



WORLD ATHLETICS
CHAMPIONSHIPS
OREGON 22

THE BEST
OF ALL
WORLDS



ELEVATE TRACK & FIELD IN THE US

- ✓ Record medal haul for Team USA and crowned Team World Champions
- ✓ Raised awareness of track and field superstars
- ✓ Created huge national interest
- ✓ Personal stories around Sydney McLaughlin's World Record and Allyson Felix's record breaking last medal
- ✓ Broadcast coverage on NBC broke all records
- ✓ Attracted audiences of 32.3M and set new streaming record with more than 200 million minutes viewed
- ✓ U.S. total broadcast consumption up by 69%



ELEVATE THE STATE OF OREGON

- ✓ Highest TV hours ever in the US for track and field
- ✓ Coverage of Oregon were seen by a global audience of 500 Million
- ✓ Broadcasters used extensively the tourism footage supplied to them by Travel Oregon
- ✓ Oregon is now firmly on the map as a destination to visit, live and do business.



ELEVATE THE MAGIC OF HAYWARD

- ✓ Magic of Hayward was front and center for the entire Championships
- ✓ Showcased the reimagined venue as the worlds best theatre of drams for the sport
- ✓ Athletes performed better than at any other previous World Championships
- ✓ Fans loved it—every seat came with a WOW!

OREGON22 DELIVERED IMPORTANT WORLD CHAMPIONSHIPS FIRSTS



First time ever the World Athletics Championships has been held in the US.



First to do instant medals for athletes and crown the first Team World Champion.



More World, National and Championships records than previous World Championships.



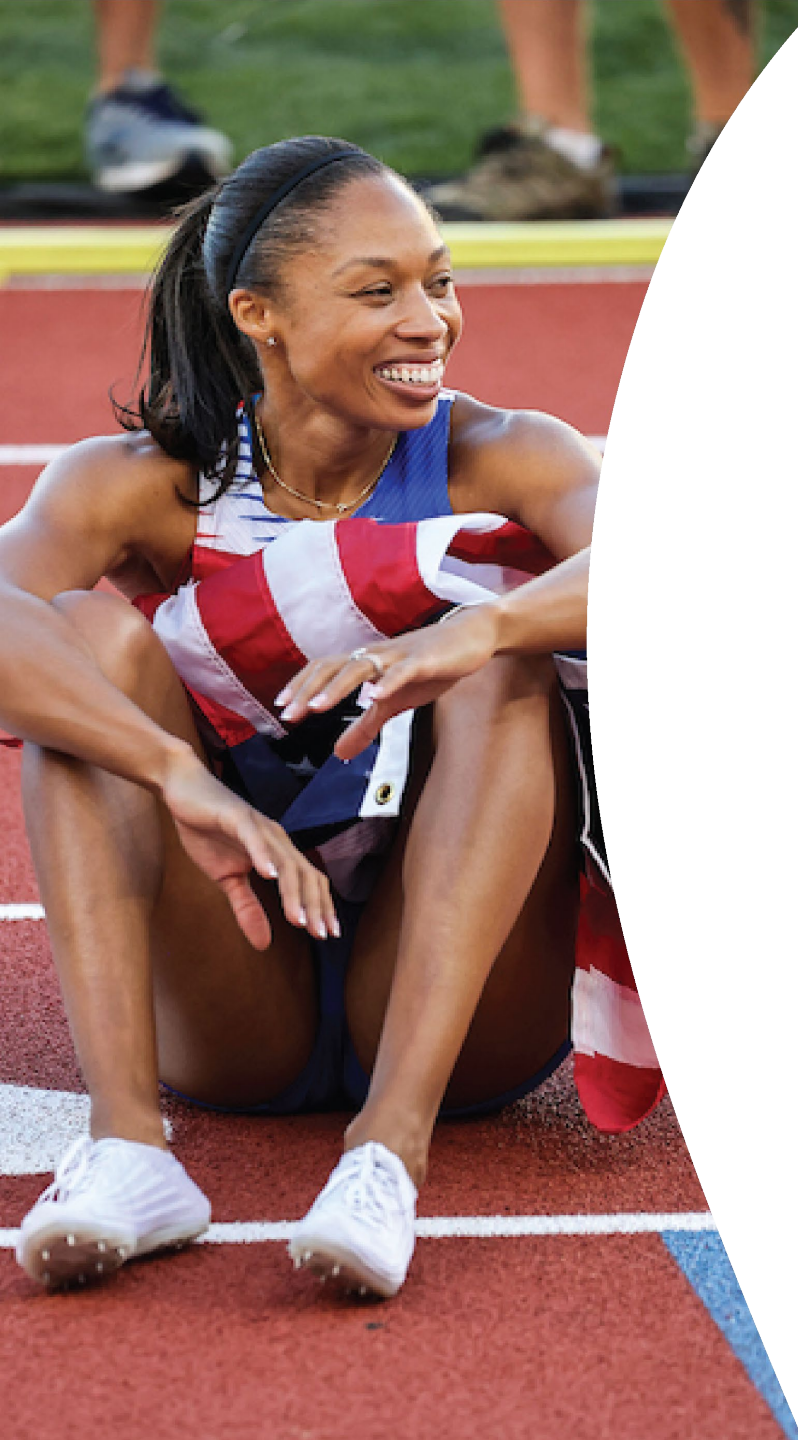
First to deliver on bold sustainability goals. No single use plastics were sold or distributed.



