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OUR BRAND SPIRIT

THE GLORIOUS HEART AND HOME OF TRACK AND FIELD IN THE U.S.

There may be no collective environment closer to the hearts of the world's best track and field athletes and its most passionate fans than glorious Oregon, one-of-a-kind Eugene, and storied Hayward Field.

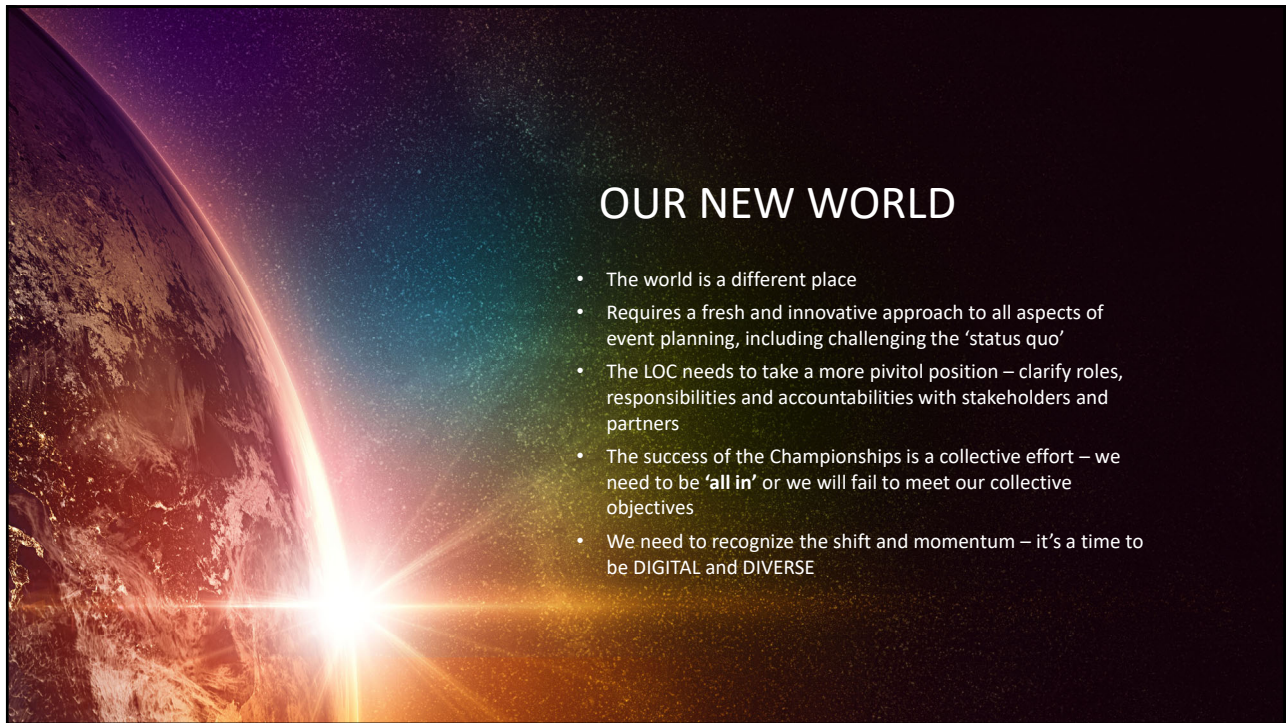
This is a small community that thinks big, acts unconventionally, and produces unexpectedly. For so many, this is the heart and home of track and field. To think Hayward Field is to think history and innovation and inspiration, because legends race to compete here.

Hayward is loud and fanatical because hearts beat louder here, it feels different here, because there is magic in this place.

Because of the glory it has offered to so many for so long, and the glory that has yet to be claimed.



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OUR NEW WORLD

- The world is a different place
- Requires a fresh and innovative approach to all aspects of event planning, including challenging the 'status quo'
- The LOC needs to take a more pivotal position – clarify roles, responsibilities and accountabilities with stakeholders and partners
- The success of the Championships is a collective effort – we need to be **'all in'** or we will fail to meet our collective objectives
- We need to recognize the shift and momentum – it's a time to be DIGITAL and DIVERSE



WORLD ATHLETICS CHAMPIONSHIPS OREGON 22

We are proud to be part of the Oregon22 team. Our event will be held in glorious Oregon, one-of-a-kind Eugene, and storied Hayward Field. Our strategy and culture guide us in everything we do and will help us succeed in delivering an unmissable event.

