

Hello, Commission. Meet Oregon22.

Travel Oregon's Oregon22 Efforts



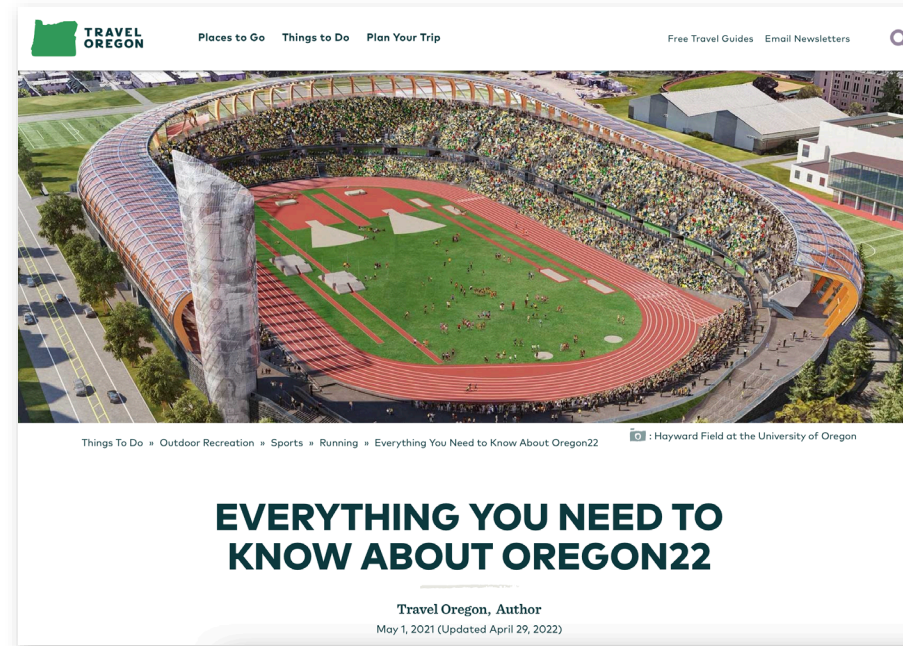
Oregon22

Travel Oregon Opportunities

In-Stadium Opportunities



Content and Remarketing



Oregon22

Partner Opportunities



**Welcome to
Eugene, Oregon
TrackTown USA**

Oregon is one of the best places in the world for outdoor adventure. If you're looking for world-class running trails, golfing, cycling, kayaking, rafting, windsurfing, or just about anything else-ing, plan your excursion today.

Running is in Oregon's DNA. The birthplace of the modern running shoe, Eugene is the heartbeat of Oregon's running culture and Hayward Field is considered hallowed ground by track and field athletes worldwide.

Today you can run the routes Steve "Pre" Prefontaine grew up running on the Oregon Coast, single-track trails in the Cascade Mountains or the roads for the many racing events statewide.

TravelOregon.com

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WORLD ATHLETICS
CHAMPIONSHIPS
OREGON 22



TRAVEL
OREGON
HOST STATE

More Oregon
trip ideas.



