



Founded in 1981, the International World Games Association (IWGA) is a non-governmental international organization constituted under Swiss law. Made up of 32 International Sports Federations, IWGA administers a quadrennial and multidisciplinary sports event – The World Games – which aspires to equal and exceed the importance of world championships organized by each federation individually.

IWGA is recognized by the International Olympic Committee (IOC). Affirming that IOC and IWGA share the same values – aiming to build a better world through sports – IOC grants its patronage to The World Games.



# The World Games 2017

## Preliminary Information for Candidate Host Cities of The World Games 2017

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Under the Patronage of the  
International Olympic Committee



First briefing to prospective bidders for TWG 2017

# The World Games 2017

- I. General Information on IWGA and The World Games
- II. The 8th World Games 2009 Kaohsiung, TPE
- III. The 9th World Games 2013 Cali, COL
- IV. Information on Tender Procedure and Timeline for The 10th World Games 2017

The information provided here breaks down into four parts.

Part I informs about IWGA, the body under whose auspices The World Games (TWG) are held, and outlines purpose, format and scope of the multi-sport games.

Parts II and III address the most recent as well as the upcoming edition of TWG.

Part IV briefs prospective bidders for TWG 2017 on the tender procedure used in the selection of the host city, and it establishes a first timeline for the bid process.



**THEWORLDGAMES**

**30+**

**SPORTS AT THEIR BEST!**

**I. General Information**

- International World Games Association
- The World Games



To grasp the importance The World Games have for the 30+ sports governed by the IWGA Member IFs, one needs to know about the statutory aims of IWGA and about the unique format of TWG.

# IWGA Statutory Aims

The principal statutory aims of the **International World Games Association** are ...

- **to develop the popularity of the sports** which are governed by its Member Federations,
- **to improve their prominence through excellent sporting achievements**, and
- **to conserve all the traditional values of sport.**



## **Developing the popularity of the sports!**

Something that is achievable – even though the sports are popular already! Millions practise them on all continents, and millions more follow the top athletes in the World Games sports passionately at the venues and through the media.

## **Improving the prominence of the sports through excellent sporting achievements!**

By gathering the world's best athletes in 30+ sports – in one place and at one time – this has proven to be achievable as well.

## **Conserving the traditional values of sports!**

That is the windfall of 3,500 top athletes from 100 countries uniting in their pursuit of 'Faster, Higher, Stronger!'

## For this purpose, IWGA shall ...

- Provide, at intervals of four years, **an elite international multi-sport event** for the sports of its Member International Sports Federations known as **The World Games**.
- Provide the widest possible **exposure** for these sports and their governing bodies **to public and media** through **The World Games concept**.



IWGA attains its foremost objectives through The World Games, multi-disciplinary games held at quadrennial intervals, in the year following the Games of the Olympiad.

Jointly with the hosts of TWG, IWGA puts particular emphasis on publicizing and promoting the sports of its Member IFs to the public at large and to the media.

# Rules of The World Games

In adherence to the **Rules of The World Games**, IWGA organizes the event ...

- in close **partnership with the Host City**
- to the **benefit of sports, athletes and hosts**,
- following the principles of **viability and sustainability**.



The partnership between IWGA and the hosts is defined in the “Rules of The World Games,” the document which governs all aspects of organizing and delivering the event to the mutual benefit of the stakeholders.

Viability and sustainability are the guiding principles: the hosts are not required to build facilities or extend upon available infrastructure for the sake of TWG alone. The event is to be staged at existing venues – or at venues which have been planned and built regardless of the Candidate Host City bidding for TWG.

This unique trait could even condition the composition of the Sports Program, whereby not all sports have to feature in every edition. The availability of suitable venues and required infrastructure are the determining factors for a sport to be included in TWG.

While TWG are a big event, they should never be too big for a host city which can count on a solid sports infrastructure already.



# The World Games

As the pinnacle in the competition calendar for 30+ sports, **The World Games** generate **worldwide exposure** for top athletes as well as their hosts, permitting the latter to pursue their own objectives:

- **International promotion**
- **Sustainable urban development**
- **Civic engagement**
- **Community building**

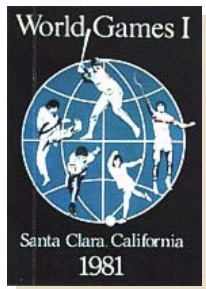


The World Games concept – based on the most elite competitions in a determined number of diverse and spectacular sports – is capable of generating levels of public attention beyond those of world championships in a single sport. The concept provides the participating athletes with the opportunity to perform on a highly visible stage, and it brings global attention to the hosts too, allowing them to attain ambitious objectives according to their vision and development goals.



