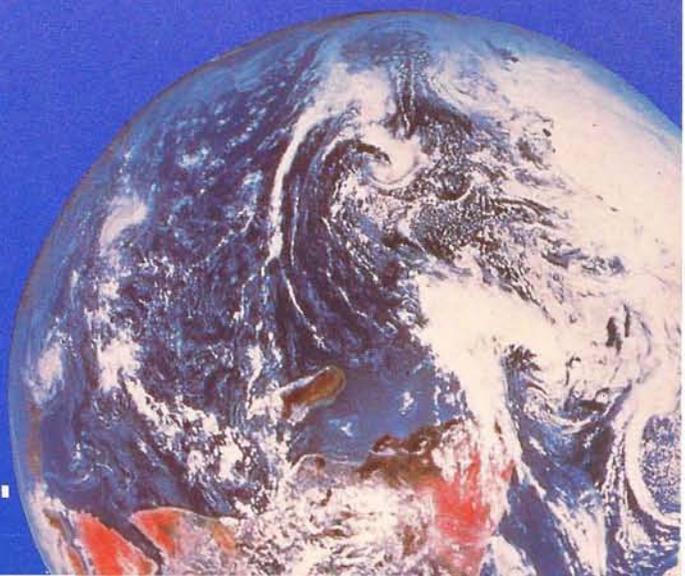


THE WORLD GAMES LONDON 1985



AND
BEYOND.....



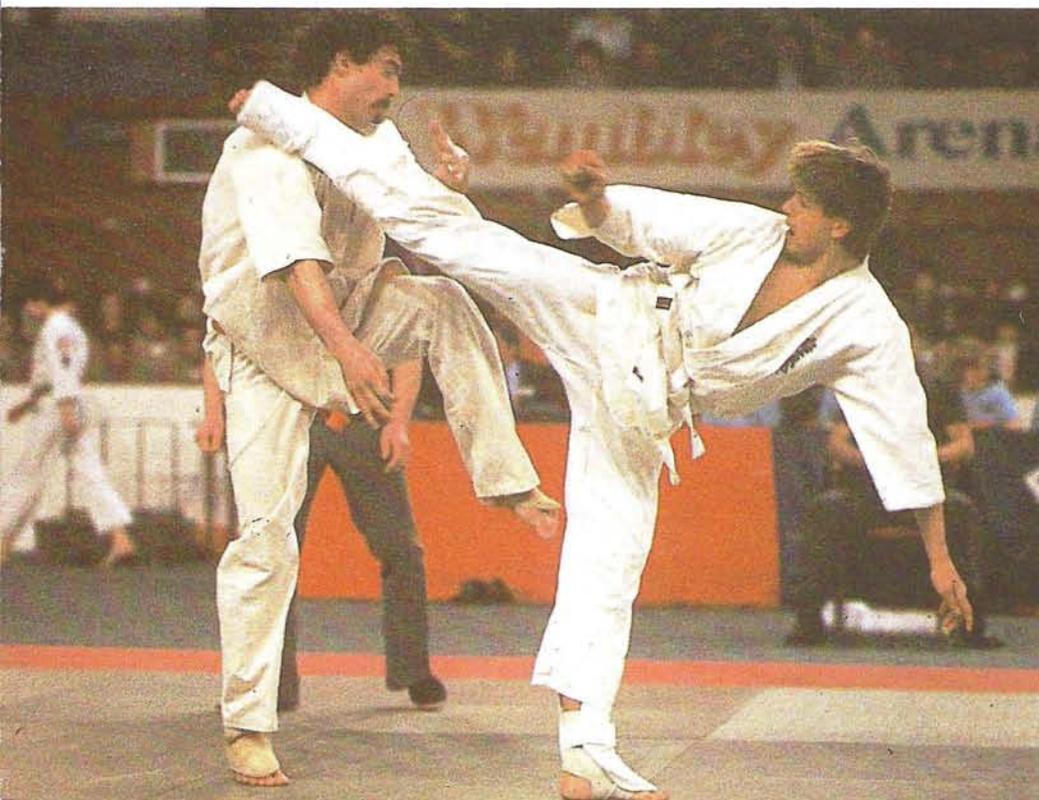
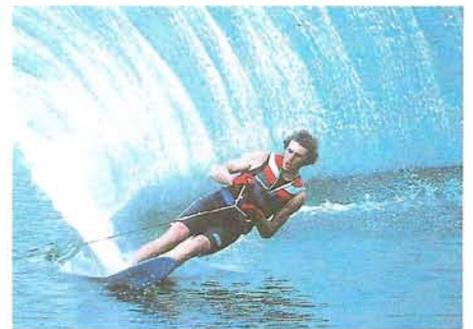
The World Games is the sporting achievement of the decade. It is a world setting and showcase for many emerging sports that cannot be represented at the Olympic Games because that event has grown so large. It will take place every four years, each time in a different city.

