reach – Cumulative number of social media users that have seen relevant posts in their feed.

PR Value – Estimated financial value of reaching the same audience through paid advertising.

Engagement – Amount of interactions with posts/videos on social media platforms.

TOP AUTHORS

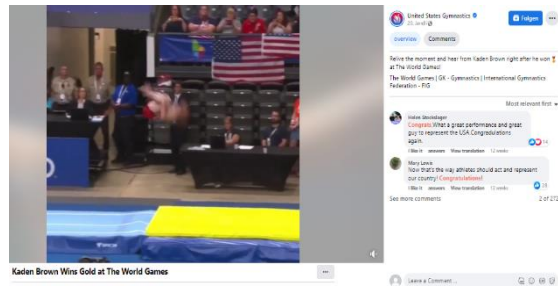
# POSTS		REACH	
Author		Author	
The World Games 2022	653	NFL	97.7m
International World Games Association	602	Olympics	16.7m
Korfball.org	289	The Olympic Games	12.8m
World Confederation of Billiards Sports	232	China Daily	10.5m
Team Deutschland	191	International Gymnastics Federation - FIG	7.7m
IFA - International Fistball Association	144	al.com	7.1m
World Lacrosse	141	usagym	6.4m
WAKO Kickboxing	129	Team Deutschland	6.1m
International Gymnastics Federation - FIG	122	The World Games 2022	4.9m
#WVTM13	121	International World Games Association	4.8m

COMMERCIAL & MARKETING

SOCIAL MEDIA | MOST POPULAR POSTS

BY ENGAGEMENT | FACEBOOK

Facebook
20 July 2022



Link:
<http://facebook.com/USAGymnastics/posts/834304217722492>
Author: USAGymnastics

42,533
TOTAL ENGAGEMENTS

BY ENGAGEMENT | TWITTER

Twitter
11 July 2022

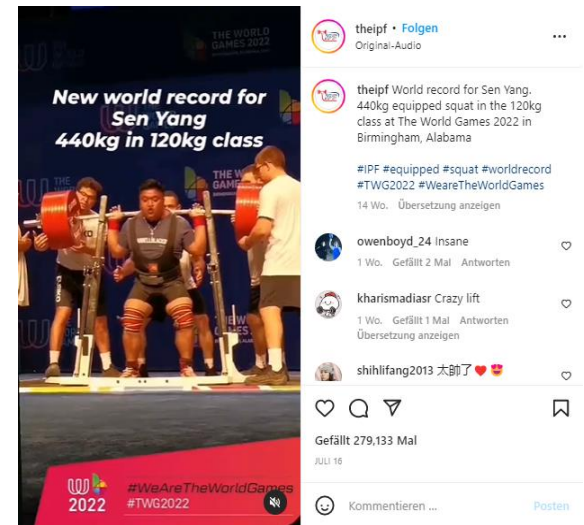


Link:
<http://twitter.com/myogiadityanath/status/1546392622196854785>
Author: myogiadityanath

6,738
TOTAL ENGAGEMENTS

BY ENGAGEMENT | INSTAGRAM

Instagram
16 July 2022



Link:
<http://instagram.com/p/CgEkoKaJnBA>
Author: theipf

278,976
TOTAL ENGAGEMENTS

COMMERCIAL & MARKETING

SOCIAL MEDIA | MOST POPULAR POSTS

BY REACH | FACEBOOK

Facebook
18 July 2022



CHINADAILYHK.COM
HK snooker bags city's first-ever gold at World Games
Hong Kong snooker player Cheung Ka-wai on Sunday won the special administrative region's f...
1.44

Link:
<http://facebook.com/chinadaily/posts/411210497703201>
Author: China Daily

10,511,046
REACH

BY REACH | TWITTER

Twitter
9 September 2022



Link:
<http://twitter.com/NFL/status/1568062874018525184>
Author: NFL

4,374,808
REACH

BY REACH | INSTAGRAM

Instagram
14 July 2022



Link:
<http://instagram.com/p/Cf-NFT1hJnx>
Author: NFL

3,523,775
REACH



SPONSORSHIP SUMMARY

HIGHLIGHTS

- TWG 2022 was largely financed from corporate sponsorships. Close to 190 sponsors and suppliers provided cash and in-kind support worth \$33 million (of which cash was \$29.5 million), surpassing the original target of \$27.5 million set for sponsorship revenues.
- There were five sponsor tiers: Foundation Sponsors (deals worth \$1m-\$3m), Premier Sponsors (\$0.5m-\$1m), Patrons (\$100k-\$0.5m), Friends (around \$50k) and Suppliers.
- The focus in sponsorship sales was on companies from Alabama and the sales narrative was largely built around economic development, talent recruitment and specific causes rather than exposure and quick business return. It is believed that the vast majority of sponsorships were about community support and not direct financial gains.
- BOC's strategy was to create signature assets for sponsors – unique benefits that would help sponsors develop activation campaigns around their involvement.

FOUNDATION SPONSORS



COMMERCIAL & MARKETING

SIGNATURE ASSETS - FOUNDATION SPONSORS

Sponsor	Signature asset
Alabama Power	Opening ceremony
Regions Bank	TWG Plaza
Protective	Athlete of the Day / Month / Year / Games
Blue Cross and Blue Shield of Alabama	Education Programme
Microsoft	HBCU Initiative
Coca-Cola	Closing Ceremony
Shipt	TWG Experience
Medical Properties Trust	Kids' Programme

SPONSOR ACTIVATIONS

TWG 2022 saw a number of successful sponsorship activations that built on the signature assets offered to sponsors by the BOC.

LEGACY MURAL INITIATIVE PRESENTED BY HIBBETT | CITY GEAR



- Four TWG 2022 murals were created by local artists in public spaces in Jefferson and Shelby counties as part of the initiative supported by Hibbett | City Gear.
- The project's objective was to promote diversity and inclusion. It featured messages of acceptance, kindness, teamwork and compassion.
- One of the murals was selected in an online vote by local residents.

THE WORLD GAMES EXPERIENCE 2022 DELIVERED BY SHIPT

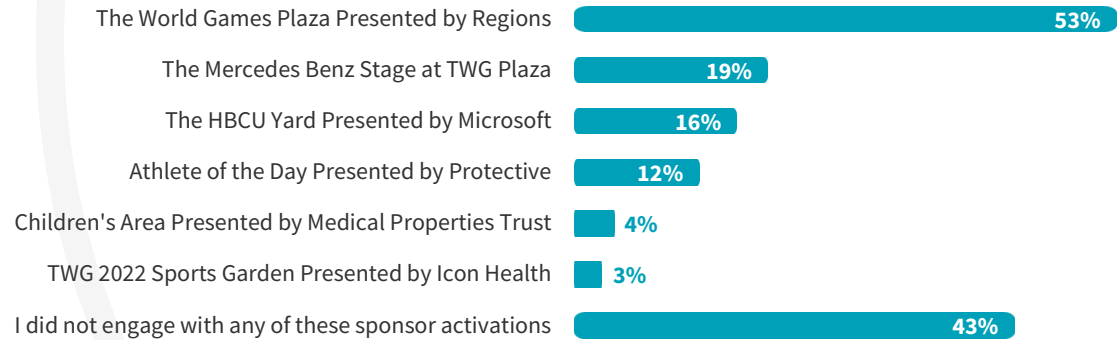


- In partnership with one of the Foundation Sponsors Shipt, in 2019 the BOC launched a mobile unit which visited events and locations throughout the Birmingham area to enable citizens to experience a preview what TWG 2022 would be bringing to town.
- The vehicle and surrounding activation featured a climbing wall, a sumo wrestling station, a powerlifting photo opportunity and an interactive trivia game with prizes.

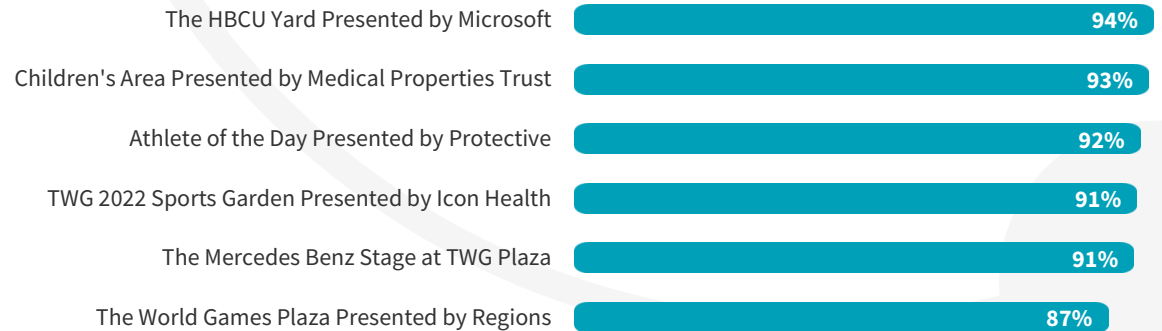


SPONSOR ACTIVATIONS

ACTIVATION ENGAGEMENT RATE (% ENGAGED)



ACTIVATION EXPERIENCE (% SATISFIED)



Source: Post-event spectator survey. Activation experience assessed by those that confirmed engagement with these activations.