OUR AMBITION

"To be the Best of all Worlds"

We are aiming to deliver an unmissable event that will showcase the State of Oregon and the sport of Track and Field globally.

FIRST TIME EVER IN THE USA

The most unique track and field facility in the world. Hayward Field at the University of Oregon.

THE GLORIOUS HEART & HOME OF TRACK & FIELD USA

(Unmissable. Unexpected. Unconventional)



4 BIG GOALS

AT THE END OF THE EVENT WE WILL HAVE:

- Organized an unmissable heart & home World Championships.
- Prioritized the unity of diversity & world participation.
- Maximized visibility and digital engagement to achieve record breaking media exposure.
- Optimized resources and partnerships to achieve outstanding results as effectively as possible.

6 STRATEGIC INITIATIVES

STRONG BRAND

Build an event brand and identity that resonates globally and attracts fans both in stadium and digitally to watch Championships pre, during and post event.

UNIQUE EXPERIENCE

Deliver experiences across all constituent groups that not only meet high levels of operational excellence but embrace and deliver a heart and home experience that is unique to Oregon22.

DYNAMIC TEAM

Build a high performing team that lives by and upholds the values of Oregon22 and conducts its actions through robust business practices, optimizing resources at every opportunity.

DRIVE CHANGE

Be an inspiring leader and voice for igniting long lasting change in both mindset and behavior. We will be the new blueprint for the hosting of major sports championships in the future.

ENGAGE PARTNERS

Provide the platform to enable all our stakeholders, community and partners to deliver and achieve their objectives and share in the collective success of the Championships.

DIGITAL TRANSFORMATION

Integrate digital technology into all our activities to enhance our business practices internally and our engagement externally.