More tickets sold than any other Track and Field event in the U.S. with 150,000 ticketed fans.



First World Championships to have a gender balanced Executive Board and Senior Leadership team.



MAKING SPORTING HISTORY

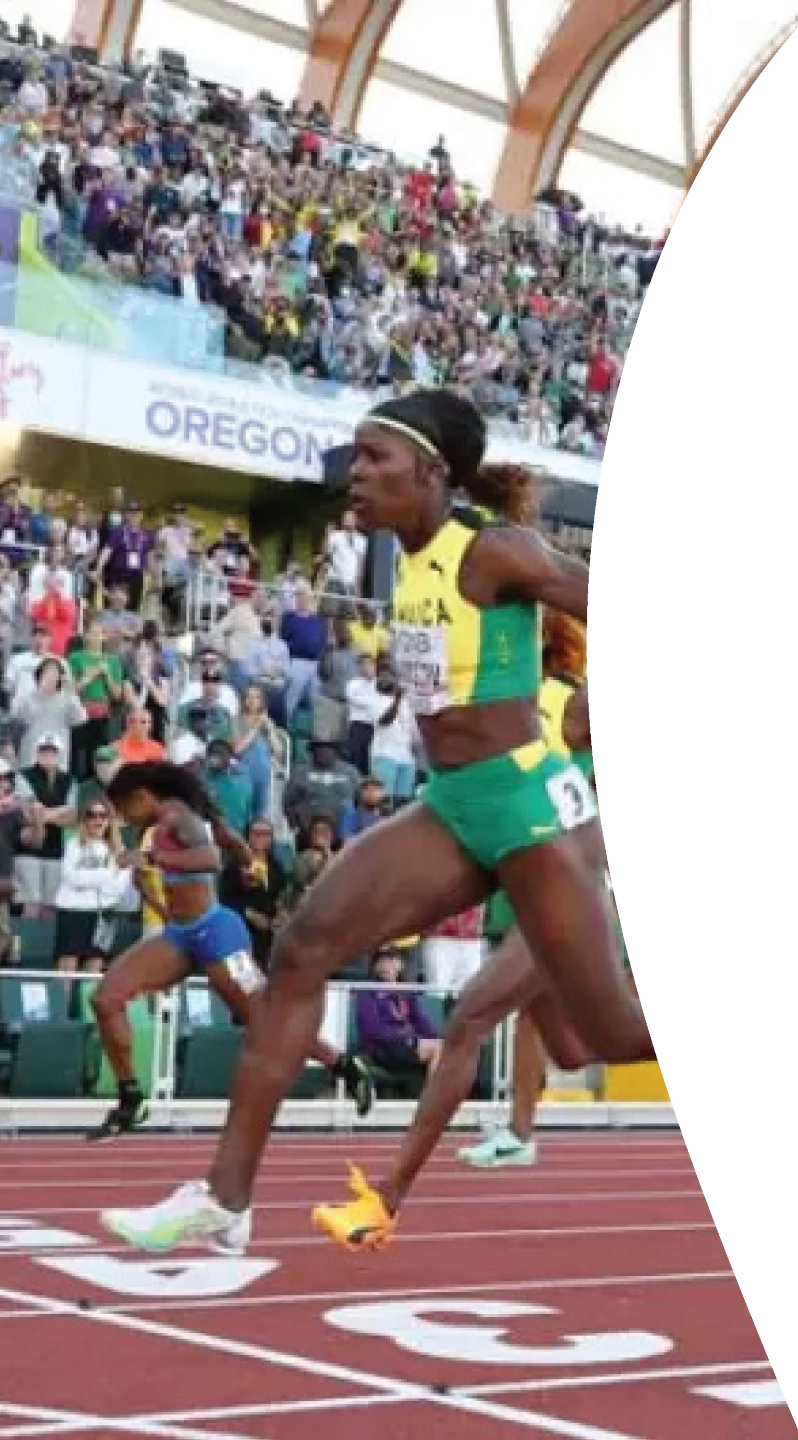
- 3 World Records
 - Sydney McLaughlin broke her own world record again
 - Nigeria's Tobi Amusan smashed 100m hurdles world record
 - Sweden's Mondo Duplantis world record height in Pole Vault
- Noah Lyles won the 200m in and stole the national record, held by Michael Johnson since 1996.
- The USA had clean sweeps gold, silver and bronze in the men's 100m, 200m and Shot Putt.
- Fastest ever marathon times for both the Men's and Women's marathon than any other Championships.
- Allyson Felix extended her record medal total to 20 after gold in the women's 4x400m relay and bronze in the mixed 4x400m relay.