# Inaugural Edition

The World Games 1981 Santa Barbara, USA



**16  
International  
Sports  
Federations (IFs)**

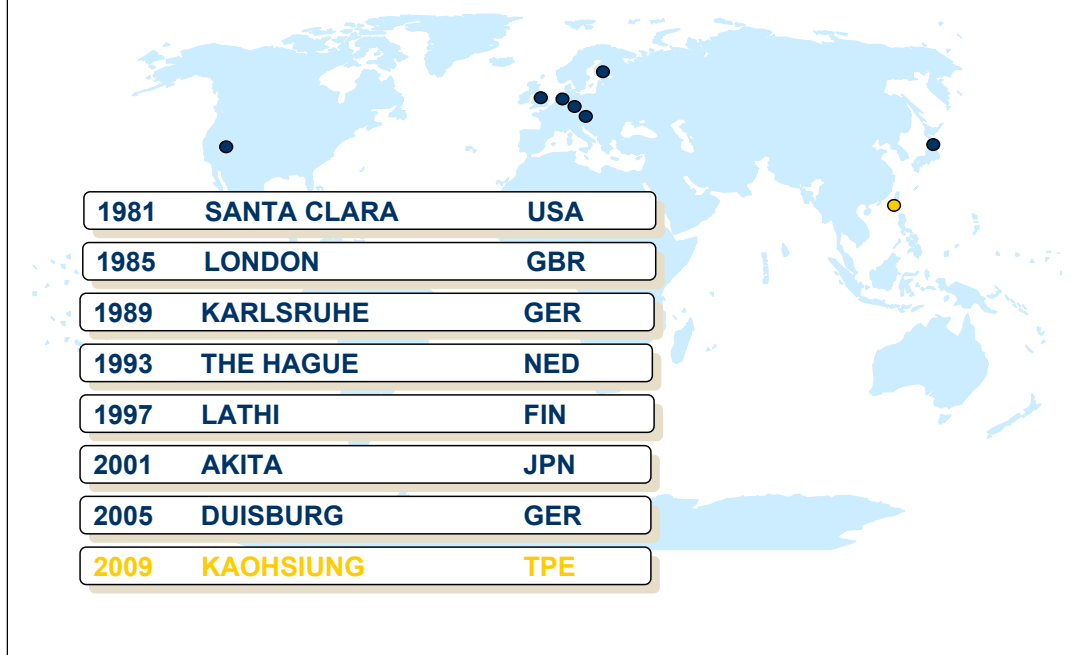
**18 Sports**

- Badminton
- Baseball
- Body Building
- Bowling
- Casting Sport
- Fin Swimming
- Karate
- Powerlifting
- Racquetball
- Roller Sports
- Softball
- Taekwondo
- Trampoline
- Tug of War
- Tumbling
- Water Ski



The concept of TWG was developed in the mid-70s. In 1981, IWGA – made up of 16 IFs governing 18 different sports – held the first edition in Santa Clara and nearby San José, USA. Most events of the inaugural edition were staged on the campus of the Santa Clara University. Quite appropriate for a start-up which needed to keep the costs down!

## TWG Through 2009



The second edition was to take the limelight of London – in 1985 – but was not quite ready for primetime. Eight editions, with steadily improving exposure, and with an ever growing number of sports, have been staged in seven countries and on three continents to date.

A series of developments between October 2000 and July 2005 allowed TWG to enlist the support of the custodian of world sports. When the International Olympic Committee (IOC) and IWGA drew up the Memorandum of Understanding, in October 2000, they first affirmed that both organisations share the same values: all those ascribed to Olympism. Then the parties pledged to develop TWG jointly: IOC supporting IWGA, granting its patronage to the hosts, and providing expertise through its knowledge management program. IWGA, in turn, agreeing to reformat the games' format and program based on IOC input.

*“The World Games provide an invaluable opportunity for athletes from a variety of sports to compete in their own multi-sport event and represent their countries as members of a delegation, with National Olympic Committee (NOC) involvement and support,”* wrote IOC President Jacques Rogge in 2001.

2005 Duisburg was the first edition with all athletes parading under their national flag in the ceremonies, and with official sanction and support granted to the delegations by NOCs.