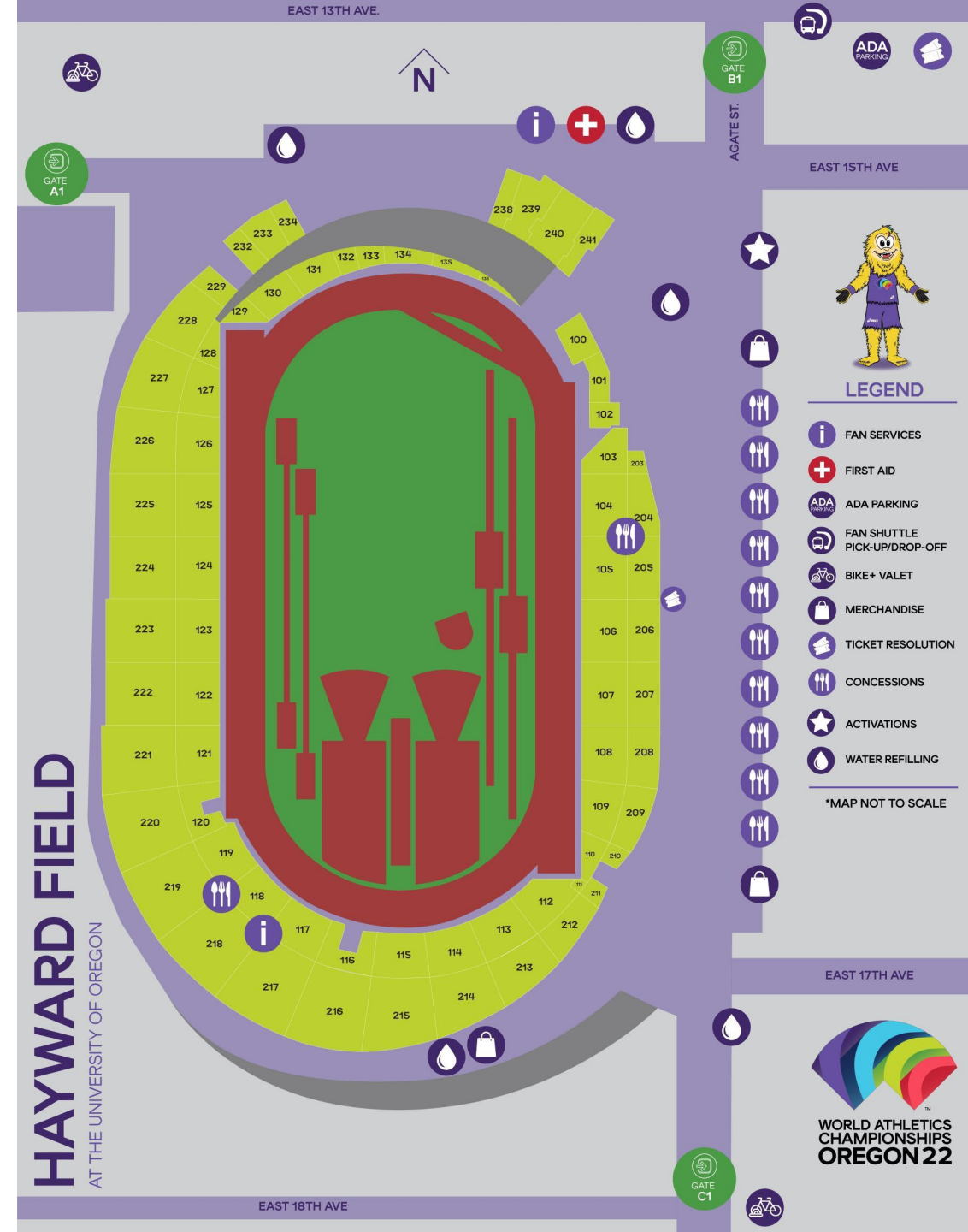
Riverfront Festival

City of Eugene



Agate Street Activation

- Within ticketed area of Hayward Field
- Consumer activations each day featuring Oregon products
- Travel recommendations using Travel Oregon produced collateral
- Active all 10 days of competition



Ticketing and Hospitality Suite



Partnerships

Brands, Events, and Oregon Food Trails

- Salt & Straw and Ninkasi Brewing collaborations
- Welcome Dinner to feature Oregon wine and products
- Oregon Food Trails



Credit: Sionnie Lafollette

Hello World, Meet Oregon

Community Goals

Campaign Goals

Community Pride

Help welcome the world to Oregon for this once in a lifetime event and make sure to attend yourself.

