



Focus On 2005 ... And Beyond!

Between October 9 and 11, 2003, the Coordinating Commission for The World Games 2005 and the IWGA Executive Committee met in Duisburg to monitor progress in the preparations for the upcoming edition and to address other key issues in the association's future.

A packed schedule for the members of the IWGA executive and the Duisburg Organizing Committee (DOC) included the formal signing of a sponsorship contract for The World Games 2005. **Sparkasse Duisburg**, one of the biggest savings banks in Germany and – as Duisburg's very own – committed to support the city's ambitions to host “the best World Games ever” became the first **Principal Sponsor** for the event.

There was more good news for the Coordinating Commission, the CoCom, which brings representatives of the DOC and the IWGA executive together at regular intervals to monitor progress in the preparations for 2005. After Peter Orzol took over from Reinhold Spaniel as DOC Chief Executive Officer in August, the second CoCom meeting of 2003 put him in the proverbial hot seat and in charge of briefing the IWGA delegation. Elaborating on the sponsorship acquisition program, Orzol confirmed that negotiations with a number of additional sponsors are well advanced and that further announcements are imminent.

The technical requirements for successful World Games in 2005 were dealt with extensively by the CoCom. The DOC Sports Director, Joachim Gossow, provided an update on the work with the federations' Technical Delegates and on the preparations of the 17 venues. Heinz-Gerd Janssen, in charge of administration, announced the calendar for implementation of the DOC accreditation system.

The contingents of athletes for each of the 33 sports were confirmed by the CoCom. The IWGA Headquarters in Colorado Springs will issue the **IF Passports** – the allocation of athletes and officials, the schedule for the competitions, and the venue assignment – to all participating IWGA member federations

during the month of November. Besides committing to field the best athletes in all its World Games competitions, each International Sports Federation will have to confirm that it subscribes to the terms of the **World Anti-Doping Code**.

The national and international broadcasting of The World Games was another focus of the CoCom. Frank Kopatschek, the DOC Communications Director, reported on the formats for coverage to be produced by the host broadcaster Westdeutscher Rundfunk (WDR). Besides being the originator of the television signals, WDR will also help promoting The World Games – even with its programming for children. The **Mouse Show**, WDR's top rated program for the youngest audiences in Germany, will air from Duisburg for the very first time in 2004. The cartoon rodent will present many of the sports in The World Games to the young during the **Mouse Festival** – which brings about 200'000 children to the city and millions more in front of their television sets.

Finally, during the meeting of the IWGA Executive Committee, the bidding for The World Games 2009 was subject to lengthy discussions. Currently, four bidders are at different stages in submitting their documentation and in formalizing their candidatures with the IWGA executive. A decision about which bidder is to be awarded with the right to host The World Games 2009 is scheduled to be taken by the IWGA Annual General Meeting in May 2004.

Bärbel Zieling, the Mayoress of Duisburg, and IWGA President Ron Froehlich were present when Sparkasse chairman Artur Grzesiek and DOC executive director Peter Orzol formalized the sponsorship agreement between the bank and the 2005 Duisburg organizers.

Sparkasse Duisburg was first to sign on as a **Principal Sponsor** in the multiple-tier sponsorship program for The World Games 2005. The savings bank – with an annual turnover of nearly five billion Euros one of the biggest in Germany – praises Duisburg's offer of “art, culture and sport” and looks upon supporting projects in these areas as “paying dividends to the citizens”. Among those regularly benefiting from Sparkasse's commitment to its location are the Duisburg Zoo, the German Opera on the Rhine and the MSV Duisburg, the city's Bundesliga soccer club.

Since October 9, 2003, The World Games 2005 Duisburg, too, can count on the financial institution's support. And the latter goes beyond a mere association with the event itself. “We provide installments to facilitate the initial financing,” said Artur Grzesiek, the chairman. “Sparkasse wishes to signal to others who identify with Duisburg and The World Games to do same.”

Sparkasse Duisburg

Only four days later, on October 13, the Prime Minister of North Rhine Westphalia, Peer Steinbrück, chaired the meeting of the **Projekt Ruhr** (PR) board which set out to distribute 600 million Euros in subsidies among different projects. Among the 48 projects awarded a positive decision by the PR board: The World Games 2005! With subsidies under the category “Tourism, Leisure and Culture” and totaling 300'000 Euros, the international multi-sport event is considered a worthwhile investment to push “the region's fitness for the future” (President Steinbrück) to new levels.

PROJEKT R U H R

Dispensing advice to the organizers on how to obtain further support is one of many tasks assigned to the **World Games 2005 Ltd. Advisory Council**. Established in late August, it is made up by representatives from the limited company's five shareholders – the host cities Duisburg, Mülheim, Oberhausen, Bottrop and the Association of Municipalities **Ruhrgebiet** – and from the national and regional governments. The council's constitutive meeting elected Rainer Enzweiler, the head of Duisburg's Committee for Sport, as its chairman. “Establishing the *Advisory Council* is yet another step towards making *The World Games* successful,” said Enzweiler, “I am convinced that we can be of great help to the organizers”. And Rainer



Enzweiler knows how to build up momentum and deliver a major throw: the lawyer and notary was himself a top-level athlete in track and field – in hammer throwing!