COMMERCIAL & MARKETING

It was a no-brainer for us to support the event at the highest level. We wanted to make sure that not only Regions came across well, but so did the city. We didn't go into this sponsorship looking to acquire checking accounts, we tried to give something back to the city and the public.

Mark A. Senter
Vice President, Corporate Marketing
Regions Bank



SPONSOR CASE STUDY – REGIONS BANK

BACKGROUND & OBJECTIVES

- Regions is one of the largest banks in the US with headquarters in Birmingham, Alabama. It is a title sponsor of Regions Field, home to a Minor League Baseball team Birmingham Barons and one of TWG 2022 venues. It is also an official bank of the Southeastern Conference.

ACTIVATION

- Regions was the presenting sponsor of The World Games Plaza. There was a mobile branch of Regions at the Plaza which incorporated the sporting elements relating to TWG 2022. The onsite activation also featured “Big Green Bike”, the bank's advertising symbol.
- One of the cornerstones of the activation was an interactive painting wall. Attendees who wanted to participate were invited to paint a couple of different cells (every day a different colour could be used) and as the Games progressed, the image on the wall started to come to life. It was important for Regions to have an activation with a DIY focus. The painting was donated to a local school which has mounted it in its gymnasium.

- The sponsorship of TWG 2022 focused on community relations. Regions wanted to be part of an event that was important to the local community, but at the same time had a global reach and could help change the perception of Birmingham as a city.

- Digital activation focused on HERStory, a series of videos presenting the female athletes competing at TWG 2022, as well as TWG Food Guide, encouraging visitors to explore Birmingham's culinary scene.
- Regions also developed an employee volunteer programme to help its staff feel involved with TWG 2022. 315 employees signed up to volunteer in various roles throughout the event.



COMMERCIAL & MARKETING

Protective has called Birmingham home for 115 years, and we're committed to investing in the city's future as a corporate citizen. By playing a key role in The World Games as one of the Foundation Sponsors, we were able to help Birmingham shine through this once-in-a-lifetime event, while also getting a chance to share more about who we are to many new audiences.

Scott Adams

Executive Vice President

Corporate Responsibility, Strategy & Innovation

Protective Life Corporation

SPONSOR CASE STUDY – PROTECTIVE

BACKGROUND & OBJECTIVES

- Based in Birmingham, Alabama, Protective offers life insurance, annuities and asset protection solutions across all US states. Protective is the naming-rights sponsor of Protective Stadium, which hosted the opening and closing ceremonies of TWG 2022 as well as the drone racing competition.
- Protective had two main objectives for TWG 2022 sponsorship: 1) to do something that helps Birmingham to grow and drive its visibility across the country; 2) to drive brand awareness amongst consumers.

ACTIVATION

- Protective was named as the sponsor of the Athlete of the Month/Year which recognised the best TWG athletes in the build-up to the Games. During the event, the Athlete of the Day was named after each day of the competition during a ceremony on the Plaza. The activation allowed Protective to establish a relationship with TWG 2022 before the Games began with a regular stream of content. Protective used the activation to tell the stories of the athletes and build excitement for the Games across internal and external communications channels.
- Protective furthered their Athlete of the Day initiative by giving fans an autograph and photo opportunity with each day's winners at their Plaza activation. The footprint also included a 360-degree photobooth that created a fun and social shareable video to promote the brand and TWG 2022 on all social media platforms.
- In June 2022, Protective hosted the Leadership Academy, a two-day workshop for high school students from Jefferson County. The students had the opportunity to learn from senior staff of the BOC and Protective, as well as the Birmingham mayor Randall Woodfin.
- Protective also used TWG 2022 events to host business partners, ran a vendor programme to provide their vendors the opportunity to support and advertise with TWG 2022. Protective also had more than 200 employees volunteer across the 10-day event.



COMMERCIAL & MARKETING



SPONSOR AWARENESS

UNPROMPTED AWARENESS (TOP 3)



40%



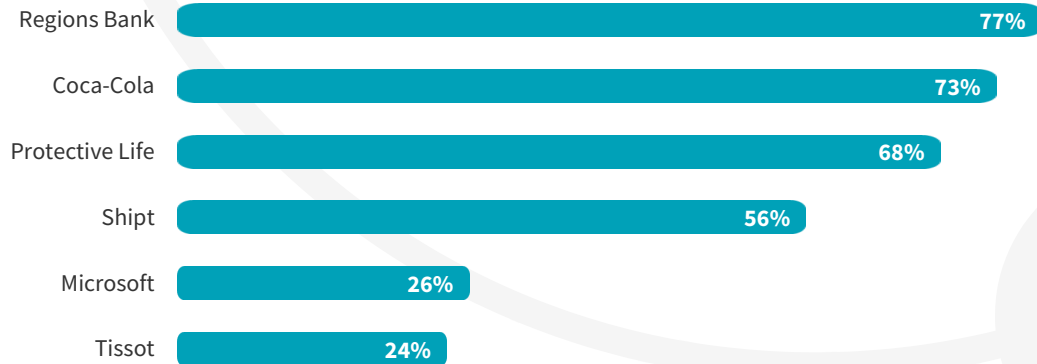
40%



39%

Source: Post-event spectator survey.

PROMPTED AWARENESS



Source: Post-event spectator survey. Alabama Power was not included in the prompted awareness research.

COMMERCIAL & MARKETING

SPONSORSHIP VALUE

\$97m

Advertising value equivalent (AVE) generated by major brands associated with TWG 2022 globally

SPONSORSHIP VALUE BY PLATFORM

\$83.4m

TV

\$5.2m

Web TV

\$4.2m

Online Media

\$4.2m

Social Media

Sponsorship value is the monetary value of a sponsorship based on an assumed CPT (Cost Per Thousand). The assumption of the CPT is based on the price that a sponsor would be willing to pay to reach 1,000 contacts. Sponsorship-specific CPTs vary between €1 and €5. Furthermore, there are approaches where the CPT is derived from classical advertising and is worth between €10 and €30 (depending on the market).

The sponsorship value is calculated based on CPT and the number of sponsorship contacts which themselves depend on

SPONSORSHIP EVALUATION

HIGHLIGHTS

- The exposure of nine major brands associated with TWG 2022, including seven Foundation Sponsors, generated an AVE of \$97 million globally across the key media platforms analysed.
- The logo of TWG 2022, incorporating the name of the City of Birmingham, was most visible in the television and web broadcasts, as well as in online and social media, reaching close to \$39 million in media value.
- The other Foundation Sponsors also performed well, with Tissot, Coca-Cola, Regions Bank and Shipt all generating more than \$6 million in exposure.
- 86% of the total sponsorship value was generated through TV exposure, with a further 5% generated by TWG 2022 coverage on the streaming platforms.
- In the US alone, the nine brands generated an AVE of \$12.8 million.

GLOBAL SPONSORSHIP VALUE BY BRAND

Brand	TV	Web TV	Online Media	Social Media	Total
TWG 2022 / City of Birmingham	\$32,261,497	\$2,097,243	\$2,257,733	\$2,231,484	\$38,847,956
IWGA	\$12,250,635	\$762,864	\$1,678,563	\$1,160,041	\$15,852,103
Tissot	\$8,336,085	\$450,357	\$70,280	\$259,846	\$9,116,567
Coca-Cola	\$6,840,653	\$380,379	\$46,296	\$129,339	\$7,396,667
Regions Bank	\$6,193,069	\$389,560	\$32,759	\$57,365	\$6,672,753
Shipt	\$5,483,585	\$365,150	\$48,918	\$191,367	\$6,089,020
Microsoft	\$4,735,015	\$255,136	\$22,453	\$124,824	\$5,137,426
Protective	\$3,987,558	\$303,622	\$19,405	\$67,057	\$4,377,643
Greater Birmingham Convention and Visitors Bureau	\$3,306,511	\$214,585	n/a	n/a	\$3,521,096
TOTAL	\$83,394,607	\$5,218,894	\$4,176,407	\$4,221,323	\$97,011,231



**PARTICIPATION
& PERFORMANCE**



PARTICIPATION & PERFORMANCE

KEY PARTICIPATION DATA

3,457

Athletes

53% : 47%

Ratio of male to female athletes

99

Competing nations

34

Sports

58

Disciplines

223

Medal events



EVENT FORMAT

- TWG 2022 featured 34 sports and 58 disciplines, including 30 official sports and five invitational sports (duathlon, flag football, men's lacrosse*, wheelchair rugby, wushu). 223 medal events were held across 11 days.
- Eight of the 30 official sports of TWG 2022 have been on the sports programme of every edition of The World Games since its inaugural event in 1981.
- TWG 2022 saw the debut of kickboxing on the official programme. Kickboxing was one of the invitational sports at TWG 2017 in Wroclaw, Poland. Softball and racquetball were the other two official World Games sports contested at TWG 2022 which didn't have a medal event in 2017.
- TWG 2022 had more sports on the programme than any previous edition of the event. For the first time the medals awarded in the invitational sports competitions counted towards the overall medal tally.
- In another first for The World Games, a para sport (wheelchair rugby) was part of the sport programme.

