



BULLETIN #3

The World Games 2022 Birmingham
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BIRMINGHAM ORGANIZING COMMITTEE

TWG2022.COM
INFO@TWG2022.COM



2022

NEW YEAR, SAME GAMES

Thank you participating federations, for your cooperation and support of the Birmingham Organizing Committee's decision to postpone The World Games to 2022. Though the BOC has changed the dates, adjusted the organizational structure, and established a new branding look, it will be the same Games.

We are pleased to present the third edition of the Bulletin series. We encourage you to review this material as you prepare for time in Birmingham, Alabama USA in just two years. Bulletin 3 includes information for athletes, officials, and federations on updates of the BOC's planning efforts.

The BOC will continue to distribute updated Bulletins leading up to The Games. As time gets closer to The World Games 2022, these bulletins will contain more detail on specific functions and services. Bulletin 4 is scheduled to be distributed on 1 September 2021.

Please contact info@twg2022.com,
if you have any questions or concerns regarding Bulletin 3.



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1. BOC UPDATE

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 athletes and 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.

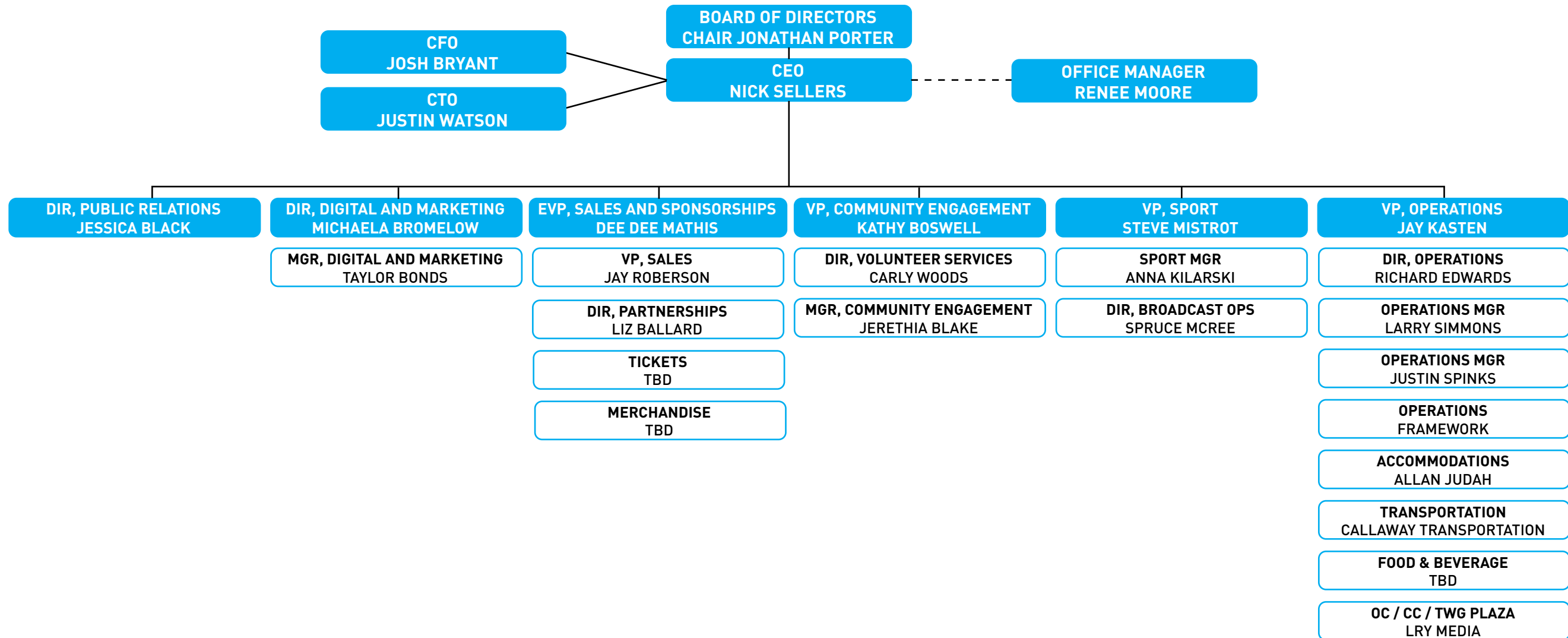
A native of Birmingham and graduate of the University of the Pacific in Stockton, California, Sellers also holds his Juris Doctor from the Birmingham School of Law. Currently, he is the chairman of the Alabama Sports Council, where he works to oversee all ASC events including the Magic City Classic and the Davis Cup Tennis Invitational.