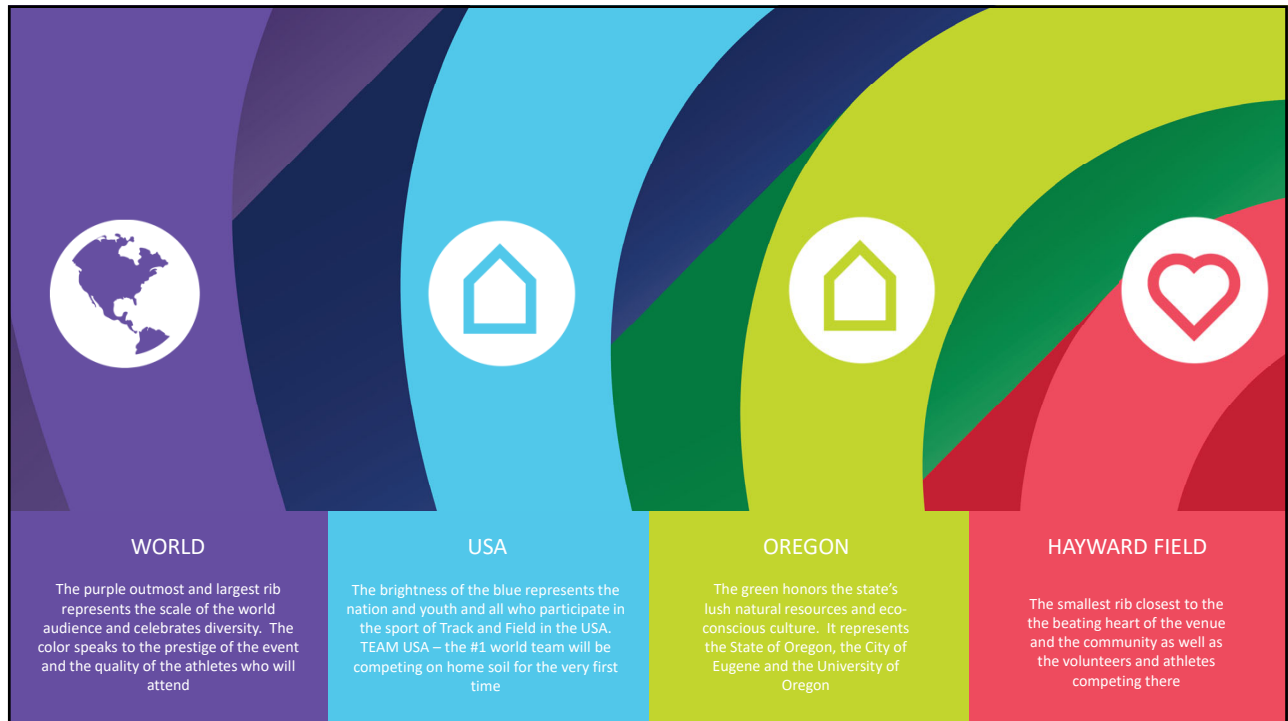
OUR MINDSET

Our organizational mindset cultivates the following shared values:

- Celebrate world diversity in all that we do.
- Athlete inspired at every turn.
- Resourceful and sustainable wherever possible.
- Progressive in design and delivery of our event.

This has a powerful influence over what we attempt to do, what we learn, and whether we are successful.

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Brand Reveal Video (placeholder)



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THINGS TO KNOW



The event will take place July 15 – 24, 2022 at Hayward Field.



The 10-day event will showcase the world's best athletes in action across track and field disciplines, marathons, and race walks.



The World Athletics Championships have showcased the greatest athletes on Earth since 1983. WCH Oregon22, the 18th edition, will mark the first-time track and field's most prestigious event will be hosted on U.S. soil.



Previous host cities have included Doha, London, Rome, Athens, Berlin, and Beijing.



THINGS TO KNOW



2,000 athletes representing over 200 nations will travel to Oregon to compete for the title of World Champion.



The world's most dominant track and field team finally gets to compete at home! Team USA boasts the most medals ever won by a country in the 36-year history of the World Athletics Championships. They are by far the most successful team in history with more than twice as many medals as the country who follows.



There will be global media presence and coverage of the event, reaching an audience of over 1 billion people and broadcasting more than 6,500 hours of television coverage.



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UPDATES

- Ticketing
- Get Involved Campaign
 - Volunteering
 - Making Tracks Youth Education Program
 - Call for food & beverage vendors, entertainers
- Road Events
- Sustainability Goals



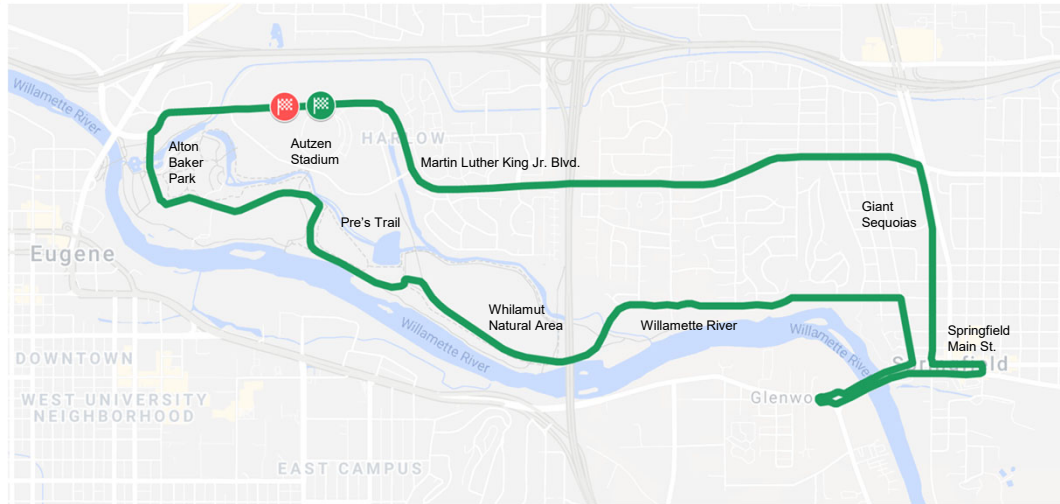


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Marathon Course Overview: Landmarks



