



# WORLD POLICE & FIRE GAMES

SPONSORSHIP BROCHURE

# IN SPORT WE UNITE

The World Police & Fire Games are coming to the Netherlands for the very first time.

In the summer of 2022, Rotterdam will be the beating heart of this unique event for personnel from the police, fire, customs and corrections.

The goal of the World Police & Fire Games is to promote encounters, stimulate sportsmanship and generate respect for the public safety workers who are there for us day and night.

It promises to be a great spectacle.

Will you be there?



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# 63

## SPORTS

The World Police & Fire Games 2022 are not just any sports event.

With 63 sports specifically relevant to the services and many other regular sports, the WPFG is the largest multidisciplinary mixed-sport event in the world.

### **Unique spectacle**

Disciplines such as crossFit, athletics, ultimate firefighter, rugby and biathlon with police dogs make the Games a unique spectacle to watch. So we expect to see plenty of interest in all the sports.

[wpfgrotterdam2022.com/sports](https://wpfgrotterdam2022.com/sports)





# 10,000

## COMPETITORS FROM

## 70 COUNTRIES

From all over the world, personnel from the Police, Fire, Customs and Corrections services will come to the Netherlands for the World Police & Fire Games 2022. No fewer than 10,000 competitors from 70 countries will meet each other in the summer of 2022 in a sporting setting, share experiences and make contacts.

### **Invaluable encounters**

Sharing the sometimes intense, emotional and impactful experiences with international colleagues during this edition will once again lead to invaluable encounters for the public safety workers.

### **Public safety workers in the spotlight**

Besides creating encounters, during WPF2022 we are offering all public safety personnel a platform to collectively thank them for the work they do for our society, day in and day out.







# 40,000

## SUPPORTERS AND SPECTATORS



We are also providing the supporters and spectators with a fantastic experience during the World Police & Fire Games 2022.

Besides a grand opening ceremony, including a procession of the athletes, on July 22, 2022 in the Feyenoord Stadium in Rotterdam, all 63 sports are open to the public. We are also providing the supporters and spectators with an attractive program that includes a wide variety of activities in and around Rotterdam.

We expect to welcome over 40,000 supporters and spectators during WPGF2022.

This makes it a wonderful opportunity to bring your organization and/or brand to the attention of a large audience.

**[wpfgrotterdam2022.com](http://wpfgrotterdam2022.com)**





# 1

## WORLD CITY

During the WPFG2022 there are no fewer than 30 locations – spread throughout the Netherlands – where activities are being organized. Rotterdam is the beating heart of this unique event.

We're very proud of that! With its extensive, international experience in the field of sport and culture, the excellent infrastructure, the wide range of sports facilities and attention for diversity and inclusiveness, Rotterdam is the ideal host for the WPFG2022.

### **Vibrant meeting place in Rotterdam**

Besides the many sports and side events in Rotterdam, we are creating an Athletes Village on Willemsplein. This will be a vibrant meeting place for everyone involved in the Games.

In addition to valuable encounters, sponsors and others can enjoy a cultural program and sport demonstrations.