# TWG 2009 Kaohsiung, TPE



31 IFs

37 Sports \*

\*

Including 5 Invitational Sports

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- Air Sports
- Archery
- Billiard Sports
- Body Building
- Boules Sports
- Bowling
- Canoe Polo
- DanceSport
- Fistball
- Fin Swimming
- Flying Disc
- Gymnastics
- Ju-Jitsu
- Karate
- Korfball
- Lifesaving

- Orienteering
- Powerlifting
- Racquetball
- Roller Sports
- Rugby
- S. Climbing
- Squash
- Sumo
- Tug of War
- Water Ski

\*

- Beach Handb.\*
- Dragon Boat\*
- Softball\*
- Tchoukball\*
- Wushu\*



Under the Patronage of the International Olympic Committee



The eighth edition – 2009 Kaohsiung, TPE – established new benchmarks in NOC support to the nationally representative delegations, in overall participation. It featured 37 sports altogether. Aside from 32 Official Sports – those governed by the IWGA Member IFs – the program included five Invitational Sports. As per the “Rules of TWG,” the hosts may endorse a small number of sports to feature alongside the official ones in order to accommodate local cultural affinities. However, Invitational Sports are not contested for official medals and not reflected in the medal tables of TWG.

# Clustered Sports

To make the immense variety of the 30+ sports more manageable for the public and the media, an auxiliary construct has been used since 2005 to group them thematically in clusters:

- **Artistic and Dance Sports**
- **Ball Sports**
- **Martial Arts**
- **Precision Sports**
- **Strength Sports**
- **Trend Sports**



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By 2005 the number and variety of the World Games sports arrived at such point where an auxiliary construct had to be developed to make them more comprehensible for general audiences. The 30+ sports have their unique features but coincide in areas such as object, equipment used and/or appeal to target audiences. Hence, IWGA groups the sports into six groups:

## **Artistic and Dance Sports**

## **Ball Sports**

## **Martial Arts**

## **Precision Sports**

## **Strength Sports**

## **Trend Sports**

There is strength found in every sport: features such as being a dedicated mixed team sport (korfbal, flying disc, DanceSport), an established track record in captivating the attention of the young (Trend Sports), even the fact that an 8-team tournament is played in two days, a game lasting all of 14 minutes (rugby sevens). *"You don't like the teams? Others will be up shortly!"*

By stacking the sports' strongest sides, IWGA and the organizers of TWG arrive at a multi-sport event with broad variety and demographic appeal.

# 2009 Artistic & Dance Sports



6 Official Sports

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## Artistic and Dance Sports

In the most recent edition of TWG it was this group which registered some of the highest attendance figures. A considerable part of the revenues through ticket sales were generated through the Artistic and Dance Sports. Audiences in Taiwan appeared particularly receptive to sports which are based on well choreographed movement – most of it performed to music – and on the synthesis of sport and art.

# 2009 Ball Sports



7 Official Sports

3 Invitational \*



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## Ball Sports

Ball games are an integral part of everyone's childhood and retain their hold on people forever. Fascinating for the excitement, teamwork and unpredictability, the play with eight spheres and one oval was a hit with the crowds in 2009 Kaohsiung. It is worth noting that rugby sevens was voted for inclusion into the 2016 and 2020 Olympics by the 121st IOC Session. While it will feature again in TWG 2013 Cali – according to IWGA Rules, a sport can be included until it premieres in the Olympics – it will not be eligible for TWG 2017.



## 2009 Martial Arts



Aikido



Karate



Judo



Wrestling



3 Official Sports

1 Invitational \*

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### Martial Arts

Martial arts go beyond the often complex technical aspects of combat. Even if the common object is to defeat an opponent, it can only be achieved through self-control and respect for the other combatants. Whatever the outcome of a bout, the winner is honored as much as the loser is respected. Bona fide sports with an enormous global following have emerged from the martial arts' origins in Asian culture and religion. The fact that they uphold their century-old traditions and rituals makes them all the more attractive – even for uninitiated audiences.



# 2009 Precision Sports



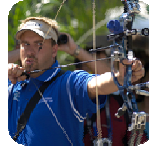
Biard Sports



Boules Sports



Bowling



Field Archery



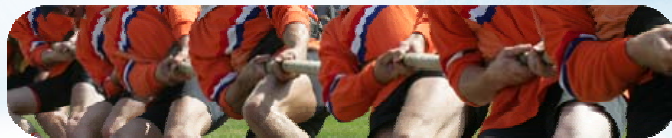
4 Official Sports



## Precision Sports

To accurately dispatch a projectile has long been an essential dexterity – even to ensure survival of mankind. The modern Precision Sports bring the skill to its finest possible conclusion. This makes them so compelling: billiard sports garner excellent television ratings in a growing number of countries.