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LANDMARKS

AUTZEN STADIUM • ALTON BAKER PARK
• PRE'S TRAIL • WHILAMUT NATURAL
AREA • KALAPUYA TALKING STONES •
WILLAMETTE RIVER • DOWNTOWN
SPRINGFIELD • GIANT SEQUOIAS •
MARTIN LUTHER KING JR. BLVD





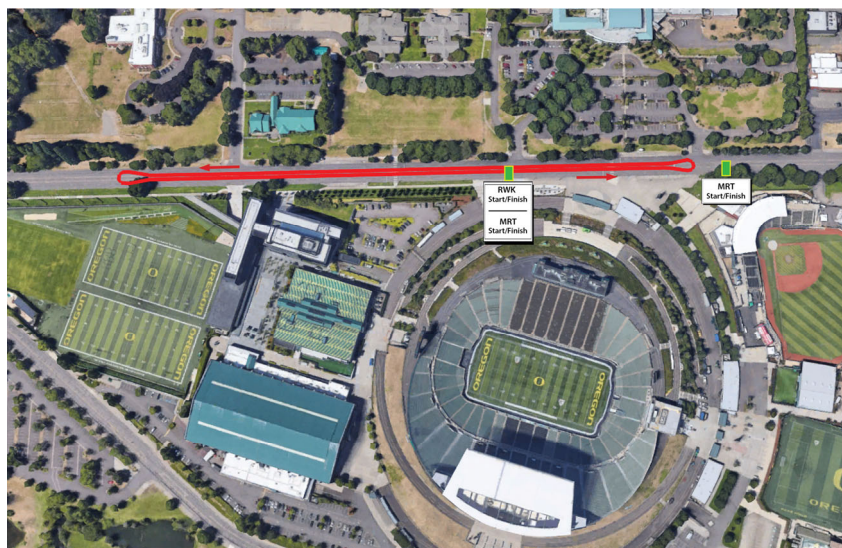
Marathon Course: Three 14K Loops



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Race Walk 1K Course





Race Walk Schedule

Women's 20K

Day 1: Friday, July 15
Start Time: 1:10 PM

Men's 20K

Day 1: Friday, July 15
Start Time: 3:10 PM

Women's 35K

Day 8: Friday, July 22
Start Time: 6:15 AM

Men's 35K

Day 10: Sunday, July 24
Start Time: 6:15 AM



