

BHM 2025 Q1 2023 MESSAGING



KEY MESSAGES

- **International competition, southern hospitality.** First responders from around the globe will unite in Birmingham to participate in fierce-but-friendly competitions built on competitiveness and comradery.
- **Free family fun.** The BHM 2025 Games is a free, family friendly event that will offer fans high-quality sporting events and the chance to explore all that Birmingham has to offer.
- **Uniting our community, building our legacy.** Birmingham will build on its reputation as a sports destination while leveraging the Games' significant economic impact to advance the City's goals.

POINTS OF DEMARCATION FROM TWG

The World Games 2022 was an extraordinary sports experience in Birmingham at which 3,600 elite athletes from 100 countries competed for gold in 33 unique, multi-disciplinary sports at 25 venues across the City. The 2025 World Police & Fire Games is a similar event, but different from The World Games in a few important ways:

| | | |
|--------------------|--------------|--------------|
| Budget: | \$60 Million | \$14 Million |
| Athletes: | 3,600 | 8,500 |
| Sports: | 33 | 50+ |
| Venues: | 25 | 30+ |
| Volunteers: | 3,500 | 2,500 |
| Housing: | Dorms | Pay / IPO |
| Tickets: | \$ PAID | FREE |



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EXPERIENCE WITH SAME EVENT

- **Senior Staff has planned this exact event in multiple cities.** Our CEO, SVP of Games Delivery and SVP of Corporate Development & Marketing have planned and executed this WPFG event in 2015 in Fairfax, Virginia & 2017 in Los Angeles, California.
- **Multi-sport event experience.** Our BHM 2025 WPFG Senior Staff has experience with over 20+ multi-sport events such as the Olympics, National Senior Games, US Police & Fire Championships, Florida First Responder Games and more.
- **Surplus after event.** In 2015, our BHM 2025 WPFG Senior Staff achieved and directed surplus funds from the event for cash donations to non-profit organizations and the donation of event materials to Parks & Recs and other deserving organizations, which impacted the community very positively. It is our hope for BHM 2025 WPFG to generate a surplus similar to previous games.

ANTICIPATED QUESTIONS

- **How is WPFG different from TWG?** Both events are unique and great for the region. The WPFG features nearly triple the athletes, all of whom pay their own way at hotels, dinner, entertainment and more. TWG athletes are Olympic-caliber athletes mostly staying in dorms as full-time professional athletes.
- **What is the real cost of WPFG?** The budget of the WPFG is \$14 Million with over 50% of the revenue already secured.
- **How much money does TWG owe today?** We support TWG in their close-out efforts and hope it is resolved soon.
- **Are you going to have to recoup overages too? Is this part of multi-sport events?** The nature of this event is different and unique. In previous years, under the same leadership, WPFG has had a surplus to distribute to community programs.
- **How are the WPFG security protocols different from TWG?** TWG was a SEAR-1 event. The WPFG will prepare for a SEAR-3 rating which would limit the amount of road closures and security forces needed, especially downtown.