

# Presentation to the Wake County Board of Commissioners

August 2, 2022



FISU  
SUMMER  
WORLD  
UNIVERSITY  
GAMES

## North Carolina's Bid for the 2027 SUMMER WORLD UNIVERSITY GAMES



# THE GAMES

A wide-angle, high-angle shot of a massive stadium at night, filled with a large crowd. The central stage is illuminated with bright red and blue lights. A large, circular screen in the center of the stage displays a figure. Above the stage, a large, dark, spherical structure is visible, with fireworks exploding from its top, creating a large plume of white smoke and bright sparks. The stadium's architecture features a complex, white, lattice-like roof structure. The overall atmosphere is one of a grand, high-stakes event.




















# “The Olympics for College and University Athletes”

# Summer World University Games

- ▶ 19 sports, athletes ages 18-25
- ▶ 13 days: **July 13-25, 2027**
- ▶ Official delegation: 10,000+
  - ▶ Includes **7,000+ athletes**
- ▶ Participants: **600 universities from 150 countries**
- ▶ **600,000 spectators**
- ▶ Int'l broadcast: Over 3,000 hours to global audience of **400 million+**
- ▶ Economic Impacts: **\$150 to \$370 million**

# Compulsory Sports

- |   |   |
|---|---|
|  Archery                   |  Rhythmic Gymnastics |
|  Artistic Gymnastics       |  Swimming            |
|  Athletics (Track & Field) |  Table Tennis        |
|  Badminton                 |  Taekwondo           |
|  Basketball                |  Tennis              |
|  Diving                    |  Volleyball          |
|  Fencing                   |  Water Polo          |
|  Judo                     |   |

## Optional Sports

- |  |   |
|--|---|
|  Baseball |  Football (Soccer) |
|  Rugby    |  Softball          |

NOTE: These sports are currently projected for 2027

# More than Sports

- ▶ Education Program
- ▶ Cultural Program
- ▶ World Conference



# NC Notables Who Are WUG Alums

- ▶ Tommy Burleson
- ▶ Jeff Capel
- ▶ Billy Cunningham
- ▶ Hubert Davis
- ▶ Tim Duncan
- ▶ Danny Ferry
- ▶ Sylvia Hatchell
- ▶ Mike Krzyzewski
- ▶ Mitch Kupchak
- ▶ David Thompson
- ▶ Roy Williams
- ▶ Kay Yow
- ▶ Genia Beasley
- ▶ Charles Foster
- ▶ David Fox
- ▶ Mia Hamm
- ▶ Abby Johnson
- ▶ Cullen Jones
- ▶ Kristine Lilly
- ▶ Marsha Mann
- ▶ Thompson Mann
- ▶ Ray Tanner
- ▶ Sue Walsh
- ▶ Wendy Weinberg





# Locations of the Summer World University Games





# Upcoming Games

## ► 2023 Winter Games:

Lake Placid, New York, USA (Jan. 12- 22, 2023)



LAKE PLACID 2023  
31<sup>ST</sup> WINTER UNIVERSIADE



## ► 2023 Summer Games:

Chengdu, China (Summer 2023, dates TBD)



