

# WORLD ATHLETICS CHAMPIONSHIPS OREGON22

Presentation to Tourism Commission June 14 2022



## We Have One Powerful Ambition To Be

# Best OF ALL WORLDS

We will accomplish this through our experience driven approach, celebration of world diversity and our high performing team that lives by and upholds our strong values.









## THIS IS A GLOBAL OPPORTUNITY



EXPOSURE ACROSS

200+
NATIONS



**6,500** HOURS OF TV

1 BILLION
GLOBAL AUDIENCE



UNPRECEDENTED MEDIA COVERAGE



### WCH OREGON22 COMPETITION SCHEDULE

O22	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10
	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
	15 July	16 July	17 July	18 July	19 July	20 July	21 July	22 July	23 July	24 July
AM	X	Х	Х	Х	X	X	X	Х	Х	
PM	Х	Х	Х	Х	Х	Х	Х	Х	Х	Х
Road	M	M	W	W				W	W	

X Session no medal
X Session with medal(s)
M Marathon
W Race walk

19 Stadium Sessions6 Road events



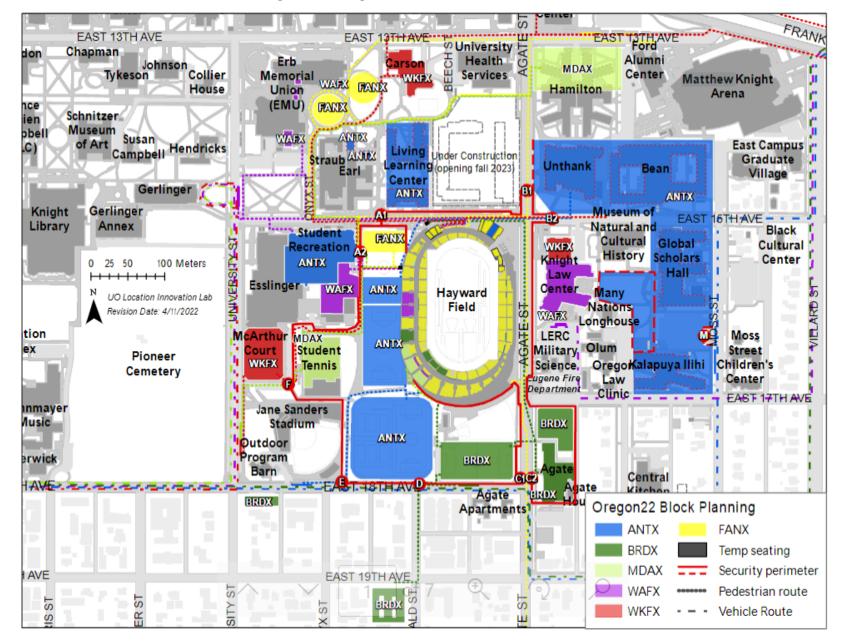


## OUR PLACES





### HAYWARD FIELD (HWF) & UO CAMPUS BLOCK PLAN



Athletes & Team officials