# 2009 Strength Sports



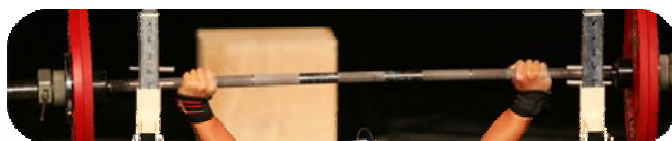
Bodybuilding



Powerlifting



Tug of War



3 Official Sports



The endurance and tenacity of athletes in their drive to reach the ultimate expression of physical fortitude is inspiring – and timeless at that. Powerlifting athletes compete in a grueling triathlon of human strength, which challenge men and women to lift multiples of their body weight. Tug of war's long history dates back to 500 B.C. On the program of the Olympics from Paris 1900 through Antwerp 1920, it has been a sport of TWG from day one.

# 2009 Trend Sports



9 Official Sports

1 Invitational \*



While TWG continue as an up-start of sorts, they play an increasingly important role in modern society. Nearly all sports recently added to the program of the Olympics have premiered in TWG first. Wakeboarding and skydiving, World Games sports for over a decade by now, best exemplify the vanguard policy of IWGA when it comes to keeping the program up-to-date and in trend with the young generations. Some of these Trend Sports performed much beyond the organizers' expectations at TWG 2009. Hardly anyone expected the ultimate tournament – in flying disc; aka “frisbee” – to sell 46,577 tickets for the three days.

## IF Commitment

The IWGA Member **International Sports Federations** ensure that their **very best athletes** enter **The World Games** in each event by establishing the **selection and qualification criteria** accordingly.

Together with the stipulation for global representation of the entered athletes, this brings about **top-level competitions** and maximum **universality**.



The IFs draw up the selection criteria and establish the qualification rules for their contingent of athletes in TWG. They ensure participation of the very best athletes and a good international spread, generally with all continents represented in their contingent. The games' quintessential attributes "elite" and "universal" are thus guaranteed.

As per the "Rules of The World Games," the IFs endeavor to present their events in ways that allow athletes to shine while the spectators are ensured maximum entertainment. Each IF commits to stage its events in ways which enable spectators watching them for the first time to follow and enjoy the competitions.



 The World Games  
**2009**  
Kaohsiung

**II. The 8th World Games 2009 Kaohsiung, TPE**

- Participation
- Venues, Infrastructure
- Promotion, Media

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Just as the Beijing Olympics did in 2008, TWG 2009 were able to transcend the barriers of politics, even of the frequently strained cross-Strait relations, emphasizing the unique ability of sport to bridge all divides.

The stakeholders in TWG 2009 – governments, patrons, sports governing bodies and organizers – ensured that “Excellence, Friendship and Respect” were the core values for the eighth edition too.

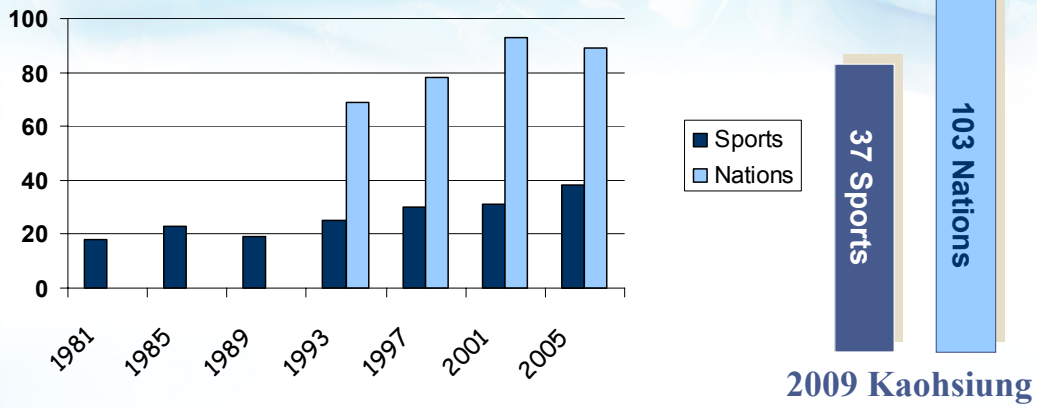
The design of the emblem for TWG 2009 Kaohsiung was based on the Chinese character 高 – KAO – which translates as HIGH. Part toponym and part dynamic symbol, the emblem was to reflect the heritage and culture of the host city.



