



The World Games

2021 BIRMINGHAM, USA



BULLETIN #2.1

PUBLISHED

APRIL 2020

BIRMINGHAM ORGANIZING COMMITTEE



THEWORLDGAMES2021.COM | BIRMINGHAM, USA | 15 - 25 JULY 2021



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TWGG2021

#TWG2021 #RoadtoBHM #BHM2021



1. TWG 2021 / BOC

1.1 CEO INTRODUCTION

Meet Nick Sellers!

In December 2019, the Birmingham Organizing Committee welcomed its new CEO, Nick Sellers.

A respected Birmingham executive with demonstrated success in strategic leadership, operations and implementation, Sellers has made it his focus to deliver a world-class event that showcases Birmingham to visitors from around the globe.

“Honored and grateful are the two words that capture my feelings,” said Sellers. “We have a unique opportunity to present Birmingham and the state of Alabama to the world; so, our mission will be to deliver the best and most innovative competitor, spectator, and sponsor experience in the history of The World Games. I’ve always believed in Birmingham and have confidence that we will come together in a way in which we’ve never done before. Through the collaboration and leadership of the Birmingham Organizing Committee, city of Birmingham and International World Games Association, I’m convinced that the stars are aligned for us. This is our time.”

For the last 16 years, Sellers has served in a variety of leadership positions with Alabama Power and Southern Company, most recently as vice president of the Mobile Division at Alabama Power. His previous roles with the organization also include vice president of business origination, senior vice president of projection development and construction, and vice president of external and regulatory affairs.

Sellers also brings a background in sports and event operations through his work as director of operations for the Alabama Sports Foundation, where he was responsible for sponsorships, ticketing, and operations plans for large-scale events such as the SEC Baseball Tournament, Arby’s Hardwood Classic Invitational and Regions Tradition.

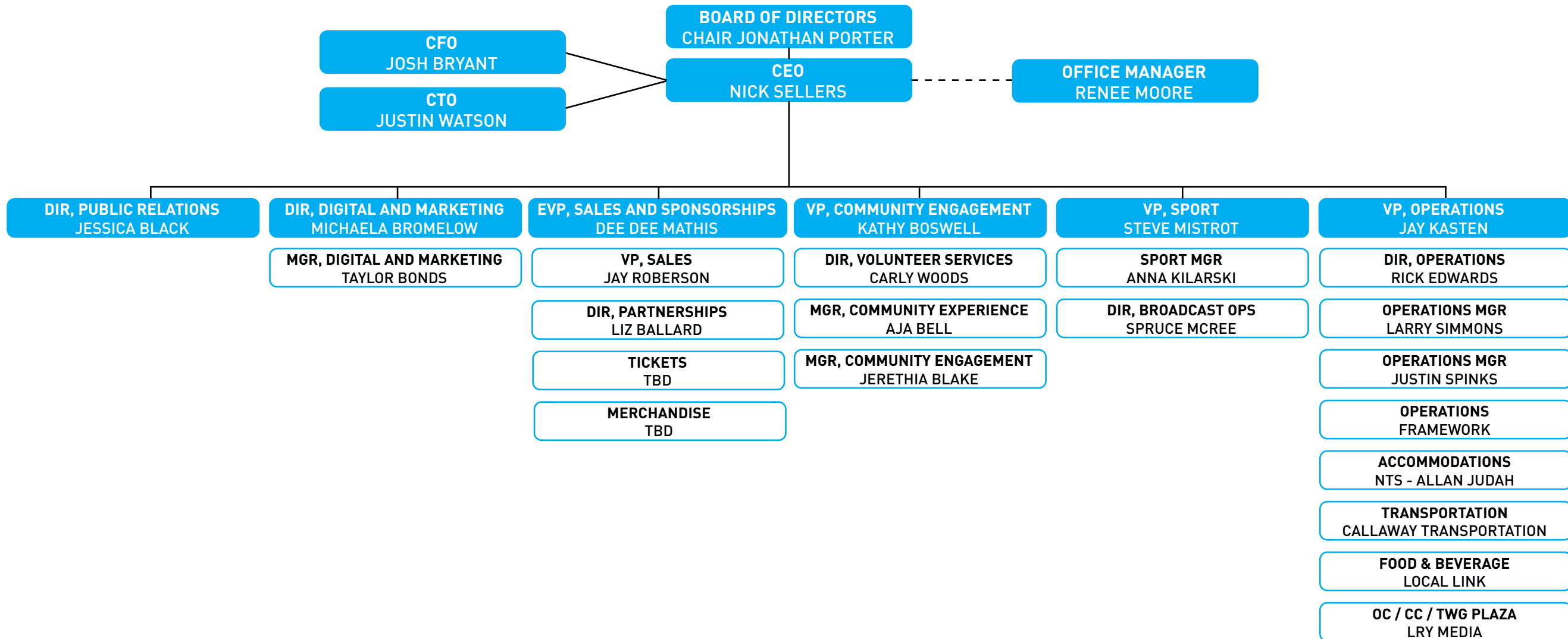
A native of Birmingham and graduate of the University of the Pacific in Stockton, California, Sellers also holds his Juris Doctor from the Birmingham School of Law. Currently, he is the chairman of the Alabama Sports Council, where he works to oversee all ASC events including the Magic City Classic and the Davis Cup Tennis Invitational. Sellers also serves on the Bryant Jordan Scholarship Foundation, the Mobile Industrial Development Board, the Mobile Area Chamber of Commerce and Innovation Portal.