Gate B2 & E

Broadcast Gates C & D

Media
Gates F & A2

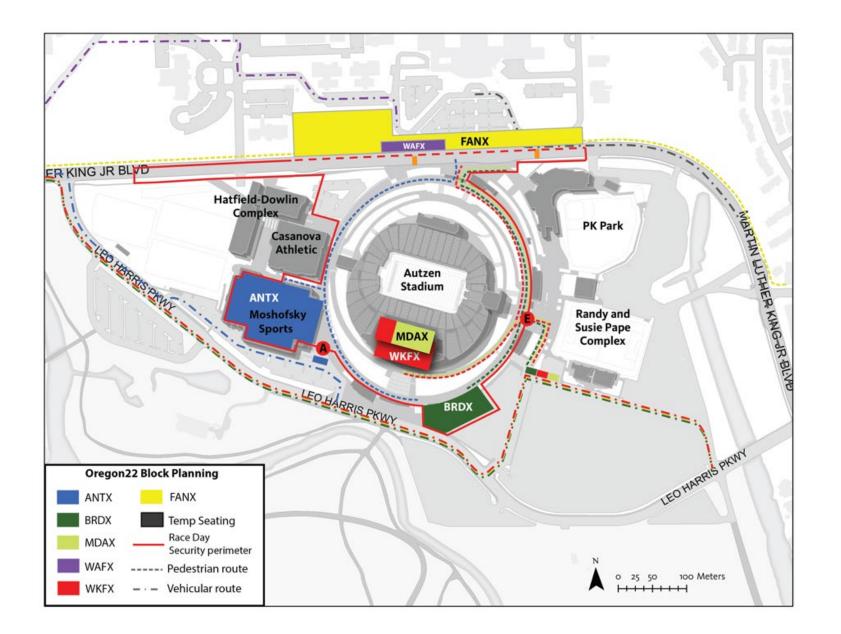
WA Family Gates A1, A2 & B2

Workforce
Gate F & A2

Fans
Gates A1, B1 & C



### **ROAD EVENTS (MRW) VENUE BLOCK PLAN**



Athletes & Team officials
Gate A

Broadcast Gate E

Media Gate E

Family
Open venue –
reserved viewing

Workforce Gate E

Fans
Open venue –
non ticketed

#### ATHLETE VILLAGE

By the Numbers...

3,700 Team Officials and Athletes

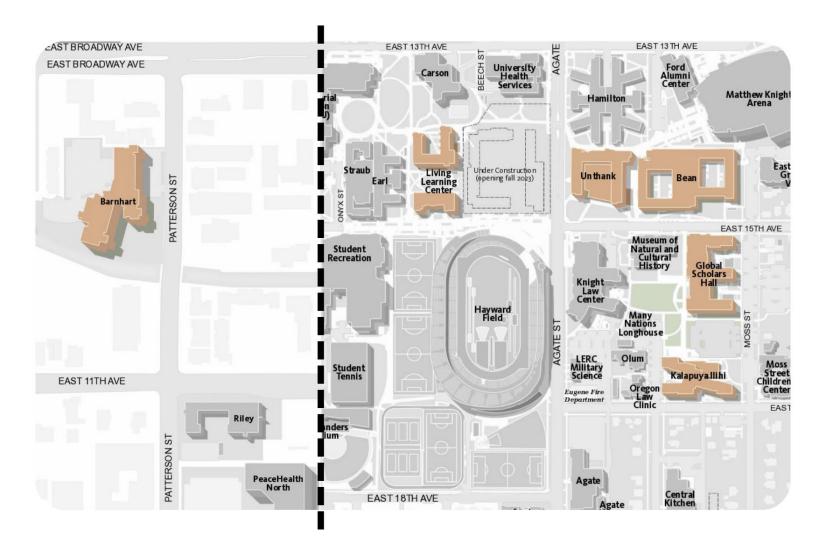
14 Days

7 Campus Residents Buildings

3 Dining Halls

2 Athlete Lounges

1 International Plaza







#### **International Plaza**

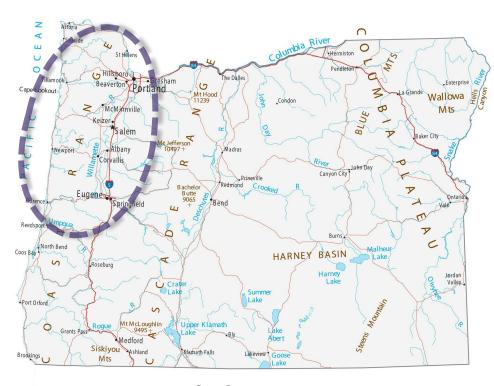






### Hello, Athletes. Meet Oregon.





**Training Camps** 



WORLD ATHLETICS CHAMPIONSHIPS OREGON 22

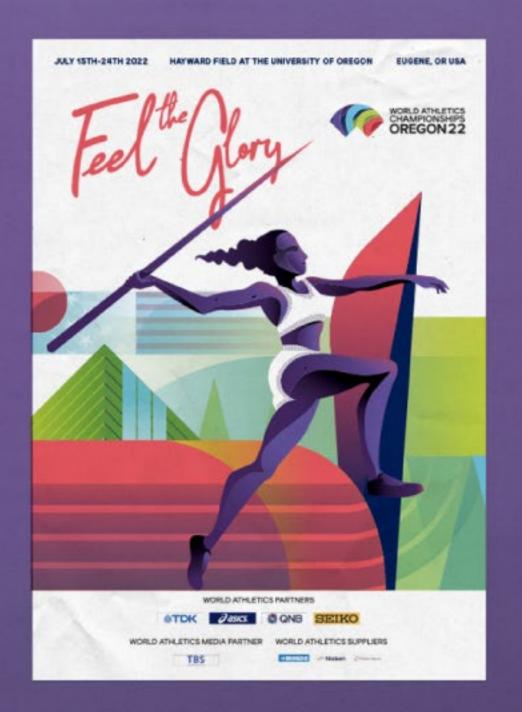






# OUR PROMOTION AND BRAND































LEGEND will leave an unmissable legacy of this championship event, while delivering each key character deliverables.