1. BOC UPDATE

1.2 BOC ORGANIZATION CHART





2. TWG 2022 PROGRAMS

2.1 GENERAL TICKETING INFORMATION

EXPERIENT has been chosen as the official ticket partner of The World Games 2022. They have experience with international multi-sport events as well as a strong U.S. support team.

The World Games 2022 Ticket Launch Plan

7 April 2021

Tickets to International Federations go on sale

7 May 2021

Tickets to volunteers go on sale

7 July 2021

Tickets to public go on sale

Preview Event Ticket Launch Plan

Tickets will go on sale between 60 and 90 days out



The BOC and EXPERIENT will work together to develop an optimal ticketing strategy to determine concepts, price ranges, special offers, and packages. Once the strategy is finalized, the BOC will share those details with you and the public.



2.2 MERCHANDISE

DYEHARD FAN SUPPLY has been chosen as the official merchandise partner of The World Games 2022. They have experience with in-venue, event merchandising solutions, permanent fan shops, and online stores. The BOC will work with them to develop a product line for pre-Games and Games-Time sales. The BOC forecasts that merchandise will be available for purchase online in Q4 2020.





2. TWG 2022 PROGRAMS

2.3 VOLUNTEER PROGRAM

The World Games 2022 Volunteer program will launch Q2 of 2021. Individuals interested in volunteering for TWG2022 and/or preview events will have the capability to register through the website. Please note both domestic and international volunteers will be responsible for their own expenses.

With the recent presentation of COVID-19, physical and emotional safety is a key focus for the volunteer program. The BOC wants to be able to supply those who volunteer with a specific protocol for their safety and how to ensure the safety of spectators. By Q2 2021 the BOC should have a better perspective of the PPE and protocols needed to ensure great and safe experience for the volunteers and spectators from all over the world.

2.4 CEREMONIES & THE PLAZA

Birmingham-based LRY Media Group will manage and produce the opening and closing ceremonies, as well as The World Games Plaza including Athletes' Night.

"The Opening Ceremony, Closing Ceremony and The World Games Plaza will be our opportunity to establish the entire mood, tone and energy of this amazing experience. For me, there is no higher honor than being selected to be the author of those key attributes for The World Games 2022," said Rashada LeRoy, president, and CEO of LRY Media Group.

The contract was the first awarded through the World of Opportunity supplier diversity program. The Opening Ceremony and Closing Ceremony of The World Games 2022 will take place in a new, world class venue, Protective Stadium, which will open in mid-2021.

The World Games Plaza location is to be announced.





3. GAMES SERVICES

3.1 ACCOMMODATIONS

No changes to the original accommodation plan. 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 Athletes' Village in closest proximity to their respective competition venue.



3.2 TRANSPORTATION

No changes to the original transportation plan. Transportation will be provided for all properly accredited persons, via shuttle transportation or fleet operations.

Shuttle Transportation

Callaway Transportation will manage the shuttle Transportation services. Transportation shuttles will be the main transportation for properly accredited participants. The complimentary shuttles will service Birmingham-Shuttlesworth International Airport, designated accommodations, TWG Plaza, Opening and Closing Ceremonies, special events, and all the competition and training venues.

Fleet Transportation

Fleet transportation will only be provided to those whose accreditations designate accordingly.





