



# THE WORLD GAMES

## The World Games 2022

### Digital Advertising RFP

#### OVERVIEW

The World Games is an international sports event held every four years, in the year following each Summer Olympic Games. Staged over 11 days, The Games represents the pinnacle of competition for 3,600 of the world's best athletes. The World Games 2022 will be held in Birmingham, Alabama from July 7-17, 2022 and will feature [34 unique, multi-disciplinary sports](#). Generating an estimated economic impact of \$256 million for the city. This will be the first Games to be hosted in the United States since the inaugural World Games in Santa Clara, California, in 1981.

In terms of digital media, The World Games 2022 will curate and provide all creative for placement. The World Games 2022 is interested in the overall capabilities and opportunities to place Digital and Social Media Advertising with your company.

#### TWG2022: DIGITAL AND SOCIAL MEDIA ACCOUNTS

[Website](#)

[Facebook](#)

[Twitter](#)

[Instagram](#)

[LinkedIn](#)

#### CAMPAIGN OVERVIEW

1. June – August	Tickets on Sale
2. November – December	Holiday Ticket Campaign
3. March – June	Last Call for Tickets
4. July 7 – 17, 2022	The World Games 2022

#### BUDGET PARAMETERS

● June – August	\$150,000
● Nov – December	\$50,000
● March – June	\$200,000
● TOTAL	\$400,000

#### TARGET AUDIENCE

● Interests	Sports, Live Entertainment, Live Events, Sport Socialites, Sport-Specific
● Ages	18-54
● Gender	Male (60%) Female (40%)



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- HH Income \$40,000+
- Location 6-hour driving radius of Birmingham (major cities)
  - 50% Birmingham-Hoover DMA
  - 50% TWG2022 Sport-Specific Enthusiasts up to 6-hours (eg. Lacrosse)

## REQUEST FOR CAPABILITIES & TACTICS

- Social Media Advertising (Facebook, Instagram, LinkedIn, Twitter)
- Display Ads
- SEO
- SEM
- Retargeting
- YouTube (Pre-roll)
- Geofencing
- Additional Opportunities

## REQUEST FOR PROPOSAL

1. Share Proposal for Three Campaigns
2. Explain Company's Capabilities and Tactics
  - a. Are there any clients with similar event campaigns or Case Studies?
3. Explain Account Management
  - a. How will you monitor the campaign?
  - b. How often can we make adjustments?
  - c. Who would be the primary contact, and what are their qualifications?

## DECISION TIMELINE

- Proposal Due to The World Games 2022 April 21, 2021
- Questions and Formal Review April 23 -29, 2021
- Decision Notification April 30, 2021

Please forward all questions to [WOO@twg2022.com](mailto:WOO@twg2022.com)