



FORT WORTH SPORTS COMMISSION



OUR MISSION

To enhance the image, economy, and quality of life of Fort Worth through sports.



WHAT WE DO

Winning Events

Secure High-Profile Sporting Events

The Sports Commission is dedicated to bringing signature events to the community that enhance the image of Fort Worth while showcasing our great assets and **driving positive economic impact**. FWSC will do whatever it takes to elevate our city above the competition.

- Manage extensive bidding processes
- Collaborate with community partners
- Coordinate venues and hotels
- Secure support from public officials
- Engage community
- Incorporate incentive packages

Event Management

Creating the Championship Experience

When it comes to sporting events, securing them is half the battle. **Delivering the “Championship Experience”** again and again is where communities committed to hosting premiere events stand out. FWSC specializes in all aspects, including:

- Marketing plans creation and execution
- Volunteer recruitment and management
- Ticket sales and promotions
- Creating and running special events
- Coordinating local, regional and national media

Our team is dedicated to providing an experience that athletes, coaches, parents and fans will never forget!

Build the Fort Worth Brand

Sports provides a platform like nothing else

From March – June 2021, Sports Commission events will be televised live on networks such as ESPN, NBC, NBCSN, FOX, Fox Sports and ABC! What a phenomenal opportunity for us to tell the Fort Worth story to a national and potentially international audience. In addition to the millions of people that get exposed to Fort Worth via broadcast television, we are also welcoming hundreds of thousands of visitors to Fort Worth to see first-hand all the City has to offer. Last but not least, with each successful event, we build upon our reputation with the National Governing Bodies that decide where these high profile events go. As you can see, sports provides an unparalleled opportunity to tell the Fort Worth story!



COMMUNITY IMPACT

NCAA Team Works – Readers Become Leaders

The Fort Worth Sports Commission

delivers positive community impact through sports. Since 2017, as part of the NCAA National Collegiate Women's Gymnastics Championship, the Sports Commission teamed up with the NCAA, Fort Worth ISD, Read Fort Worth and Scholastic to launch Readers Become Leaders in area elementary schools.

The program is designed to combat illiteracy by giving K-5 students an incentive to read. Children log daily reading minutes and watch weekly progress against other schools. In the first three years of the program, more than 43,000 students have read a combined 13.8 million minutes!

In 2022 the program will combine with the NCAA Division I Men's Basketball 1st & 2nd Rounds festivities to grow the impact on our local students even further.

Access to Sport for All

In the fall of 2020 the Sports Commission partnered with APEC Training and Fort Worth ISD to offer professional, specialized athletic training to

FWISD middle school students. APEC Training is a worldwide leader in sport performance and fitness, providing elite training to professional athletes. We made their digital work-outs available to middle school administrators, PE teachers, coaches and students.

For the first time Fort Worth ISD students had access to the same training that pros like Patrick Mahomes receive! The program has been a huge success with more than 2,500 students using the platform. After three months students had lifted more than 72,000 pounds, ran more than 286 miles and burned more than 7.5 million calories.

Go Outside Initiative

We want to bring sports events to Fort Worth that deliver an impact on our community and on our quality of life. With the enormous 2021 Bassmaster Classic set to take place at Dickies Arena and Will Rogers Memorial Center in June, the Fort Worth Sports Commission partnered with BASS's Go Outside Initiative to enhance local charities that focus on getting kids outside to learn about fishing and other activities. Thanks to a generous grant by the Fort Worth Sportsman's Club, the initiative was able to secure 900 rods and reels for local kids so they could learn to fish and enjoy outdoor activities with their families.

ECONOMIC IMPACT

EVENTS THE
FORT WORTH
SPORTS COMMISSION
SECURED OR
SUPPORTED IN
FORT WORTH
2021-2022

★ **75** ★

ESTIMATED
ECONOMIC
IMPACT

FOR THOSE EVENTS

\$103.2
MILLION

TOTAL VISITORS
589,193

ESTIMATED
ROOM NIGHTS SOLD
102,328

* Numbers generated from the Destination International Sports Economic Impact Calculator which is a tool utilized by more than 200 destinations world-wide and endorsed by Sports Events & Tourism Association

TOP PRIORITY: FACILITY DEVELOPMENT

When it comes to impacting the community through sports, giving kids access to affordable sports programming and quality facilities to play is crucial. **A new study has determined that Fort Worth needs more facilities for more and equitable access to sports.**

The Fort Worth Sports Commission is working with the City of Fort Worth and the Parks & Recreation Department and the Fort Worth Sports Authority to advance the consultant's recommendations:

- 20+ long-field complex within the City limits for soccer, lacrosse and more
- Provide locals more access to sports programming
- Serve as a significant economic driver
- Bring more than 100,000 visitors annually
- Book more than 35,000 rooms annually
- Generate upwards of \$16 million in estimated annual economic impact

2020-2021 HIGH PROFILE EVENTS

NATIONAL FINALS RODEO

DECEMBER 3-12

UNIVERSITY INTERSCHOLASTIC LEAGUE (UIL)
SPRIT STATE CHAMPIONSHIPS
FORT WORTH CONVENTION CENTER

JANUARY 13-15

COLLEGE GRIDIRON SHOWCASE

JANUARY 17-21

AMERICAN CHEERLEADERS ASSOCIATION (ACA)
NATIONAL CHAMPIONSHIPS

FORT WORTH CONVENTION CENTER

JANUARY 30-31

METROPLEX GYMNASTICS CHALLENGE

FORT WORTH CONVENTION CENTER

FEBRUARY 12-14

AMERICAN ATHLETIC CONFERENCE (AAC) MEN'S
& WOMEN'S BASKETBALL CHAMPIONSHIPS

DICKIES ARENA

MARCH 8-14

WOMEN'S NATIONAL INVITATIONAL
TOURNAMENT (WNIT)

MARCH 19-22

USA WRESTLING OLYMPIC TEAM TRIALS

DICKIES ARENA

APRIL 2-3

NATIONAL COLLEGIATE ATHLETIC ASSOCIATION
(NCAA) WOMEN'S GYMNASTICS CHAMPIONSHIPS

DICKIES ARENA

APRIL 16-17

USA FENCING ASSOCIATION NORTH
AMERICAN CUP

FORT WORTH CONVENTION CENTER

APRIL 16-19

U.S. GYMNASTICS CHAMPIONSHIPS

DICKIES ARENA

JUNE 3-6

ACADEMY SPORTS + OUTDOORS BASSMASTER
CLASSIC PRESENTED BY HUK

DICKIES ARENA

JUNE 11-13

USA TAEKWONDO CENTRAL GRAND PRIX

FORT WORTH CONVENTION CENTER

JUNE 16-20

EVENT PARTNERS AND ORGANIZERS



FOR MORE INFORMATION:



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