

PORTFOLIO

NEELU

Neelakantan Subramanya Kumar



neelusk.com



(204) 869 0844



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neelusk6889@gmail.com



[linkedin.com/in/neelusk/](https://www.linkedin.com/in/neelusk/)



[@creativelyneelu](https://www.facebook.com/creativelyneelu)

BRAND DESIGN

WINGED

Branding



GILL SANS MT

Allura Regular

Adelaide



048C88

Dark Cyan



26C6C1

Robin Egg
Blue



484349

Dark Liver



2B2B2B

Jet

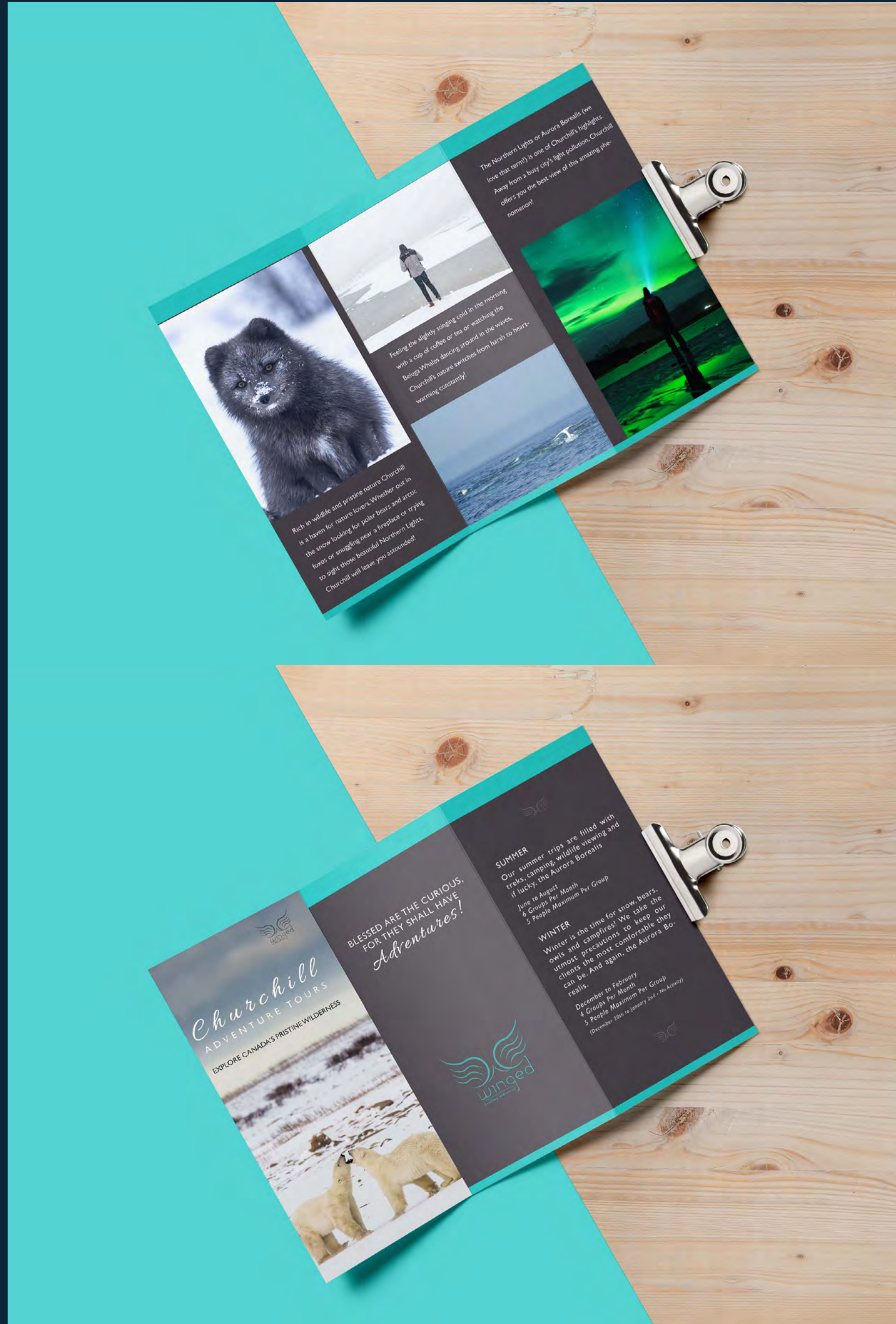


FFFFFF

White

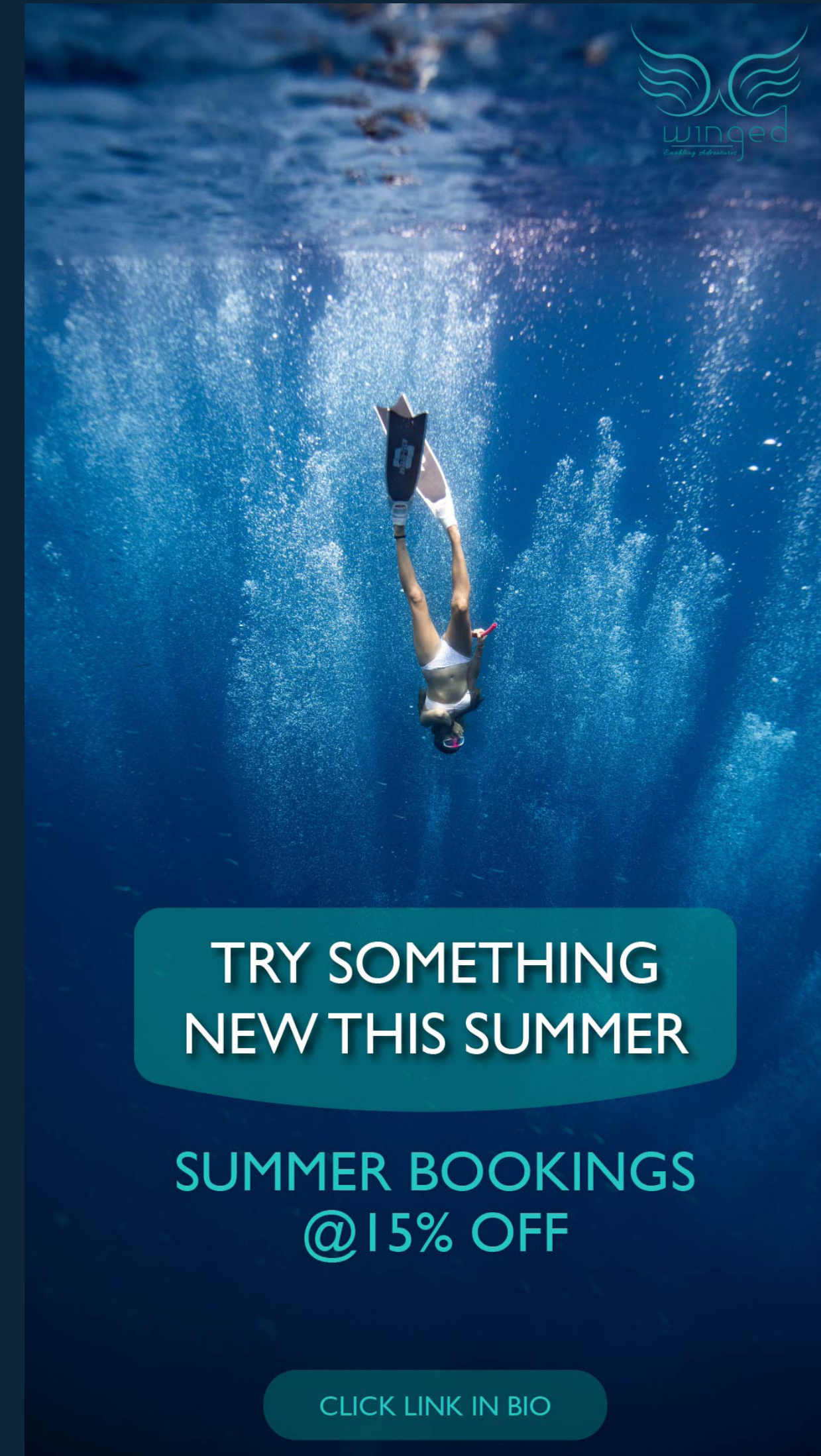
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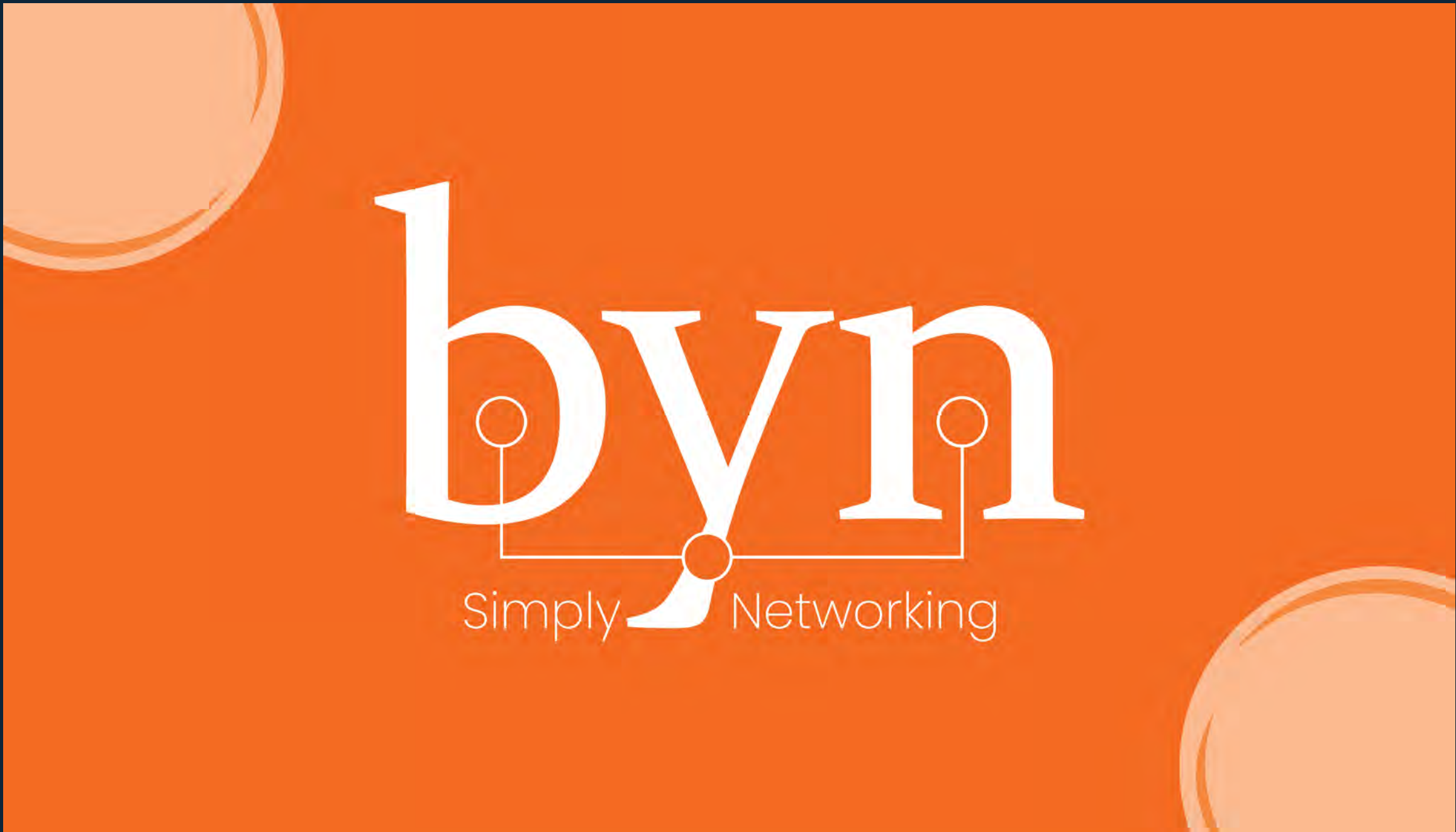
Print Design



WINGED

Social Media Post





byn Stationery



byn

Social Media Posts

THE NEW WAY TO
BUILD CONNECTIONS

byn


SIMPLY NETWORKING

CREATE YOUR FREE ACCOUNT TODAY!

Multi-discipline Collaboration?
We've got you covered!



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OUR FORUM MAKES IT EASY TO SHARE
IDEAS AND RECEIVE FEEDBACK AND ADVICE!
TRY IT NOW!

NETWORKING STARTS AT SCHOOL!

byn
Simply Networking

20% OFF OF OUR
PREMIUM MEMBERSHIP
SIGN UP WITH YOUR SCHOOL EMAIL!
(LINK IN BIO)



WE AIM TO MAKE COLLABORATION SIMPLE!
TRY OUR NEW ONLINE MEETING TOOL...