UNIVERSALITY

Most Universal Championships

- 🏆 Record 29 different nations won gold medals and 45 won at least 1 medal of any color.
- 🏆 81 countries had athletes reach the finals, the most ever.
- 🏆 Liberia, Niger, Pakistan, Samoa, the Philippines and Guatemala reached a final for the first time ever
- 🏆 Peru, Kazakhstan and Nigeria won their first gold medals ever. First time in history that every continent featured two Champions.



FAN EXPERIENCE

95%

GOOD OR EXCELLENT
RATING STADIUM,
ATMOSPHERE AND THE
QUALITY OF FACILITIES.

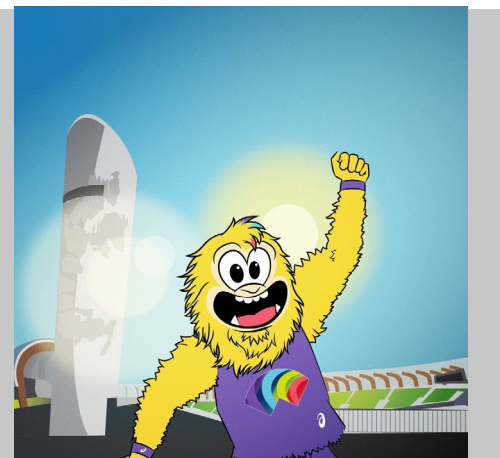
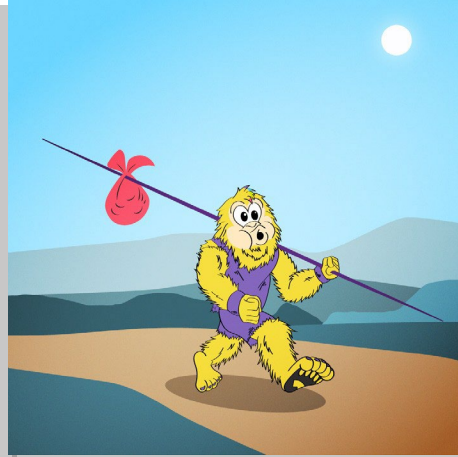
Over 4 in 5 respondents (81%)