3. GAMES SERVICES

3.3 ACCREDITATION

The accreditation process for athletes, officials, VIPs and media representatives will be similar to TWG 2017. The IWGA, the BOC, and Swiss Timing are currently working on slight modifications after the evaluation of TWG 2017 and will have a meeting this fall to finalize the process and procedures. The participating federations will receive initial detailed information about the accreditation procedure and the associated timelines following this meeting. Accreditation locations are to be determined.

3.4 EXTRA TEAM OFFICIALS

Accreditation Cost Information

Extra Team Officials are responsible for the costs of their accommodations, meals and domestic transportation. Accreditation levels for Extra Team Officials are evaluated in the same manner as all other accredited persons. Please contact Allan Judah via email at allan@twg2022.com for Extra Team Official needs. The following options are available to Extra Team Officials:

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 according to the access levels which are established for the cardholder by IWGA and the BOC
- 3 meals per day at the catering center on the campus of the Athletes’ Village
- Transportation within The Games transportation network (airport, venues, Athletes’ Village, TWG Plaza)

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 according to the access levels which are established for the cardholder by IWGA and the BOC
- 3 meals per day at the catering center on the campus of the Athletes’ Village
- Transportation within The Games transportation network (airport, venues, Athletes’ Village, TWG Plaza)

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



3. GAMES SERVICES

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 according to the access levels which are established for the cardholder by IWGA and the BOC
- 3 meals per day at the catering center on the campus of the Athletes' Village
- Transportation within The Games transportation network (airport, venues, Athletes' Village, TWG Plaza)

For accommodations outside of the Athletes' Village, the BOC's accommodation and accreditation partners, Allan and Gretchen Judah (J Team Management), 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: THE BOC WILL BE UNABLE TO PROVIDE SUPPORT OR REMEDY ISSUES FOR ANY ACCOMMODATIONS SECURED THROUGH ANY NON-PARTNER PROVIDERS.

3.5 OFFICIAL HOST HOTELS

The BOC is pleased to announce the Sheraton Birmingham and Westin Birmingham as the Official Host Hotels for The World Games 2022. The Sheraton Birmingham is Alabama's largest convention hotel, featuring 757 rooms and suites adjacent to the Birmingham Jefferson Convention Complex (BJCC) as well as numerous dining and nightspots in Downtown Birmingham. The Westin Birmingham, a modern and ideally located downtown Birmingham, Alabama hotel situated in The Marketplace, an upscale dining and entertainment complex. The Westin is attached to the Sheraton Birmingham and the BJCC.





3. GAMES SERVICES

3.6 MEDICAL AND ANTI-DOPING UPDATE

In February, the BOC and IWGA had a collaborative medical committee meeting with Dr. Michel Leglise. Dr. Leglise, representing the IWGA, is the Chair of the Medical Commission as well as the Anti-Doping Commission.

Over the course of the two-day meeting, the BOC presented to Dr. Leglise and FICS the overall medical plan and strategy for The Games. The focus was on athlete specific/on-field medical needs, spectator medical needs, and the anti-doping coverage strategy. The plan was developed with the support of representatives from University of Alabama-Birmingham Medical and Andrew Sport Medicine. Further details on the medical and anti-doping plans will be announced at the 2nd Competition Managers Meeting. In addition, WADA Code updates for TWG 2022 for participating IFs are also to be presented at the Competition Managers Meeting in October 2021.



ANDREWS

Sports Medicine & Orthopaedic Center

UAB MEDICINE.

The University of Alabama at Birmingham



4. SPORTS

4.1 THE WORLD GAMES 2022 SPORT PROGRAM

There are no major changes to the competition schedule except for date changes. In addition, the BOC plans to officially announce the competition venue list and all the invitational sports later this year.

