



# PARTNER BROCHURE

ROTTERDAM 2022

WORLD POLICE  
& FIRE GAMES



Government of the Netherlands

ROTTERDAM.  
MAKE IT  
HAPPEN.

vfonds  
invests in  
PEACE

POLITIE



Veiligheidsregio  
Rotterdam-Rijnmond

BRANDWEER

Port of  
Rotterdam







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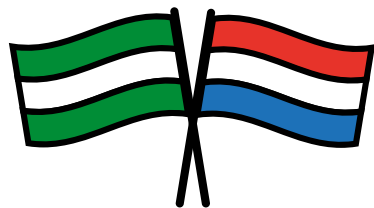




# INTRODUCTION

ULTIMATE  
FIREFIGHTER





# ROTTERDAM & THE NETHERLANDS

HOST TO MAJOR SPORTING EVENTS

Euro 2000 Davis cup 2001 UEFA Cup Final 2002 Korfball World Championship 2003  
Baseball World Cup 2005 Volvo Ocean Race 2006 Youth European Volleyball Championship 2009  
World Judo Championships 2009 Artistic Gymnastics World Championships 2010 Grand Départ Tour de France  
2010 World Table Tennis Championship 2011 European Handball Championship 2011 World Squash Championships 2011  
European Baseball Championship 2012 BMX World Championship 2014 World Triathlon Series 2017 World Short Track  
Speed Skating Championships 2017 UEFA Women's Euro 2017 European Volleyball 2019  
World Championship Shorttrack 2021





**10**  
days

**62**  
sports

**36**  
sports venues

**70**  
nationalities

**10.000**  
competitors

**30.000**  
supporters





1. Angling  
(Fresh)



2. Angling  
(Salt)



3. Archery  
(Target, Field & 3D)



4. Badminton



5. Baseball  
(Slow Pitch)



6. Basketball  
(3 on 3)



7. Basketball  
(5 on 5)



8. Bankdrukken



9. Biathlon



10. Sloeproeien  
(20,21 km)



11. Bowlen  
(10-pin)



12. Boksen



13. Cross Country  
(5K & 10K)



14. CrossFit



15. Cycling  
(Mountain)



16. Cycling  
(Street Bikes)



17. Darts



18. Dragon Boat Race



19. Field Hockey



20. Golf



21. Ice Hockey



22. Judo



23. Karate



24. Muster  
(Hose cart & Bucket brigade)



25. Pistol  
(PAP)



26. Pistol  
(PPC)



27. Pocket Billiards  
(Pool)



28. Police Service Dogs  
(Biathlon)



29. Push-Pull Lifting



30. Rifle  
(Air)



31. Rifle  
(Large Bore)



32. Rifle  
(Small Bore)



33. Road Race  
(Half Marathon running)



34. Rowing  
(Indoor)



35. Rowing  
(Outdoor)



36. Rugby  
(7-Aside)



37. Shotgun  
(Skeet)



38. Shotgun  
(Sporting Clays)



39. Shotgun  
(Trap)



40. Soccer  
(Indoor, 5-Aside)



40. Soccer  
(Outdoor)



42. Softball  
(Slow Pitch)



43. Squash



44. Stair Race



45. Surfing  
(Kite)



45. Surfing  
(Stand up paddle)



47. Swimming  
(Indoor)



48. Swimming  
(Outdoor, Open Water)



49. Table Tennis



50. Taekwondo



51. TCA



52. Tennis



53. Track & Field



54. Track & Field  
(Decathlon)



55. Triathlon



56. Tug-of-war



57. Ultimate Fire Fighter



58. Volleyball  
(Beach)



59. Volleyball  
(Indoor)



60. Water polo



61. Wrestling



62. Wrist-wrestling

# WPFG INTERNATIONAL



With some 10,000 competitors, the World Police & Fire Games, which originated in the USA, are the largest multidisciplinary mixed-sport event in the world. The WPFG have been in existence for more than 35 years and are held every two years. Their main objective is to promote mutual contact between Police, Fire, Customs and Corrections Services personnel worldwide, so that these public safety workers can also meet each other outside their – often heavy – daily work activities. Everyone who works for one of the aforementioned organizations can participate in the WPFG.