**[wpfgrotterdam2022.com/rotterdam](https://wpfgrotterdam2022.com/rotterdam)**

# THE SPORTS WE ORGANIZE



1. Angling  
(Fresh)



2. Archery  
(Target, Field & 3D)



3. Badminton



4. Baseball



5. Basketball  
(3 on 3)



6. Basketball  
(5 on 5)



7. Bench Press



8. Biathlon



9. Boat rowing



10. Bowling  
(10-pin)



11. Boxing



12. Cross Country  
(5K & 10K)



13. CrossFit



14. Cycling  
(Mountain)



15. Cycling  
(Street Bikes)



16. Darts



17. Dodgeball



18. Dragon Boat Race



19. Field Hockey



20. Golf



21. Ice Hockey



22. Jiu Jitsu Newasa



23. Judo



24. Karate



25. Muster  
(Hose cart & Bucket brigade)



26. Pistol  
(PAP)



27. Pistol  
(PPC)



28. Pocket Billiards  
(Pool)



29. Police Service Dogs  
(Biathlon)



30. Push-Pull Lifting



31. Rifle  
(Air)



32. Rifle  
(Large Bore)



33. Rifle  
(Small Bore)



34. Road Race  
(Half Marathon running)



35. Rowing  
(Indoor)



36. Rowing  
(Outdoor)



37. Rugby  
(7-A-side)



38. Shotgun  
(Skeet)



39. Shotgun  
(Sporting Clays)



40. Shotgun  
(Trap)



41. Soccer  
(Indoor (5-A-side))



42. Soccer  
(Outdoor)



43. Softball  
(Slow Pitch)



44. Squash



45. Stair Race



46. Surfing  
(Kite)



47. Surfing  
(Stand Up Paddle)



48. Swimming  
(Indoor)



49. Swimming  
(Outdoor (Open Water))



50. Table Tennis



51. TCA



52. Tennis



53. Taekwondo



54. Track & Field  
(Track & Field)



55. Track & Field  
(Decathlon)



56. Triathlon



57. Tug-of-War



58. Ultimate Firefighter



59. Volleyball  
(Beach)



60. Volleyball  
(Indoor)



61. Water polo



62. Wrestling



63. Wrist-wrestling



# PARTNERSHIPS



## Eva van der Vegt

Managing director

WPFG Rotterdam 2022

More information or perhaps a chance to discuss the options?

**+31 (0)10 – 307 58 66**  
**eva@wpfgrotterdam.com**

Or contact our sponsor recruiter  
Carla Collewyn:

sponsoring@wpfgrotterdam.com  
+31 (0)10 – 266 41 80

“IT MAKES ME PROUD THAT A UNIQUE, LARGE-SCALE, VALUABLE EVENT LIKE THE WORLD POLICE & FIRE GAMES ARE BEING HELD IN THE NETHERLANDS.”

### **Wonderful opportunity for businesses**

“The WPFG2022 provides a wonderful opportunity for all of us. For businesses as well. Because, in addition to facilitating valuable meetings between the services, we also offer a platform to the public safety workers who are there for us day and night – in often difficult circumstances.

Which is why I am calling on all companies – and in particular those that make use of the services on a regular basis – to get in touch and seize this great opportunity.”

**[wpfgrotterdam2022.com/sponsoring](https://wpfgrotterdam2022.com/sponsoring)**



## PORT OF ROTTERDAM AUTHORITY

**Main Sponsor  
World Police & Fire Games 2022**

**The Port of Rotterdam Authority is the main sponsor of the World Police & Fire Games 2022. The main sponsorship is a unique way for the Port of Rotterdam Authority to express its gratitude to these public safety workers who contribute to making the port safe and secure.**

### **A way to express gratitude**

René de Vries, Harbour Master of the Port of Rotterdam is looking forward to the collaboration: "The Port of Rotterdam Authority is just as ambitious as the competitors in the World Police & Fire Games. So our ambitions are perfectly in line with each other. In addition, this collaboration gives us the opportunity to show our appreciation for the services we enjoy working with."



**"THIS PARTNERSHIP  
ALLOWS US TO EXPRESS  
OUR GRATITUDE TO THE  
PEOPLE WHO CONTRIBUTE  
TO KEEPING THE PORT SAFE  
AND SECURE"**

