WORLD TRANSPLANT GAMES
NEWCASTLE GATESHEAD 2019

SPONSORSHIP AND PARTNER OPPORTUNITIES

worldtransplantgames.org 17 - 24 AUGUST 2019
WORLD TRANSPLANT GAMES 2019

This August NewcastleGateshead will warmly welcome approximately 2500 participants from over 60 countries, aged from 4 to 80+ for the World Transplant Games 2019.

All participants will be recipients of organ and/or tissue transplant or will be living donors or donor families.

The World Transplant Games are a celebration of a second chance of living life to the full, human courage and physical fitness.

The Games aim to raise public awareness and acceptance of organ donation, increase donor registrations and encourage donors to share their wishes.

Summer and Winter Games are held in alternate years in different countries under the direction of the World Transplant Games Federation.

The World Transplant Games Federation promote the benefits of transplantation and the need for transplant patients to regain and maintain fitness.
WHY NEWCASTLEGATESHEAD?

NewcastleGateshead won the bid to host the World Transplant Games 2019, beating competition from Houston, Texas.

Every year NewcastleGateshead welcomes millions of visitors from across the globe. It has a fantastic track-record of delivering sporting and cultural events including the world’s most iconic half marathon the Great North Run, the 2015 Rugby World Cup and the very successful British Transplant Games in 2015.

Our doctors and facilities have led pioneering work in transplantation for many years including the first successful heart transplantation for a baby in the UK and the first successful single lung transplantation in 1987. The first ever dedicated Institute of Transplantation opened its doors at Freeman Hospital in 2011.

Competitors and supporters will enjoy state of the art facilities across North East England including Gateshead International Stadium, Sport Central at Northumbria University, Sunderland Aquatic Centre, Newcastle Eagles Arena, Hetton Lyons Country Park, the Northumberland Club, St James’ Park and Close House Golf Resort.

Sporting events will also be staged in and around NewcastleGateshead’s city centre parks and landmarks, to showcase the iconic backdrop, bring the city to life and ensure athletes and supporters experience the famous Geordie welcome.

The lead organisation for the NewcastleGateshead Games is Newcastle Gateshead Initiative. Delivery partners include: Transplant Sport, MLS, Newcastle City Council, Gateshead Council, Sunderland City Council, Newcastle University, Northumbria University Newcastle and Newcastle Upon Tyne Hospitals Trust with Westfield Health the main sponsor.

With its experience in transplantation and unrivalled passion for sport, Newcastle
There are some fantastic opportunities to support the event. Your organisation could either sponsor a sport, social event or country to demonstrate your support for the Games and gain valuable exposure for your organisation. Recognition for your company could include branding opportunities, media coverage, medal presentations, and VIP invitations. Sponsorship packages start at just £3k.

TIER 2 SPONSOR

- Exclusivity of product/service sector to sponsor where appropriate
- Opportunity to use the WTG2019 Proud Partner logo.
- PR opportunities, including:
  - Press release announcing involvement
  - Inclusion on the WTG2019 Boiler Plate
  - Key PR contact to support your organisation’s related PR activities
- 2 complementary VIP tickets to:
  - The Opening Ceremony and Civic Reception
  - The Gala Celebration
  - The Sporting events (more tickets potentially available), plus opportunity to present medals at selected events
- Branding recognition, including:
  - Half page advert and acknowledgement in the Official Games Programme.
  - Logo recognition on partner acknowledgement banner stands used across the sports, social programmes and accommodation sites
  - Logo recognition on the Official Games backdrops at awards ceremonies
  - Logo recognition in stakeholder presentations
  - Logo recognition in the event film produced after the Games
  - Recognition on the WTG website, partners’ page feature and a link to your website
  - Recognition on social media channels (Instagram, Facebook, Twitter)
  - Banner ads, logo opportunities 50 word features (linking to online articles where required) in e-newsletters sent to WTG contact lists
  - Guest blogger opportunities (related to your support for WTG2019)
- Other benefits include
  - Employees invited to take part in the ‘Gift of Life’ 5K run during the Games
  - Local Organising Committee members available for staff presentations to raise awareness of the partnership and encourage involvement

Cost of Package £50k + Vat
TIER 3 SPONSOR: GIFT OF LIFE DONOR RUN

- Exclusivity of product/service sector to sponsor Gift of Life Run
- Opportunity to use the WTG2019 Proud Partner logo.
- PR opportunities including:
  - Press release announcing involvement in Gift of Life
  - Inclusion the Gift of Life Boiler Plate
  - Key PR contact to support your organisation’s related PR activities
- VIP benefits:
  - Opportunity to meet & greet the celebrity starter
  - VIP access to refreshments
  - VIP runner status for your company
  - Opportunity for product placement
  - 2 VIP tickets to the WTG Opening Ceremony or Gala Reception
- Branding recognition including:
  - Quarter page advert and acknowledgement in the Official Games Programme
  - Branding on the Gift of Life CSR pack / posters / route banner dressing / Start and finish staging / Just Giving page
  - Logo recognition on the Gift of Life medals presentation backdrop
  - Logo recognition on the Gift of Life posters
  - Recognition on the Gift of Life web page
  - Recognition on social media channels (Instagram, Facebook, Twitter)
  - Logo recognition and 50 word feature in Gift of Life e-comms
  - Company logo on Gift of Life lanyard
- Other benefits include
  - Legacy Opportunity to sponsor WTG 2019 Fun Run
  - Employees invited to take part in the run or support as a volunteer
  - Local Organising Committee members available for staff presentations to raise awareness of the partnership and encourage involvement

Cost of Package £10k + Vat
TIER 3 SPONSOR: SINGLE SPORT OR ASSOCIATED EVENT

An opportunity to support one or more sports across the Games Programme.