# 70 nationalities

Argentina Australia Austria Azerbaijan Barbados Belgium Bermuda Brazil Canada  
Cayman Islands China Chinese Taipei China Croatia Czech Republic Denmark Estonia  
Finland France Germany Gibraltar Greece Hungary Iceland India Ireland Israel Italy  
Japan Kosovo Latvia Luxembourg Malaysia Mexico Mongolia The Netherlands  
New Zealand Nigeria Northern Ireland Norway Peru Philippines Poland Puerto Rico  
Romania Russia Scotland Singapore Slovakia South Africa Spain Sri Lanka Sweden  
Switzerland Turkey Ukraine United Kingdom United States of America Venezuela Wales

# THEME

The World Police & Fire Games are much more than just a sporting event.  
Sport is utilized as a means to:

- Facilitate encounters between public safety workers, so that they can meet each other in different circumstances from their often heavy daily work;
- Encourage sportsmanship, specifically for responders whose physical and mental fitness is extra important;
- Generate respect for these public safety workers who are there for us day and night.



# CORE VALUES

Respect Appreciation Integrity Connection  
Sportsmanship Perseverance Pride  
Diversity Inclusivity



# COMMITTEE OF RECOMMENDATION



**Ivo Opstelten**

Former Minister of Justice and Security  
Chairman of the Committee of Recommendation



**Erica Terpstra**

Former Dutch and European swimming champion,  
former State Secretary of Public Health, Welfare and  
Sport and former President of the NOC\*NSF.  
Member of the Committee of Recommendation



**Prins Pieter-Christiaan van Oranje-Nassau**

Chairman of Milan Ops, a start-up in the Internet of Things.  
He also works for Milan Innovincy, VBN and  
Tardis Research BV.  
Member of the Committee of Recommendation



**Henk van Essen**

Commissioner of the Netherlands Police  
Member of the Committee of Recommendation



**Tijs van Lieshout**

Chairman, The Netherlands Fire Service  
Member of the Committee of Recommendation



**Stephan Wevers**

President of the Federation of the European  
Union Fire Officer Associations  
Member of the Committee of Recommendation



**Nanette van Schelven**

General Director, Customs Service  
Member of the Committee of Recommendation



**Gerard Bakker**

Chief Executive Officer, Custodial Institutions Agency  
Member of the Committee of Recommendation

# BESTUUR EN DIRECTIE



**Jos van der Vegt**

President of the Board  
Rotterdam Ahoy  
Chairman of the Executive Board, WPFG  
Rotterdam 2022



**Gerard Bakx**

Former Director of the  
Correctional Institutions in Rotterdam  
Vice-president Executive Board,  
WPFG Rotterdam 2022



**Arjen Littooi**

Managing director of the  
Rotterdam-Rijnmond Safety Region  
Member Executive Board,  
WPFG Rotterdam 2022



**Fred Westerbeke**

Chief of Police, Rotterdam Unit  
Member Executive Board,  
WPFG Rotterdam 2022



**Frank Paauw**

Chief of Police, Amsterdam Unit  
Member Executive Board,  
WPFG Rotterdam 2022



**Robin Burgering**

Director of Customs, Schiphol Passengers  
Member Executive Board,  
WPFG Rotterdam 2022



**Maurice Lenferink**

Head of Communications of the  
Rotterdam-Rijnmond Safety Region  
Deputy Member Executive Board  
WPFG Rotterdam 2022



**Hans van Dolderen**

Head of Operations,  
National Police Corps  
Deputy member Executive Board  
WPFG Rotterdam 2022



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**Eva van der Vegt**

Managing Director WPFG Rotterdam 2022  
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# PARTNERSHIPS



# SECTORS & ORGANIZATIONS

- Labor market/Recruitment & Selection/  
Temporary employment sector/ Trade unions
- Automotive/Transportation/Transport/Port
- Banks/Financial Services/Organization Bureaus
- Company clothing/work shoes
- Security/Cleaning
- Body/Care/Health/Fitness/Health centers
- Hardware/Garden centers
- Cultural institutions/Colleague events
- Education
- Electronics/consumer goods
- Energy/Oil/Chemicals/Water
- Fashion/Clothing/Shoes/Optician
- Food/Beverages
- ICT
- Debt collection/Legal/Notaries
- Office/Kitchens
- Gambling/Games
- Suppliers
- Social Organizations/Government Authorities/  
Charity Partners
- Media
- Business associations/Sector representatives/
- Network Organizations
- Postal/Parcel services
- Promotional Agencies/Communication Bureaus
- Retail
- Sports brands
- Telecommunication/Internet services
- Safety/Protection
- Insurance/Health Insurers
- Airlines/Accommodation/Hotel chains/
- Holiday parks
- Leisure/Holidays/Ferries/Holiday Regions/Travel Agency
- Online stores
- Housing/Mortgages/Construction/Real Estate

# PARTNER AND SPONSOR OPTIONS

The foundation finds it important to take a custom approach to developing the sponsor benefits for the different packages and contributions. However, it is convenient to formulate basic positions in terms of amounts and possible sponsor benefits. These can be found in this part of the partner brochure.