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Marathon Schedule

Men's Marathon

Sunday, July 17

Start: 06:15

estimated time on course = 2:35

Women's Marathon

Monday, July 18

Start: 06:15

estimated time on course = 3:00





SUSTAINABILITY



BRING
reduce | reuse | recycle | rethink



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A COLLECTIVE PARTNERSHIP



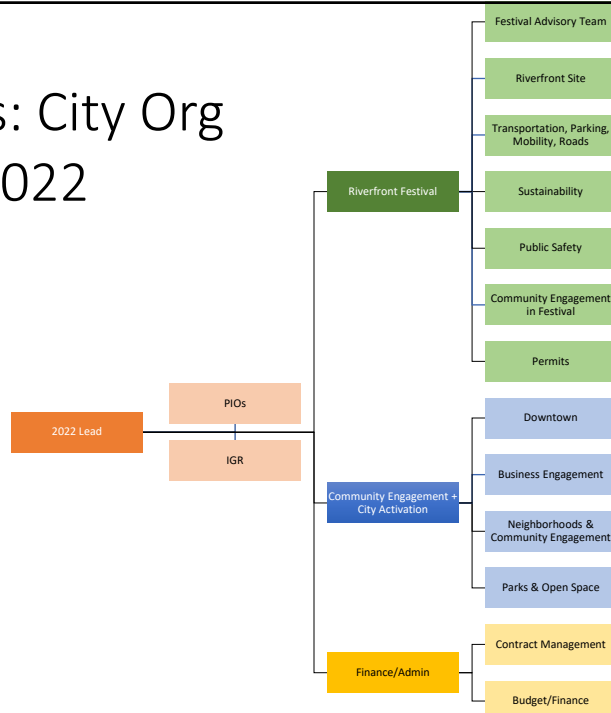


TO CREATE A NEVER-BEFORE EXPERIENCED CITY CELEBRATION IN EUGENE



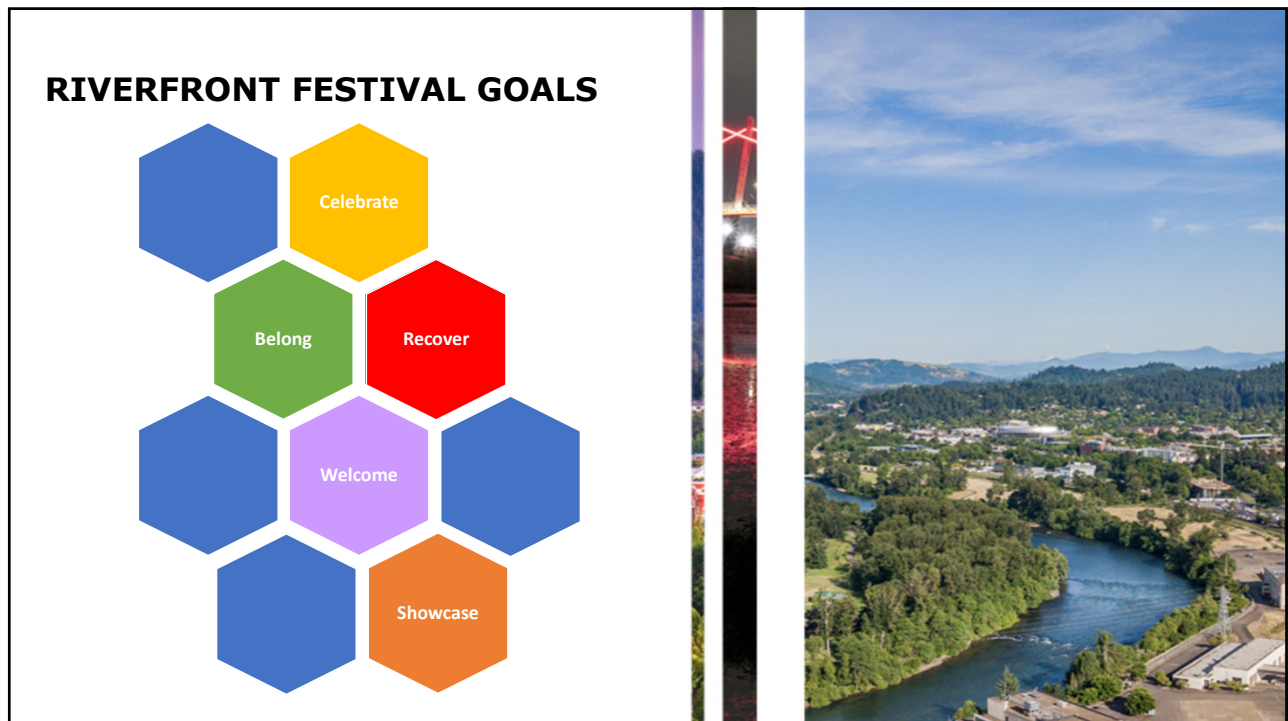
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Operations: City Org Chart for 2022





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JULY 2022
RIVERFRONT FESTIVAL
EUGENE