- Exclusivity of product/service sector to chosen sport
- Opportunity to use the WTG2019 Proud Partner logo
- PR opportunities including:
  - Press release template to enable your organisation to announce involvement
  - Key PR contact to support your organisation’s related PR activities
- VIP benefits:
  - VIP access to refreshments
  - Opportunity for product placement
  - Opportunity for medals presentation
  - 2 VIP tickets to the WTG Opening Ceremony or Gala Reception
- Branding recognition including:
  - Logo recognition on sports venue dressing
  - Logo recognition on medals presentation area
  - Quarter page advert and acknowledgement in the Official Games Programme
  - Recognition on social media channels (Instagram, Facebook, Twitter).
  - Logo recognition and 50 word feature in WTG e-newsletter.
- Other benefits include
  - Employees invited to take part in the Gift of Life 5K Run during the Games
  - Opportunity for your team to support the event as a volunteer
  - Local Organising Committee members available for staff presentations to raise awareness of the partnership and encourage involvement

COST OF PACKAGE £3K TO £10K + VAT DEPENDING ON SPORT
In addition to the sporting programme there are also a range of social activities.

PARADE AND OPENING CEREMONY - 17 AUGUST
The Games will commence with an Athlete’s Parade through Newcastle City Centre concluding at Sport Central for the Opening Ceremony, Celebration and a uniquely commissioned aerial performance dedicated to the wonderful gift of life that donors provide.

CULTURAL EVENING ‘Tyne Takeover’ - 20 AUGUST
The Tyne Takeover’ welcomes all participants to a fun-packed evening of music, activities and entertainment at the Centre for Life in Newcastle. Guests often attend in the traditional dress for their country.

CLOSING GALA CELEBRATION - 23 AUGUST
After a week of celebration, camaraderie and sports excellence, the participants come together one last time to celebrate at the Utilita Arena. The stage will be set for an evening of food, drink and entertainment. The evening will also incorporate the traditional chain of peace to bring together participants.

CHILDREN AND YOUNG PEOPLE’S PROGRAMME - 19 to 23 AUGUST
Families will be able to enjoy a programme of fun activities throughout the week, such as an organised pool party, discounts off local young people’s activities and activities to keep our younger visitors busy during some of those longer sporting days.

LOCAL EXCURSIONS - 19 to 23 AUGUST
Participants can sign up to join excursions to Alnwick Castle and Gardens, Hadrian’s Wall and Corbridge, Farne Islands and the Northumberland Coast or Durham Cathedral and Beamish. We’re also helping participants find out about fantastic places they can visit in NewcastleGateshead and the surrounding areas.

Cost of package £3k to £10k + VAT depending on event
EDUCATIONAL PROGRAMME

A number of associated activities are taking place as a result of the World Transplant Games taking place in Newcastle-Gateshead these include:

WORLD TRANSPLANT GAMES SYMPOSIUM 2019 – 17 AUGUST
The Symposium at Newcastle University examines the contribution of Newcastle Hospitals and Newcastle University to the field of transplantation medicine and the use of exercise and health promotion as part of a healthy lifestyle following organ transplantation. Presentations and workshop leaders include clinicians, academics and World Transplant Games athletes. The symposium will appeal to clinicians, academics, sports scientists, physiotherapists and anyone interested in organ donation and transplantation. Find out more at: www.worldtransplantgames.org/symposium

SPORT SCIENCE PUBLIC ENGAGEMENT EVENT – 17 AUGUST
Ever wondered how fit you are? A free and fun engagement event at Newcastle University will enable participants to learn about how fitness is measured and optimised. They will see how exercise can assist in recovery after surgery and can get hands on with interactive stations focused on health, performance and psychology. www.worldtransplantgames.org/symposium/

SCHOOLS PROGRAMME
We want to engage children and young people in the Games and help get the conversation started about organ donation. We are working with Northern Print on an art programme which will see workshops on print making delivered in 3 schools. Schools have also been invited to take part in a competition to design the official Games mascot.
OTHER OPPORTUNITIES TO GET INVOLVED

FUNDRAISING
Sponsorship, donations, in-kind support are all ways businesses and individuals can get involved in supporting the Games. FUNdraising is hugely rewarding and there are many unique, silly, fun, food-related, exercise-related, anything-related ways of raising money. You can either do your own fundraising activity or sign up for the two Games related Fun Runs - the Sage Run (6th July) and Gift of Life Run (18th Aug). See worldtransplantgames.org/get-involved for more information.