## Partners

Partners are institutions and companies that contribute to the WPFG by means of a barter or in kind. We will ascertain the sponsor benefits together with you. We envisage the following options for our event:

- Media (radio, TV, newspaper)
- Outdoor advertising (poster campaigns, public transportation shelters)
- Clothing for around 3,000 volunteers
- Clothing for around 1,000 Dutch athletes
- Packed lunches for around 3,000 volunteers during 10 days
- Merchandise WPFG Rotterdam 2022
- Sports equipment (shuttles, balls, floors, nets, time registration)
- Dedicated cars (with drivers) for Federation, about 10 vehicles for 10 days
- Buses for transportation of athletes outside Rotterdam

- Free public transportation
- Flight tickets for Federation to the Netherlands in summer 2022
- Printing for banners, flags, etc.
- Production materials such as stages, fences, tents, stands, lockers, furniture, showers & toilets – for opening ceremony, closing ceremony, athletes village, sports
- Accountants' fees and insurance
- Cleaning
- Medical equipment & personnel (including ambulances, rescue teams)
- Security
- ICT (laptops, printers, walkie-talkies, mobile phones)

Depending on the agreed partnership and the wishes of the partner, the sponsor benefits will be established. For inspiration, please take a look at the following options for sponsor packages.

## Sponsors

We have formulated five categories for sponsors:

< € 10.000	Friend
€ 10.000 - € 25.000	Supporter
€ 25.000 - € 75.000	Sponsor (specific part of the event)
€ 75.000 - € 150.000	Main sponsor (event-wide)
€ 150.000	Name-giving sponsor

From the next page onwards, these categories are explained and sponsor benefits are assigned.





3  
OBSTAKELLOOP



TOILETTEN  
ANTONIS verhuur



# INFORMATION ON SPONSOR BENEFITS

## Friend

Friends are enthusiastic about the WPFG and its objectives, including creating more respect and appreciation for public safety workers, for instance by expressing gratitude for their commitment to our safety. For a contribution of up to € 10,000, you will receive the following sponsor benefits:

- Mention with logo on the website
- 'We support the WPFG' certificate
- Inclusion of the logo in a full-page advertisement in a national newspaper the day after the opening ceremony, which wishes sportsmen and women a great deal of enjoyment over the next 10 days

## Supporter

Supporters are enthusiastic about the WPFG and its objectives, including creating more respect and appreciation for the public safety workers, for instance by expressing gratitude for their commitment to our safety. They find it important to communicate this to business associates and employees and to actually do something for all the participants in the WPFG. For a contribution between € 10,000 and € 25,000, you will receive the following sponsor benefits:

- Mention with logo on the website
- 'We support the WPFG' certificate
- Inclusion of the logo in a full-page advertisement in a national newspaper the day after the opening ceremony, which wishes sportsmen and women a great deal of enjoyment over the next 10 days
- 25 complimentary tickets for the opening ceremony
- 25 complimentary tickets for the closing ceremony



# Sponsor

Packages in the Sponsor category start from € 25,000 excluding VAT and out-of-pocket costs for the development and production of promotional material. Examples of this package are:

- The 'adoption' of a sport and/or sports venue (sports sponsor)
- Sponsoring a part of the WPFG, such as catering, transportation, hotel

Amounts are partly dependent on the mutually agreed content of the sponsor benefits, but consist at any rate of the following:

## Name & logo mentions

- Logo mention for event component

## Online options

- Logo mention on website (incl. hyperlink)
- Right to use WPFG Rotterdam 2022 logo on sponsor's own website
- Social Media actions, Facebook, Twitter, Periscope, Flickr, YouTube, Instagram, Pinterest and Spotify, up to three times

## Offline options

- Logo mention and/or advertisement in WPFG Rotterdam 2022 event magazine(s) and program book