**CHENGDU 2021**

# 2025 Games

## ► 2025 Winter Games

Torino, Italy



## ► 2025 Summer Games

Rhine-Ruhr, Germany

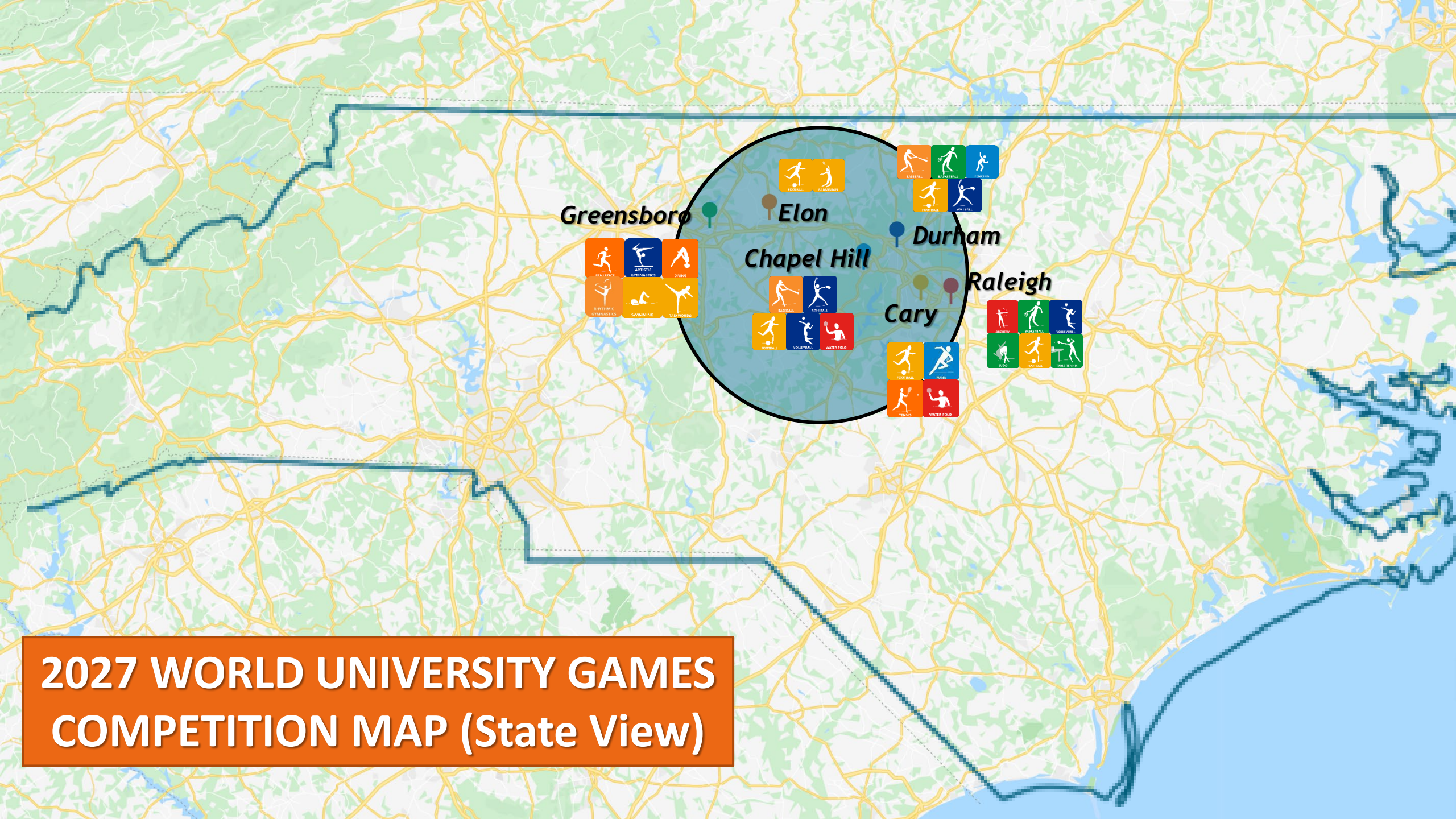






THE BID





Greensboro

Elon

Durham

Chapel Hill

Raleigh

Cary

**2027 WORLD UNIVERSITY GAMES  
COMPETITION MAP (State View)**



# 2027 WORLD UNIVERSITY GAMES COMPETITION MAP (City View)



**Greensboro**



**Elon**



**Durham**



**Chapel Hill**



**Cary**



**Raleigh**





# NC's University Hub

- ▶ Alamance Community College
- ▶ Bennett College
- ▶ Duke University
- ▶ Durham Technical Community College
- ▶ Elon University
- ▶ High Point University
- ▶ Greensboro College
- ▶ Guilford College
- ▶ Guilford Technical Community College
- ▶ Meredith College
- ▶ North Carolina A & T State University
- ▶ North Carolina Central University
- ▶ North Carolina State University
- ▶ Saint Augustine's University
- ▶ Shaw University
- ▶ UNC- Chapel Hill
- ▶ UNC -Greensboro
- ▶ Wake Technical Community College
- ▶ William Peace University





## Bid Status

2 Finalist Cities announced by FISU early Feb. 2022:

- ▶ North Carolina USA
- ▶ South Korea

# Competition

- ▶ South Korea
  - ▶ Chungcheong Region centered around **Daejeon** and **Sejong**
  - ▶ Approximately 2 hours south of Seoul by train
  - ▶ Sometimes referred to as Chungcheong Mega City