RAFFLE TICKETS
Books of World Transplant Games 2019 Big Raffle tickets are available to sell in your organisation. These are a great way to raise the profile of the Games and raise some money to support in the process.

SUPPORTING ‘TEAM 19’ THE GAMES VOLUNTEERS
Hundreds of volunteers will be supporting throughout the Games to help make it a success. Volunteers will be an integral part of what makes the Games an event that inspires and uplifts, and has visibility across the region. Your organisation could sponsor volunteer activity such as the volunteer uniforms or the volunteer celebration event to help say a big thank you to ‘Team 19’.

VIP ACTIVITIES AND INTERNATIONAL VISIBILITY
There are VIP opportunities throughout the Games for sponsors and supporting partners. VIP activities include tickets to the Opening and Closing Events and elements of the sports programme. The World Transplant Games brings together international athletes, sporting bodies, local corporates and organisations, medical professionals and tourism and hospitality partners. Whatever your organisation’s areas of interest, the Games are a great way to make new connections.

ORGAN DONATION - Sign up to the NHS Organ Donor Register and share your wishes - it only takes 2 minutes at organdonation.nhs.uk
KEY DATES

Official arrival days: 16/17 August
Transplant Symposium: 17 August
Opening ceremony and Parade: 17 August
Competition days: 18 to 23 August
'Tyne Takeover’ 20 August
Closing ceremony and Gala dinner: 23 August
Official departure day: 24 August

AGE GROUPS

Athletes will compete in gender in the following age groups:
ADULTS: 18-29, 30-39, 40-49, 50-59, 60-69, 70-79, 80+
CHILDREN: 5 years and under, 6-8, 9-11, 12-14, 15-17.

SPORTS – ADULTS

• Archery
• Athletics – track and field
  100m; 200m; 400m; 800m; 1500m; 5000m; racewalk; 4x100 relay; 4 x400 relay; shot put; ball throw; long jump; high jump; discus; javelin.
• Badminton
• Basketball (3-on-3)
• Cycling
  10km closed course time trial
  30km road race
  20km team event
• Darts
• Football
• Golf
• Petanque
• Table Tennis
• Tennis
• Ten pin Bowling
• Squash
• Swimming
  Freestyle (50m, 100m, 200m, 400m); breaststroke (50m, 100m); backstroke (50m, 100m); butterfly (50m); 200m individual medley; 4x50m freestyle relay; 4x50m medley relay, 200+ relay.
• Volleyball
• Virtual Triathlon
SPORTS – CHILDREN

- Archery (15-17)
- Athletics (age groups 5 and under, 6-8, 9-11, 12-14, 15-17 - age restrictions apply for some events):
  - 25m, 50m, 100m, 200m, ball throw, high jump, long jump, shot putt)
- Badminton (9-11, 12-14, 15-17)
- Cycling 5km time trial (9-11, 12-14, 15-17)
- Darts (9-11, 12-14, 15-17)
- Squash (15-17)
- Swimming (age groups 5 and under, 6-8, 9-11, 12-14, 15-17 - age restrictions apply for some events):
  - Freestyle (25m, 50m, 100m, 200m); breaststroke (25m, 50m, 100m);
  - backstroke (25m, 50m, 100m); butterfly (25m, 50m).
- Table Tennis (9-11, 12-14, 15-17)
- Ten Pin Bowling (9-11, 12-14, 15-17)
- Tennis (9-11, 12-14, 15-17)

SPORTS – DONORS
(including deceased donor families and living donors)

- Road Race
- 50m Freestyle
- Athletics
  - 100m sprint, ball throw, long jump
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KEY MESSAGES

About the World Transplant Games

- The World Transplant Games are staged by The World Transplant Games Federation in order to promote the benefits of transplantation, raise public awareness and increase organ donation, whilst encouraging transplant patients to regain fitness.

- The Games are staged annually (Summer and Winter Games alternate each year) and are held in a different country each year, to support the Federation’s aims of engaging with the global transplant community and spread the message about the need for people to not only sign the donation register but share their wishes with family.

- The World Transplant Games Federation was officially formed in 1987, and now has around 70 member countries worldwide. For more information of the World Transplant Games Federation visit - http://wtgf.org

- The World Transplant Games NewcastleGateshead 2019 will take place 17-24 August 2019, following the successful delivery of the Westfield Health British Transplant Games 2015.

- The World Transplant Games 2019 are delivered by destination management and marketing organisation, NewcastleGateshead Initiative, on behalf of the U.K. charity Transplant Sport, and in partnership with a range of stakeholders and partners including, MLS, Newcastle City Council, Gateshead Council, Transplant Sport, The Newcastle upon Tyne Hospitals NHS Foundation Trust, Newcastle University, Northumbria University Newcastle, Donor Family Network and NHS Blood and Transplant.

- The Local Organising Committee for the World Transplant Games 2019 is chaired by North East businessman, Graham Wylie CBE.

- For more information on the World Transplant Games visit www.worldtransplantgames.org

FOR MORE INFORMATION
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