1. TWG 2021 / BOC

1.2 BOC ORGANIZATION CHART





2. TICKETING AND PACKAGES

2.1 GENERAL TICKETING INFORMATION

BOC is currently working on the ticketing strategy, extra delegate package, IF package, and fan package options for The World Games 2021. Tickets for The Games will be available for purchase in July 2020 via the official TWG 2021 website.

Once the details are finalized, additional information on ticket prices and packages will be announced in separate communication and available in upcoming bulletins, on the BOC's and IWGA's websites, as well as in press releases. If you would like to be notified when tickets are available, [click here](#).

An outline of the BOC selecting a ticketing partner:

- February 3:
 - Request for Proposals went out. Information requested included:
 - Technology
 - Fee Structure
 - Mobile Plan
 - Gifting options
 - “Build your own” options
- March 6
 - Meeting with three potential vendors to vet their proposals:
 - Secutix
 - TicketMaster
 - Etix
- March 20
 - Ticket partner selected and awarded by BOC

2.2 TICKETS ON SALE

- May 1:
 - International Federations
- June 1:
 - Corporate Sponsors, Volunteers, Affinity Groups
- July 15
 - General public



3. TRAVEL UPDATES

3.1 EXTRA TEAM OFFICIALS

Accreditation Cost Information

Extra Team Officials are responsible for the costs of their accommodations, meals and transportation. The following options are available to extra team officials once they are approved by IWGA.

OPTION 1 – Accreditation + Athletes’ Village Accommodation – Single **\$180.00 per person/day**

Includes the following:

- Accommodation in a single room at the Athletes’ Village.
- Accreditation ID card which allows access to venues, the athletes’ village, opening and closing ceremonies, etc. according to the access levels which are established for the cardholder by IWGA and BOC. (Accreditation levels for Extra Team Officials are evaluated in the same manner as all other accredited persons.)
- 3 meals per day at the catering center on the campus of the Athletes’ Village
- Transportation within the Games transportation network (airport, venues, athlete villages)

AVAILABILITY IS LIMITED. ACCOMMODATIONS ALLOCATED ON A FIRST-COME, FIRST-SERVED BASIS.

OPTION 2 – Accreditation + Athletes’ Village Accommodation – Double **\$120.00 per person/day**

Includes the following:

- Accommodation in a double (shared) room at the Athletes’ Village.
- Accreditation ID card which allows access to venues, the athletes’ village, opening and closing ceremonies, etc. according to the access levels which are established for the cardholder by IWGA and BOC. (Accreditation levels for Extra Team Officials are evaluated in the same manner as all other accredited persons.)
- 3 meals per day at the catering center on the campus of the Athletes’ Village
- Transportation within the Games transportation network (airport, venues, athlete villages)

AVAILABILITY IS LIMITED. ACCOMMODATIONS ALLOCATED ON A FIRST-COME, FIRST-SERVED BASIS.

