



NORTH CAROLINA'S 2027 WORLD UNIVERSITY GAMES BID SUMMARY INFORMATION (As of 7/06/22)

EXECUTIVE SUMMARY

- **Status:** Now over 4 years into a bid process for the 2027 World University Games, considered the Olympics for college and university athletes from around the world and the second-largest global Olympic-sports event, North Carolina (representing the United States) is a finalist against ChungCheong (representing South Korea).
- **City/County Funding/Sponsorship Request:** The NC Bid Committee (NCBC), a committee of the Triangle Sports Commission (a long-standing North Carolina 501(c)(3) charitable non-profit), which is leading North Carolina's bid, is proposing a collaborative bid sponsorship among WUG host cities and counties that provides additional public support for the Games effort and returns economic, marketing, and sponsorship benefits (and more) to the participating cities and counties. Two levels are proposed for consideration: Gold Sponsor level and Silver Sponsor level. (Details of those are attached.)
- **Contingent Request:** A funding commitment by Wake County would be 100% contingent upon North Carolina being awarded the 2027 World University Games. The announcement of the winning bid is expected to be made on or around Nov. 12, 2022.
- **Timing:** NCBC asks that the request be acted upon by Wake County so that if approved, it be in sufficient time to announce it during the WUG Bid Final Evaluation Site Visit by the Games CEO during the third week of September 2022.
- **Payment Schedule:** If North Carolina wins the bid, the funds could be paid out in "installments" during the 5 years leading up to the Games (or such other mutually agreeable payment plan).

THE REASONS FOR THE REQUEST:

- **Playing to Win:** North Carolina is fully intent on winning the bid, and a significant commitment initiated by host cities and counties could genuinely improve North Carolina's chances to do so. The international governing body for the Games has emphasized that in the public-private partnership supporting the Games, the public side must have a significant investment in the Games (keep in mind that the competition is expected to have government funding cover essentially all their Games expenses)
- **Leveraging Additional Revenues and Resources:** A funding commitment by the host cities and counties will help attract additional funds that will be required to cover the total costs of the Games. (See budget info below.)
- **Team Effort – Public Private Partnership:** To successfully host major events such as the World University Games in the United States requires significant public-private partnerships. Host cities and counties can help further strengthen our state's public-private partnership in support of the bid – and the Games.

THE GAMES BUDGET

- **Total Budget:** The total budget for the 2027 World University Games is projected to be \$125 million. Of this amount, \$100 million is expected to be the cash budget, while another up to \$25 million is projected to include in-kind goods and services contributions as well as some items that will not have to be covered by the Local Organizing Committee budget (such as potential federal government grants through NCDOT to cover transportation costs or Homeland Security to help cover security costs).

- **State Participation:** To help get public support behind the bid, the NC State Legislature has approved \$25 million in state funds for the Games, contingent on North Carolina winning the bid. This should help provide Wake County with confidence to know North Carolina’s bid efforts are investment worthy.
- **Other Cash Revenue Sources:** 20% of the overall budget (25% of the cash budget) from event revenues (tickets, parking, concessions, merchandise, etc.); and the remainder of the budget from sponsorships and broadcast revenues (the LOC has the entire U.S. from which to solicit sponsorships)

BENEFITS TO WAKE COUNTY, THE TRIANGLE, and NORTH CAROLINA

- **Economic Impacts:** Ranging from \$150 million to as much as \$375 million depending on the market. (Figures are from economic impact studies performed by independent third-party analysts for the most recent Games)
- **Multi-Million Dollar Media Value:** The Games are carried worldwide on more than 3,000 broadcast hours to a global audience of over 400 million. Up to 1,500 members of the national and international media are on-site for the Games. A Value Analysis of the media exposure would be projected to show additional Media Value to the state that would be comparable to, and in addition to, the hundreds of millions of dollars in economic impacts.
- **Global Marketing Campaign:** Landing the Games would result in a five-year global marketing campaign for Wake County and the region, showcasing our universities, communities, businesses, people, and achievements to the world.
- **Hosting the World:** North Carolina would host an international delegation of approximately 10,000 (including over 7,000 athletes) from more than 150 countries, plus another 1,500 sport officials and 600 international sports executives and VIP’s
- **History-Making Event:** The 2027 World University Games would be by far the largest event ever held in Wake County and North Carolina which would add to the State and County’s track record of major achievements and further bolster the State and region’s collective confidence that here in North Carolina we can accomplish anything if high goals are set and everyone works together to achieve them
- **Sponsorship Benefits:** The participating cities and counties would receive sponsor benefits such as tickets, hospitality, and more for their commitment.

SOME COMMENTS FROM DISCUSSIONS ON SUPPORT AT THE STATE LEVEL

- **Speaker of the House, Tim Moore:** Feels positive about North Carolina’s bid effort. Emphasized for legislative funding support the importance of keeping focus of bid efforts on economic development.
- **Secretary of Commerce, Machel Baker Sanders:** Supports the bid initiative, particularly because landing and hosting the Games will mean strong positive impacts on North Carolina’s economy while showcasing many of the State’s great assets
- **Chris Chung, CEO, NC Economic Development Partnership:** Enthusiastic about the opportunities for North Carolina that hosting the Games will present. Emphasizes that in order to sustain NC’s continued strong economic growth, significant ongoing foreign investment is needed, and the World University Games could be a great vehicle for helping drive such investment

BID GEOGRAPHY and MORE

- **Bid Footprint:** North Carolina’s Host Region for the bid extends from Raleigh to Greensboro and includes 60 venues.
- **Colleges & Universities:** The Games will involve at least 13 colleges and universities within that footprint. Given the total of 19 colleges and universities in the region with over 260,000 students, we are referring to the region as **“North Carolina’s University Hub.”**

ADDITIONAL INFO:

- **Bid Fundraising:** We are currently raising all private funds to cover the expense of the bid process with a goal of \$500,000 cash and 50 sponsors. We are well on our way with over \$400,000 in cash and 45 sponsors to date.
- **More Than Sports:** The World University Games is about much more than sports, as it includes a large culture & arts component, a significant education program, and a World Conference.
- **In-State Spending:** The goal of the Local Organizing Committee for any dollars committed by public sources would be to spend those funds in-state.
- **eSports:** By 2027 the World University Games is expected to include eSports, which is currently being tested for inclusion in some exhibition and similar events by the international governing body. This could help leverage the substantial commitment to eSports that the State of NC and Raleigh have recently made.
- **Sweet Spot of Olympic Sports Spending:** Being the year prior to the 2028 Summer Olympic Games in Los Angeles, and the year after World Cup in the US in 2026, gives North Carolina, should we be chosen to host the Games, the unique opportunity to be in the sweet spot of the period of time when the most money in the history of the US will be spent on Olympic sports
- **Once-in-a-Lifetime Opportunity:** To say this is truly a once-in-a-lifetime opportunity is not an exaggeration. There will never be another period in our lifetime where North Carolina will have the chance to host the world's second largest multi-sport Olympic event the year prior to the world's biggest such event – the Olympic Games. Given that we only have one shot at this, it is critical that we do not let the opportunity pass us by.



**FISU
SUMMER
WORLD
UNIVERSITY
GAMES**