VMeeT

byn
Simply Networking



82%
OF YOUR NETWORK IS PEOPLE
YOU MET AT SCHOOL



76%
OF SUCCESSFUL NETWORKING
WAS WITH A DIRECT INTRODUCTION

A WHOPPING 92% SAID THAT THEY GOT
STARTED IN THEIR CAREER BECAUSE SOMEONE THEY KNEW FROM
SCHOOL MADE AN INTRODUCTION

START CONNECTING NOW!

byn
Simply Networking

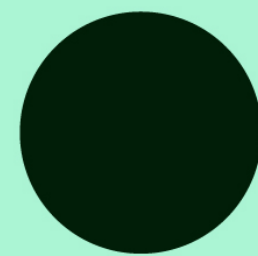
89% PROFESSIONALS AGREE THAT
NETWORKING
WAS KEY TO THEIR SUCCESS!

byn
Simply Networking



PACIFIC CALM

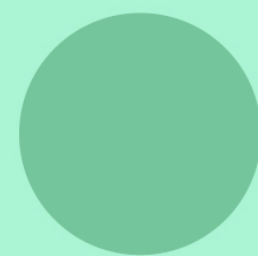
Branding



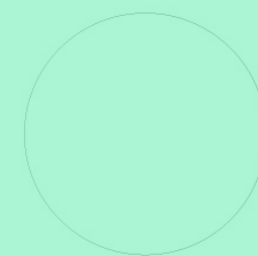
011E08



3E916C



75C59C



ABF4D4



CFF7DA

CAVIAR DREAMS

LATO

PACIFIC CALM

Print Design



PACIFIC CALM

Package Design



THE COFFEE GUILD

Branding



3B2314	4D1B15	EEE7E1
8F6839	B78855	
KENYAN COFFEE		LATO
OSWALD		

THE COFFEE GUILD

Menu Design



HOT DRINKS

	S	M	L		S	M	L
ESPRESSO	1.49	2.29	2.79	GREEN TEA	1.49	2.29	2.79
CAPPUCCINO	1.49	2.29	2.79	EARL GREY	1.49	2.29	2.79
LATTE	1.49	2.29	2.79	ORANGE PEKOE	1.49	2.29	2.79
AMERICANO	1.49	2.29	2.79	BERRY-BERRY	1.49	2.29	2.79
MOCHA	1.49	3.29	3.79	LEMON-MINT GINGER	1.49	2.29	2.79
HOT CHOCOLATE	1.49	2.29	2.79	SPICE N' SWEET	1.49	2.29	2.79
WHITE CHOCOLATE	1.49	2.29	2.79	LONDON FOG	2.49	3.29	3.79
MACHIATTO	2.49	3.29	3.79	VANILLA GREEN	2.49	3.29	3.79
IRISH COFFEE	2.49	3.29	3.79	MATCHA-GINGER	3.29	3.79	4.29

COLD DRINKS

	S	M	L		S	M	L
ICED COFFEE	1.99	2.49	2.99	LEMONADE			
ORIGINAL FRAPPUCCINO	2.49	2.99	3.59	ORIGINAL	1.49	2.29	2.79
VANILLA FRAPPUCCINO	2.69	3.29	3.79	BERRY BLAST	1.99	2.49	2.99
MOCHACCINO	2.89	3.49	3.99	MANGO-COCONUT (SPECIAL)	2.29	2.79	3.29
ICE TEA *	2.89	3.29	3.99				
CITRUS BLITZ	3.49	3.99	4.29				
MILKSHAKE **	3.99	4.49	5.29				