* women's lacrosse was among the 30 official sports

MEDAL EVENTS BY DATE

Thursday 7 July	0 medal events (Opening ceremony)
Friday 8 July	24 medal events
Saturday 9 July	31 medal events
Sunday 10 July	22 medal events
Monday 11 July	20 medal events
Tuesday 12 July	19 medal events
Wednesday 13 July	14 medal events
Thursday 14 July	13 medal events
Friday 15 July	28 medal events
Saturday 16 July	24 medal events
Sunday 17 July	28 medal events (+ Closing ceremony)

PARTICIPATION & PERFORMANCE

EVENT FORMAT

SPORTS AT THE WORLD GAMES (1981-2022)*

Nation	1981	1985	1989	1993	1997	2001	2005	2009	2013	2017	2022	Total
Air sports	-	-	-	-	●	●	●	●	●	●	●	7
Archery	-	●	●	●	●	●	●	●	●	●	●	10
Badminton	●	-	-	-	-	-	-	-	-	-	-	1
Baseball	●	-	-	-	-	-	-	-	-	-	-	1
Billiards	-	-	-	-	-	●	●	●	●	●	●	6
Bodybuilding	●	●	●	●	●	●	●	●	-	-	-	8
Boules	-	●	●	●	●	●	●	●	●	●	●	10
Bowling	●	●	●	●	●	●	●	●	●	●	●	11
Canoe	-	-	-	-	-	-	●	●	●	●	●	5
Casting	●	●	-	●	●	●	●	-	-	-	-	6
Cycling	-	-	●	-	-	-	-	-	-	-	-	1
Dance sport	-	-	-	-	●	●	●	●	●	●	●	6
Fistball	-	●	●	●	●	●	●	●	●	●	●	10
Floorball	-	-	-	-	-	-	-	-	-	●	●	2
Flying disc	-	-	-	-	-	●	●	●	●	●	●	6
Gymnastics	●	●	●	●	●	●	●	●	●	●	●	11
Handball	-	-	-	-	-	-	-	-	●	●	●	3
Ju-Jitsu	-	-	-	-	●	●	●	●	●	●	●	7
Karate	●	●	●	●	●	●	●	●	●	●	●	11
Kickboxing	-	-	-	-	-	-	-	-	-	-	●	1
Korfball	-	●	●	●	●	●	●	●	●	●	●	10
Lacrosse	-	-	-	-	-	-	-	-	-	●	●	2

* official sports only

PARTICIPATION & PERFORMANCE

SPORTS AT THE WORLD GAMES (1981-2022) – CONTINUED

Nation	1981	1985	1989	1993	1997	2001	2005	2009	2013	2017	2022	Total
Life saving	-	●	●	●	●	●	●	●	●	●	●	10
Muaythai	-	-	-	-	-	-	-	-	-	●	●	2
Netball	-	●	●	●	-	-	-	-	-	-	-	3
Orienteering	-	-	-	-	-	●	●	●	●	●	●	6
Powerlifting	●	●	●	●	●	●	●	●	●	●	●	11
Racquetball	●	●	-	●	-	-	-	●	●	-	●	6
Roller sports	●	●	●	●	●	●	●	●	●	●	●	11
Rugby	-	-	-	-	-	●	●	-	●	-	-	3
Sambo	-	●	-	●	-	-	-	-	-	-	-	2
Softball	●	●	-	-	-	-	-	-	-	-	●	3
Sport climbing	-	-	-	-	-	-	●	●	●	●	●	5
Squash	-	-	-	-	●	-	●	●	●	●	●	6
Sumo	-	-	-	-	-	-	●	●	●	●	●	5
Taekwondo	●	●	●	●	-	-	-	-	-	-	-	4
Triathlon	-	-	-	●	-	-	-	-	-	-	-	1
Tug of war	●	●	●	●	●	●	●	●	●	●	●	11
Underwater sports	●	●	●	●	●	●	●	●	●	●	●	11
Volleyball	-	-	-	●	-	-	-	-	-	-	-	1
Waterski & wakeboard	●	●	●	●	●	●	●	●	●	●	●	11
Weightlifting	-	-	-	-	●	-	-	-	-	-	-	1

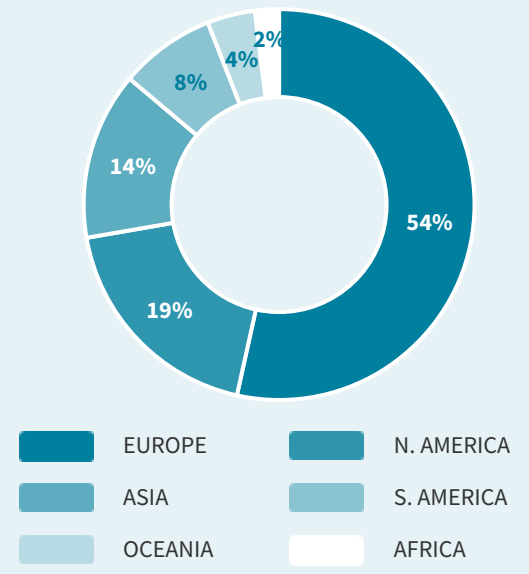
* official sports only

PARTICIPATION & PERFORMANCE

ATHLETES & NATIONS

- 3,457** Athletes
- 99** Competing nations
- 6** Continents

ATHLETES BY CONTINENT



SPORT PARTICIPATION

- 3,457 athletes from 99 nations competed at TWG 2022. Birmingham welcomed more athletes than any previous host of TWG.
- 1,855 athletes (54% of all athletes) came from Europe. North America was represented by 658 athletes (19%), while 471 (14%) competitors were from Asia. For some countries, athlete participation in the qualification events and TWG 2022 was hindered by the restrictions relating to the COVID-19 pandemic.
- 38 European nations sent their athletes to TWG 2022. There were 27 Asian nations, while North America and South America were each represented by 12 nations. There were also eight competing nations from Africa and two from Oceania.
- USA was the most represented nation, with 341 athletes. Germany had 237 athletes at TWG 2022, Italy 185, France 167 and Japan 138.
- Athletes from Belarus and Russia were banned from competing at TWG 2022 following the recommendation of the IOC Executive Board.

COMPETING NATIONS

Edition	City	Nation	Continent	Nations	Athletes
1981	Santa Clara	USA	North America	58	1,453
1985	London	United Kingdom	Europe	51	1,400
1989	Karlsruhe	Germany	Europe	50	1,359
1993	The Hague	Netherlands	Europe	67	2,026
1997	Lahti	Finland	Europe	70	2,016
2001	Akita	Japan	Asia	80	2,380
2005	Duisburg	Germany	Europe	85	3,149
2009	Kaohsiung	Chinese Taipei	Asia	83	3,040
2013	Cali	Colombia	South America	89	3,103
2017	Wroclaw	Poland	Europe	103	3,292
2022	Birmingham	USA	North America	99	3,457