**René de Vries,**  
Harbour Master





# SPONSORSHIP PACKAGES

	ONLINE & CAMPAIGN	OFFLINE & DURING EVENT	HOSPITALITY	OTHER
<b>SUPPORTER BRONZE</b> € 2,500	Logo displayed on the website	Sponsor box including unique WPFG merchandise	5 complimentary tickets for the opening and closing ceremonies	
<b>SUPPORTER SILVER</b> € 5,000	Logo displayed on the website	<ul style="list-style-type: none"> <li>Sponsor box including unique WPFG merchandise</li> <li>Sponsoring of one playing field, mat or court of one of the WPFG sports with communications from sponsor</li> </ul>	15 complimentary tickets for the opening and closing ceremonies	
<b>SUPPORTER GOLD</b> € 10,000	<ul style="list-style-type: none"> <li>Logo displayed on the website</li> <li>Logo displayed in advertisement in national newspaper. For instance: 'Good luck to all the competitors and thank you for your commitment to a safe society.'</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor box including unique WPFG merchandise</li> <li>Sponsoring one playing field, mat or court of one of the WPFG sports with communications from sponsor</li> </ul>	25 complimentary tickets for the opening and closing ceremonies	
<b>SPONSOR</b> From € 15,000 up to € 75,000	<ul style="list-style-type: none"> <li>Logo displayed on the website</li> <li>Logo displayed in advertisement in national newspaper. For instance: 'Good luck to all the competitors and thank you for your commitment to a safe society.'</li> <li>Your organization's advertisement in a national newspaper special (from €60,000)</li> <li>Visibility in multiple places in the WPFG2022 campaign (online and offline)</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor box including unique WPFG merchandise</li> <li>Visibility at one specific sport at the event itself, for example in the form of flags, banners, boarding (from € 25,000) ★★.</li> </ul>	50 complimentary tickets for the opening and closing ceremonies, VIP options	
<b>MAIN SPONSOR</b> From € 75,000	<ul style="list-style-type: none"> <li>Logo displayed on the website and in the logo bar that is placed on 90% of all communications</li> <li>Logo displayed in advertisement in national newspaper. For instance: 'Good luck to all the competitors and thank you for your commitment to a safe society.'</li> <li>Advertisement and 1 or 2 editorial pages in national newspaper special</li> <li>Visibility in multiple places in the WPFG2022 campaign (online and offline)</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor box including unique WPFG merchandise</li> <li>Visibility at various locations at the event itself, for example in the form of flags, banners, boarding or a stand</li> </ul>	<ul style="list-style-type: none"> <li>75 complimentary tickets for the opening and closing ceremonies, possibilities for VIPs, the hire of an entire section or relationship marketing during the opening ceremony</li> <li>Possibilities for relationship marketing such as a VIP arrangement at sport competitions, participation of staff/business relations at a specific sporting event</li> </ul>	
<b>PRESENTING SPONSOR</b> From € 400,000	<ul style="list-style-type: none"> <li>Mention of sponsor's name in event name, for example: World Police &amp; Fire Games powered by NAME</li> <li>Logo displayed on the website and in the logo bar that is placed on 90% of all communications</li> <li>Logo displayed in advertisement in national newspaper. For instance: 'Good luck to all the competitors and thank you for your commitment to a safe society.'</li> <li>Advertisement and 1 or 2 editorial pages in special national newspaper</li> <li>Visibility in 90% of the WPFG2022 campaign materials (online and offline)</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor box including unique WPFG merchandise</li> <li>Visibility at all locations at the event itself, for example in the form of flags, banners, boarding or a stand</li> </ul>	<ul style="list-style-type: none"> <li>100 complimentary tickets for the opening and closing ceremonies, possibilities for VIPs, the hire of an entire section or relationship marketing during the opening ceremony</li> <li>Possibilities for relationship marketing such as a VIP arrangement at sport competitions, participation of staff/business relations at a specific sporting event</li> </ul>	Possibilities for brand activations, retail actions and campaigns focused on your target group in collaboration with WPFG2022.
<b>PARTNER</b> Barter or in kind	<ul style="list-style-type: none"> <li>Logo displayed on the website</li> <li>Logo displayed in advertisement in national newspaper. For instance: 'Good luck to all the competitors and thank you for your commitment to a safe society.'</li> </ul>	Sponsor box including unique WPFG merchandise	Complimentary tickets for the opening and closing ceremonies, VIP options (number depends on financial value of barter)	Other benefits depending on the financial value of the barter

These sponsorship packages are used as a basis; customization is naturally always possible. Amounts are exclusive of VAT.

More information or  
to discuss the options?

+31 (0)10 – 307 58 66  
eva@wpfgrotterdam.com

IN SPORT WE UNITE 63 SPORTS 70 COUNTRIES 10.000 COMPETITORS



# WORLD POLICE & FIRE GAMES

ROTTERDAM 22 - 31 JULI 2022

[WPFGRROTTERDAM2022.COM](http://WPFGRROTTERDAM2022.COM)



Supporting partners



Partners



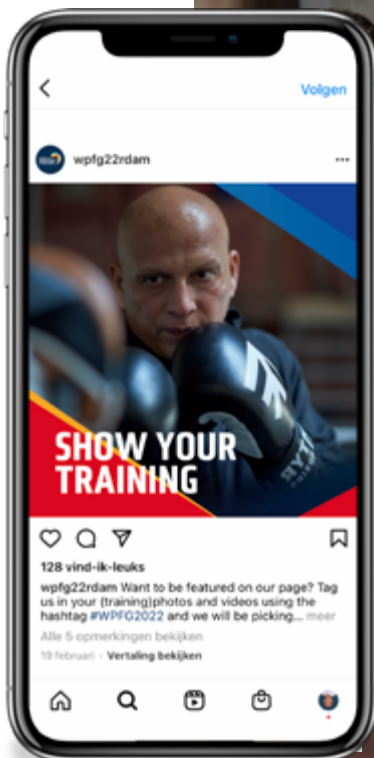


# VISIBILITY TO THE MAX

**In the run-up and during the World Police & Games 2022, a great deal of attention will be paid to the unique event that is coming to the Netherlands for the very first time.**

With an online and offline media campaign, a strong social-media strategy, surprising PR and inspiring communications, the WPF2022 will be introduced to a large audience.

In the summer of 2022, it will not escape anyone's notice that the World Police & Fire Games are taking place in the Netherlands – partly due to the city dressing in Rotterdam.