“Top Sports – High Spirits” was the slogan for TWG 2009. Appropriate: top-level sports performed by exceptional athletes were once more the mainstay of the games. And when the like-minded sportsmen and women finally gathered in Kaohsiung to determine the who is best, their spirits were high indeed – at one level with that of a city which carries “HIGH” in its name!



## More Sports, More Nations



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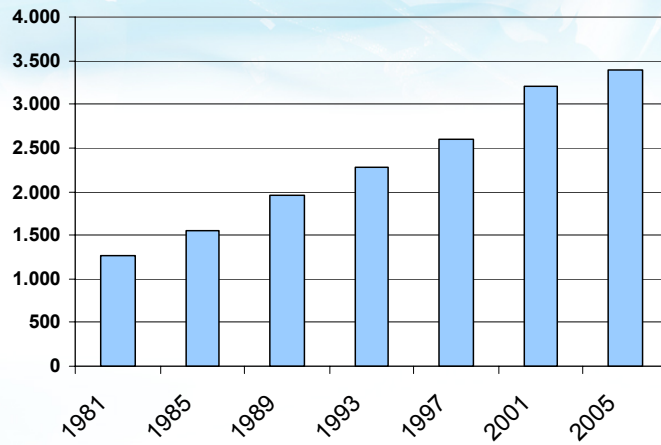
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Kaohsiung managed to establish new benchmarks in nearly everything which is quantifiable in the hosting of TWG. A record number of nations were involved in TWG 2009. Sports were down slightly, since IWGA had to impose restrictions on the number of Invitational Sports to be endorsed by the organizers.



## More Top Athletes



**2009 Kaohsiung**

**3,393 Athletes**

**1,466 Officials**



3,393 athletes competed from 16 through 26 July 2009. Together with 1,466 officials, they made for a record participation.

## More Civic Participation

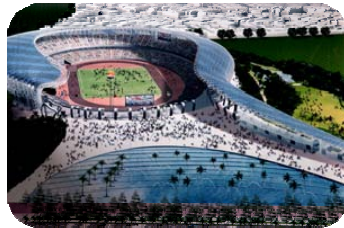
- **8,389 volunteers** were recruited;
- **4,652 volunteers** completed all of their 2-year training and were **accredited** in 2009;
- Another **16,349 accreditations** were issued to medical, sanitary, security and venue staff;
- **283,151 tickets** were purchased for The World Games;
- **1,249,920** people visited the World Games Plaza.



20,000 people were involved in delivering TWG. The 4,652 volunteers were key in making the most ambitious sports-related project ever taken on by Taiwanese organizers an unqualified success. Another 16,000+ accreditations were issued to professional staff working in all capacities during the games. Nearly 300,000 tickets were sold for the different events. And 1.2 million people visited the World Games Plaza. In the final tally, civic participation in TWG 2009 nearly doubled that of previous editions.

## 2009 Venues: Old & New

- **21 existing venues** were adapted to the requirements of the sports contested there;
- **2 state-of-the-art venues** were constructed prior to 2009:
  - **Kaohsiung Stadium** and
  - **Kaohsiung Arena**; both were planned and built independently from the city's hosting of TWG.
- **All 23 venues** – including the World Games Plaza – had the games-time “2009 Kaohsiung” **fit-out applied**.



When the Kaohsiung was awarded TWG 2009 – in 2004 – it immediately launched venue renovation and construction projects in order to meet high IF standards.

The most important projects were the Kaohsiung Stadium, in the north of the city, and the Kaohsiung Arena. Construction of the world's first fully solar-powered stadium (capacity: 45,000) took only two years. It was inaugurated in May 2009. The state-of-the-art Kaohsiung Arena (capacity: 13,000) was completed in time for TWG Pre-Events by fall 2008. Its distinguishing features are the downtown location and the fact that it is incorporated into a shopping and leisure complex.

The other 21 venues only required minor refurbishing and fit-out.

The considerable costs for the two new venues were not included in the budget of TWG 2009. They were assumed by governments and private investors. The stadium was built as an addition to the infrastructure of Taiwan's National Sports Training Center.

## 2009 Infrastructure: Modern

- **28 hotels** of sufficient category accommodated the 5,000 World Games participants for:
  - **26,035 bed-nights** or
  - **16,419 room-nights** (6,804 singles; 9,616 doubles).
- A modern **public transport system** (Mass Rapid Transport, shuttle buses, etc.) plus dedicated traffic lanes kept **travel time** between accommodations, venues and World Games Plaza to **45' maximum**.