PARTICIPATION & PERFORMANCE

SPORT PARTICIPATION

ATHLETES BY NATION

Nation	Continent	Athletes (O)	Athletes (I)	Athletes (T)	Nation	Continent	Athletes (O)	Athletes (I)	Athletes (T)
Afghanistan	Asia	3		3	Dominican Republic	North America	2		2
Algeria	Africa	1		1	Ecuador	South America	13		13
Argentina	South America	45	1	46	Egypt	Africa	20	1	21
Aruba	South America	2		2	El Salvador	North America	2		2
Australia	Oceania	83	15	98	Estonia	Europe	8		8
Austria	Europe	47	25	72	Finland	Europe	37		37
Azerbaijan	Asia	15		15	France	Europe	135	32	167
Bahrain	Asia	2	1	3	Georgia	Europe	1		1
Belgium	Europe	70	6	76	Germany	Europe	205	32	237
Bolivia	South America	2		2	Great Britain	Europe	90	20	110
Bosnia and Herzegovina	Europe	3		3	Greece	Europe	15		15
Brazil	South America	61	13	74	Guatemala	North America	6		6
Brunei	Asia		2	2	Haudenosaunee Confederacy	North America	12	12	24
Bulgaria	Europe	10		10	Hong Kong	Asia	13	4	17
Cambodia	Asia	2		2	Hungary	Europe	60		60
Canada	North America	105	24	129	Iceland	Europe	4		4
Chile	South America	28	1	29	India	Asia	9	1	10
China	Asia	36	4	40	Indonesia	Asia	2	4	6
Chinese Taipei	Asia	71	3	74	Ireland	Europe	8		8
Colombia	South America	67	3	70	Israel	Europe	38	13	51
Costa Rica	North America	9		9	Italy	Europe	159	26	185
Croatia	Europe	21		21	Japan	Asia	104	34	138
Cuba	North America	1		1	Jordan	Asia	2	1	3
Czech Republic	Europe	88		88	Kazakhstan	Asia	16		16
Denmark	Europe	32	12	44	Kuwait	Asia	4		4

Athletes (I) – Invitational sports; Athletes (O) – Official sports; Athletes (T) – Total.

PARTICIPATION & PERFORMANCE

ATHLETES BY NATION – CONTINUED

Nation	Continent	Athletes (O)	Athletes (I)	Athletes (T)	Nation	Continent	Athletes (O)	Athletes (I)	Athletes (T)
Kyrgyzstan	Asia	2		2	Qatar	Asia	12		12
Latvia	Europe	33		33	Romania	Europe	20	2	22
Lithuania	Europe	11		11	Senegal	Africa		1	1
Luxembourg	Europe	1		1	Serbia	Europe	5		5
Malaysia	Asia	5		5	Singapore	Asia	11	4	15
Mauritius	Africa	2		2	Slovakia	Europe	11	1	12
Mexico	North America	48	30	78	Slovenia	Europe	18		18
Moldova	Europe	2		2	South Africa	Africa	18	3	21
Mongolia	Asia	7		7	South Korea	Asia	26	4	30
Montenegro	Europe	3		3	Spain	Europe	57		57
Morocco	Africa	9	1	10	Suriname	South America	13		13
Namibia	Africa	1		1	Sweden	Europe	56		56
Nepal	Asia		2	2	Switzerland	Europe	90	12	102
Netherlands	Europe	74	5	79	Thailand	Asia	31	1	32
New Zealand	Oceania	46		46	Tunisia	Africa	1		1
North Macedonia	Europe	2		2	Turkey	Europe	3		3
Norway	Europe	28		28	Ukraine	Europe	102	3	105
Pakistan	Asia	1		1	United Arab Emirates	Asia	11	2	13
Panama	North America	2	24	26	Uruguay	South America	1	1	2
Paraguay	South America	2		2	USA	North America	289	52	341
Peru	South America	4		4	Uzbekistan	Asia	4	1	5
Philippines	Asia	7	2	9	Venezuela	South America	12	3	15
Poland	Europe	71		71	Vietnam	Asia	2	3	5
Portugal	Europe	48		48	Virgin Islands	North America	9		9
Puerto Rico	North America	31		31					

Athletes (I) – Invitational sports; Athletes (O) – Official sports; Athletes (T) – Total

PARTICIPATION & PERFORMANCE

SPORT PARTICIPATION

ATHLETES BY SPORT & CONTINENT

Sport	Africa	Asia	Europe	North America	Oceania	South America	Total
Air sports	1	11	41	10	2		65
Archery	4	10	59	17	4	3	97
Beach handball		10	30	40	20	30	130
Billiards	3	19	22	12	2	6	64
Boules	1	4	18	4		3	30
Bowling	4	16	20	14	4	6	64
Canoe	2	17	111	18	16	3	167
Dance sport		18	100	15	2	2	137
Duathlon	4	8	24	8	3	7	54
Finswimming	2	18	55	8		9	92
Fistball			70	20	10	38	138
Flag football		12	96	72		12	192
Floorball		14	70	28			112
Flying disc		15	43	30	14	16	118
Gymnastics	3	24	178	18	8	5	236
Ju-Jitsu	2	19	58	12		5	96
Karate	11	16	41	16	2	8	94
Kickboxing		3	35	8		2	48
Korfball		27	70			13	110
Lacrosse		24	72	72	24		192
Life saving		10	89				99
Muaythai	5	21	37	18	2	1	84
Orienteering	1	4	55	8	5	4	77
Powerlifting	2	10	55	16		12	95
Racquetball		3	4	16		9	32
Roller sports		9	101	46		40	196
Softball		30	13	57	15		115
Sport climbing	3	11	34	7	1	3	59
Squash		6	32	8	4	8	58
Sumo	5	26	33	19		13	96
Tug of war		9	126				135
Waterski & wakeboard	3	6	31	17	6	11	74
Wheelchair rugby		8	22	16			46
Wushu	2	33	11	10		3	59

PARTICIPATION & PERFORMANCE

AVERAGE ATHLETE AGE

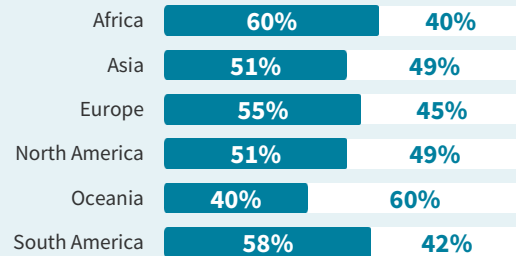
28

Average age of a World Games athlete at TWG 2022

GENDER BREAKDOWN

♂ 53% ♀ 47%

GENDER BREAKDOWN BY CONTINENT



● MALE

● FEMALE

SPORT PARTICIPATION | ATHLETE AGE & GENDER

- The average age of TWG 2022 athletes was 28. Aged 71, Antony Peck who represented Great Britain in tug of war was the oldest athlete of the Games, while the youngest athlete was 14-year-old Fuga Kamizeki from Japan who competed in the drone racing competition.
- The ratio of male to female athletes was more balanced in Birmingham than it was in Wroclaw in 2017, reflecting IWGA's focus on ensuring gender-balanced participation in the Games. At TWG 2022 47% of all athletes were female compared with 40% at the previous edition of the event.
- While there were more male than female athletes competing at TWG 2022, women had more medal events than men (104 vs. 99 medal events).
- Three sports had competitions held for one gender only (floorball – men, boules and softball – women).
- TWG 2022 programme also featured a number of mixed-gender sports and events such as flying disc, korfbal and wheelchair rugby. In total, there were 20 mixed-gender medal events at TWG 2022.

OLDEST ATHLETES - AVERAGE AGE

Wheelchair rugby	37
Billiards	36
Tug of war	36
Boules	34
Archery	33

YOUNGEST ATHLETES - AVERAGE AGE

Gymnastics	21
Sport climbing	23
Finswimming	25
Softball	25
Life saving	26

PARTICIPATION & PERFORMANCE

TWG 2022 MEDAL TABLE – TOP 20

#	Nation	G	S	B	Total
1 st	Germany	24	7	16	47
2 nd	USA	17	17	10	44
3 rd	Ukraine	16	12	17	45
4 th	Italy	12	24	11	47
5 th	France	11	15	16	42
6 th	Hungary	11	7	9	27
7 th	Belgium	11	4	5	20
8 th	Japan	10	11	12	33
9 th	Colombia	9	10	6	25
10 th	China	9	4	1	14
11 th	Israel	7	3	4	14
12 th	Spain	6	6	7	19
13 th	Great Britain	6	3	4	13
14 th	Canada	5	5	5	15
15 th	Switzerland	5	4	3	12
16 th	Mexico	5	3	4	12
17 th	Denmark	4	3	3	10
18 th	Thailand	4	3	2	9
19 th	Sweden	3	6	5	14
20 th	Poland	3	5	7	15

SPORT PERFORMANCE

- Germany won the most medals at TWG 2022 and topped the medal standings for the second time in the history of its participation in The World Games. In total, 73 nations earned at least one medal – more than at any previous edition of the event.
- Host nation USA finished second in the medal table which was its best result since TWG 2001 in Akita, Japan. US athletes had the most success in the muaythai competitions (8 medals), followed by waterski & wakeboard (7 medal).
- 15 World Games records and four world records were set at TWG 2022. The world records were broken in finswimming (men’s and women’s surface relay 4x50m), lifesaving (women’s team 4x50 medley relay) and powerlifting (women’s middleweight category).
- Seven countries won their first ever TWG medals in Birmingham: Bolivia, Brunei, Costa Rica, Kyrgyzstan, Panama, Tunisia and Virgin Islands.

