



Tender Document

Evaluation of The World Games 2021
in Birmingham, AL (USA)

February 2020



The World Games
2021 Birmingham

Where the world
will be **one**.

A study for the evaluation of **The World Games 2021 in Birmingham, AL (USA)** is commissioned.

The IWGA in joint collaboration with the Birmingham Organising Committee (BOC) of The World Games 2021, Alabama, USA (15-25 July 2021) and the Chengdu Organising Committee of The World Games 2025, China, opens the tender process.

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1. PROCESS

Tenders must be submitted by **30 April 2020** on the basis of the requirements described below.

The tenders must include a fixed price for the services to be provided. Any necessary expenses must also be presented and their amount specified. In addition, a description of the methodology and procedure must be written.

The tenders shall be addressed to

International World Games Association
Avenue de la Gare 12, 1003 Lausanne, Switzerland.

via the following email address:

office@theworldgames.org

For further questions and more detailed descriptions of the tasks, please contact

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IWGA Media Consultant

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The receipt of the offer will be confirmed. An evaluation of the tenders submitted will take place within eight weeks from **30 April 2020**. The contract shall be awarded at the beginning of **July 2020**.

2. SUBMISSION DEADLINE

The final study should be available by **1 December 2021**.

For this purpose, an Online-Version (pdf) as well as 20 printed and bound copies must be handed over to the IWGA Headquarters.

3. PRELIMINARIES

The World Games is a multi-sport event staged every four years by the International World Games Association under the patronage of the International Olympic Committee. The 11th edition of The World Games will be held in Birmingham, Alabama, USA, 15-25 July 2021. 3,600 athletes from over 30 sports and 100 countries will take part in TWG 2021. The 12th edition of The World Games in 2025 will be hosted by the city of Chengdu (China).

The tender document precise the topics of the analysis. Part of the analysis will be the presentation and evaluation of the different parts in connection with sports, economic and social impacts, and media (TV, print, social media). Comparisons with other multi-sport events (World University Games, Asian Games, European Games) with a similar magnitude shall be carried out as well.

In addition, an evaluation drawing conclusion for further action are expected. These shall be guided by the benchmarks and expectations set for the event as well as the comparable events. Therefore, quantitative and qualitative data need be gathered.

For the final survey, the following resources will be available:

- Final Report (issued by BOC)
- Sports/Venue-Survey (issued by IWGA)
- International TV Monitoring (provided by different partner)
- Media Analysis (provided by a different partner)

Above documents can be made available for TWG 2017 Wroclaw, PL upon request.

Further on, the following topics need to be covered:

- TV Survey
- Media Survey

- Economic Impact
- Information on key stakeholders, such as athletes, officials and VIPs
- Evaluation of the event

The study comprises three phases as follows.

1. Benchmark Setting

In the run-up to the event (approx. six months) the benchmarks for the different subjects have to be set.

Concerned stakeholders are:

- City of Birmingham
- BOC
- IWGA
- IFs
- NOCs
- Chengdu 2025

Expectations and goals are to be surveyed with regard to (alphabetic order)

- Attention of the fan base of each sport for the event
- Competition standards
- Sponsoring income
- Media impact
 - TV hours
 - Ranges
 - Countries
- Revenue from
 - Merchandising
 - Ticketing
 - Indirect effects
 - Tourism
 - Gastronomy
- Spectators
- Sustainable effects

- Investments in the city infrastructure
- Awareness of The World Games sports

2. Collection and Analysis of Data

Please see appendix I for the detailed description.

3. Evaluation of the Data and Recommendations

Stakeholder expectations for the further development of The World Games are to be surveyed on the basis of the experiences from TWG 2021.

- The data collected during the matches must be reconciled and compared:
 - with the expectations of the stakeholders in advance especially with the expectations of the Chengdu 2025
 - with the data selected from comparison events
 - with data from former TWG editions
- From the data and the comparison are to develop concrete instructions for action with regard to the benchmarks and an update of the goals and further development of The World Games in general and with a view to TWG 2025 Chengdu.
- Practical recommendations in terms of the sports included to the program, especially para sports.
- Practicable recommendations for event optimization and suggestions on further steps in quality management and satisfaction growth, including targeting of host cities.
- Practicable recommendations for the Host City in regard of upcoming events.
- List of benefits and achievements for the host city by organising the event.

APPENDIX I

Stakeholder Analysis

(MAIN SOURCES: IWGA/BOC)

Presentation of all the key stakeholders involved in the organisation of the event and their objectives. This includes the organisation structure as well.

- IWGA
- BOC
- City of Birmingham
- IFs
- NOCs

Economic

Direct economic impact (best, worst and most likely case scenario) assessment based on multiple factors, at least on

- Attendance (Ticketing Figures per Sport, Event and Session; Percentage of Tickets Sold; Revenues)
- Sponsoring
- Merchandising
- Revenues and contributions/donations generated through TWG (incl. projected additional tourism)
- Operational spend for bidding, preparing and hosting – divided into functional areas (operations, facilities, security, etc.)
- Number of people hired/involved in the Games (equivalent of fulltime workforce years from 2015 to 2022)
- Visitors' Expenses: Accommodation, Catering, Transport, Merchandising, Shopping, Tourism.