* ORIGINAL, BERRYFUL, CITRUS-MINT, GREEN SOUR
* *VANILLA, STRAWBERRY, CHOCOLATE, COOL MINT, BLUEBERRY, CHOCO-STRAWBERRY



THE COFFEE GUILD

Package Design



UNREEL CREATIVE, WINNIPEG

Branding



UNREEL CREATIVE, WINNIPEG

Logo Variations

Unreel
Creative

UNREEL
CREATIVE



UNREEL
CREATIVE

UR
unreel
creative

UNREEL
CREATIVE



SIMPLY MALAYALI

Package Designs



SIMPLY MALAYALI

Package Designs



SIMPLY MALAYALI

Package Designs



2023 WORLD POLICE & FIRE GAMES

AIRPORT PAGEANTRY

Floor Decals



AIRPORT PAGEANTRY

Baggage Carousel Decals

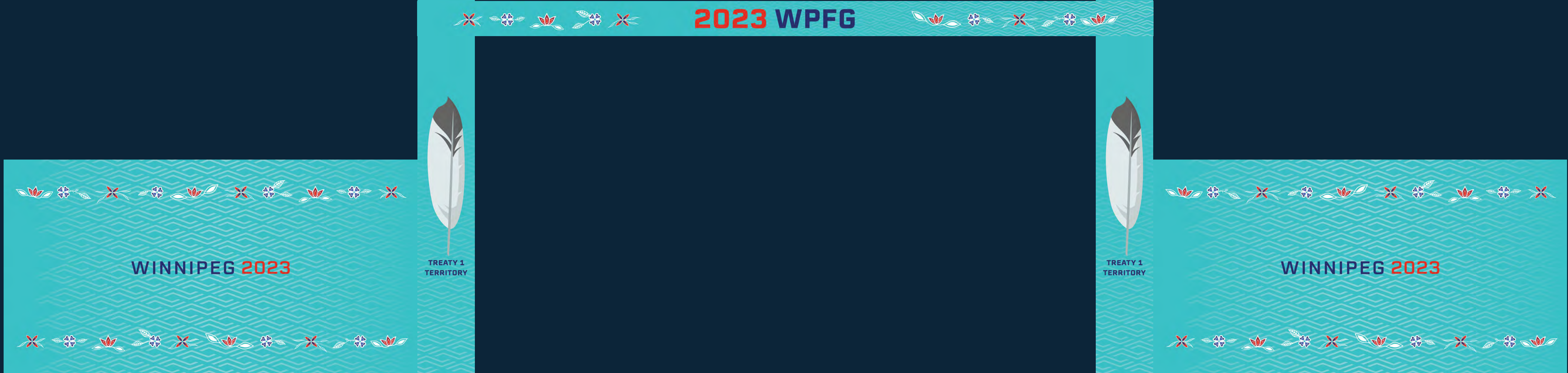


AIRPORT PAGEANTRY

Banners

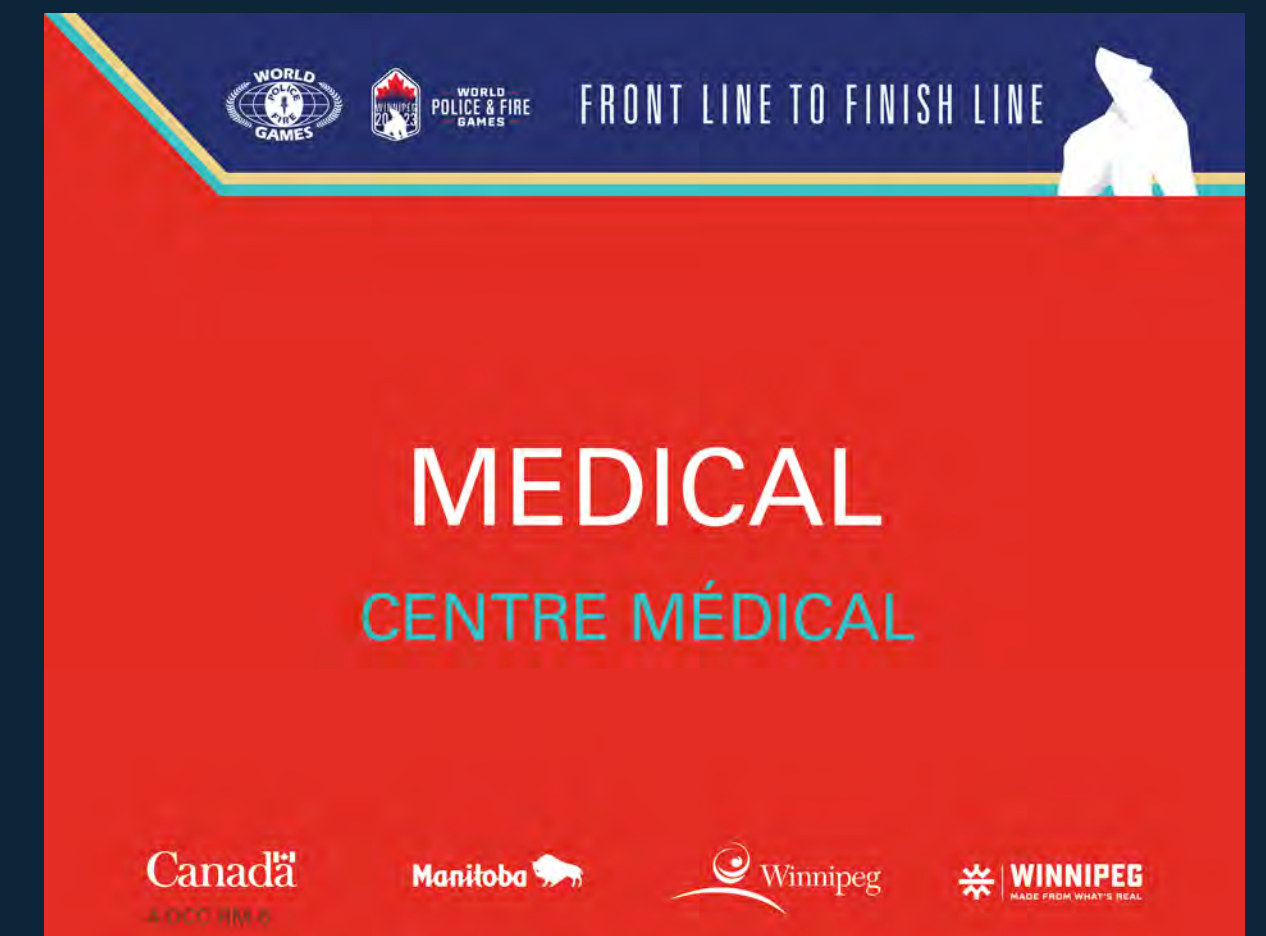


ATHLETES VILLAGE PAGEANTRY



PRINT DESIGN

Directional/Wayfinding Signage



PRINT DESIGN

Posters



DU DE PREMIÈRE LIGNE À LA LIGNE D'ARRIVÉE
FRONT LINE TO FINISH LINE

LE PLUS GRAND ÉVÉNEMENT SPORTIF
JAMAIS ORGANISÉ AU MANITOBA!



— WORLD —
POLICE & FIRE
— GAMES —

RÉSERVEZ LA DATE ET PARTICIPEZ!
DU 28 JUILLET AU 6 AOÛT 2023

FAITES UNE DEMANDE DE BÉNÉVOLAT À
WWW.WPFG2023.COM
FÉVRIER 2023

63 SPORTS!
VISITEZ NOTRE SITE WEB
POUR PLUS DE DÉTAILS
SUR CHAQUE SPORT





— 2023 —
WORLD POLICE & FIRE
— GAMES —



BE A PART OF THE GAMES EXPERIENCE

**PURCHASE YOUR
FRIENDS & FAMILY PASS
TODAY!**

PASS INCLUDES:

- ACCESS TO THE ATHLETE'S VILLAGE
WITH NIGHTLY LIVE ENTERTAINMENT, DJ'S AND GAMES
- TICKET TO OPENING CEREMONIES
- FREE WINNIPEG TRANSIT DURING THE GAMES
- FRIENDS OF THE GAMES DISCOUNT CODE PROGRAM
- TICKET TO CLOSING CEREMONIES

JULY 28
TO
AUGUST 06
2023

SIGN UP AT
WPFG2023.COM/FAMILY-AND-FRIENDS-PROGRAM

FRONT LINE TO FINISH LINE



FRONT LINE TO FINISH LINE

THE LARGEST SPORTING EVENT
EVER HOSTED IN MANITOBA!