Kaohsiung reinvented itself to be the perfect host to TWG. While sufficient hotel accommodation was readily available, public transport needed to be improved prior to 2009. The results of significant urban transformation leave the city with an impressive legacy. Citizens will use the Rapid Mass Transit system and flock to an eco-friendly stadium, or to a shopping mall which has an impressive indoor arena for sports and culture incorporated.

## 2009 Promotion

- **Communications: print, broadcast and online** – with national and international publications and programs.
- **Media planning** and buying worldwide on an account with **dentsu** as media partner.
- **Public relations** through initiatives and activities in Taiwan and abroad.



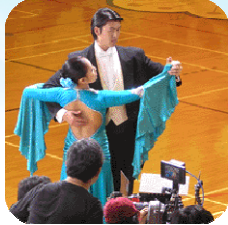
Communication, promotion plus public and media relations were among the highest priorities for IWGA and organizers. Jointly they published a bilingual quarterly from 2008 through July 2009. In English and Chinese, the publication informed readers about progress in the preparations for TWG. It also provided updates on qualified athletes and background on some of the sports. Promotional reels, an arcade of online games revolving around the 30+ sports and even an iPhone application for TWG were produced in-house for worldwide promotion.

The Kaohsiung Organizing Committee appointed Dentsu as its media partner. The renowned agency was responsible for media planning and buying on an account of US\$2 million for global campaigns to raise awareness for TWG. A separate account was assigned to campaigning in Taiwan.

2009 Kaohsiung press conferences and media events were held in China, Japan, Malaysia, Singapore, Switzerland and USA.



## 2009 Promotion: Effective



Chien-Ming Wang, pitching ace of the New York Yankees and Taiwan's most popular sportsman, is a spokesperson for TWG 2009.



Kaohsiung Mayor Chen Chu meets Liu Peng, Minister for Sports and President of the Chinese Olympic Committee, in Beijing, CHN, to promote TWG 2009.



TWG 2009 Exhibition and a media event at The Olympic Museum in Lausanne, SUI, symbolize the tie-in with the Olympic Movement.



Pre-events to TWG 2009 include test competitions staged by the IFs and large-scale civic events to celebrate milestones in the lead-up to 2009.



### Other promotional activities:

The Kaohsiung Organizing Committee (KOC) and IWGA held a press conference at 2008 SPORTEL, the annual International Sports Program Market for Television and New Media in Monaco, announcing the broadcast output for TWG. For the first time ever, TWG had a stand at the SPORTEL market, and the organizers entered into a direct dialogue with the industry.

KOC/IWGA also pitched TWG to the Asia-Pacific Broadcasting Union during its 2008 General Assembly in Bali.

KOC/IWGA presented TWG to the delegates of every SportAccord Convention and General Assembly between 2006 and 2009.

## 2009 Promotion: Partnerships



Partners multiply the exposure opportunities for TWG 2009 through their own campaigns.



Leading brands such as Coca Cola, 7-Eleven and Volkswagen launch nationwide association marketing drives with the emblems and mascots of TWG 2009.



A Taiwan Navy vessel delivers TWG 2009 message to ports of call around the world as floating exhibition hall.



Swiss Timing provides its integrated technology solutions to TWG 2009, and its Tissot brand becomes the official time keeper for the games.



IWGA and KOC designed a multiple-tier partnership program around TWG 2009. The program's focus was on providing partners with opportunities to communicate and leverage their association with TWG prior to, during and after 2009. The opportunities for exposure and promotion of TWG were thus multiplied.

An example:

7-Eleven launched nationwide sales drives for select items carrying the symbols of TWG 2009. Certain products were tagged with three-dimensional stickers featuring the two mascots.

There are over 4,000 7-Eleven stores spread across the island. And people in Taiwan, particularly the young, treasure the collectibles that come with their purchase.

All 7-Eleven also sold tickets for TWG. Seats could be booked at the "i-bon kiosks" placed in ever convenience store. These kiosks play an important role in everyday life: clients even pay their phone and utility bills on these consoles.



## 2009 Media

- 675 domestic and international media were accredited for TWG 2009:
  - 503 Taiwan media,
  - 172 media from abroad, including 36 media from the People's Republic of China.
- The Main Media Center and the Main Broadcast Center were set up in the Kaohsiung Stadium.
- Satellites were set up at all competition venues.



Media operations in Kaohsiung met high international standards in all areas. The media centers provided excellent service in terms of connectivity, result and information systems – through Swiss Timing and the national news agency CNA – as well as general infrastructure. No surprise, therefore, that media coverage on TWG was at an unprecedented level both nationally and internationally.