Public Awareness

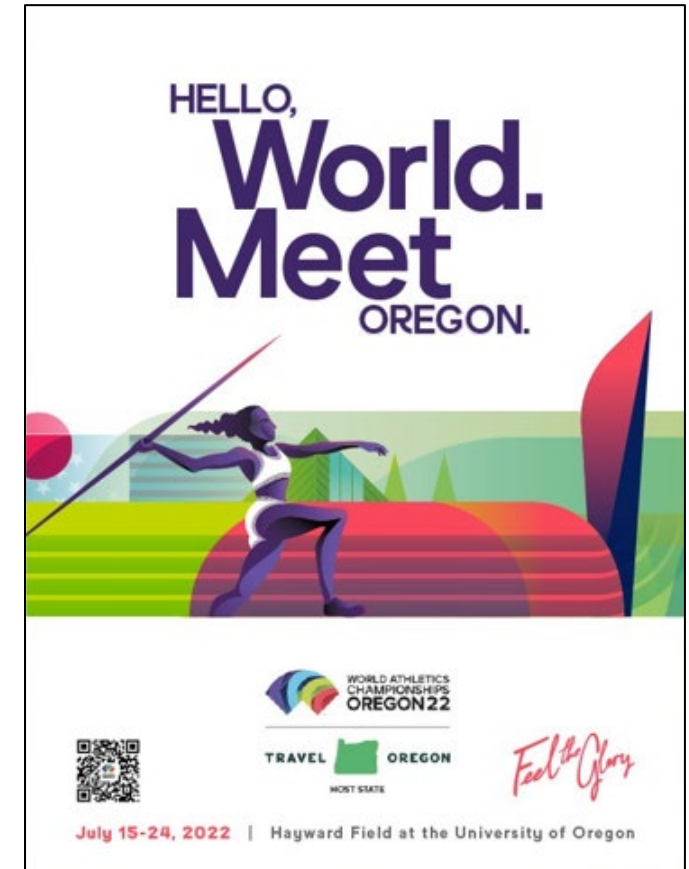
Use branded materials within your business and community to let guests and neighbors know that the Championships are coming!

Elevate Oregon

Show the world what Oregon has to offer. Use the Oregon22 creative to show unity within the state.

Hello World, Meet Oregon Community Dressings

- Pole Banner Dressing
- Yard Sign
- A-Frame/Sandwich board
- Buttons
- Window Clings
- Tear Off Map
- 4x6 Table Top sign



Hello World, Meet Oregon

Community Dressings

- Baker County
- Medford
- Portland
- Columbia County
- Roseburg
- Klamath County
- Union County
- West Linn
- Depoe Bay
- Lincoln City
- Canby
- Amity
- Falls City
- Bend
- Grants Pass
- Clackamas County
- Astoria & Warrenton
- Mt. Hood Territory
- Newport
- Dallas
- Independence
- Monmouth
- Cottage Grove
- State Rest Areas
- Toledo
- Salem
- Ashland
- Molalla
- Mt. Hood Museum
- Eugene
- Springfield
- Oregon's Adventure Coast
- Forest Grove
- Yamhill County
- Newberg
- Estacada
- John Day River Territory
- Bandon
- Gresham
- Corvallis
- Polk County
- Lake Oswego
- Hermiston

Hello World, Meet Oregon

Community Support



FROM ESTACADA TO HAYWARD FIELD



HAYWARD FIELD
UNIVERSITY OF OREGON
JULY 15-24, 2022

Feel the Glory



**WORLD ATHLETICS
CHAMPIONSHIPS
OREGON22**

Welcome to the World Athletics Championships Oregon22

Eugene, Oregon, better known as TrackTown USA is located at an elevation of 426 feet (130 meters). This athletic community is famous for its quality tracks and trails, a storied university athletics program at the University of Oregon, and a reimagined Hayward Field - the state-of-the-art venue hosting the 2,000 athletes from more than 200 nations across the globe, all competing for 49 gold medals. For the first time ever, the Championships will end with the women's 4x400 meter relay and five of the 10 evening sessions will conclude with a women's final. It'll be an event worth watching and joining in - consider joining a free road event on the streets of Eugene and neighboring Springfield (home of literary great Ken Kesey).