— WORLD —
POLICE & FIRE
— GAMES —

SAVE THE DATE & GET INVOLVED!
JULY 28 – AUGUST 6, 2023


APPLY TO VOLUNTEER AT
WWW.WPFG2023.COM
FEBRUARY 2023

63 SPORTS!
VISIT OUR WEBSITE FOR
DETAILS ON EACH
SPORT




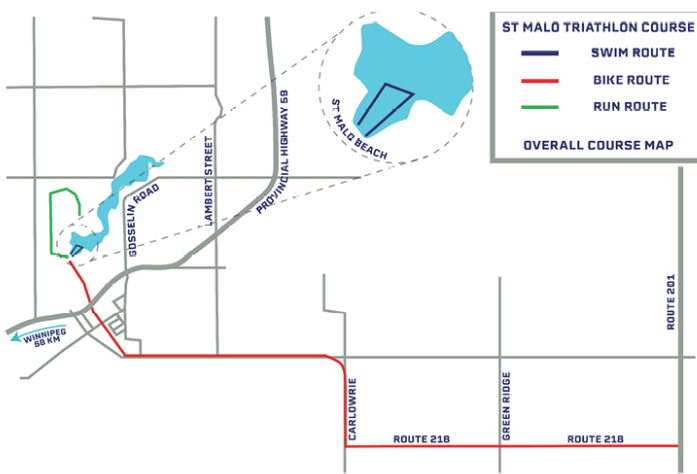
PRINT DESIGN

Pamphlets/Brochures




2023
WORLD POLICE & FIRE
GAMES









ST MALO TRIATHLON COURSE
SWIM ROUTE
BIKE ROUTE
RUN ROUTE
OVERALL COURSE MAP

SCAN FOR MORE INFO



FOLLOW US ON SOCIAL:
/WPG2023WINNIPEG
/WPG2023WINNIPEG
/WPG2023

VISIT: WWW.WPG2023.COM
TO LEARN MORE AND SIGN UP FOR UPDATES





2023
WORLD POLICE & FIRE
GAMES



ST. MALO
AUGUST 02, 2023 – OPEN WATER SWIM
AUGUST 03, 2023 – TRIATHLON
THANKS TO THE ST. MALO COMMUNITY
FOR HOSTING US AND ALLOWING US TO
DELIVER OUR SPORT COMPETITIONS!
FRONT LINE TO FINISH LINE
WINNIPEG | CANADA





2023
WORLD POLICE & FIRE
GAMES



INFO FOR
ST. MALO
CAMPERS
THE 2023 WORLD POLICE & FIRE GAMES
IS BEING HELD IN MANITOBA THIS SUMMER!
ST MALO WILL HOST TWO SPORT COMPETITIONS:
OPEN WATER SWIMMING AND TRIATHLON
DATES
AUGUST 02, 2023- OPEN WATER SWIMMING
AUGUST 03, 2023- TRIATHLON
TIME
8 AM TO 5 PM ON BOTH DAYS
VISIT
WWW.WPG2023.COM
FOR MORE INFO ON THE GAMES



THINGS TO NOTE DURING THE GAMES

- THE MAIN BEACH AREA IS RESERVED FOR THE GAMES ON THE AUGUST 2ND AND 3RD.
- ON BOTH DAYS, THE BEACH WILL BE CLOSED FOR PUBLIC UNTIL 12 PM.
- THE 2023 WPGF STAFF WILL BE ON SITE AT THE PARK UNTIL 5 PM.
- YOU ARE ENCOURAGED TO COME SPECTATE THE SPORT COMPETITIONS AND CHEER ON THE ATHLETES.
- DURING THE TRIATHLON ON AUGUST 3RD, EXPECT DELAYS IN TRAFFIC AND SLOW MOVING VEHICLES AS THE THE ATHLETES WILL BE ON THE ROAD.
- EXPECT SINGLE LANE TRAFFIC TO AND FROM THE CAMPSITE.
- PARKING AVAILABILITY WILL BE LIMITED DURING THE GAMES TIMES.

FOR MORE INFO ABOUT THE GAMES:
INFO@WPG2023.COM

2023 WORLD POLICE & FIRE GAMES
TRIATHLON COURSE MAP


ST MALO TRIATHLON COURSE
SWIM ROUTE
BIKE ROUTE
RUN ROUTE
OVERALL COURSE MAP

FOLLOW US ON:



/WPG2023WINNIPEG /WPG2023

FRONT LINE TO FINISH LINE

RESIDENTS OF ST. MALO:
THANK YOU FOR EXTENDING YOUR WARM WELCOME TO THE 2023 WORLD POLICE & FIRE GAMES TO DELIVER OUR SPORT COMPETITIONS IN YOUR COMMUNITY. WE LOOK FORWARD TO WORKING WITH THE COMMUNITY IN MAKING THESE GAMES A GREAT SUCCESS!
EVENT PARTICULARS
OPEN WATER SWIM
AUGUST 02, 2023
TRIATHLON
AUGUST 03, 2023


THINGS TO NOTE DURING THE GAMES

- A PATCH OF THE BEACH AND THE LAKE WILL BE BLOCKED TO DELIVER THE WORLD POLICE & FIRE GAMES SPORT COMPETITIONS.
- THIS AREA WILL HAVE REDUCED USAGE DURING THE GAMES.
- THERE WILL BE REDUCED PARKING AVAILABLE.
- RESIDENTS CANNOT USE MOTOR BOATS DURING THE TIME OF COMPETITION.
- THERE WILL BE A FIRE SAFETY BOAT ON THE WATER FOR MEDICAL AND RESCUE PURPOSES FOR THE ATHLETES.
- ROAD CLOSURE WILL BE IN EFFECT DURING TRIATHLON.

ON AUGUST 3, 2023, BETWEEN 09:00 HRS (9:00 AM) AND 14:00 HRS (2:00 PM), HIGHWAYS WITHIN THE ST MALO AREA WILL BE CLOSED OR PARTIALLY CLOSED WHILE THE WORLD POLICE & FIRE GAMES TRIATHLON COMPETITION OCCURS. IN THE EVENT OF AN EMERGENCY, RESIDENTS REQUIRING ACCESS TO THE ROAD SHOULD TRAVEL WITH THEIR HAZARD LIGHTS ACTIVATED (FOUR-WAY FLASHERS) AND YIELD TO ONCOMING RUNNERS OR CYCLISTS AT THE FIRST OPPORTUNITY; DRIVERS SHOULD DETOUR AWAY FROM THE RACE ROUTE TO THE NEAREST ADJACENT HIGHWAY.

HOW TO GET INVOLVED
THE WORLD POLICE & FIRE GAMES ARE LOOKING FOR VOLUNTEERS TO HELP US IN VARIOUS ROLES DURING THE GAMES. CONTACT STMALO@WPG2023.COM FOR SPORT SPECIFIC ROLES AND VISIT THE WEBSITE TO REGISTER.
THE ATHLETES WILL BE LOOKING FORWARD TO YOUR SUPPORT DURING THE GAMES.
COME CHEER ON FIRST RESPONDERS FROM AROUND THE WORLD.
SHARE PHOTOS ON SOCIAL MEDIA AND TAG US TO STAY CONNECTED.





The 2023 Winnipeg World Police and Fire Games office and Sport Venues are located on Treaty One lands, the original territories of the Anishinaabe, Cree, Ojibwe, Dakota, Lakota, Dene peoples, and the homeland of the Métis Nation. The Winnipeg World Police and Fire Games proudly acknowledges our role in the many relationships that make up our home and commit to a spirit of reconciliation for the future.