LEGEND represents the region, appeals to a wide audience, is unique, upholds the "big" and "legendary" monikers of the event, and delivers a variety of fan engagement and retail initiatives.

Additionally, the physicality of a Bigfoot being powerful, swift, and nimble falls in line with the very nature of the sport.









OUR PEOPLE

## VOLUNTEER WITH US!

BE PART OF BIG. REGISTER NOW.



WORLD ATHLETICS PARTNERS









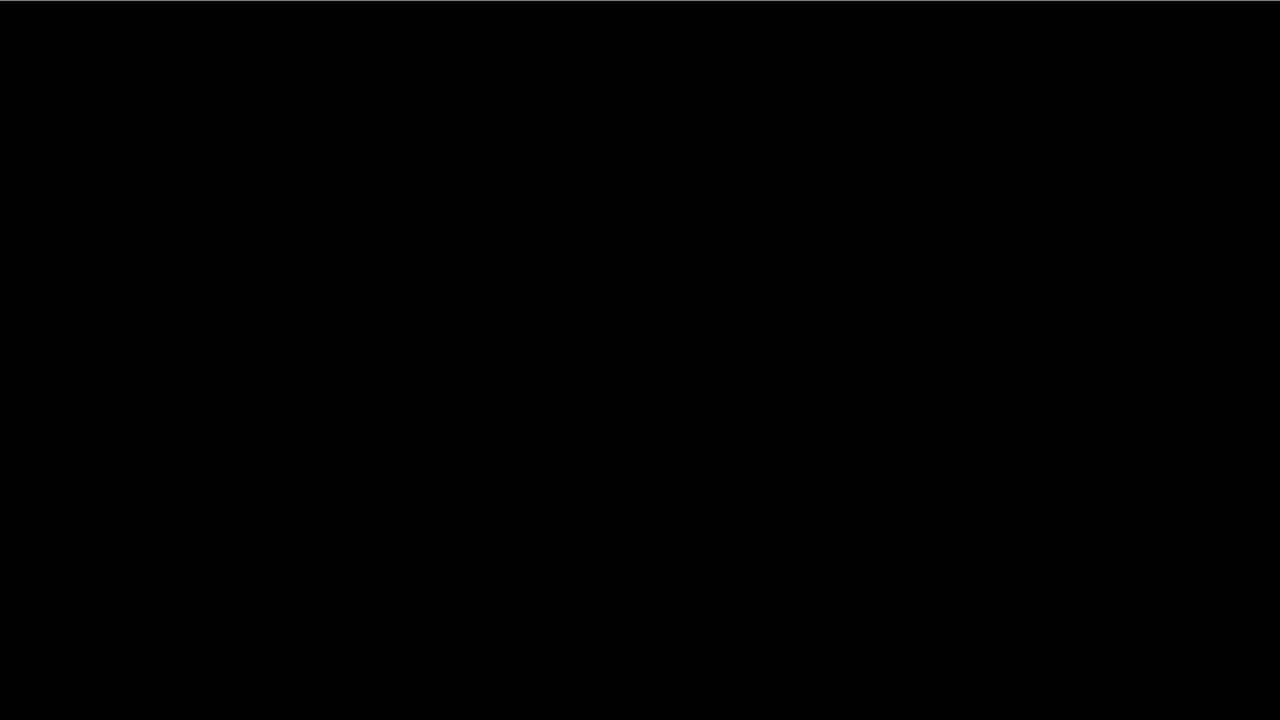


WORLD ATHLETICS SUPPLIERS











## **OUR PASSION**

# COMMITTED TO RACIAL EQUITY AND SOCIAL JUSTICE

# THE ONLY THING GREATER THAN SPORT IS THE SPIRIT THAT RISES FROM IT.





924 1932 1936 1947 1948 1952 1957 1957 1958 1960 1960 1963 1963 1964 1968 1972 1



## Sustainability

Transport and Travel Policy

Water Plan



Campaign on Oregon22 App



**MBA Student** 

Project,

Survey of

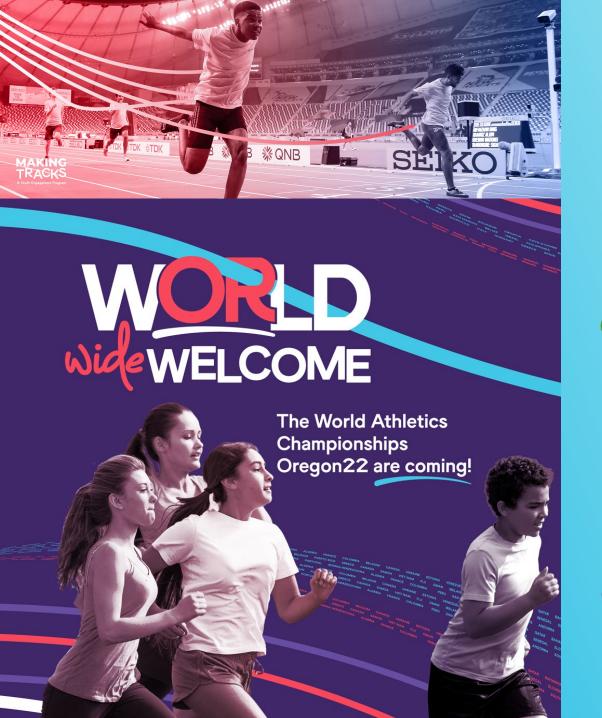
Sustainability

Endless Mileage Project