Museum of World Athletics Exhibit

The Museum of World Athletics, MOWA, is open at Pioneer Place through Sunday, July 24, celebrating the athletes of track and field and the World Athletics Championships Oregon22. The museum exhibit at Pioneer Place, located on the lower level of the rotunda building, features items donated by legendary U.S. and international athletes. Visitors and locals alike will enjoy this free attraction in downtown Portland.



Oregon22 Heritage Trail

How much do you know about Dick Fosbury, the Southern Oregon-based athlete who took Olympic

gold in the high jump in 1968? How about Maria Mutola, the Mozambique-born athlete who came to Springfield, Oregon in the 1990s and went on to win nine world titles in the 800-meter? The two legends are among 22 track-and-field global medalists who are from Oregon or have made their home in Oregon and are now honored with a place in history along the Oregon22 Heritage Trail. You can visit a plaque with these athletes' names in their hometowns or towns of origin all across Oregon, paying homage to their contributions to the sport. Other legends include A.C. Gilbert, the Salem athlete who invented the pole vault box in 1908; Portland's H.W. Kerrigan, the first Olympian from Oregon in 1906; and Shalane Flanagan, the Portland long-distance runner who took Olympic silver in 2008.



Places to Run Near Portland

Eugene is the birthplace of the modern running shoe, so you know this city (and the entire state of Oregon) takes its running trails seriously. Just 90 miles/144 km north of Eugene, Portland has trails stretching from the Northwest urban tree canopies of Forest Park (one of the largest urban parks in the U.S.) with 70 miles/112 km of trails, to the views of the Willamette River from Tom McCall Waterfront Park. The running list of city trails is endless. One of the most accessible trails is Powell Butte Nature Park's Mountain View Trail, perfect for viewing Mount Hood, Mount Adams and Mount St. Helens. Banks-Vernonia State Trail, 34 miles/54 km northwest of Portland, stretches 21 miles/34 km

through woodland with six trailheads; the Buxton Trail is the most popular and most beautiful. Milo McIver State Park is 25 miles/40 km southwest of Portland, with 15 miles of hike-and-run trails through open meadows and alongside the Clackamas River.



Guided Trips in the Portland Region to Enjoy While You're Here

Portland is the perfect launchpad for adventure, with the rugged Oregon Coast, snow-capped Mount Hood, lush wine country and waterfall-filled Columbia River Gorge all within easy driving distance of the city. Whether your interests are surfing, skiing, sipping or just trying something new, the region around Portland is ripe for exploration.



Know Before You Go

During the Championships, the Eugene Riverfront Festival will be the epicenter of entertainment outside of Hayward Field. The free, family-friendly event will showcase Oregon-based food and drink vendors, artisans and cultural performances not to miss. Extend your trip a few days to enjoy all the state has to offer, and consider going car-free or trying one of the bike-share systems in most of Oregon's major cities. Visit one of the eight Oregon Welcome Centers to talk with a friendly travel advisor and find travel guides, maps and inspiration for each region of Oregon.



Governor Tom McCall Waterfront Park



Museum of World Athletics Exhibit




Banks-Vernonia State Trail

Hello World, Meet Oregon Community Support



FROM PDX
TO HAYWARD FIELD

Home of the World Athletics Championships Oregon22  PORT OF PORTLAND

Hello World, Meet Oregon

Out of Home



THIS SUMMER WE'RE BREAKING RECORDS



Get Set for the World's Best
JULY 15-24 | HAYWARD FIELD



**FROM THE GORGE
TO HAYWARD FIELD**



Get Set for the World's Best
JULY 15-24, 2022

Hello, World. Meet Oregon.

**FROM PORTLAND
TO HAYWARD FIELD**

The Willamette Valley Will Cultivate Global Fellowship.

Feel the Glory

WORLD ATHLETICS CHAMPIONSHIPS OREGON 22

TRAVEL OREGON

SEE IT ALL
JULY 15-24



Thank You