



## Sponsorship Plan for the 2027 WUG

<b>Partner</b>	\$10 million	\$2 million/year for 5 years
<b>Gold</b>	\$5 million	\$1 mm/year
<b>Silver</b>	\$2.5 million	\$500k/year
<b>Bronze</b>	\$1 million	\$200k/year

### Participating Cities and Counties WUG Gold Sponsor Plan

<u>City/County</u>	<u>Oper. Budget ('22)</u>	<u>% of Total</u>	<u>Contrib. Portion</u>	<u>Contrib/Year</u>	<u>%Budget</u>
Cary	\$400,000,000	6.5%	\$162,500	\$32,500	.008%
Chapel Hill	\$116,000,000	2%	\$50,000	\$10,000	.008%
Durham	\$524,000,000	8.5%	\$212,500	\$42,500	
Elon	\$15,000,000	.2%	\$5,000	\$1,000	
Greensboro	\$620,000,000	10%	\$250,000	\$50,000	
Raleigh	\$1,007,000,000	16.5%	\$412,500	\$82,500	
Alamance County	\$222,000,000	3.5%	\$87,500	\$17,500	
Durham County	\$736,000,000	12%	\$300,000	\$60,000	
Guilford County	\$675,000,000	11%	\$275,000	\$55,000	
Orange County	\$279,000,000	4.5%	\$112,500	\$22,500	
Wake County	\$1,570,000,000	25.3%	\$632,500	\$126,500	
<b>TOTALS</b>	<b>\$6,164,000,000</b>	<b>100%</b>	<b>\$2,500,000</b>	<b>\$500,000</b>	

#### SPONSOR BENEFITS

- Cities and Counties would enjoy the same sponsor benefits (e.g. tickets, hospitality, marketing and more) the same as other WUG sponsors at the same levels
- Such benefits would be shared sponsor benefits based on the percentage contributions indicated above

#### GAMES BENEFITS

- Independent studies show the Games local economic impacts to range between \$150 and \$370+ million
- Games participation typically involves over 150 countries of the world
- 1,000 to 1,500 members of the national and international media attend
- Worldwide broadcast audience typically totals 400 million

#### NOTES:

- Based on a Games cash budget of \$100 million
- At the level in the chart above, City/County contributions would constitute only 2.5% of the Games budget