## 2009 Broadcast Coverage



The Host Broadcaster **Public Television Service** produced **450 hours** on the 30+ sports.

**Nationally**, the comprehensive coverage was aired **on three channels** (PTS, HiHD and ESPN Taiwan) and through IPTV.

**Live, delayed and highlights programs** were picked up by broadcasters **around the globe**. CCTV aired **40 hours in China**.



Producing a total of 450 hours of coverage, PTS captured all the action in the 37 sports and at the 23 venues from the semi-final stages onward. 150 hours of live and delayed programming were made available to broadcasters worldwide. A premiere: the Opening and Closing Ceremonies of TWG were produced in High Definition.

And another first: 11 free-to-air daily highlights of 30 minutes duration and 33 global news cuts – three 10-minute play-outs per day – were transmitted at convenient hours (04:00, 09:00, 15:00 GMT) to the international broadcasters.

## 2009 Coverage: Broad & Positive

### **Sport Beats Export Blues in Kaohsiung**

Not long ago, this southern Taiwan port city was a shipment center for the island's booming exports. Today, many of Taiwan's exporters have moved their plants to mainland China. Those still around have been hurt by a global downturn in trade that shrank the region's exports in June by 30% from 2008. The vacancy rate for property is in the double-digits, the highest among Taiwan's major cities ...

So a city known for distress is enjoying a moment at the center of the global sports movement by playing host to The World Games. Officially recognized by the International Olympic Committee, the games highlight non-Olympic sports such as rugby, parachuting, billiards, canoe polo and DanceSport ...

It's not just athletes and fans who are winning from all the goodwill and buzz wafting over the blue-collar city of 1.5 million. Businesses are basking in Taiwan's rare day in the sports sun. Many of the event's biggest corporate supporters are government-controlled Taiwan companies, including New York Stock Exchange-listed Chungwa Telecom ...

Forbes

Article (20/07/2009) by Russell Flannery

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It was not only in the context of excellent sporting performances that TWG 2009 were reported on around the globe.



The local hosts and organizers – Taiwan and Kaohsiung – can take pride in having delivered outstanding games in 2009. They can also continue to benefit from lasting legacies:

The new identity as a sporting destination, as seasoned host and organizer of large-scale sports events, and a much broader public appreciation for sports will mark this and the next generation. Plus: the benchmark for volunteer mobilization and civic engagement will serve as reference for similar projects in the future.

Not including the construction of the new venues and the improvements to public transport systems, the overall budget of TWG 2009 was 2.4 billion Taiwan New Dollars (US\$ 75 million or € 50 million). Contributions to the budget were equally divided between subsidies from the Taiwan Central Government and the Kaohsiung City Government, and the revenues generated through partnership programs, ticket sales and merchandising.



TWG 2009 concluded on 26 July 2009. IWGA President Ron Froehlich declared them “the best ever” in his closing address, thanking and congratulating their impeccable hosts.

IWGA, too, attained its objectives and upped the profile of TWG further – in spite of the global economic downturn affecting sports and their events. Together with the International Olympic Committee IWGA was also able to anchor the games more firmly within the Olympic Movement. A record number of National Olympic Committees was actively involved in the support and administration of the multi-sport delegations to TWG. Competitions saw an unprecedented 62 nations making it onto the medal table. No other edition of TWG had ever united as much variety and universality in as compact a program!

TWG 2009 – the Kaohsiung Organizing Committee and IWGA – have been nominated for the Global Sports Forum 2010 Trophy in the 'Major Sporting Events' category. The prestigious international award recognizes achievements reflecting societal issues within and connected to sports.



## Sights & Sounds of TWG 2009



The World Games  
2009 Kaohsiung

<http://www.youtube.com/topsports2009>

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Under the Patronage of the  
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8-minute YouTube clip on TWG 2009: Top Sports – High Spirits

*The World Games 2009 Kaohsiung are history. They left a lasting impression on everyone involved. IWGA President Ron Froehlich, members of the International Olympic Committee as well as the thousands of participating athletes and officials unanimously agree: these games were the best ever!*



### III. The 9th World Games Cali 2013, COL



While the eighth edition of TWG was still in progress in Kaohsiung, the IWGA executive board formally awarded number nine to the Columbian city of Cali.