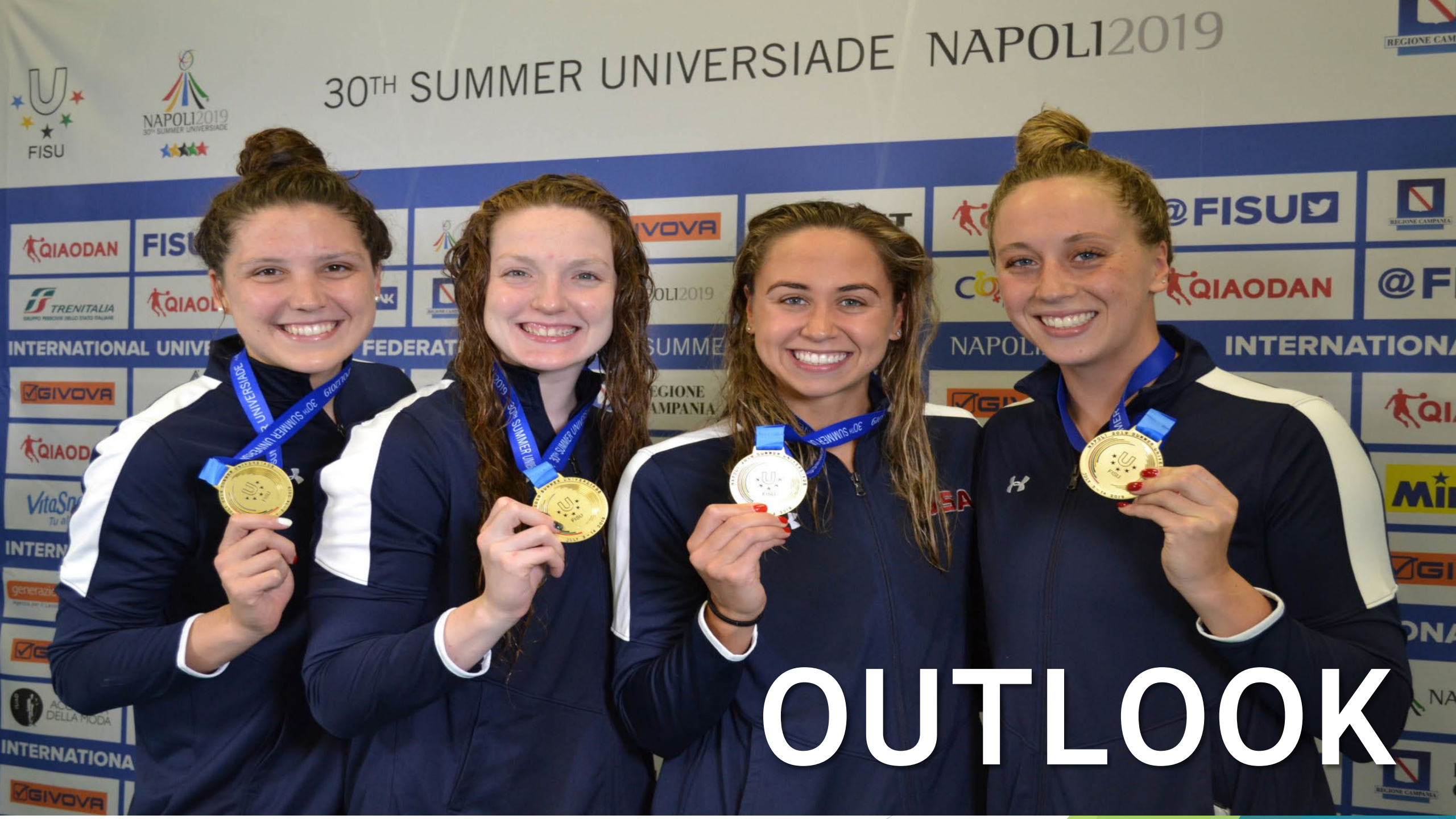


# Bid Process 2022 Final Stages



- ▶ USIUSF & NCAA Site Visit - April 27-28
- ▶ **FISU Technical Site Visit - July 31- Aug. 7**
- ▶ Formal Bid Submission - Aug. 31
- ▶ Evaluation Site Visit - Sept. 16-21
- ▶ Winning Bid Announced - Nov. 12