MEET THE TEAM

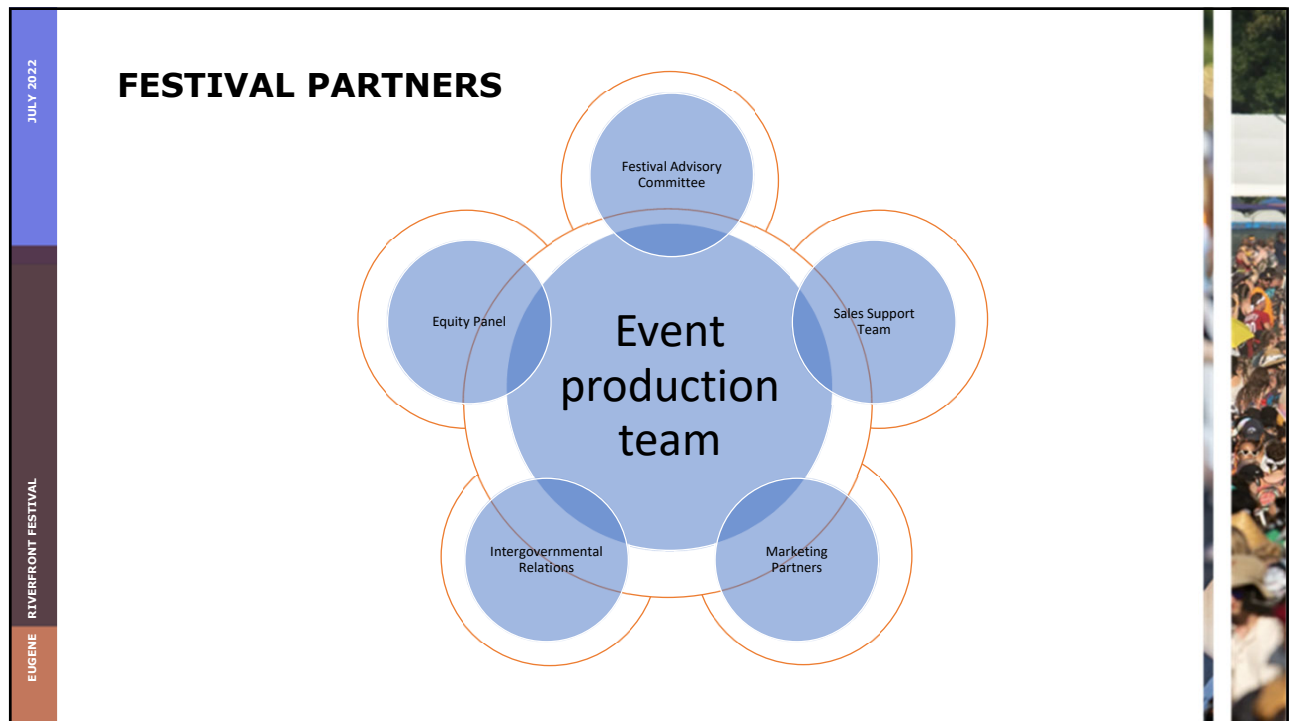


REVERE

EVENT EXPERIENCE




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EQUITY PANEL

Eugene/Springfield NAACP

Community Alliance of Lane County (CALC)

Obsidian Soul Productions/Black Cultural Festival

Eugene Pride Day Equality Project

University of Oregon Center for Student Involvement (Student Representative)

Lane Arts Council (Community Representative)

Mobility International USA

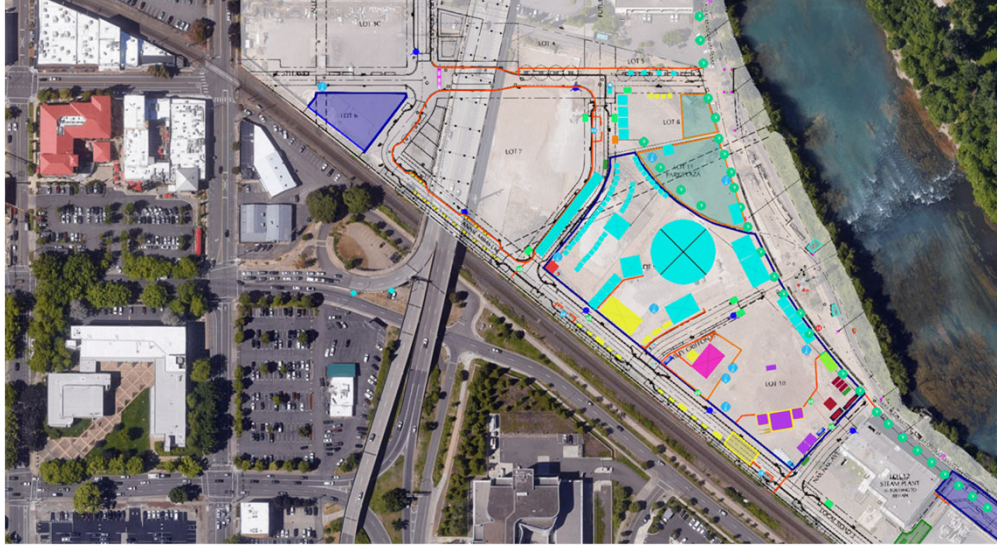
Lane Community College Longhouse Steward & Native American Student Program