## The World Games 2013 Cali, COL

- Official award of The World Games 2013 to the City of Santiago de Cali, COL, on 21 July 2009
- Hand-over of the IWGA flag to the new hosts during 2009 Kaohsiung Closing Ceremony on 26 July
- Conclusion of the Host City Contract on 19 August 2009 in the presence of Colombian President Uribe Veléz
- TWG 2013 are scheduled from 25 July to August 4.



IWGA President Froehlich announced the decision to grant the hosting rights to Cali at one of his daily press conferences in Kaohsiung. *“The Games will be held for the first time in South America,”* Froehlich said.

At the same time, bid leader Pascual Guerrero, who now heads the Cali Organizing Committee (COC), explained the motivation behind the city’s candidature for 2013 to the international press: *“The excitement among the public here in Kaohsiung shows us even more what we can be looking forward in Cali. This event offers the people in South America the opportunity to learn about interesting and fascinating sports, and it gives Cali a chance to push urban development.”*

The conclusion of the Host City Contract for TWG 2013 was then celebrated at the Cali Congress Center in August 2009. Colombian President Álvaro Uribe Veléz, who attended the celebrations, reaffirmed the national government’s all-out support to the organizers over the coming years.

The dates for TWG 2013: the Opening Ceremony will be held on 25 July, the day the City of Cali celebrates the 100th anniversary of its foundation. 4 August will be the final day.

## Santiago de Cali, Cauca Valley



**Population:**  
2.2 million

**Area:**  
564 km<sup>2</sup>

**Elevation:**  
995 m ASL

**Temperature:**  
23° C average

**La Sucursal del  
Cielo:**  
Heaven's Branch  
Office

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Cali will stage the multi-sport games together with two other cities in the Cauca Valley. The organizers are already well prepared to seize the opportunity to promote the full breadth of sports – to the world as well as to a new continent – and to bring about significant change to the nation, region and city.

An appropriate slogan for TWG 2013 has already been found: *“Fair Play for the Planet!”* As the Kaohsiung organizers, the COC is committed to pay specific attention to environmental friendliness in its actions.

Add the slogan for TWG 2013 to those used in the marketing of Cali and you will end up with a convincing formula:

*“Heaven’s Branch Office,”* which is also labeled the *“Sporting Capital of the Americas,”* ensures *“Fair Play for the Planet!”* for TWG 2013.

## Sporting Capital of the Americas

- Cali brings vast experience as an organizer of major sporting events to TWG 2013 (Pan Am Games, World Championships, National Games).
- The Pascual Guerrero Stadium is undergoing major renovation with a view to Cali hosting the FIFA U-21 World Cup and TWG 2013.
- An overall budget of 208 billion Colombian pesos (US\$ 100+ million) is allocated to deliver TWG 2013.



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Under the Patronage of the  
International Olympic Committee



In 2008 Cali was host to the Colombian multi-sport games and over 6,000 participants. The city was also an acclaimed host to the Pan-American Games and hundreds of large-scale international championships. The most recent major event staged there – in December 2009 – was the UCI Track Cycling World Cup. Cali and its partner cities in the Cauca Valley have the necessary infrastructure to accommodate TWG 2013. Even if all events will be hosted at existing venues, Cali has already embarked on a number of projects to improve them even further. With a view to the FIFA U-20 World Cup 2011, which – as of March 2010 – could also be held in Cali and seven other Colombian cities, the 35,000-capacity multi-purpose main stadium will be renovated completely over the next 16 months.

## TWG 2013: Work in Progress



IWGA and Cali Organizing Committee (COC) work in partnership, with IWGA contributing know-how, expertise and the formulas proven in previous editions to TWG 2013.



Joint communications and marketing strategies are developed and implemented by IWGA and COC. Between them, the partners establish norms for presentation and promotion of TWG.



Combining their resources in communications, marketing and other key areas over the next four years, the partners work jointly on the foundations to another successful edition of TWG in 2013.:



Progress in the preparations is monitored at regular intervals by the Coordination Commission, a body made up of members of the IWGA executive and key COC staff.



COC and IWGA coincide 100% in their views that excellent collaboration and unity between the principal stakeholders in TWG 2013 are paramount to their success.

“We are one family!” IWGA President Ron Froehlich told the Colombian press in December 2009, *“and we need to support each other.”*

Joint communications and marketing strategies are currently being developed by IWGA and COC. Both partners establish the norms for presentation and promotion of TWG 2013.

IWGA President, Secretary General, Sports Director and other key IWGA personnel have visited Cali on several occasions already.

Coordination Commission meetings, between IWGA and COC representatives, have been held. The next one takes place during the SportAccord Convention and General Assembly in April 2010.





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