

CORPORATE PARTNERSHIP PROMOTION TOOLKIT



PROMOTING YOUR PARTNERSHIP WITH THE 2025 WORLD POLICE & FIRE GAMES

■ ENGAGEMENT ■ AWARENESS ■ PARTICIPATION

PURPOSE OF TOOLKIT Corporate partners want to **make the most of their sponsorship** and **get key audiences excited about participating**. This toolkit offers ideas to **engage** with key audiences and **promote** involvement in the lead-up to and during the 2025 World Police & Fire Games.

ABOUT THE GAMES



- 10-day global competition
- 8,500 first responders from 70+ countries
- 60+ sports and 1,600 medal events
- Covers 3 different counties

SIGNATURE SPORTS

STAIR CLIMB, K-9 BIATHLON, ULTIMATE FIREFIGHTER, AND TOUGHEST COMPETITOR ALIVE

TACTICS & OBJECTIVES

E-Blasts,
Newsletters, &
Social Media

Physical
Signage

Internal
Presentations &
Company
Campaigns

Support &
Brand
Resources

This toolkit includes creative ideas to help you **promote your sponsorship** through **digital communications**, **internal engagement**, and **in-person touchpoints**.

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E-Blasts, Newsletters, & Social Media

OBJECTIVE: BUILD SUSTAINED EXCITEMENT LEADING UP TO THE GAMES

TACTICS:

- **Storytelling posts** (profiles, highlights, behind-the-scenes, sneak-peaks)
- **Fast-facts & countdown posts**
- **Employee spotlights** (volunteers!)
- **Use branded visuals like *"I'm in. Are you?"* assets**



Example Post Copy:

🔥 The Countdown Begins! 🔥

The 2025 World Police & Fire Games will unite 8,500+ first responders from 60+ countries for an unforgettable competition in Birmingham! Our team at [Company Name] is proud to support this incredible event. Join us—[register to volunteer](#) today!

#WPFG2025 #ImInAreYou #TheGamesOfHeroes

Physical Signage

OBJECTIVE: CREATE CONSISTENT, HIGH-VISIBILITY BRANDING IN YOUR WORKPLACE AND COMMUNITY.

TACTICS:

- **Posters:** break rooms, storefronts, bathrooms
- **Flyers:** reception desks, customer spaces
- **Digital signage:** [Feature promotional videos](#) and event details on lobby screens.



Internal Presentations & Company Campaigns

OBJECTIVE: DRIVE EMPLOYEE ENGAGEMENT AND PRIDE IN YOUR SPONSORSHIP

TACTICS:

- **Internal slide deck with volunteer/event info**
- **30-day email signature takeover:**
 - *"I'm in. Are you? Volunteer at the Games. Attend the Competition."*
- **Host a WPFG speaker** at a team event
- **Giveaway ideas:** Opening Ceremony tickets, volunteer perks

Sample CTA:

♥ Be a part of something bigger! Join [Company Name] as we support the world's bravest at the 2025 WPFG. [Sign up to volunteer](#) or [attend today](#)—let's make Birmingham shine!

WE'RE HERE TO SUPPORT YOUR SUCCESS

LET'S PARTNER LOUDLY. LET'S SHOW UP TO SERVE.

Need customized assets?

Feel free to reference WPFG's brand guidelines to develop your own artwork in-house.

[BHM 2025 WPFG RESOURCES](#)

Need creative or strategic support?

Contact Paige Bagby, Marketing Manager pbagby@bhm2025.com