MEDAL TABLE – TOP 3 NATIONS

Edition	Host	1st	2nd	3rd
1981	USA	USA	Korea	Italy
1985	Great Britain	Italy	USA	Spain
1989	Germany	Italy	Germany	USSR
1993	Netherlands	Germany	Italy	France
1997	Finland	USA	China	Germany
2001	Japan	Russia	USA	Germany
2005	Germany	Russia	Germany	Italy
2009	Chinese Taipei	Russia	Italy	China
2013	Colombia	Russia	Italy	France
2017	Poland	Russia	Germany	Italy
2022	USA	Germany	USA	Ukraine

PARTICIPATION & PERFORMANCE

OFFICIALS

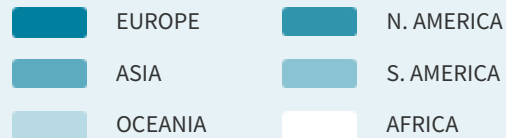
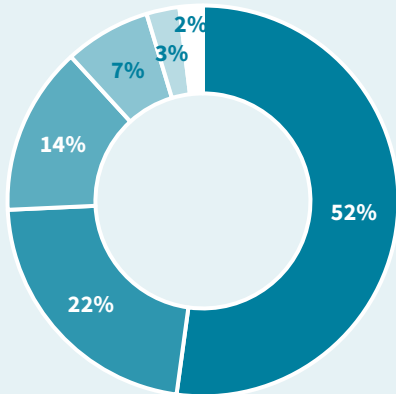
1,610

Team officials

777

Technical officials

OFFICIALS BY CONTINENT



TEAM & TECHNICAL OFFICIALS

- 868 IF Passport Officials and 1,519 Extra Officials were accredited for TWG 2022. Based on their respective roles, officials have been categorised as team officials and technical officials for the purpose of this analysis. Accreditations have been issued for 1,610 team officials and 777 technical officials.
- 73% of all officials were male and 27% were female.
- Just over a half of all officials came from Europe. 22% were from North America and 26% from other continents.

OFFICIALS BY ROLE

TEAM OFFICIAL		TECHNICAL OFFICIALS	
Role	#	Role	#
Coach	1,096	Competition Manager	41
Equipment Staff	52	IT Manager	29
Media Staff	72	Judge / Jury / Referee	556
Medical Staff	163	Technician	151
Team Manager	227		

In accordance with the taxonomy of TWG 2022 accreditation report, some IF staff were categorised as IT Manager / Technician and supported the technical delivery of competitions, and therefore are captured under Technical Officials.



**SOCIAL IMPACT,
SUSTAINABILITY & LEGACY**



SOCIAL IMPACT, SUSTAINABILITY & LEGACY

“Our driving question was how to engage people. We built the programme around a principle of involving smaller communities from within the larger local community. That included neighbourhood associations to educators to non-profits to corporations and civic organizations to develop a people-centric strategy.

Kathy Boswell

Executive Vice President, Corporate Engagement

COMMUNITY ENGAGEMENT PROGRAMME

HIGHLIGHTS

- The World Games 2022 community programme was developed around the objective of the host city to make the local community feel involved and included in the planning and delivery of the event.
- Specific community groups such as BAME (Black, Asian and minority ethnic) communities, small businesses and local vendors were identified and prioritised.
- The volunteer programme was the backbone of the community engagement strategy, but numerous other initiatives ranging from an education programme to a vendor programme to a diversity programme all contributed to achieving the legacy goals for the Games.
- A second underlying objective of the community engagement programme was about creating memories. TWG 2022 was promoted as a once-in-a-lifetime experience and it was hoped that for everyone involved – as a volunteer, a student taking part in the art poster contest or a visitor to The World Games Plaza – the Games would invoke special memories that will make people look forward to the next major event hosted in Birmingham.
- In connection with the community engagement programme, a sustainability programme was launched to ensure a positive long-term outcome for the Games.



SOCIAL IMPACT, SUSTAINABILITY & LEGACY

TOTAL NUMBER OF VOLUNTEERS

7,663

Total number of volunteers across all roles and levels (estimated by BOC)

9,439 personalised and non-personalised accreditations were issued for volunteers (as noted on page 28 in this report), but not all of them were used.

VOLUNTEER HOURS

168,000

Volunteer hours served over the duration of TWG 2022

BREAKDOWN BY PLACE OF ORIGIN

70%

BHM-JC AREA

28%

OTHER USA

2%

OVERSEAS

BREAKDOWN BY GENDER



35%



65%

Source: Post-event volunteer survey.

VOLUNTEER PROGRAMME | OVERVIEW

- The volunteer programme was the core element of TWG 2022 community engagement strategy. It is believed that it played an essential role in connecting the local community with the event, with 90% of all volunteers coming from the state of Alabama, including 70% from the Birmingham -Jefferson County Area.
- Following the postponement of The World Games, volunteer registration opened in November 2021. PNC Bank acted as the presenting sponsor of the volunteer programme (BBVA was announced as the sponsor of the programme in August 2020, but it was acquired by PNC in June 2021).
- Around 15,000 people registered their interest in volunteering at TWG 2022, the majority of which were women. 82% of all volunteers in leadership positions were female. The ratio of female to male volunteers was around 2:1 across all volunteer roles.
- In addition to the main group of volunteers, 3,948 individuals, there were around 1,200 medical volunteers, 800 volunteers at TWG Plaza, 700-800 volunteers at both the opening and closing ceremonies, 150 team leads and 65 division leads.
- Volunteers had to pass a background check and complete a series of training modules, most of which were delivered virtually.
- The aim of the training programme was to enable the volunteers to gain transferable knowledge or insight that they could apply personally, professionally and/or within their community. CME (Continuing Medical Education) credits were awarded to medical professionals for completing the training modules.
- All volunteers were required to serve a minimum of 20 hours across 4-6-hour shifts. An estimated 168,000+ volunteer hours were served.

VOLUNTEERS BY AGE GROUP

18 years old or under	1%
19-24 years old	4%
25-34 years old	12%
35-44 years old	16%
45-54 years old	15%
54-64 years old	28%
65+ years old	24%

VOLUNTEER TRAINING MODULES

Onboarding
Volunteer Values of Willingness
Human Trafficking
Communication Style Assessment
Disability and Inclusion
Culture and Etiquette
Guest Experience (Virtual Training Event)

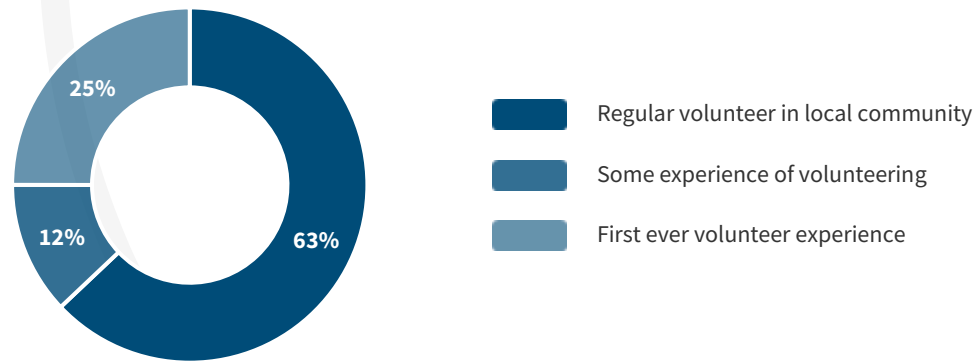
SOCIAL IMPACT, SUSTAINABILITY & LEGACY



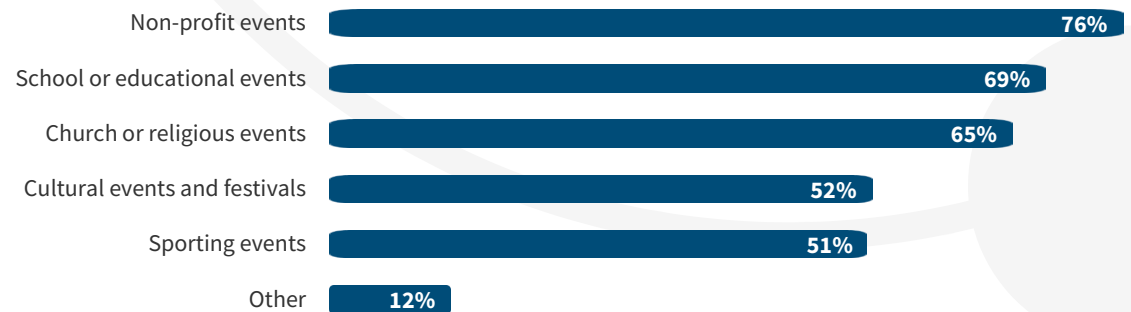
VOLUNTEER PROGRAMME | PREVIOUS EXPERIENCE

A post-event volunteer survey was conducted to provide more insights on TWG 2022 volunteers. 507 responses were collected and the key survey findings are presented throughout this chapter.