## Sponsor benefits in relationship marketing

- Admission to opening ceremony and closing ceremony, incl. 25 complimentary tickets for business associates and personnel
- Admission to WPFG Rotterdam sports events 2022
- Staff tournament or staff/business associate participation in WPFG

## Other Sponsor benefits

- The right to use the WPFG Rotterdam 2022 logo
- Right to sampling / promotion during WPFG Rotterdam 2022 (sports) event
- WPFG Rotterdam 2022 logos and printed matter available
- WPFG Rotterdam 2022 magazines available

## Sponsor benefits at (sports) venues

- Mention on venue entrance gate
- Banners and flags
- Boarding, banners, site fencing screens
- Stand at expo/market or at sport

## Sponsor benefits at medal ceremonies

- Presenting cups and awards (best player, best goal etc.)

## Main Sponsor

Packages in the Main Sponsor category start from € 75,000 excluding VAT and run up to € 150,000 excluding VAT in the case of a 'presenting (name-giving) sponsor' (see next category), excluding out-of-pocket costs for the development and production of promotional material.

Amounts depend in part on the mutually agreed content of the sponsor benefits, where a choice can be made from the following benefits. Depending on the timing of becoming a sponsor, the benefits 'in the run-up to 2022' will also be included. See section 'Sponsor benefits in the run-up to 2022' on page 22.

### Name & logo mentions

- Logo mention event-wide, in logo bar placed on 90% of the printed matter
- Sector exclusivity

### Online options

- Logo mention in periodic newsletters
- Article about sponsor/partner in newsletter
- Logo mention on website (incl. hyperlink)
- Right to use WPFGR Rotterdam 2022 logo on sponsor's own website
- Social Media actions: Facebook, Twitter, Periscope, Flickr, YouTube, Instagram, Pinterest and Spotify, up to five times

### Offline options

- Logo mention and/or advertisement in WPFGR Rotterdam 2022 event magazine(s) and program book
- Logo mention on official poster
- Logo mention on flyers and posters

### Video, radio & TV

- Short commercial on video screens
- 'With thanks to' entry in credits for promotional film(s) and aftermovie(s)
- Name mention on radio and TV commercial

### Sponsor benefits in relationship marketing

- Admission to the opening and closing ceremonies, including 100 complimentary tickets for associates and staff.
- Admission to WPFGR Rotterdam 2022 sports events
- VIP meetings (breakfast, lunch, dinner sessions)
- Presence at network meetings
- Staff tournament, clinics or staff/business associate participation at WPFGR

### Other Sponsor benefits

- The right to use the WPFGR Rotterdam 2022 logo
- Right to sampling / promotion during WPFGR Rotterdam 2022 event

- Right to an item in competitors' goody bag (distributed at accreditation)
- Joint promotional activities
- WPFGR Rotterdam 2022 logos and printed matter available
- WPFGR Rotterdam 2022 magazines available
- Access to WPFGR Rotterdam 2022 network (including the services involved)

### Sponsor benefits at (sports) venues

The foundation is developing a fixed package for all (sports)venues, containing:

- 1 Entrance Gate
- 6 Banners/flags
- 10 banners

All sponsors/partners in this category are included in this package and are therefore visible at the more than 60 sports.

Other options at (sports) venues are:

- Stage wing screens at opening ceremony and closing ceremony
- Towers
- Media objects
- Photo marketing
- Stand at expo/market or at sport

### Sponsor benefits at medal ceremonies

- Presenting cups and awards (best player, best goal etc.)

## Name-giving Sponsor

The package in the Name-giving Sponsor category represents a value of € 150,000 excluding VAT and out-of-pocket costs for the development and production of promotional material.

The total package of benefits below is part of this package. Depending on the timing of becoming a sponsor, the benefits 'in the run-up to 2022' will also be included. See section 'Sponsor benefits in the run-up to 2022' on page 22.

### Name & logo mentions

- Name mention '..... World Police & Fire Games Rotterdam 2022' or 'World Police & Fire Games Rotterdam 2022, powered by .....
- Logo mention event-wide, in logo bar placed on 90% of the printed matter
- Sector exclusivity

### Online options

- Logo mention in periodic newsletters
- Article about sponsor/partner in newsletter
- Logo mention on website (incl. hyperlink)
- Right to use WPFGRotterdam 2022 logo on sponsor's own website
- Social Media actions: Facebook, Twitter, Periscope, Flickr, YouTube, Instagram, Pinterest and Spotify, up to five times