PUBLICATIONS

Entry Book

FRONT LINE TO FINISH LINE





— WORLD —





POLICE & FIRE


— GAMES —

ENTRY BOOK


JUL 28 - AUG 06

2023





WWW.WPFG2023.COM




ACCOMMODATIONS

CLICK ON IMAGE FOR DISCOUNTED BOOKING!

DOWNTOWN WINNIPEG HOTELS

DOWNTOWN




ALT HOTEL WINNIPEG

Alt Hotel Winnipeg is centrally located and offers 160 ultra-comfortable rooms with original and intelligent design on 20 spacious floors.

Guests must cancel at least 72 hours prior to their scheduled stay to receive full refund.

DOWNTOWN




FAIRMONT WINNIPEG

The Fairmont Winnipeg offers 340 guest rooms and suites, and is connected to most of downtown via indoor walkways. On site restaurant, indoor rooftop fitness centre & pool, Jacuzzi, & sauna, along with 24-hour in-room dining.

Guests must cancel at least 48 hours prior to their scheduled stay to receive full refund.

DOWNTOWN




FORT GARRY HOTEL

The Historic Fort Garry is located just steps from The Forks National Historic Site and downtown 246 guest rooms and suites, Palm Lounges, spa, and on-site athletic club with running track, indoor pool, sauna and whirlpool.

Guests must cancel at least 24 hours prior to their scheduled stay to receive full refund.

DOWNTOWN



HOLIDAY INN & SUITES WINNIPEG DOWNTOWN

Hosting 140 guest rooms & suites, the Holiday Inn & Suites Downtown is close to the University of Winnipeg and the downtown indoor skywalk system. Includes On-site dining, 24 hour fitness room and indoor pool and whirlpool.

Guests must cancel at least 24 hours prior to their scheduled stay to receive full refund to receive full refund.

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SPORTS INFORMATION

EQUIPMENT & REQUIREMENTS

The following equipment is the responsibility of the competitor.

- Every rider warming up or racing shall wear a protective, securely fastened helmet that satisfies the bicycle helmet standards of the ICU or the national/state affiliate. It is the rider's responsibility to select and wear such a helmet which offers sufficient protection against head injury and does not restrict the rider's vision. Failure to wear such a helmet, or removing it during a race, will result in disqualification. Helmets shall also be MANDATORY during training rides on competition courses.
- Footgear MUST be the fully enclosed type.
- Cyolo Cross bikes and Hybrid bikes will be allowed.
- Bicycle shall have at least two (2) brakes which are in good working condition.
- Bicycles must have a minimum of 24" wheels and a minimum of 10 speeds: with functional rear derailleurs.
- Handlebar ends should be plugged and shall have NO sharp or jagged ends.
- Racers MUST complete the ENTIRE event on the same bicycle. All repairs during an event MUST be performed by the individual racer. NO OUTSIDE SUPPORT WILL BE ALLOWED.

AGE CATEGORIES

MEN: 18+, 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+
WOMEN: 18+, 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+

EVENT COST

\$35.00

ENTRY DEADLINE

July 28, 2023

COMPETITOR LIMIT

50 per category

81

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SPORTS INFORMATION

FIELD LACROSSE

DATE

Monday July 31 - Wednesday August 2

VENUE

[Maple Grove Rugby Park](#)
190 Frobisher Road
Winnipeg, Manitoba
R2N 3Z1

COORDINATOR

Dionne Potapinski
E-MAIL: lacrosse@wpfg2023.com

Please note that competitors in this sport are REQUIRED to register at the Main Accreditation Center (MAC) and receive their credentials no later than the day before the competition begins. AGENCY IDENTIFICATION REQUIRED.

GUIDING BODIES

World Police and Fire Games Federation
7944 Convoct Ct., San Diego, CA 92111 USA
Tele: (858) 571-9919; E-mail: 4info@cpaf.org

World Lacrosse 1631 Mesa Ave, Ste A,
Colorado Springs, CO 80906 USA
Website: www.worldlacrosse.org

EVENTS

Maximum of twenty-three (23) players on a roster plus two (2) Non-Playing Coaches.

Unlimited substitutions are permitted throughout the match.

Each game will consist of four – 15 minutes quarters, with a 10-minute halftime. In the event of a tie after regulation play, one 4-minute overtime period will be played. In the event a tie remains after overtime, 4-minute Sudden Death overtime periods will be played until there is a winner (first goal to score wins).

EQUIPMENT

All players are required to wear protective gloves, suitable boots or shoes, and protective helmet equipped with a facemask and a chinstrap which must be properly fastened on both sides. In addition, the designated goalkeeper shall wear a throat guard, a chest protector and a box/cup.

The fingers may not be cut out of a player's gloves, and the entire finger must be encased within, and must be part of the glove. A player may not play with his fingers outside the glove. A player may cut the palms out of his gloves.

Each player must wear a jersey with a contrasting block or gothic number centered on the front and the back. The number on the front of the jersey shall be at least 8 inches (20.32 centimeters) high, and the number on the back shall be at least 10 inches (25.4 centimeters) high. The numbers on the front and back of a player's jersey shall be the same, and no duplicate numbers shall be allowed on the same team.