PREVIOUS VOLUNTEERING EXPERIENCE



PREVIOUS EXPERIENCE BY EVENT TYPE



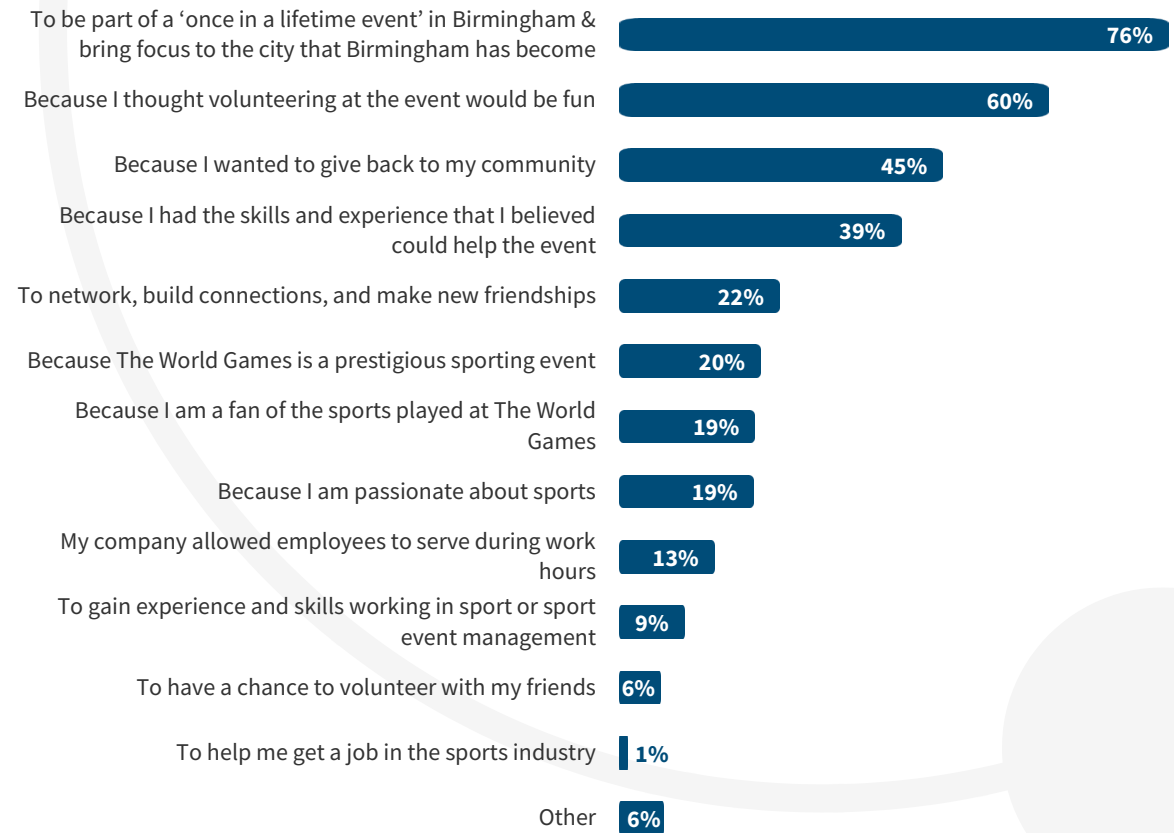
SOCIAL IMPACT, SUSTAINABILITY & LEGACY

VOLUNTEER REWARDS & RECOGNITION

- 1 | Official TWG 2022 volunteer uniform shirt
- 2 | Official TWG 2022 volunteer headwear
- 3 | Official TWG 2022 volunteer bag and water bottle
- 4 | Official TWG 2022 volunteer pin
- 5 | Complimentary event tickets (8+ depending on the number of shifts)
- 6 | Participation in closing ceremony
- 7 | Meals while on shift

VOLUNTEER PROGRAMME | MOTIVATIONS

MOTIVATIONS FOR VOLUNTEERING AT TWG 2022 (RESPONDENTS COULD SELECT MORE THAN ONE ANSWER)



SOCIAL IMPACT, SUSTAINABILITY & LEGACY

OVERALL VOLUNTEER EXPERIENCE

81%

% of volunteers rating their overall experience as 'Good' or 'Very Good'

VOLUNTEER PROGRAMME | VOLUNTEER EXPERIENCE

VOLUNTEER EVENT EXPERIENCE SCORES (% 'GOOD' OR 'VERY GOOD')



VOLUNTEERING EXPERIENCE VS. EXPECTATIONS

48%

% of volunteers who believe that their experience was better or much better than expected

32%

% of volunteers who believe that their experience was as they expected

20%

% of volunteers who believe that their experience was worse or much worse than expected

SOCIAL IMPACT, SUSTAINABILITY & LEGACY

COMMUNITY ENGAGEMENT INITIATIVES

EDUCATION PROGRAMME | LIVE HEALTHY, PLAY GLOBAL



- The aim of TWG 2022 Education Programme was to encourage children to be physically active and to take part in various projects and activities connected to TWG. It also provided professional development opportunities for teachers and educators.
- The project was launched in a number of schools in Birmingham and gave children the opportunity to play TWG sports such as floorball, flying disc and korfbal.
- A digital toolkit with ideas for different activities was created for use in schools and community organisations across the country and overseas.

VENDOR PROGRAMME | WORLD OF OPPORTUNITY



- The World of Opportunity Programme was developed to build a platform for diverse local businesses based in Birmingham and the greater metropolitan area to compete for opportunities to provide products and services for TWG 2022.
- One of the objectives of the programme was to support minority-owned and women-owned businesses in applying for contracts in a variety of categories – from transportation services and event production to security, waste removal and construction services.

SOCIAL IMPACT, SUSTAINABILITY & LEGACY

COMMUNITY ENGAGEMENT INITIATIVES

DISABILITY INCLUSION PROGRAMME | JOURNEY TO ONE WORLD, ONE GAMES



- The BOC and Birmingham-based Lakeshore Foundation designed a programme to make TWG 2022 more inclusive of adapted sports, athletes, fans and experiences for people with a disability.
- The initiative had four strategic priorities: establishing a diverse and representative steering committee, creating an inclusive and accessible athlete experience, enhancing accessibility and inclusion for fans, and developing a training and education programme for staff, volunteers and partners.

YES PROGRAMME



- In partnership with Create Birmingham, a non-profit organisation promoting the economic development of Birmingham's creative industries, the BOC developed the Youth Encouragement and Entrepreneur Strategy (YES), a workshop series which helped young entrepreneurs develop their marketing skills. They also had the opportunity to showcase their products at TWG Merchant Market.
- 29 students were accepted into the programme and 11 of them were given the opportunity to market their products at TWG Plaza during the event. As the official vendors, they kept a portion of the proceeds from sales made during the Games. They also received complimentary tickets and official event merchandise.