### Offline options

- Logo mention and/or advertisement in WPFGRotterdam 2022 event magazine(s) and program book
- Logo mention on official poster
- Logo mention on flyers and posters

### Video, radio & TV

- Short commercial on video screens
- 'With thanks to' entry in credits for promotional film(s) and aftermovie(s)
- Name mention on radio and TV commercial

### Sponsor benefits in relationship marketing

- Admission to the opening and closing ceremonies, including 100 complimentary tickets for associates and staff.
- Admission to WPFGRotterdam 2022 sports events
- VIP meetings (breakfast, lunch, dinner sessions)
- Presence at network meetings
- Staff tournament, clinics or staff/business associate participation at WPFGRotterdam 2022

### Other Sponsor benefits

- The right to use the WPFGRotterdam 2022 logo
- Right to sampling / promotion during WPFGRotterdam 2022 event
- Right to an item in competitors' goody bag (distributed at accreditation)

- Joint promotional activities
- WPFGRotterdam 2022 logos and printed matter available
- WPFGRotterdam 2022 magazines available
- Access to WPFGRotterdam 2022 network (including the services involved)

### Sponsor benefits at (sports) venues

The foundation is developing a fixed package for all (sports)venues, containing:

- 1 Entrance Gate
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Other options at (sports) venues are:

- Stage wing screens at opening ceremony and closing ceremony
- Towers
- Media objects
- Photo marketing
- Stand at expo/market or at sport

### Sponsor benefits at medal ceremonies

- Presenting cups and awards (best player, best goal etc.)



# SPONSOR BENEFITS IN THE RUN-UP TO 2022

Depending on the timing of becoming a partner or sponsor, it is possible to activate the partnership in the run-up to the WPFG in the summer of 2022. For this purpose, we envisage the following options, which can be added to the package of sponsor benefits.

## **Name & logo mentions**

- Name mention '... World Police & Fire Games Rotterdam 2022' or 'World Police & Fire Games Rotterdam 2022, powered by ...'
- Logo mention event-wide, in logo bar placed on 90% of the printed matter
- Logo mention for event component

## **Online options**

- Logo mention in periodic newsletters
- Logo mention on website (incl. hyperlink)
- Right to use WPFG Rotterdam 2022 logo on sponsor's own website
- Social Media actions: Facebook, Twitter, Periscope, Flickr, YouTube, Instagram, Pinterest and Spotify

## **Offline options**

- Logo mention and/or advertisement in WPFG Rotterdam 2022 event magazine(s)
- Logo mention on official poster
- Logo mention on flyers and posters

## **Other options**

- Promotional activities linked to WPFG Experience, during participation in WPFG Rotterdam 2022 in side events in Rotterdam and the rest of the Netherlands.
- Participation in VIP meetings





# WPFG CREATES VISIBILITY IN THE CITY





10,000 COMPETITORS 62 SPORTS 70 COUNTRIES

ROTTERDAM 2022

WORLD POLICE  
& FIRE GAMES

22 JULY - 31 JULY 2022

WHERE HEROES BECOME WINNERS

THE LARGEST  
INTERNATIONAL  
MIXED-SPORT EVENT  
IN THE WORLD

For more information, go to  
[wpgfrotterdam2022.com](http://wpgfrotterdam2022.com)

ROTTERDAM 2022  
European Union  
City of Rotterdam  
LITTE  
BRANDWEER  
Sport of Rotterdam

10,000 COMPETITORS 62 SPORTS 70 COUNTRIES

ROTTERDAM 2022  
WORLD POLICE & FIRE GAMES

22 JULY - 31 JULY 2022

WHERE HEROES BECOME WINNERS

THE LARGEST INTERNATIONAL MIXED-SPORT EVENT IN THE WORLD

For more information, go to [wpfg Rotterdam 2022.com](http://wpfg Rotterdam 2022.com)

ROTTERDAM ALCAZAR HAPPEN P&F LITTE BRANDWEER Port of Rotterdam

# CURRENT PARTNERS & SPONSORS

## Stakeholders



Government of the Netherlands



Veiligheidsregio  
Rotterdam-Rijnmond



## Main sponsor



Port of  
Rotterdam

## Sponsor



## Partners

### Accommodation



### Service-related



### Facilities



### Clothing



## Education



## Sport & venues



## Transport





## Contact details

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ROTTERDAM 2022

# WORLD POLICE & FIRE GAMES



Government of the Netherlands



Veiligheidsregio  
Rotterdam-Rijnmond