The World Games makes its debut in London, in the summer of 1985. Twenty-four sports will take part ranging from Western sports, like water-skiing, to sports that are popular in developing countries – taekwondo, for example.

Unlike the Olympics, the World Games does not require purpose-built stadia and competitors will march by sports and not by country. London has all the facilities needed for 24 wide-ranging sporting events and 1,800 competitors.

Sport is a leading leisure activity for competitor and spectator alike. The World Games will offer sponsors excellent opportunities for international exposure through television and local exposure through association with the event.

Perhaps this is the best opportunity – to help the non-Olympic sports and their quest for a continuing world stage.



THE SPORTS

These are the 24 sports taking part in the World Games:-

- | | |
|-----------------|-------------------|
| Archery – Field | Rollerskating |
| Body Building | – Artistic |
| Casting | – Hockey |
| Faustball | – Speed |
| Fin Swimming | Softball |
| Karate | Speedway |
| Korfball | Taekwondo |
| Life Saving | Ten Pin Bowling |
| Motocross | Trampoline |
| Netball | Tug-of-War |
| Petanque | Water Skiing |
| Powerlifting | Wrestling – Sambo |
| Racquetball | |

THE COMPETITORS

Competitors will be selected by the international sports federations. This will ensure that each World Games event will feature the top exponents of that sport, regardless of which country they come from.

THE VENUES

London's top sporting venues will be utilised to the full. These include:-
Wembley Arena and Conference Centre
Crystal Palace Hall and Pool
Cophall Stadium and Grounds
Thorpe Park
Harrow Bowling Centre
Wimbledon Stadium
The David Lloyd Racquet Centre

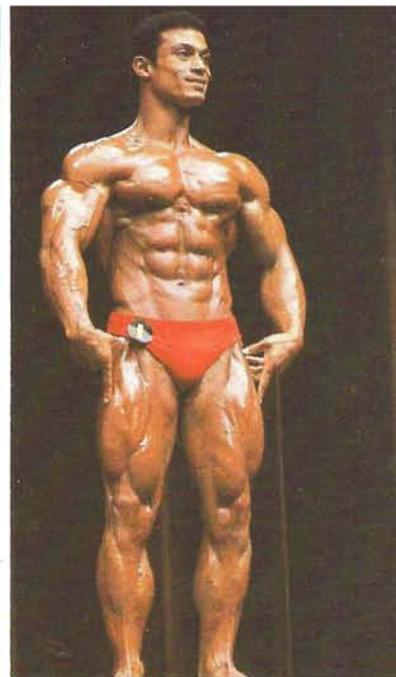
ACCOMMODATION

The competitors will mainly be housed at three residential colleges:-
Brunel University
St Mary's College
Royal Holloway College

TELEVISION AND THE MEDIA

The World Games will be televised internationally through the major TV channels in each country. It will also be distributed through the fast-growing cable television networks in the USA and Europe. Targetted television coverage is expected in over 40 countries.

The world's sports journalists will also be covering the Games using extensive press facilities normally available at major sporting events.



SPONSORSHIP OPPORTUNITIES

Funding the World Games rests entirely on sponsorship income. West Nally, the leaders in sports event marketing, has been retained as the organising and commercial company. They have ensured that sponsors will receive promotional value for their investment in the World Games.

With ten major venues, each covered by television, the opportunities for advertising panel exposure are exceptional.

There are several ways that local and international companies can become associated with the World Games.

MAJOR SPONSORSHIP

There is likely to be one title sponsor for the World Games who will receive a rights package commensurate with their investment.

OFFICIAL SUPPLIERS

An attractive way to be associated with the World Games is to supply your product or service for use by the competitors or by the organisers. Clothing, footwear, transportation, foods, drinks, timing, insurance, medical supplies, photocopying, cameras and film are typical products and services usually associated with events of this stature. Official suppliers gain use of the prestigious World Games symbol for their advertising.

ADOPT A SPORT

In order to cover the high expense of the Games, this is an opportunity for companies to sponsor the accommodation and venue costs for competitors and their specific sport and to be associated with that sport throughout the Games.

PROMOTIONS

There are many marketing promotions that could be run prior to and during the World Games, from on-pack competitions through to sports quizzes; your ideas can be turned into product selling promotions.

PROGRAMME ADVERTISING

The official programme for the World Games will be a high quality publication with an expected print run of 50,000 copies. This publication will be a collector's item and worthy of advertising in as a one-off exercise. If you are involved with sponsorship of the World Games, in any way, then advertising in the official programme will reinforce your original investment.

CONTACT

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