

WFDF 2022 World Masters Ultimate Club Championships
Siege Events Ltd
World Flying Disc Federation (WFDF)
Post Event Report



Deliverable based on Memorandum of Understanding (MOU) for funding received from Limerick City & County Council

Introduction

The WFDF 2022 World Masters Ultimate Club Championships (WMUCC) took place in Limerick from the 25th June to 2nd July and welcomed over 3,000 participants from 23 countries. The event was organised by Siege Events Ltd, a local organising committee established for the purpose of running large scale Ultimate Frisbee events. The group have strong roots in the Limerick Ultimate community and have organised events of varying scales over the last 10 years. These experiences culminated in the hugely successful WMUCC event.

WMUCC 2022 took place across the University of Limerick (UL) and Technological University of the Shannon (TUS) Moylish Campus' over 8 days. A large number of participants stayed in the on-campus UL accommodation and others stayed in various accommodations across the city including Ashdown and Punches located near Mary I, and hotels / BnBs / Airbnbs. This was the first WFDF World Championship event globally back after the Covid pandemic and was a fantastic spectacle to welcome to the City of Limerick.

Below is a report based on the key performance indicators agreed with Limerick City & County Council as part of the funding MOU.

1. Professionalism and capacity to deliver

The organising team of WMUCC 2022 was Siege Events Ltd, a local organising committee established for the purpose of running large scale Ultimate Frisbee events. The below points are to evidence the strong professionalism shown and capacity to deliver this and other events of this scale.

- Siege Events had a clear governance structure and roles and responsibilities across the team. Barry Walsh and Liam Grant are Directors of the company and were the ultimate decision makers throughout the planning process. The core team consisted of eight other representatives covering roles such as finances, operations, health & safety, competitions, marketing and communications, volunteering and accommodation / food.
- The Siege Events team met on a weekly basis in the six months leading up to the event to discuss priorities, highlight key actions and ensure the project plan was on time and within budget. Barry Walsh was the project manager, Andrew Meade the treasurer and Liam Grant was the main point of contact for many of the key relationships including with the University of Limerick where the majority of event logistics and operations were taking place.

- The event programme was delivered as outlined in the plan, with 560+ games being played across the 8 day World Championships. Alongside this, the event featured several social / cultural events including a party at King John's Castle and Flannery's in Limerick city centre, party at the UL Courtyard, jersey trading night at the UL Courtyard and Irish music and dance evening at The Stables Bar.
- A full event management plan was produced and followed. Pre-event the team managed the plan on a project management software called Asana, giving everyone visibility of tasks, dependencies and deadlines. A full Event Management Plan for the duration of the event was produced, reviewed and agreed with UL and TUS.
- All legal obligations were met - all suppliers were paid, relevant insurance coverage and indemnity letters were put in place with all venues and suppliers, all company accounts and Director reporting obligations are up to date. The Siege Events team work closely with local Limerick accountants, Bourke Malone Accountants, to ensure all finances and reporting are up to date.
- Risk assessments and health & safety reports were completed in advance of the event both to meet insurance obligations, venue requirements and evidence robust planning. These can be shared if necessary. No specific Child Protection Policy was in place for the event as there was a strict no U18 policy among staff and volunteers.
- The event was at Masters level (33 years old for Men and 30 years old for women), therefore there were no minors participating. A Lost Child Policy was included in the Event Management Plan.
- Siege Events partnered with Adventure World Camps to provide a week-long summer camp experience at UL for approximately 30 children of traveling international participants.

Below are some local and regional experiences promoted to participants in the WMUCC 2022 [Event Guide](#):



Create memories in Munster, Ireland

EXPLORE LIMERICK CITY

- King John's Castle
- The Treaty Stone
- The Hunt Museum
- Limerick City Gallery of Art
- Thomond Park Stadium
- Milk Market (Fri-Sun)
- Escape Limerick
- Treaty City Brewery Tour
- Arena 5
- Nevsail
- Get West & much more!