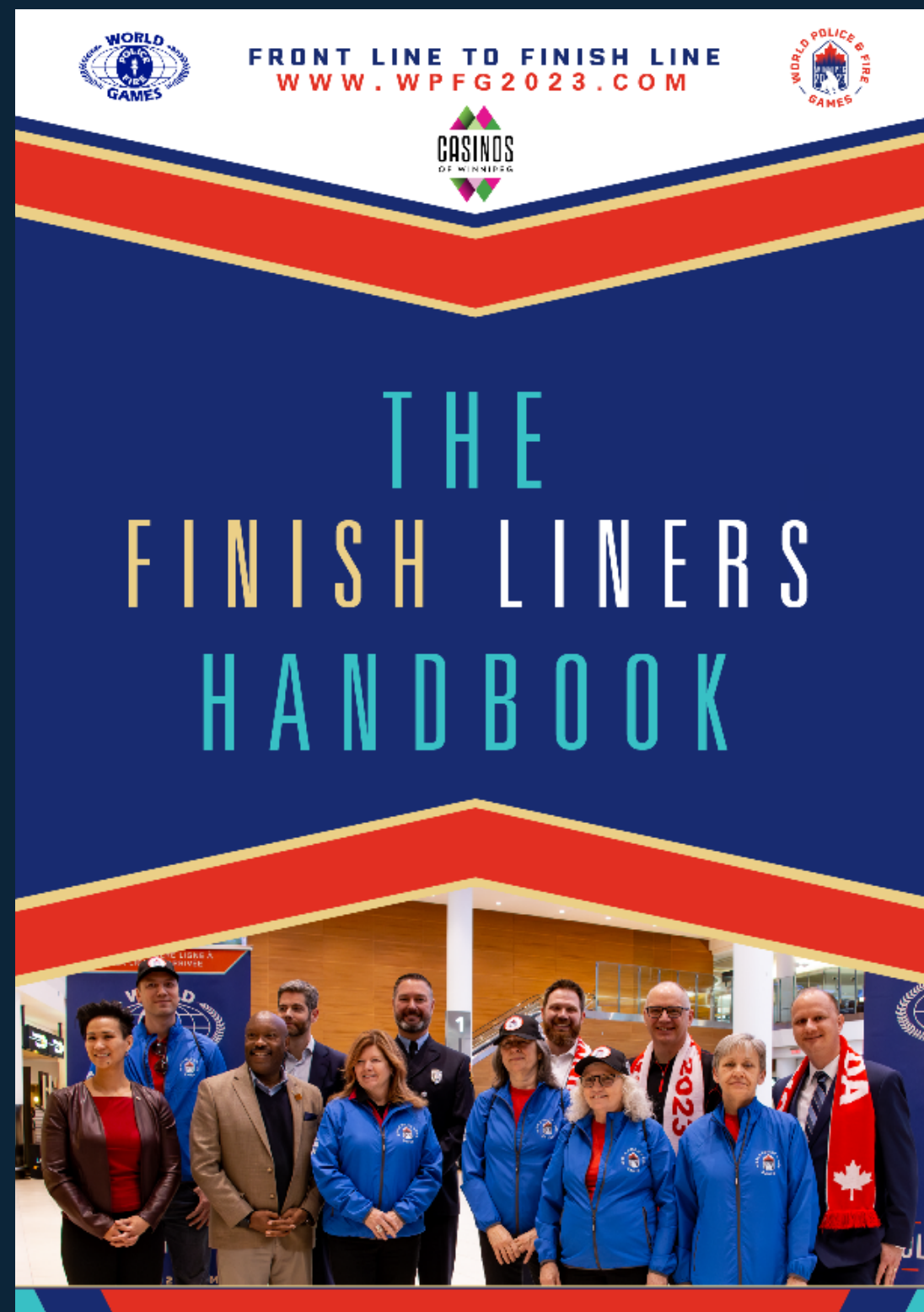
Teams shall have two sets of jerseys of contrasting colors.

88

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PUBLICATIONS














Volunteer Handbook



VENUES OVERVIEW

You may be asked questions about your venue, the following pages will help you perform your role and provide spectators and athletes with all the information they may need.

ICON GUIDE

 WASHROOM - MEN	 WASHROOM - WOMEN	 WASHROOM - ACCESSIBLE	 BABY CHANGING STATIONS
 WHEELCHAIR ACCESSIBLE	 ACCESSIBLE CHANGE ROOMS	 FOOD & DRINK	 ELEVATOR
 WATER REFILLING STATIONS	 FAMILY REST AREA	 PARKING	 MERCHANDISE STORE
 INFO POINT	 PRACTICE DAY		

14

RED RIVER CATS

SPORT

AUGUST 02 - 03

ANGLING [SHORE]

ADDRESS

669 RIVER ROAD, LOCKPORT

MANITOBA

THE VENUE

- ✓ RED RIVER CATS IS IDEALLY LOCATED NEXT TO ONE OF NORTH AMERICA'S RICHEST FISHING ENVIRONMENTS.
- ✓ THE RED RIVER IS HOME TO APPROXIMATELY 70 DIFFERENT FISH SPECIES AND HAS LONG BEEN KNOWN AS A HOME TO THE CHANNEL CATFISH, THE INSPIRATION FOR THE VENUE NAME.

THE SPORT

- ✓ WINNIPEG IS KNOWN FOR TROPHY-SIZE CATFISH, BUT MANY OTHER FISH ARE WAITING TO BE CAUGHT IN THE RED RIVER, INCLUDING NORTHERN PIKE, SMALLMOUTH BASS, FRESH-WATER DRUM, WALLEYE, GOLDEYE AND MORE.

FACILITIES



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CONTACT AND EMERGENCY

IN CASE OF EMERGENCY
911

GENERAL INFO

VOLUNTEERS@WPFG2023.COM
PHONE: +1 431 554 8054

LEARN MORE AT:

WWW.WPFG2023.COM

FOLLOW US ON:

f i
@WPFG2023WINNIPEG

FRIENDS OF THE GAMES!

FOR MORE INFORMATION ON OUR FRIENDS OF THE GAMES PROGRAM AND DISCOUNTS AT LOCAL RESTAURANTS, ENTERTAINMENT, AND ATTRACTIONS, PLEASE SCAN THE QR CODE AND ENJOY ALL THAT WINNIPEG HAS TO OFFER!



Canada Manitoba Winnipeg WINNIPEG

ADVERTISING

Magazine/Newspaper

  FRONT LINE TO FINISH LINE

JOIN 8500+ FIRST RESPONDERS FROM
AROUND THE WORLD TO COMPETE IN THE

— 2023 —
WORLD POLICE & FIRE GAMES

JULY 28 - AUGUST 06, 2023

**ATHLETE REGISTRATION
IS OPEN**

63 SPORTS	40+ VENUES
8,500+ ATHLETES	3,000+ VOLUNTEERS
60+ COUNTRIES	12,000+ SUPPORTERS

**REGISTER TODAY AT
WWW.WPFG2023.COM**



 FRONT LINE TO FINISH LINE 




— WORLD —
POLICE & FIRE
— GAMES —

**ATHLETES REGISTRATION
IS OPEN NOW**

**SIGN UP AT
WWW.WPFG2023.COM**

  FRONT LINE TO FINISH LINE

60+ SPORTS	40+ VENUES	50+ COUNTRIES	8500+ ATHLETES	3000+ VOLUNTEERS
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WINNIPEG IS GETTING READY TO WELCOME THE WORLD
FOR THE 2023 WORLD POLICE & FIRE GAMES.

**ARE YOU READY TO COMPETE?
REGISTER TODAY!**

WWW.WPFG2023.COM

  FRONT LINE TO FINISH LINE

MANITOBA'S LARGEST
SPORTING EVENT IS
HAPPENING THIS SUMMER!