# ORGANIZATION WORLD POLICE & FIRE GAMES 2022

## AMBASSADORS

### Allard Castelein

CEO  
Port of Rotterdam

### Ron Kooren

Chair Executive Board  
Albeda College

### Caroline Nagtegaal – van Doorn

Member of the European  
Parliament (VVD/Renew  
Europe)

### Claudia Zwiers

Police instructor North  
Holland and former Olympic  
Judoka

### Nelli Cooman

District Councillor  
Municipality of Rotterdam,  
former athlete

### Phillipe Raets

Chair Executive Board ROC  
Zadkine

### Peter van Zunderd

Former Police Chief

### Arjan de Zeeuw

Operational specialist  
Police, former professional  
footballer

### Chris van Dam

Former Member of the Dutch  
Senate (CDA), former police  
officer and public prosecutor

### Jaap de Groot

Columnist and analyst  
at various national and  
international media, member  
Dutch Sports Council

### Ron Bormans

Chair Executive Board  
Rotterdam University of  
Applied Sciences

## COMMITTEE OF RECOMMENDATION

### Ivo Opstelten

Former Minister of  
Justice and Security  
Chair Committee of  
Recommendation

### Prince Pieter- Christiaan van Orange-Nassau

Certus Port automation,  
Milan Innovincity and Tardis  
Research BV.  
Member of Committee of  
Recommendation

### Henk van Essen

Dutch Police Commissioner  
Member of 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 Committee of  
Recommendation

### Tijs van Lieshout

Commander Netherlands  
Fire Service  
Chair Committee of  
Recommendation

### Nanette van Schelven

General Director Customs  
Service  
Member of Committee of  
Recommendation

### Stephan Wevers

President European Fire  
Service FEU  
Member of Committee of  
Recommendation

## EXECUTIVE BOARD AND MANAGEMENT

### Jos van der Vegt

Chairman Executive Board  
WPFG

### Gerard Bakx

Former Director of  
correctional facilities in  
Rotterdam  
Vice-President Executive  
board WPFG

### Fred Westerbeke

Chief of Police Rotterdam  
Member Executive Board  
WPFG

### Arjen Littooi

General Director Rotterdam-  
Rijnmond Safety Region  
Member Executive Board  
WPFG

### Robin Burgering

Director of Customs, Schiphol  
Passengers  
Member Executive Board  
WPFG

### Frank Paauw

Chief of Police Amsterdam  
Member Executive Board  
WPFG

### Hans van Dolderen

Head of Operations National  
Police Force  
Interim member Executive  
Board WPFG

### Maurice Lenferink

Head of Communications  
Rotterdam-Rijnmond Safety  
Region  
Interim member Executive  
Board WPFG

### Wim de Rooij

CEO WPFG Rotterdam 2022

### Eva van der Vegt

Managing director WPFG  
Rotterdam 2022

# DIVERSITY AND INCLUSION

The Netherlands is characterized by a diversity of cultures, knowledge and experiences, as well as viewpoints. Diversity means that there are differences in all sorts of aspects such as age, migration background, gender, character traits and sexual orientation.



## **Strong organizations through diversity**

It is precisely this diversity that makes for strong organizations within the fire, police, customs and corrections services. Organizations that reflect society.

## **In sport we unite**

Inclusion means that everyone feels involved and valued; not in spite of differences, but because of them. No one is excluded, implicitly or explicitly, on the basis of their individual characteristics. This applies within corps, departments, barracks and teams; and also in sport. In sport we unite!

The WPGF2022 embraces the themes of diversity and inclusion. Nowhere else in the world do so many different people come together who all have the same passions: their work and their sport. That is why diversity and inclusion is one of the main themes of the WPGF2022 side-event program.

In addition to a two-day international conference and theme days in the Athletes Village, a diverse range of activities are being developed to celebrate diversity and inclusion in all its facets.

**Do you embrace this theme, too? If so, you can link your name to parts of the side-event program by becoming a sponsor.**



# WPFG IN THE MEDIA





## LET'S TALK!

[wpfgrotterdam2022.com/sponsoring](http://wpfgrotterdam2022.com/sponsoring)

[eva@wpfgrotterdam.com](mailto:eva@wpfgrotterdam.com)  
+31 (0)10 – 307 58 66

[sponsoring@wpfgrotterdam.com](mailto:sponsoring@wpfgrotterdam.com)  
+31 (0)10 – 266 41 80



Would you like to make an active contribution to this amazing socially valuable event?

Then seize this opportunity and show that you support the public safety workers who are there for us day and night.

We would like to invite you to discuss the possibilities!

### CURRENT PARTNERS & SPONSORS

#### Founding partners



#### Main sponsors



#### Sponsors



#### Supporters



#### Partners