Sport	Discipline	Event	Gender
Air Sports	Drone Racing	FPV	Mixed
	Parachuting	Canopy Piloting	Mixed
Archery	Field Barebow	Barebow	Men
		Barebow	Women
	Field Recurve	Recurve	Men
		Recurve	Women
	Target	Compound	Men
		Compound	Women
		Compound Team	Mixed
Baseball - Softball	Softball	Team	Women
Billiards	Carom	3 Cushion	Men
	Pool	9-Ball	Men
		9-Ball	Women
	Snooker	Snooker	Men
Boules	Lyonnaise	Precision Shooting Singles, Progressive Shooting Singles	Women
	Pétanque	Precision Shooting Singles, Classic Doubles	Women
Bowling	Tenpin	Singles, Doubles	Men
		Singles, Doubles	Women
Canoe	Marathon	Long Distance, Short Distance	Men
		Long Distance, Short Distance	Women
	Polo	Team	Men
		Team	Women
DanceSport	Breaking	B-Boys	Men
		B-Girls	Women
	Latin	Couple	Mixed
	Rock 'n' Roll	Couple	Mixed
	Standard	Couple	Mixed
Fistball	Outdoor	Team	Men
		Team	Women
Floorball	Indoor	Team	Men
Flying Disc	Ultimate	Ultimate	Mixed
Gymnastics	Acrobatic Gymnastics	Group, Pair	Men
		Group, Pair	Women
		Pair	Mixed
	Aerobic Gymnastics	Dance, Group, Pair, Trio	Mixed
		Freestyle, Speedrun	Men
	Parkour	Freestyle, Speedrun	Women
		Freestyle, Speedrun	Women
	Rhythmic Gymnastics	Ball, Clubs, Hoop, Ribbon	Women
		Double Mini	Men
	Trampoline	Double Mini	Women
Handball	Beach	Individual	Men
		Individual	Women
	Kumite	50, 55, 61, 68, 68+ kg	Women
		60, 67, 76, 84, 84+ kg	Men
Kickboxing	K1 rules	52, 60, 70 kg	Women
		63.5, 75, 91+ kg	Men
		63.5, 75, 91+ kg	Men
Korfball	Korfball	Team	Mixed

		Team	Men
Lacrosse	Lacrosse	Team	Women
Life Saving	Pool	200m Super Livesaver, 200m Obstacle Swim, 100m Manikin Tow with Fins, 100m Manikin Carry with Fins, 50m Manikin Carry, 4x50m Obstacle Relay, 4x50m Medley Relay, 4x25m Manikin Relay	Men
		200m Super Livesaver, 200m Obstacle Swim, 100m Manikin Two with Fins, 100m Manikin Carry with Fins, 50m Manikin Carry, 4x50m Obstacle Relay, 4x50m Medley Relay, 4x25m Manikin Relay	Women
Muaythai	Muaythai	48, 51, 54, 57, 60, 63.5 kg	Women
		57, 63.5, 67, 71, 81, 91 kg	Men
Orienteering	Orienteering	Middle-Distance, Sprint	Men
		Middle-Distance, Sprint	Women
		Sprint Relay	Mixed
Powerlifting	Powerlifting	Leightweight, Middleweight, Heavyweight, Super Heavyweight	Men
		Leightweight, Middleweight, Heavyweight, Super Heavyweight	Women
Racquetball	Racquetball	Single	Men
		Single	Women
Roller Sports	Artistic	Freeskating	Men
		Freeskating	Women
		Pair	Mixed
	Inline Hockey	Team	Men
	Speed Skating Road	15'000m Elimination, 10'000m Point Race, 1 Lap, 100m	Men
		15'000m Elimination, 10'000m Point Race, 1 Lap, 100m	Women
	Speed Skating Track	10'000m Elimination, 10'000m Point Elimination, 1'000m Sprint, 500m Sprint, 200m Time trial	Men
		10'000m Elimination, 10'000m Point Elimination, 1'000m Sprint, 500m Sprint, 200m Time trial	Women
Sport Climbing	Boulder	Single	Men
		Single	Women
	Lead	Single	Men
		Single	Women
	Speed	Single	Men
		Single	Women
Squash	Squash	Single	Men
		Single	Women
Sumo	Sumo	Lightweight, Middleweight, Heavyweight, Open Weight	Men
		Lightweight, Middleweight, Heavyweight, Open Weight	Women
Tug of War	Outdoor	540kg	Women
		580kg	Mixed
		640kg	Men
Underwater Sports	Finswimming	400m Surface, 200m Survace, 100m Surface, 100m Bi Fins, 50m Apnoea, 50m Bi Fins, 4x100m Surface Relay, 4x50m Surface Relay	Men
		400m Surface, 200m Survace, 100m Surface, 100m Bi Fins, 50m Apnoea, 50m Bi Fins, 4x100m Surface Relay, 4x50m Surface Relay	Women
Waterski & Wakeboard	Wakeboard	Freestyle	Men
		Freestyle	Women
	Waterski	Jump, Slalom, Trick	Men
		Jump, Slalom, Trick	Women
Total			
30 Sports	54 Disciplines	207 Events	