Red = currently underway



30TH SUMMER UNIVERSIADE NAPOLI2019

OUTLOOK

# Reasons for Optimism - International Perspective

- ▶ Over 3-decade absence from America
- ▶ Value of the U.S. Market
  - ▶ Broadcasters
  - ▶ Sponsors
- ▶ Positive reviews for Lake Placid 2023
- ▶ 3 out of 4 most recent Summer WUGs in Asia
- ▶ South Korea hosted Summer WUG only 7 years ago and twice since 2000
- ▶ Timing prior to the 2028 L.A Games





# Timing

Upcoming Olympic Sports era in the U.S:

- ▶ 2026 World Cup Soccer
- ▶ 2027 Summer World University Games?
- ▶ 2028 Los Angeles Olympic Games

Note: This 3-year period will comprise the **Golden Age** of spending on Olympic Sports in our lifetime in the U.S.



# The World Stage

North Carolina has grown up a lot in recent decades

It's time for us to raise our game

To show the planet that we have what it takes to be on the world stage





# BID FUNDING



# Bid Cash Sponsorship Goal: \$500,000

- ▶ Currently: \$420,000
- ▶ Pending Commitments: \$15,000
- ▶ Remaining: \$65,000
- ▶ Number of Sponsors to Date: 47
- ▶ Goal for Number of Sponsors: 50