OPTION 3 – Accreditation Only **\$55.00 per person/day**

Includes the following:

- Accreditation ID card which allows access to venues, the athletes’ village, opening and closing ceremonies, etc. according to the access levels which are established for the cardholder by IWGA and BOC. (Accreditation levels for Extra Team Officials are evaluated in the same manner as all other accredited persons.)
- 3 meals per day at the catering center on the campus of the Athletes’ Village
- Transportation within the Games transportation network (airport, venues, athlete villages)



3. TRAVEL UPDATES

3.1 EXTRA TEAM OFFICIALS (CONT'D)

For accommodations outside of the athletes' village, BOC's accommodation partner, National Travel Systems (NTS), will work with delegates to find solutions according to the delegate's budget.

Delegates who are not accommodated within the Games transportation loop will be responsible for making their own way to the athletes' village for meal service, and/or to participate in the Games transportation system.

NOTE THAT BOC WILL BE UNABLE TO PROVIDE SUPPORT OR REMEDY ISSUES FOR ANY ACCOMMODATIONS SECURED THROUGH ANY NON-PARTNER PROVIDERS.



University of Alabama - Birmingham (UAB) and Birmingham Southern College (BSC) will be the locations for the Athlete Villages. Athletes and officials will be assigned to the Athlete Village in closest proximity to their respective competition venue.



4. PREVIEW EVENTS

4.1 IFA Fistball World Tour Final

- Birmingham Southern College Soccer and Intramural Fields
- 17 - 19 July 2020
- This preview event will be announced to the public May 15 and tickets will go on sale on May 15 as well.



4.2 Sub-Junior & Junior Powerlifting World Championship

- BJCC Concert Hall
- 31 August - 5 September 2020



4.3 USA vs World Kickboxing Championship

- Boutwell Auditorium
- 5 December 2020



Note: The BOC has decided to refer to these events as “Preview Events” instead of the traditional “Test Events.” The BOC sees these events as Birmingham’s introduction to The World Games 2021. It is the belief of the BOC that marketing the events as “preview” instead of “test” will showcase the events in a better light to the Birmingham community.



5. MARKETING

5.1 MEDIA STRATEGY

The World is Coming Campaign

The World is Coming is an awareness campaign to increase exposure that The World Games 2021 (TWG2021) is coming to Birmingham. Its goal is to capture attention and drive interested individuals to The World Games 2021 website and social media accounts. The campaign is being marketed locally in Alabama through billboards, television, radio, digital media, social media.

The World is Coming campaign also involves the use of a new hashtag: #BHM2021. Similar to the Olympics that popularize the location and year of the event, #BHM2021 serves to increase awareness of The World Games 2021 in Birmingham next summer.

Please view advertisement examples of The World is Coming below, including the television advertisements:

- [Click Here to Watch “The World is Coming” TV Advertisement](#)
- [Click Here to Watch “Witness History” TV Advertisement](#)





5. MARKETING

5.2 MARKETING ACTIVITIES

Additional aspects of The World Is Coming campaign include influential exposure opportunities in metro-Birmingham in preparation of The Games:



An iconic sign was erected for The World Games 2021 at the site of the Opening and Closing Ceremonies.



A Countdown Clock over a frequented highway providing access in and out of Birmingham.



The state signs at the Alabama border, and City limits of Birmingham are outfitted with recognition as the Home of The World Games 2021.