4. SPORTS

4.2 Demonstration Sport Program

The Demonstration Sport Program is an opportunity for International Federations and respective National Federations to showcase their sports during The World Games 2022. The BOC and IWGA want to give all IWGA members, be they on the 2022 sports program or not, a platform to demonstrate their sports in Birmingham, Alabama, USA.

National and International Federations will have the opportunity to demonstrate and promote their sport and selected disciplines, not only by attendees watching a demo of the sport but also by giving attendees the chance to learn and practice these sports at the Sports Garden in The World Games Plaza and/or during competition break sessions.

Nine federations have committed to participate in the program: Aikido, Air Sports, Archery, Field Hockey, Floorball, Flying Disc, Ju-Jitsu, Orienteering, and Sumo.

The BOC is working with our special event product team, LRY Media Group to plan and prepare the demonstration sport activations per the application the federations submitted. As the team starts to plot out space and design the overall footprint of the Plaza, please be aware that the BOC may reach out to participating federations to finalize details and space needs.

4.3 Preview Events

The BOC has decided to refer to these pre-TWG 2022 events as “Preview Events” instead of the traditional “Test Events.” The BOC sees these events as Birmingham’s introduction to The World Games 2022. Since these events serve as Birmingham’s introduction to The World Games 2022, it is the belief of the BOC to market the events as “preview” instead of “test.”

Due to the postponement of The Games and COVID-19 there will be changes to initial preview events schedule. The Fistball World Tour Final, the Sub-Junior & Junior Powerlifting World Championship, and USA vs The World Kickboxing Gala have all been canceled for this year.

Preview Events Schedule for 2021 to be determined in collaboration with the federations.



5. MEDIA & MARKETING

5.1 NEW YEAR, SAME GAMES

With an additional year comes extra time to build excitement for The World Games in Birmingham!

The changed dates to 7-17 July 2022 inspired the official adoption of the 2022 to The World Games Birmingham brand. As a result, all local public reference, marketing efforts and digital reflections have adjusted to “The World Games 2022 or @TWG2022”



Legion Field



Home of TWG 2022 Added to City Limit Signs



TWG 2022 Branding at Birmingham CrossPlex



TWG 2022 Branding at Birmingham CrossPlex



5. MEDIA & MARKETING



Countdown Clock at Airport



Countdown Clock at City Hall



Back of Clock at Airport



Countdown Clock at Uptown



TWG 2022 Mural



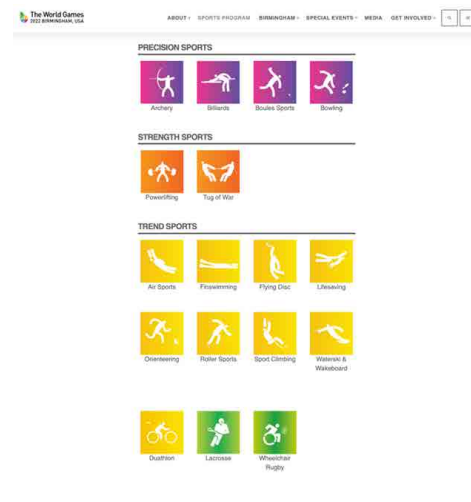
5. MEDIA & MARKETING

Stay up to date on all things to come for The World Games 2022 by liking, tagging and following our adjusted social media handles: [@TWG2022](#)

- o [Instagram](#)
- o [Facebook](#)
- o [Twitter](#)
- o [YouTube](#)
- o [LinkedIn](#)