SOCIAL IMPACT, SUSTAINABILITY & LEGACY

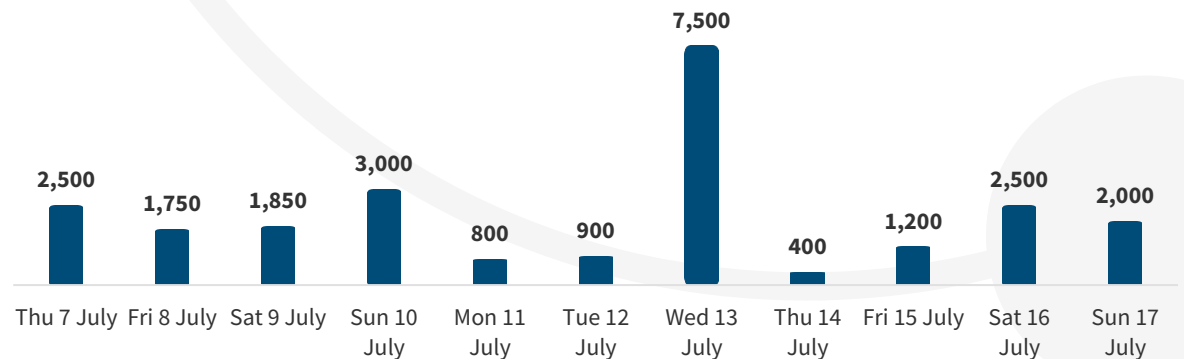


THE WORLD GAMES PLAZA

HIGHLIGHTS

- The World Games Plaza was the central hub for food, music and entertainment during TWG 2022. The Plaza was located at City Walk BHAM, the recreational, art and green spaces of which the construction was completed shortly before TWG 2022 and situated underneath the interstate bridges.
- The Plaza consisted of the Sports Garden where visitors could experience the sports of The World Games, the Merchants Market with more than 50 local vendors exhibiting, two stages to host concerts and performers, food trucks area and various sponsor and partner activations.
- Several national and international federations showcased their sports at the Plaza. Demonstrations were organised for the following sports: aikido, fistball, floorball, flying disc, ju-jitsu, kickboxing, orienteering and wushu.
- Local authority estimates stated that the Plaza attracted 24,400 visitors over the course of the event. In general it was better attended during the weekends than the working week, but with around 5,000 people at Big Boi's concert and another 2,500 visitors enjoying other activities during the day, Wednesday 13 July was the most attended day at the Plaza.

THE WORLD GAMES PLAZA ATTENDANCE BY DAY (ESTIMATED)



SOCIAL IMPACT, SUSTAINABILITY & LEGACY

SUSTAINABLE DEVELOPMENT GOALS



SUSTAINABILITY PROGRAMME | OVERVIEW

HIGHLIGHTS

- The BOC worked alongside the IWGA to develop a sustainability programme to ensure that the Games had a positive impact on the local community and the environment. In 2020, the IWGA joined the UN Sports for Climate Action, pledging its commitment to achieving climate change goals and a year later the IWGA sustainability strategy was published to set out more specific targets that the IWGA is aiming to meet.
- Within the IWGA sustainability strategy seven UN Sustainable Development Goals (UN SDGs) are prioritised:
 - #3 Good Health and Well-Being,
 - #5 Gender Equality,
 - #10 Reduced Inequalities,
 - #11 Sustainable Cities and Communities,
 - #12 Responsible Consumption & Production,
 - #13 Climate Action,
 - #17 Partnerships for the Goals.
- Following BOC input, the sustainability initiatives around TWG 2022 were linked to eight UN SDGs, including the aforementioned (except for #17 Partnerships for Goals) and the additional goals of #7 Affordable and Clean Energy and #16 Peace and Justice.
- Stakeholders of the event believe that the sustainability programme resulted in several positive impacts, including:
 - Shared economic benefits (through the World of Opportunity project)
 - More eco-friendly community (Zero Waste and Food Rescue initiatives)
 - More culturally engaged volunteers
- The following pages present a summary of the key sustainability initiatives contributing to achieving the UN SDGs, as described in TWG 2022 Sustainability Report produced by the BOC and the IWGA after the event.

SOCIAL IMPACT, SUSTAINABILITY & LEGACY

SUSTAINABILITY PROGRAMME | INITIATIVES

UN SDG #3 GOOD HEALTH & WELL-BEING



- Launch of TWG 2022 Education Programme with sports activities, a digital toolkit, a school mural project and a number of other initiatives aligned with the goal of “Live Healthy, Play Globally”.
- Opportunity to experience a variety of sports at TWG Plaza throughout the event in partnership with national and international federations. Development of the Children’s Activity Area in TWG Plaza, sponsored by Medical Properties Trust.
- Using healthy menu items and responsibly sourced food options as the criteria to select food vendors.
- Installation of four permanent TWG-themed murals around the city.
- Provision of 3,400 chiropractic treatments to athletes, staff and volunteers by IWGA partner FICS.
- Setting up the anti-doping education booth at the main athlete’s village (visited by between 50 and 150 athletes and support personnel each day).

UN SDG #5 GENDER EQUALITY



- Gender balanced TWG 2022 staff (52% male to 48% female).
- Equal promotion of male and female athletes in social media (ratio of posts about male and female athletes was 48%:52%).
- 82% of volunteer division leads were female.
- Gender balanced sports programme and participation from athletes and officials:
 - 104 medal events for women, 99 medal events for men and 20 mixed gender medal events.
 - 53% of all athletes were male vs. 47% female athletes.
 - Male to female officials ratio: 73:27.
 - Male to female guests ratio: 77:23.
- Adaptation of event schedules to allow for more gender-balanced coverage and visibility.

UN SDG #7 AFFORDABLE & CLEAN ENERGY



- Installation of a solar tree at the Protective Life Stadium to enable free charging of mobile phones to stadium guests.
- The use of solar power at the UAB’s Recreation Center, home of the squash and racquetball competitions during TWG 2022.
- Energy saving upgrades at several TWG 2022 venues to reduce energy consumption.

SOCIAL IMPACT, SUSTAINABILITY & LEGACY

SUSTAINABILITY PROGRAMME | INITIATIVES

UN SDG #10 REDUCED INEQUALITIES



- Inclusion of wheelchair rugby in the sports programme, the first disability sport competition in the history of the Games. Adapted sport athletes also competed at TWG 2022 in target archery.
- Demonstration of para sports at the venues and TWG Plaza to provide greater exposure.
- Completion of an extensive report by TWG 2022's Disability Access and Inclusion Committee to propose ways to make The Games more accessible and inclusive for guests with special needs.
- Integration of a special tool on the event website to meet the ADA "Level A" rating for accessible websites.
- Distribution of educational materials on human trafficking to TWG staff, volunteers and hospitality partners. More than 3,000 individuals were reached. A hotline phone number was provided to staff to report suspicious activity.
- Operating in parallel with the Games the Department of Homeland Security ran a special operation to tackle human exploitation which resulted in a number of arrests of commercial sex buyers and human traffickers as well as the identification of adult and minor victims of labour and sex trafficking.
- Ensuring a diverse representation of citizens from the Birmingham area in TWG 2022 Volunteer Committees. This included neighbourhood associations from typically under-served areas, as well as business leaders, educators and philanthropists.
- A partnership with the Altec Innovation Challenge, an annual competition that encourages traditionally under-served school students to use technology to solve real-world problems with a STEM (science, technology, engineering and math) solution, to focus their projects on sustainability during TWG 2022.
- An initiative launched by TWG 2022 Foundation Sponsor Microsoft Corporation to engage and encourage African American and other students to pursue studies in the STEM field. Microsoft partnered with the Historically Black Colleges and Universities (HBCUs) in Alabama for this project and it is hoped that the initiative will develop enduring relationships that will lead to greater diversity in this field for Microsoft and other technology companies.
- Distribution of 10,000 sport competition tickets to under-served youth to engage and inspire the next generation of athletes (in partnership with Spire Energy).

SOCIAL IMPACT, SUSTAINABILITY & LEGACY

SUSTAINABILITY PROGRAMME | INITIATIVES

UN SDG #11 SUSTAINABLE CITIES & COMMUNITIES



- Launch of TWG 2022 Vendor Programme “World of Opportunity”. The goal was to intentionally source service and goods for TWG 2022 through small, local and diverse businesses. This was another intentional effort to engage people through local business owners, creating a lasting impact.
- Hosting of the Merchant/Food Truck Summit in November 2021 which was attended by over 200 vendors seeking to identify business opportunities during the Games. The vendors were informed of sustainability guidelines (e.g. on good rescue and the avoidance of styrofoam and plastic bags).
- Designation of the UAB Recreation Center as the Zero Waste venue. The UAB sustainability team partnered with the BOC to implement recycling, food rescue and compost data gathering and reporting. It is estimated that through these efforts over 90% of the waste was diverted from landfills.
 - Plastics Recycling: 310 pounds.
 - Can Recycling: 160 pounds.
 - Compost: 311 pounds.
 - Cardboard Packaging: over 100 pounds.
- Planting of trees in several areas in Birmingham such the East Thomas Neighbourhood, an underserved community that is prone to flooding from Village Creek. The 50 large and 30 small trees that were planted will aid the absorption of rain water and helped offset carbon produced by The Games. An additional 269 trees were planted along highway entrances to the city.
- Avoidance of food waste through partnerships with Feed BHM and Magic City Harvest. Feed BHM utilised its large network of volunteers to recruit workers for food rescue and delivery:
 - 22,000 meals and 11,000 snacks were distributed in more than 300 deliveries to TWG volunteers, staff, and athletes.
 - 13,000 prepared meals were rescued and distributed to the most vulnerable in Birmingham.
 - 15,000 pounds of bulk food was rescued and distributed to non-profits and shelters providing food to those in need.
- Repurposing TWG 2022 signage to keep it out of landfills after the event. Wayfinding and promotional signage was disassembled and sponsors were given the opportunity to retrieve pieces as a memento of The Games.
- Donation of signs to organisations such as We Sew Love and Community Gardens. Thick vinyl signage was used in gardens as weed barrier, while more pliable signage material was repurposed into tote bags, reusable grocery bags, clothing for the needy and pillow cases.
- Repurposing of office supplies:
 - Computers and marketable items were sold and funds used to settle TWG final expenses.
 - Office supplies were bundled and distributed to city and county schools, along with snacks for after school programmes.
 - Most furniture for TWG offices was rented, but any items that were purchased were also donated.