Oregon Asian Celebration

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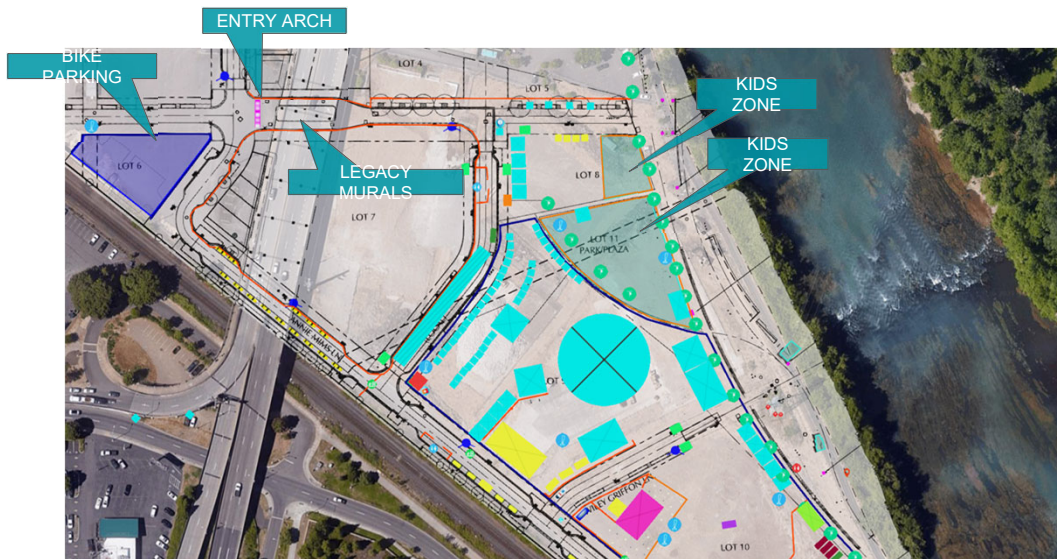


SITE MAP



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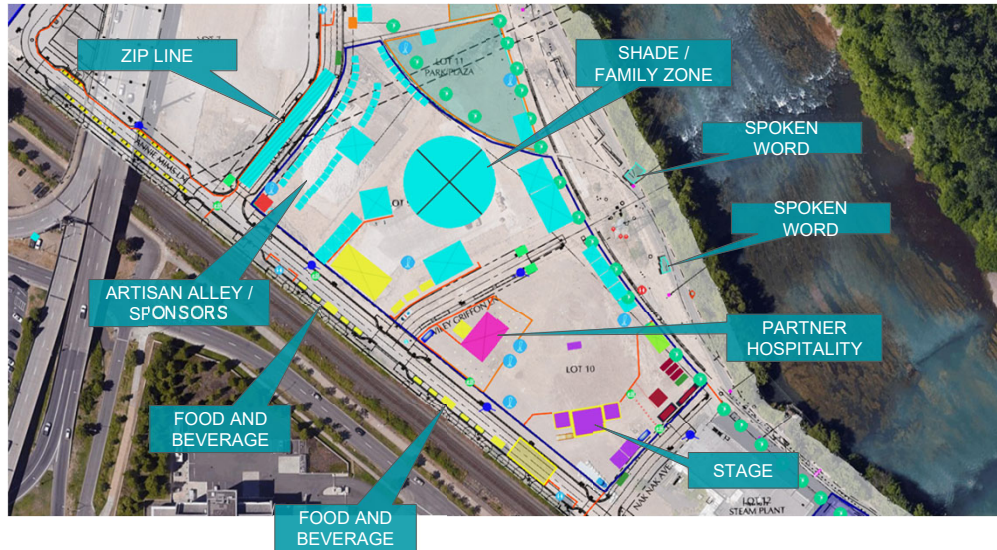
SITE MAP



JULY 2022

EUGENE RIVERFRONT FESTIVAL

SITE MAP



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COMING UP NEXT...

- Partnership building
- Multicultural & international opportunities
- Continued community engagement
- Volunteering
- Celebration of businesses
- Communications



My Home to Hayward video (placeholder)



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