5.2 NEW WEBSITE - www.twg2022.com

Accompanying the change to 2022, The World Games 2022 launched an innovative new website. It features improved navigation and an enhanced visual experience, specifically the [Sports Program](#). The website serves as a reliable source for up-to-date information as well local and international [entertainment](#) preparing for the world to unite in Birmingham, Alabama



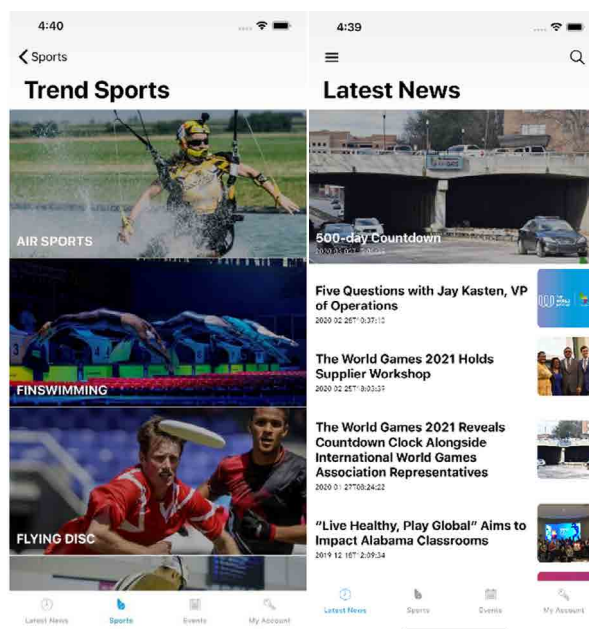


5. MEDIA & MARKETING

5.3 APP DEVELOPMENT

The World Games 2022 continues to develop the TWG2022 App to enhance consumer experience. Its interactivity personalizes each user's connection to The Games through independent profiles for a personal account and social media integration. It will serve as the one-stop-shop for all information from ticket purchases, merchandise to activities leading up to and during The Games.

The app is currently being internally beta tested and more information will be available this fall.



5.4 VOICES OF BIRMINGHAM VIDEO CAMPAIGN

Birmingham, Alabama is excited to host The World Games 2022. To share the stories of the city and its people preparing for its arrival, The World Games 2022 will publish bi-monthly videos on their social media accounts titled "Voices of Birmingham." Told through the eyes of prominent members of the community, TWG2022 will showcase the inclusivity of Birmingham's people as it prepares to host The World Games 2022. We look to highlighting new places and faces of The World Games in Birmingham.



5. MEDIA & MARKETING

5.5 #WAYBACKTHEWORLDGAMES

@TWG2022 is airing previous gold medal games and championship finals from The World Games 2017 in its #WaybackTheWorldGames series. The events are streamed on Wednesday's throughout the summer on @TWG2022 Facebook Page. Previous events are still available to be viewed, including:

- o [The championship fight for Ju-Jitsu](#)
- o [Women's Super Heavyweight Powerlifting](#)
- o [Women's Beach Handball](#)
- o [Bouldering \(Sport Climbing\)](#)
- o [Women's Lacrosse](#)

When your sports and athletes are featured, please share on your accounts to grow awareness for your sports' inclusion in The World Games 2022. We would be happy to work with you to promote your federation in conjunction with these events, please reach out to michaela.bromelow@twg2022.com.

The World Games 2022 is also finalizing a local broadcast partnership to air quarterly specials of the gold medal rounds from now through 2022. More details will be available this fall.

5.6 MEDIA ACCREDITATION

Applications for media accreditation will be available via TWG2022.com in early 2022. In the meantime, please visit <https://twg2022.com/credentials/> to sign up to receive notification when the application is available.

5.7 MEDIA FACILITIES

The Birmingham Organizing Committee is currently planning for the media/press facilities at The World Games 2022, including the media hotel and official media center (press briefing area, media work area, media dining area, etc.). The BOC will share details and specific information regarding these areas in 2021.

CONNECT WITH TWG2022

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