SOCIAL IMPACT, SUSTAINABILITY & LEGACY

SUSTAINABILITY PROGRAMME | INITIATIVES

UN SDG #12 RESPONSIBLE CONSUMPTION



- Holding all TWG 2022 competitions in facilities that were already in operation. No major sports infrastructure was constructed specifically for the Games.
- Surveying of potential food vendors to determine their commitment to using locally sourced and grown food items. 82% of survey respondents indicated that they do use local suppliers.
- Development of an extensive procurement policy to ensure that any items purchased and not consumed were donated or sold at the end of the event.

UN SDG #13 CLIMATE ACTION



- Measurement of the emissions generated by the Games across three main scopes.
- Scope One – On-site Transportation. The estimated amount of diesel consumed for transportation of athletes and officials between 5 and 18 July amounted to 9,000 gallons (34,000 litres).
- Scope Two – Electricity Usage. The usage was estimated by Alabama Power at 10,000 Mwh. Through a donation by Rotaract, renewal energy credits were purchased to offset one quarter of these energy emissions.
- Scope Three – Travel itineraries of all athletes, guests and accredited staff were captured through the accreditation platform to estimate carbon emissions based on distance and mode of transportation.
- Carbon offset opportunities were found in the following areas: solar canopy carbon offset, tree planting, food rescue and recycling weight of materials.

UN SDG #16 PEACE & JUSTICE



- Support of Ukrainian athletes in the wake of Russia's invasion of Ukraine. The BOC pledge to donate \$1 from every ticket and item of TWG 2022 merchandise sold since 1 April 2022 to the Ukrainian sports movement through the Olympic Solidarity Fund. A cheque for \$54,000 was presented to Sergey Bubka, the president of the National Olympic Committee of Ukraine before the Closing Ceremony of TWG 2022.
- Promotion of peace and camaraderie which was reflected in the involvement of the representatives of Israel, Bahrain, the United Arab Emirates and Morocco in a ceremonial tree planting. There was also a panel discussion and luncheon held during the event that focused on conflict resolution and peacebuilding.

SOCIAL IMPACT, SUSTAINABILITY & LEGACY

The World Games 2022 gave us the opportunity to showcase Birmingham as a truly international city that is innovative, dynamic and open for business. Some visitors may have had a preconceived notion of what to expect and we changed the perspective of how the people see Birmingham and the state of Alabama.

Jonathan Porter
Chairman, TWG 2022 Board of Directors

Our objective was to ensure that we provide a world-class experience for the athletes, officials, fans and sponsors. The Games elevated the image of Birmingham around the world. We wanted to show a new, more modern image of Birmingham and we believe that this was accomplished.

Nick Sellers
CEO, Birmingham Organizing Committee

LEGACY

PERCEPTION OF BIRMINGHAM

- The World Games 2022 was the largest sporting event ever hosted in the City of Birmingham. The ambition of the local organisers was to use it as a platform to build a new image of Birmingham which many people in the US associate mostly with the civil rights movement.
- The perception change was also needed within the local community as it is believed that some residents were sceptical whether Birmingham can organise a global multi-sport event of this magnitude.
- Both the anecdotal evidence and the research data suggest that these goals have been achieved. Most visitors to Birmingham view the city more positively having attended TWG 2022, while local residents became the advocates for the event, with 9 in 10 residents who attended the Games stating their pride in Birmingham hosting the event and declaring that the city should attract more international events in the future.

MAJOR EVENT HOSTING

- Staging TWG 2022 confirmed Birmingham's credentials as a capable host of major events. Already during the event, conversations were held with three international federations on TWG programme that expressed an interest in bringing their future events to Alabama.
- The city is also gearing up to host the World Police and Fire Games in 2025 (awarded to Birmingham in 2020).
- TWG 2022 was a testing ground for many services that will be required to organise more sports events in the future. Equipped with the knowledge and experience from 2022, the city will be better prepared to undertake projects of a similar size and scale.

SOCIAL IMPACT, SUSTAINABILITY & LEGACY



LEGACY

CAPABILITY & CAPACITY BUILDING

- While hosting TWG 2022 stretched municipal resources, it was an opportunity for many people in the local community to gain new skills and deal with new responsibilities. In the long-term this will likely have a positive impact on the level of preparedness the next time a major event comes to town.
- With many local leaders engaged in the preparations to TWG 2022, new leaders emerged in the local institutions and governmental agencies to drive daily operations.
- TWG 2022 was a safe event largely due to the engagement of various law enforcement agencies which required close cooperation between them. It is believed that this helped them develop more efficient coordination and processes which are now being replicated in other cities across the region.
- Additionally, TWG 2022 community engagement programmes will have a lasting legacy for the city. An example of this is the vendor programme “World of Opportunity” which led to the creation of a database of minority- and women-owned businesses that can support various projects initiated by the city in the years to come.

EQUIPMENT & INFRASTRUCTURE

- No new venues had to be built specifically for The World Games, but small renovations and upgrades were made at several competition sites (e.g. Boutwell Auditorium, Birmingham Crossplex and Legion Field) which further improved the standard of the facilities available in Birmingham.
- TWG 2022 saw the inauguration of City Walk, an open-air park located under an interstate. The park was the location of TWG Plaza and while it would have been completed irrespective of The World Games, the fact that it was used as a gathering space during the event helped to boost its awareness and perception as a new fun and family-friendly area in the city, promoting active healthy lifestyles.



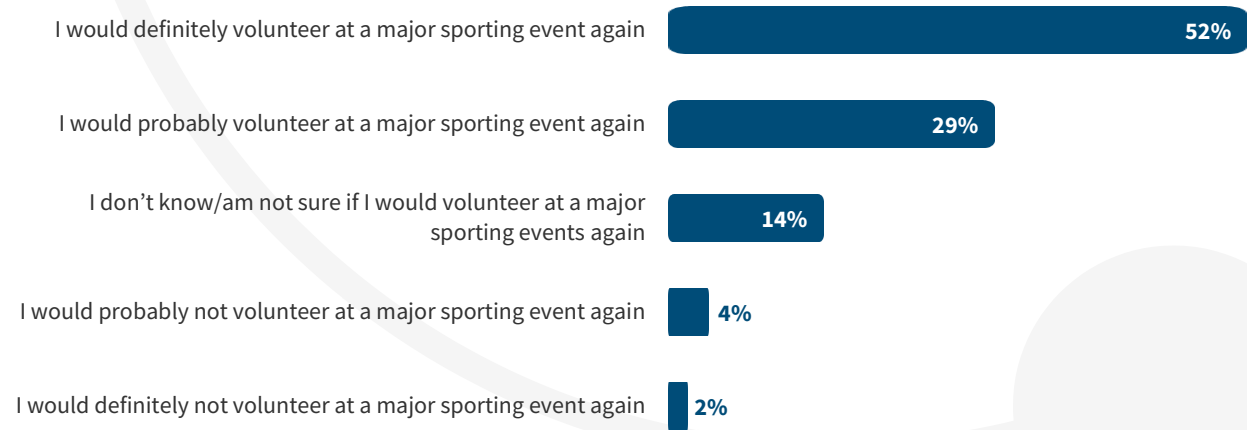
SOCIAL IMPACT, SUSTAINABILITY & LEGACY

LEGACY

VOLUNTEERING

- Of the 7,660 volunteers that supported the delivery of TWG 2022, hundreds gained new skills and experiences that can be used at future events held in Birmingham and the wider region. More than 80% of volunteers declared their interest in volunteering at another major event.
- According to the post-event volunteer survey, 78% of volunteers believe that they will be able to apply the skills gained at TWG 2022 in other volunteering opportunities. More than a quarter of volunteers believe that these skills can also be beneficial at their place of work, while 21% think that they can be applied at home or in their personal life.

LIKELIHOOD TO VOLUNTEER AT ANOTHER MAJOR SPORTING EVENT





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