## **Community Activations**







Community Engagement at Hayward Field Events, community festivals, sports camps and school visits





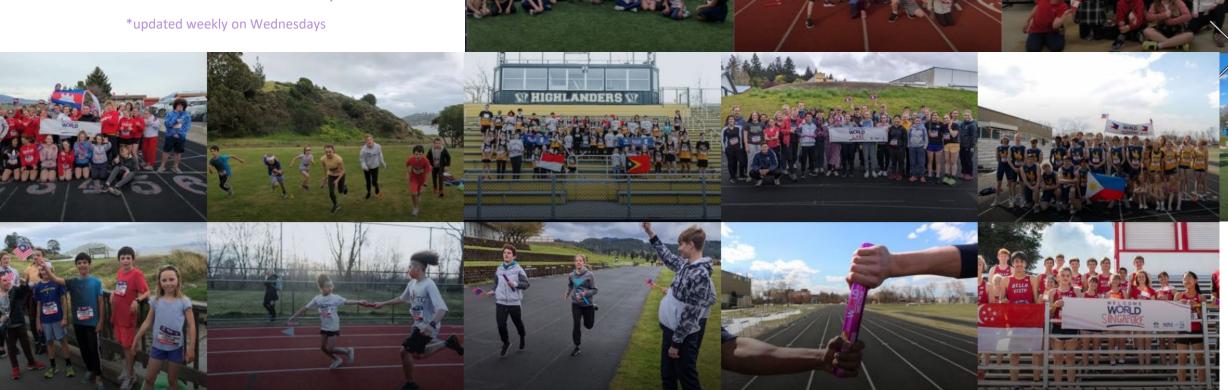


## World Wide Welcome Youth Relay

NUMBER OF YOUTH PARTICIPATING: 8,331

NUMBER OF COUNTRIES WELCOMED: 169

COLLECTIVE NUMBER OF MILES RUN: 3,356







## World Wide Welcome Youth Relay Finale

#### **JULY 15TH MORNING SESSION OF COMPETITION**

- 3,000+ youth in attendance to WCH Oregon22 Opening Session through youth group ticket allocation program
- 212 youth representatives will be selected to represent their groups in the final leg of the World Wide
   Welcome Youth Relay
- Bearing flags representing all 212 global teams recognized by World Athletics, these youth will walk a
  portion of the track to carry the World Wide Welcome Youth Relay Baton through the "final leg" of the
  World Wide Welcome Youth Relay, signifying the end of the 100 day countdown to the World Athletics
  Championships Oregon22 and the start of the competition!