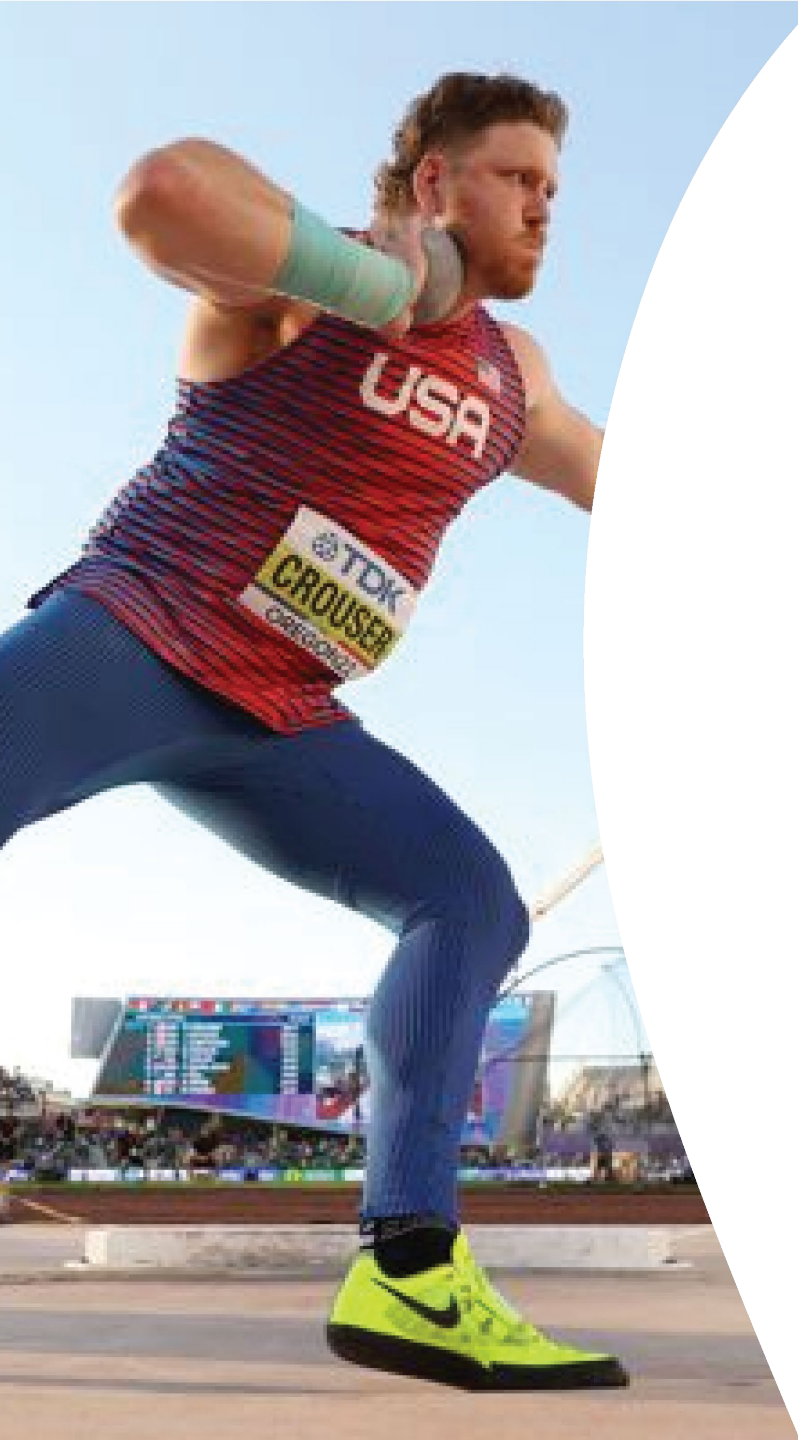
agreed that the World Athletics Championships in Oregon were
one of the best live events they have been to.

78%

OF PEOPLE SAID THAT BASED
ON THEIR EXPERIENCE AT
THE WORLD CHAMPIONSHIPS
IN OREGON THEY WOULD
DEFINITELY RECOMMEND IT TO
A FRIEND OR COLLEAGUE.