5. MARKETING

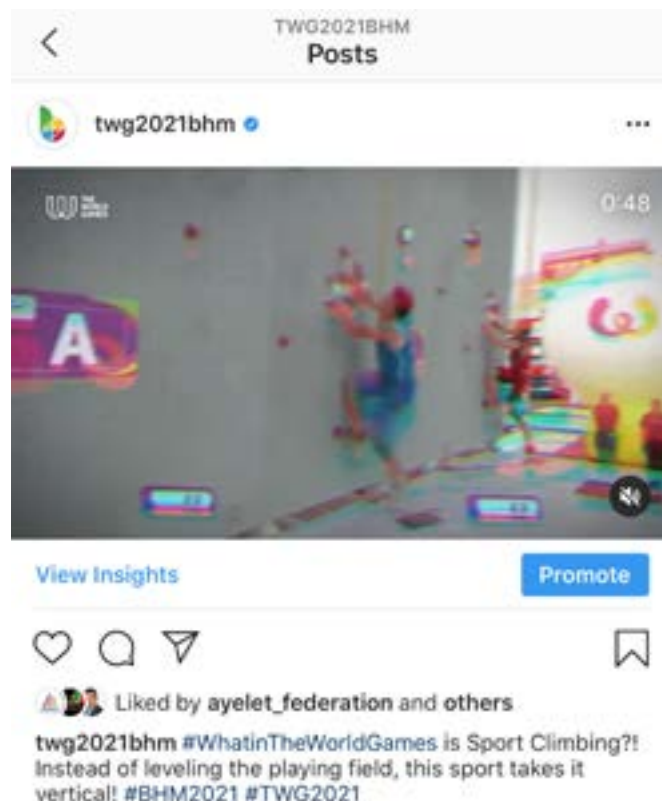
5.3 MEDIA PROXIMITY TO ATHLETES

Cross-Promotion on Social Media: In an attempt to increase the exposure of The World Games 2021 to the domestic and international audience, TWG2021 would like to partner with each IF to cross-collaborate on their social media platforms.

Each IF should have received an introductory email from Taylor Bonds, the Marketing Manager coordinating the @TWG2021BHM social media accounts. In her request, she inquires about mutually sharing content on IF & TWG2021 accounts to better educate followers. If you did not receive this email, please contact Taylor Bonds.

Athlete Influencers: Furthermore, to better connect fans of TWG2021 with the talented competitors in the sports program, TWG2021 would like access to your top/qualified athletes. In each multi-disciplinary sport of each International Federation, please assist in the connection of your top-competitors to Taylor Bonds. The goal would be to partner with them as features on @TWG2021BHM accounts, as well as provide them with promotions to share on his/her individual accounts to increase their popularity and stardom. If you have any further questions about this, please discuss with Taylor Bonds.

CONTACT: Taylor Bonds, Marketing Manager, taylor.bonds@twg2021.com



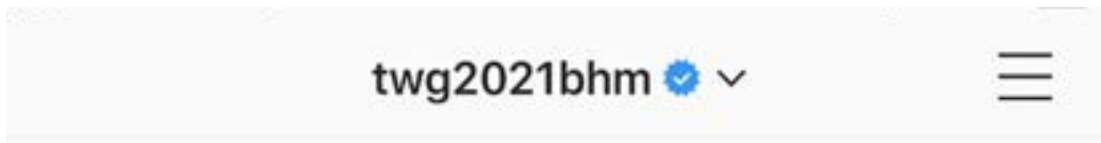
Cross promotion example



5. MARKETING

5.4 DIGITAL MEDIA INITIATIVES

Instagram Verification: @TWG2021BHM Instagram account was officially verified this month with a blue checkmark, indicating its validity as a reputable organization.



New hashtag: #WhatinTheWorldGames: To familiarize new followers on the sports in the World Games, TWG2021 is implementing the use of #WhatinTheWorldGames. It is serving the domestic audience as well as international fans to educate and entertain.

New Facebook Handle: In an effort to streamline the social media accounts, the Facebook handle will add “BHM” to its end making the official handle: @TWG2021BHM.

New App: As an additional feature of the marketing for TWG2021, the official The World Games 2021 App will be available for download this spring.

The App will not only serve to provide information about the current happenings in Birmingham, but more importantly will be a strong resource for visitors to the city during July 2021. It will host information on the sports program, entertainment, food, lodging, and updates throughout the event. To truly be in the know about The World Games 2021, please download when it is available!

Consolidated Digital Assets: In an effort to streamline the digital assets, the website and email addresses of The World Games 2021 can now be accessed and referenced as: www.TWG2021.com and @twg2021.com. This will be beneficial for advertising initiatives and as marketing opportunities.

@TWG2021BHM



6. IMPORTANT DATES

6.1 Competition Managers Meeting	5-6 October 2020
6.2 NOC Meeting	7-8 October 2020
6.3 Preview Events	
IFA Fistball World Tour Final	17-19 July 2020
Sub-Junior & Junior Powerlifting World Championship	31 August - 5 September 2020
USA vs World Kickboxing	5 Decemeber 2020



Birmingham, Alabama