— 2023 —
WORLD POLICE & FIRE
— GAMES —

OVER 8,500+ ATHLETES WILL
BE COMING TO THE CITY FROM
JULY 28 - AUGUST 6

REGISTER YOUR BUSINESS AS A
FRIEND OF THE GAMES
AND YOU WILL GET

✓ ADVERTISEMENT MATERIALS	✓ FRIENDS OF THE GAMES DIRECTORY ON OUR WEBSITE
• TENT CARDS	✓ FEATURE OUR FRIENDS OF THE GAMES ON OUR INSTAGRAM
• WINDOW DECALS	HIGHLIGHTS AND FACEBOOK
• BRANDED BUTTONS	ALBUMS

WPFG2023.COM

FREE ADMISSION FOR
ALL PUBLIC VENUES

— 2023 —
WORLD POLICE & FIRE
— GAMES —

CHEER ON ACTIVE
AND RETIRED FIRST
RESPONDERS FROM AROUND
THE WORLD COMPETE
IN 63 DIFFERENT SPORTS

**JULY 28 TO AUGUST 06
2023**

WPFG2023.COM

ADVERTISING

Social Media

  FRONT LINE TO FINISH LINE

JOIN 8500+ FIRST RESPONDERS FROM
AROUND THE WORLD TO COMPETE IN THE

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REGISTER TODAY AT
WWW.WPFG2023.COM



**CALLING ELIGIBLE
FIRST RESPONDERS!**

WPFG HAS CHANGED THE
ELIGIBILITY OF PARTICIPANTS!

VISIT OUR WEBSITE
WWW.WPFG2023.COM
TO CHECK ELIGIBILITY

REGISTER FROM
DECEMBER 1ST!



FRONT LINE TO FINISH LINE



**MAY THE
FOURTH
BE WITH YOU**

  — WORLD
POLICE & FIRE
GAMES —

 FRONT LINE TO FINISH LINE 

Don't Miss This Opportunity!

REGISTER AS AN ATHLETE
BEFORE JANUARY 15, 2023

EARN A CHANCE TO WIN
CAD150 IN MERCHANDISE

LINK IN BIO



WWW.WPFG2023.COM

THINGS TO DO WHEN YOU VISIT WINNIPEG

COME VISIT OUR QUINTESSENTIAL
MEETING SPOT – A PLACE WHERE
CULTURES AND CUISINES CULMINATE!

The Forks is a geographical
meeting point of the Assini-
boine and the Red River that
has served as a meeting place
for over 6,000 years and a
trading post for many years
for Canada's Indigenous.



THE FORKS

GAMES-TIME PAGEANTRY



Medal Ceremony Backdrop Banner



Team Sport Banner

GAMES-TIME PAGEANTRY

Accreditation & Lanyard Design



SOCIAL MEDIA AD RESULTS

Meta Ads Report - Nov2022-August2023 - 2023 World Police & Fire Games											
Campaign name	Reach	CPM (cost per 1,000 impressions) \$	CTR (all) %	CTR (link click-through rate) %	Link clicks	Page engagement	Post engagement	Video plays at 50%	Video plays at 75%	Video plays at 100%	ThruPlays
[11/04/2022] Promoting https://www.wpfg2023.com/	10566	4.05	5.89	1.46	353.00	454.00	455.00				
[12/13/2022] Promoting https://www.wpfg2023.com/registration	178786	0.39	6.92	6.68	12730.00	25036.00	25036.00	24642.00	16949.00	12588.00	12212.00
Volunteer_Firefighter_Registration	210179	2.70	1.07	0.44	9631.00	10939.00	10939.00				
Vol_Reg_Awareness_Feb14	217656	2.84	1.07	0.53	3886.00	128232.00	128232.00	176002.00	131865.00	111444.00	112469.00
General Athlete Registration	3417806	0.85	6.97	6.92	548731.00	1217852.00	1217852.00	1390075.00	921161.00	675456.00	664627.00
[12/26/2022] Promoting https://www.wpfg2023.com/registration	174562	1.88	0.51	0.31	1567.00	59958.00	59958.00	138538.00	86712.00	58056.00	58336.00
[12/26/2022] Promoting https://www.wpfg2023.com/registration	1336842	0.46	7.03	7.06	147135.00	268437.00	268437.00	251947.00	167425.00	122329.00	119622.00
[12/19/2022] Promoting https://linktr.ee/wpfg2023	180930	2.25	0.65	0.37	1925.00	56828.00	56828.00	136217.00	83029.00	53716.00	54826.00
[12/13/2022] Promoting https://www.wpfg2023.com/registration	9496	6.08	1.16	0.63	64.00	1726.00	1726.00	3568.00	2337.00	1610.00	1656.00
[12/08/2022] Promoting https://www.wpfg2023.com/registration	19552	6.89	1.90	0.78	282.00	5432.00	5432.00	11258.00	7044.00	5033.00	5136.00
[11/04/2022] Promoting https://www.wpfg2023.com	10836	3.76	5.61	1.43	372.00	490.00	490.00				
[12/01/2022] Promoting https://wpfg2023.fusesport.com/registration/982/23Website/	3213321	0.34	5.44	5.33	295626.00	592981.00	592981.00	651116.00	422091.00	299439.00	294169.00
[12/01/2022] Promoting https://wpfg2023.fusesport.com/registration/982/23Website/	735743	0.47	7.36	7.21	77297.00	123315.00	123315.00	101238.00	64912.00	46118.00	45321.00
[12/01/2022] Promoting https://wpfg2023.fusesport.com/registration/982/23Website/	2226676	0.13	0.95	0.69	23441.00	24054.00	24054.00				
[11/28/2022] Promoting https://www.wpfg2023.com/rules-eligibility	245889	0.19	4.05	3.92	11097.00	17402.00	17402.00	15481.00	9359.00	6285.00	6205.00
[11/28/2022] Promoting https://www.wpfg2023.com/rules-eligibility	741251	0.06	0.70	0.48	3925.00	4071.00	4071.00				
[11/28/2022] Promoting https://www.wpfg2023.com/rules-eligibility	341694	0.12	0.86	0.56	2324.00	2426.00	2426.00				
[11/04/2022] Promoting https://www.wpfg2023.com	261635	0.15	1.19	0.83	5375.00	5537.00	5538.00				
[11/04/2022] Promoting https://www.wpfg2023.com	12776	5.83	2.57	0.92	155.00	220.00	220.00				
EarlyBirdPricingEng	540928	0.75	7.01	7.07	50094.00	286092.00	286092.00	253340.00	220435.00	204028.00	200373.00
	11019082	0.81	4.59	4.41	1196010	2831482	2831484	3153422	2133319	1596102	1574952