LEGEND ORIGIN COMIC



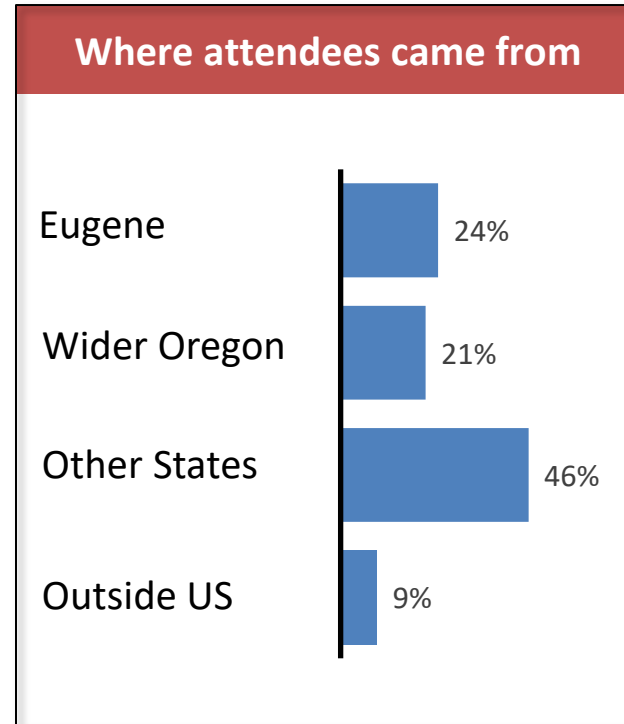


TICKETING

- 150,000 tickets sold –most ever for track and field
- 6 evening sessions sold out – 50% of tickets sold in first 30 days
- Revenue targets exceeded
- Highly attractive Competition Schedule
- Delivered world class experience for all ticket purchasers
- Over half of the tickets sold in the first 30 days
- Many opportunities for youth and community to access the event through pricing and distribution of tickets
- Ticket holders came from all 50 states and over 40 different countries globally



ATTENDEES



Of the 9% from outside of the USA

- 4% from Canada
- 2% from UK
- 3% other

Data taken from online survey sent to ticket holders who attended of the World Athletics Championships Oregon22



GLOBAL SHOWCASE

68 BILLION
minutes of viewing across TV,
digital and social media platforms

32.2
MILLION
PEOPLE REACHED IN THE U.S.
HIGHEST TOTAL EVER
FOR TRACK AND FIELD

HALF A BILLION
UNIQUE INDIVIDUALS
WERE REACHED
GLOBALLY



GLOBAL SHOWCASE

- Unprecedented global coverage and worldwide footprint reached
- In the U.S. total consumption up by 69% and recorded highest total ever. NBC set a new streaming record with more than 200 million minutes viewed
- More broadcasters scheduled more coverage and 70% was broadcast on free to air channels making it highly accessible.
- Extraordinarily high digital engagement
- Many broadcasters used the b-roll footage that had been supplied by Travel Oregon with over 4,000 downloads.

**VOLUNTEER
WITH US!**
BE PART OF BIG.
REGISTER NOW.



**CREW
22**

CREW22



1600 Volunteers



55%/45% Female/Male



29% Self identifying as ethnically diverse



10,507 Workforce meals eaten



3,486 Workforce uniform kits distributed



75,000 Total number of volunteers hours





INSTANT MEDALS AND TEAM TROPHY

- Two brilliant innovations that claimed huge athlete and fan appeal
- Instant medals were awarded to the three medal-winning athletes in the immediate moments after their glorious performances
- Medals were made locally using ultra modern and durable material of Corian, which was subsequently inlaid with the relevant precious metal
- On the front side the 7 rings represented the seven regions of Oregon
- The reverse side highlighted the beauty of the State with 7 different designs intricately crafted to showcase the seven
- TEAM USA crowned inaugural “Team World Champions”, Ethiopia second and Jamaica third





WORLD WIDE WELCOME RELAY

Youth program groups and track teams helped welcome the nations of the world to Oregon by taking on a leg of the relay. Each leg of one mile was dedicated to one of the countries on their way to compete

8,540

**WORLD WIDE WELCOME
PARTICIPANTS**

3,670

**COLLECTIVE MILES
RUN**

The grand finale of the World Wide Welcome rely took place in Hayward Field during the opening session of the Championships. Led by youth representatives of 6 of Oregon's Indigenous Tribes carrying their traditional tribal flags 207 youth each carrying a flag of one of the participating nations





HELLO WORLD, MEET OREGON

- ✓ Statewide initiative to engage all regions
- ✓ Travel Oregon and the Governors office worked with Oregon22 to provide materials and branding across the State
- ✓ 73 communities proudly displayed Oregon22 posters, banners and signs
- ✓ Legend van tour capturing the excitement of the event leading up to the event
- ✓ Reinforced community pride - inspired by the greatest event the state has ever thrown
- ✓ Key Travel Oregon media and advertising buys featured the Hello World Meet Oregon campaign





POSITIVE REGIONAL IMPACT

- 14 Teams arrived early utilizing training camps set up around the State
- Oregon welcomed 1800 athletes and 1350 team officials from 179 nations, 990 broadcasters, 450 media, 1400 VIP's and guests and thousands of fans, family and friends and visitors every day
- Catering and space rentals were strong with many fraternity houses and restaurant being taken over
- LTD ridership was up 26% on EmX bus rapid transit route and 11% system-wide
- A significant part of the operating budget landed in the local economy
- Travel Lane County had an outstanding tourism offering and their 'Champion World Host Program' inspired the local community to be excellent hosts and deliver positive, meaningful visitor experiences