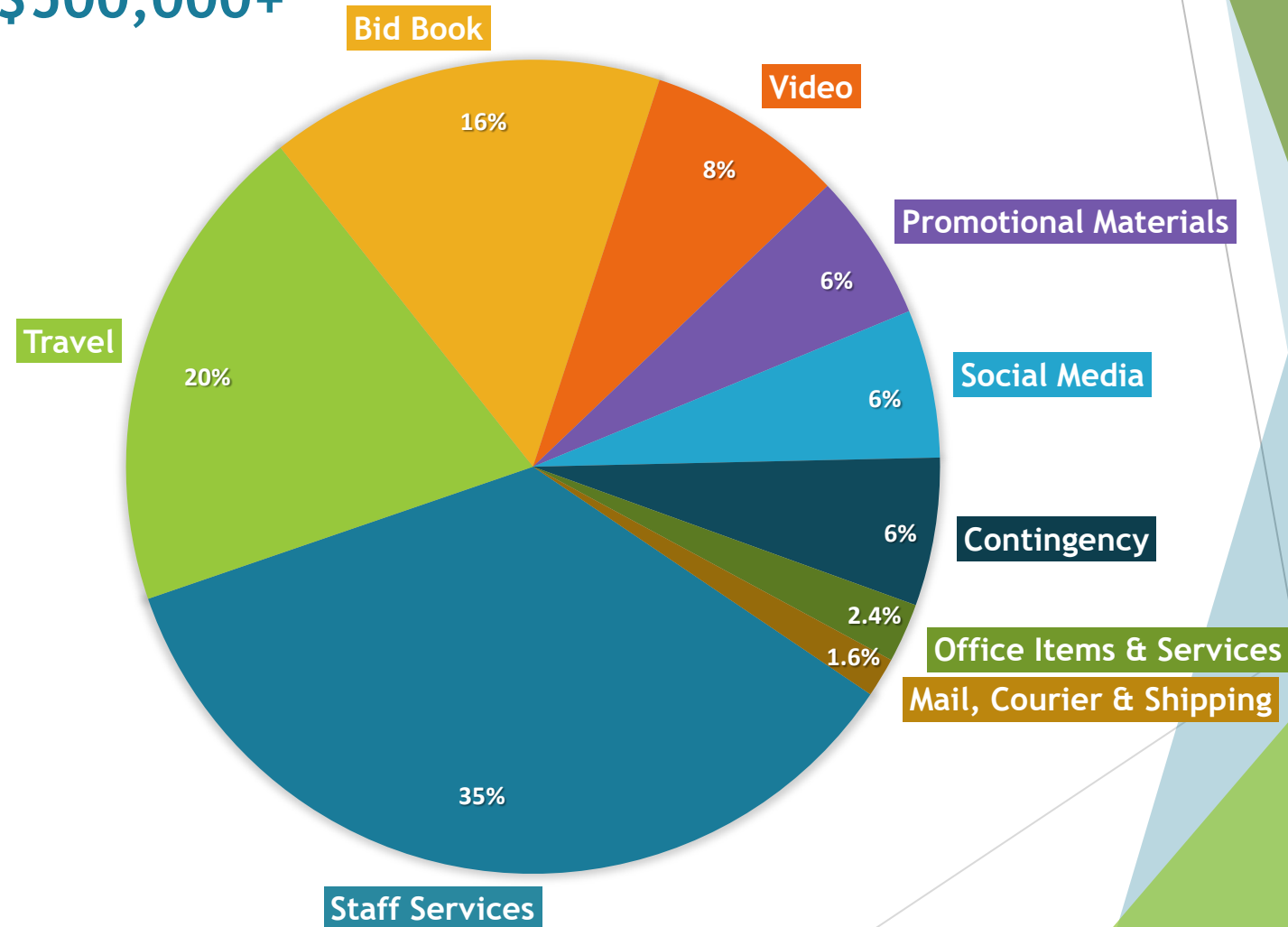


FISU  
SUMMER  
WORLD  
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GAMES

# Bid Expenses

Oct. 2020- Dec. 2022

Cash Funding Goal: \$500,000+





# 2027 Summer World University Games Bid Sponsors



JOSEPH M. BRYAN  
FOUNDATION





An aerial photograph of a community event at dusk. A large crowd of people is gathered on a grassy area in front of a large, multi-story brick building with a white portico. To the left, a stage with a white canopy is set up, with a band performing. In the center, a large, ornate fountain is illuminated. The scene is lit by streetlights and the building's lights, creating a warm, evening atmosphere. The text "LOCAL BENEFITS" is overlaid in large, white, sans-serif capital letters across the middle of the image.

# LOCAL BENEFITS



## Benefits

- ▶ Wake County & Central NC featured in **5-year global marketing campaign**
- ▶ **Test Events, International Meetings, and Country Site Visits** in the years prior to the WUG
- ▶ **NC universities and host cities** highlighted globally as premier educational and sporting locations
- ▶ **International students** given extended exposure to NC communities
- ▶ Increased and enhanced **regional cooperation and communication**
- ▶ Wake County and North Carolina's **sports tourism capabilities and reputation** taken to the next level

# WAKE COUNTY SUPPORT





# Event Finances

- ▶ Projected Cash Expense Budget of \$100 Million
- ▶ Projected Total Expense Budget inclusive of cash and in-kind commitments: \$125 million
- ▶ Cash Revenues Goals:
  - ▶ 25% from Event Revenues
  - ▶ 30% from Government Sources
  - ▶ 45% from Broadcast Rights and Major Sponsorships

KEY: United States is territory for Games sponsorships

# Public-Private Partnership

- ▶ Major events in America typically use a **public-private partnership** for success
- ▶ The **majority of NC Games funding will come from private sources** (up to 70%)
- ▶ Our competition is primarily (if not completely) government funded
- ▶ The international governing body for the Games emphasizes the **importance of garnering significant government support** to help strengthen Games finances and help ensure the financial success of the Games
- ▶ This is also an emphasis in the bid and final selection process
- ▶ As a result, the NC Bid Committee is seeking to secure greater governmental funding for the Games



# Government Commitments To Date

► **\$25 million**  
**from the NC Legislature**  
**June 2022**

**Contingent on North Carolina**  
**winning the bid**



# Wake County Request

- ▶ \$126.5k for each of next 5 years
- ▶ **Take the leadership role** in a **Team NC Plan** for cash commitments of \$2.5 million total among the 6 host municipalities and 5 host counties for the Games
- ▶ Plan is based on a consistent **fractional percentage of the annual budget** of each municipality and county (**.008%**)
- ▶ Coincides with the **sponsorship plan** for the Games and would provide **sponsor benefits** to the municipalities and counties involved
- ▶ Timing: requesting consideration and **approval prior to Final Evaluation Site Visit Sept. 17-21**





Q & A