Indirect impact on local economy in Birmingham and Alabama

- Partners/sponsors
- Production, income and employment of companies which are partners or sponsors

Induced effects (e.g. total spent people coming from outside BHM, living in BHM)

Media/Marketing Value to the City of BHM

Tourism

Impact assessment (spectators)

- Profile & Demographics (Gender, Age, Origin, Nationality)
- Accommodation Arrangements
- Likelihood to return or recommend host city/state,
- Expenditures (of tourists and 'home stayers')
- Assessment will include other key client groups, athletes, media, VIPs
- Image of The World Games
- Image of Birmingham
- Favourite Sports (among general public and Youth)

Event Experience

Event experience assessment for all key client groups:

- Spectators
- Athletes
- Officials
- Media
- VIPs
- NOC Representatives

Indicators:

- Competition

- Transport
- Accommodation
- Catering
- Event Atmosphere
- Host City Experience
- Side events

Media

(Main Sources: Media Analysis and TV Analysis commissioned by IWGA)

- Evaluation of Media Strategy BOC/IWGA
- Analysis of key elements of media data including
 - TV broadcast (broadcast hours, viewer hours, total maximum audience, average audience, type of coverage; use of online TV streams of sports channels and platforms)
 - Digital Media
 - Digital streaming traffic on platforms (e.g. YouTube, Facebook Live; Olympic Channel; Official IWGA Media Partners)
 - Number of Internet searches
 - Page views on IWGA Website
 - Page views on BOC Website
 - BOC App views and downloads
 - Olympic Channel figures
- Print and online media monitoring
 - Sorted in general and by sport
 - Digital news coverage
 - Number of Press articles
- Analysis of coverage – media impact on the IWGA and City of Birmingham

- Positive/neutral/negative
- Coverage of a specific sport event or TWG in general
- Sources (IWGA/BOC/IF/NOC)
- Up to 20 main territories may be of high interest, such as USA, Canada; Brazil, Colombia, Mexico; China, Japan, Korea; Australia, New Zealand; Germany, France, Italy, Poland, Russia, Scandinavia, Spain, UK

Organisation

(Main Sources: IWGA/BOC)

Presentation of the organisational structure of the organising committee, as well as the objectives of the key departments. Presentation of the IWGA's role in the organisation of the event.

- Cooperation between Stakeholders
- Structure of the Organisation
- Assessment of departments
- Such as games transportation system/ Accommodation/Catering/Accreditation
- Analysis of very detailed costs to produce Games in all functional areas (incl. bidding)
- VIP hospitality
- A full understanding of all budget-relieving in-kind goods and services that were procured

Social Media

(Main Sources: Media Analysis commissioned by IWGA)

Social media data analysis

- Sorted by platforms
- Audience (Age, Gender, Origin, Nationality)
- Favorite Sports, Competitions and Athletes
- IF-owned social media channels and most popular athletes
- Social media overall hits (per country), spikes and reach
- Social media sharing of articles
- Social media conversations
- Certain Countries
- Qualitative Analysis (+ / -)

Sponsorship

Analysis of sponsors (category, origins, sponsorship tools available)

Analysis of sponsorship activity around the event

- Engagement and activation of event sponsors
- Sponsorship awareness and visibility
- Sponsorship Value
- Satisfaction of sponsor

Sponsor contribution

- Value in kind
- Money
- Reduced Payment for Services
- Service provided by OC (Hospitality)
- Marketing Impact per Sponsor

Sporting

(Main Sources: IWGA competition evaluation)

Analysis of athletes and officials' data

- Nationality, Gender, Performance
- Evaluation of competition/venue
- Set up
- Schedule
- Competition procedure

Evaluation of especially of para sports within the program

Social – by Iwga/Boc

- Analysis of social impacts of the event
- Volunteer demographics (age, gender, origin, education)
- Partner Projects: Educational/school/university programmes; initiatives
- Sports Garden (description and evaluation of activations like stands and cultural program)
- Impact of Event on community
- Satisfaction and rating of event through local community (pride, identification with event etc.)

Sustainability/Legacy

(Main Sources: IWGA/BOC/City of Birmingham)

Analysis of achievements in

Space

- Urban Development – (Use of) Infrastructure
- Environmental enhancement – 17 UN Goals: Carbon Footprint, Food/Waste, Biodiversity; Electricity/Water; Transport; Conservation Projects (Recycling, tree initiatives, clean up)

People

- Policy & Governance – Improvements in Standards and school sport; Human Rights; Gender equality, UN Charter
- Human Development – Skills, Knowledge and Networks, local partnerships, volunteers, youth involvement
- Intellectual Property/Innovations – New sports, logos, concepts, inventions... Creation of National Federations or local clubs
- Social Development – local pride, community satisfaction; increased use of public transport; increase in women's sport and TWG sports; reduction of racism

Comparative Analysis

- With data from other events of a similar nature (multi-sport), such as FISU Games, European Games, Asian Games, Combat Games
- With data from TWG in the past (2005 on)
- Comparison indicators:
 - Number of competition days
 - Number of athletes
 - Participating Countries
 - Quality of Athletes
 - Number of Sports/Disciplines
 - Number of Spectators
 - Number of media representatives
 - Cost/Revenue/Balance
 - Figures concerning reached audiences by platform such as TV/Social Media/Media

Organisation
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