POSITIVE REGIONAL IMPACT

135% increase in accommodations revenue

One month local transient lodging tax record of \$2.65m

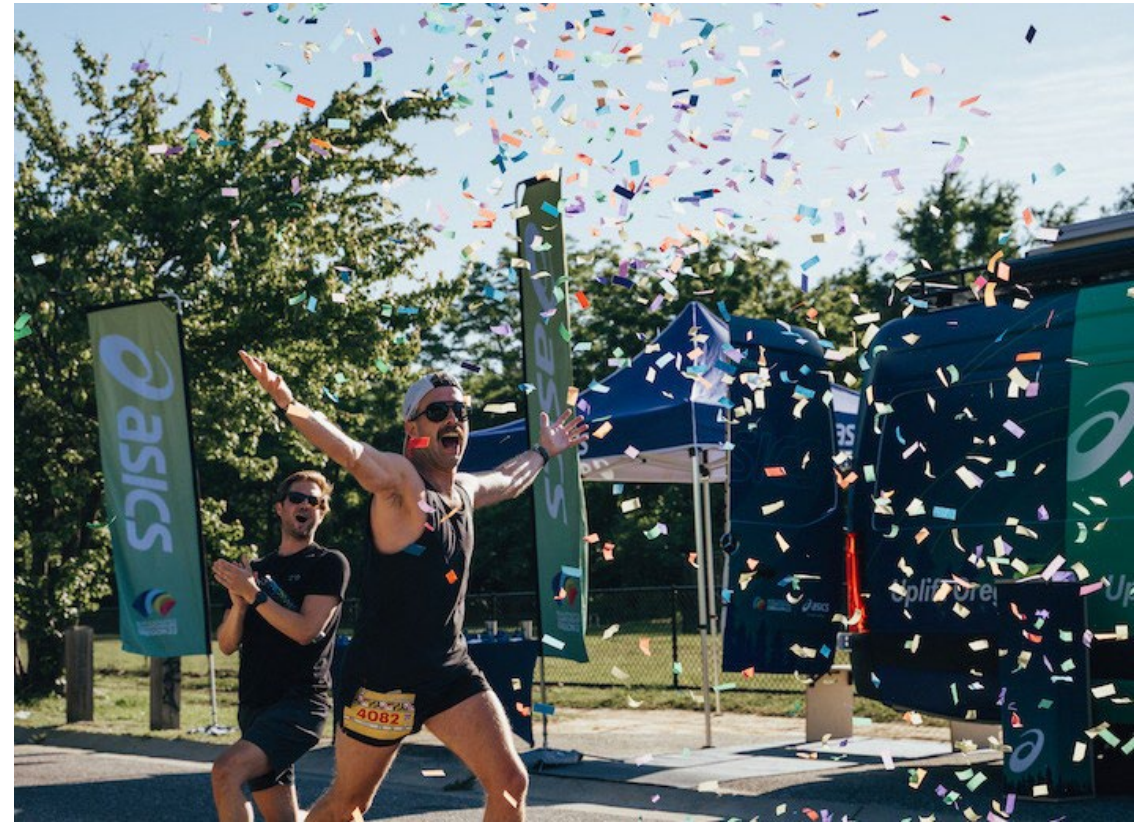
Total Room Nights:
110,000

Local Economic Impact:
\$50.5 million

Research conducted by Nielsen in a survey to spectators who had bought and attended the event:

- Of those attendees who live outside of Oregon, 98% stayed overnight for an average of 4.7 nights in a hotel or other commercial premises
- The average spend per person per night on accommodation was \$250
- Event related spend (e.g. tickets / souvenirs etc.) was the 2nd biggest expense at \$222 per person per night
- The average spend per person on transport to Oregon was \$772, compared to \$149 to and from the venue

MOWA, HERITAGE TRAIL AND ASICS 5K





RIVERFRONT FESTIVAL

- Organized by the City of Eugene throughout the 10-days of the Championships
- The festival was free and allowed full community participation
- All Oregon regions were offered the chance to participate
- The primary aim of the festival was to celebrate community and connection giving locals and visitors a 'never before experienced City celebration'



37,000 PEOPLE VISITED THE
RIVERFRONT FESTIVAL
OVER 10 DAYS.

6,200 VISITED THE LIBRARY BOOTH AND
THE LIBRARY GAVE AWAY 3,000 BOOKS.



UNFORGETTABLE