....OR STEP INTO NATURE

COUNTY LIMERICK

- Clare Glens Woodland
- Curraghchase Forest Park
- Lough Gur Lakeshore Park
- Limerick Greenway
- Ballyhoura Mountains

COUNTY CLARE

- Bunratty Castle
- Killaloe Lakeside
- West Lake Aquapark
- Cliffs of Moher
- The Burren
- Lahinch Beach
- Spanish Point Beach
- Fanore

Special Offers

Exclusive Discount Codes have been obtained for WMUCC Players & other attendees, for local Limerick attractions. These codes will work 20th June to 6th July to allow you to visit before, during or after the week of games:

King John's Castle - Visit the iconic 12th century medieval castle by day & party there by night at the Saturday Night Tournament Party. Use the code **W2KJC Frisbee30** for a 30% discount.

Escape Limerick - Challenge yourself to complete an Escape Room with your team or family, use **WUFRISBEE_LMK** for a 10% discount. If booking for more than 6 people, email office@escapelimerick.ie directly to book.

2. Social Impact

The Siege Events team aimed to use this event to have a positive social impact on the City of Limerick and the sport of Ultimate. Our goal was to engage the community with a positive live event spectacle, bring national attention to the City of Limerick with this unique sport, grow Ultimate in the Limerick region and create a strong foundation with both the Limerick community and World Flying Disc Federation to host similar scale events in the future.

- The Siege Events team was composed of 10 individuals, most of whom have strong ties to Limerick through residing in, university, work and sport. Five of the team were based in Limerick at the time of planning and the other five were spread across Clare, Cork, Galway, Dublin and London.
- 25 of the 112 volunteers who supported the delivery of the event on the week leading up to and the week of were local Limerick based volunteers.
- Volunteer hours: Estimated volunteers worked 8 hours per day for 8 days of the event.
112 volunteers x 8 hours x 8 days
Approximately 7,168 volunteer hours which is a significant contribution to those who engaged in the volunteering activity of their personal and professional development.
- All volunteers provided with a Volunteer Participation Certificate post-event to evidence their contribution and achievement.
- Number of coaching sessions in schools / community groups: 26 Ultimate Frisbee youth coaching sessions delivered to date
- Number of youth groups / children reached: 580 children introduced to Ultimate Frisbee to date and 320 discs donated
- [Youth session run alongside Limerick Youth Services during WMUCC](#)
- €5,000 fund committed to the development of Ultimate nationally in Ireland through coaching sessions, events and support for the national governing body, the [Irish Flying Disc Association](#). Fund is still open for the Irish Ultimate community and schools to avail of.

3. Cultural Impact

Siege Events aims to be an open and diverse organisation, welcoming opportunities to collaborate with the communities we work in.

- The event was mainly focused around the competition of the World Championships and featured 560+ games played.
- The Siege Events organising team had a 70:30 male to female split.
- The event volunteer team had a 62:35:3 male to female to non-binary split.
- Data on race, ethnicity, religion, etc. was not captured as part of the event registration information.
- The event was novel in the city of Limerick in that it was the first ever World Championship Ultimate Frisbee event hosted in the city, and only the second ever in Ireland. The sport is still quite niche and has a small, but growing, community therefore the event was likely the first time a lot of people heard about the sport of Ultimate.
- There were strong links with the hospitality sector throughout the event such as:
 - Large number of participants stayed in accommodation on the UL campus
 - Large number of participants stayed in hotels and other accommodations across the city. Notably it was very difficult to get accommodation close to the time as event participants and supporters (families, friends, etc.) had booked out much of this
 - Meals during the event (breakfast, lunch, dinner) were providing in large quantities by the restaurants on campus at UL
 - Restaurants in the city were seeing the benefit of the event with busy crowds each evening for dinner. The organising team and UL had calls daily from businesses in the city letting us know they had availability and were open for business to the crowds of participants
 - [JJ Bowles \(Limerick's Oldest Pub\) welcome participants to Limerick for the week of the event](#)
 - There was positive feedback on social media from business and the community about the life the event and its participants were bringing to the city during the week
- King John's Castle was used as the venue for the closing event party with living music and an estimated 1,500 attendees.

4. Economic Impact

- 10 part time staff employed by Siege Events Ltd as part of WMUCC 2022
- Total salaries of Siege Events organising team: €77,100
- Total number of participants: 3,007 (117 domestic / 2,890 international)
- Estimated number of bed nights: 24,000
 - Based on 8 nights x 3,000 participants
 - Approx. 940 domestic bed nights and 23,060 international bed nights
 - Note that many participants arrived 1-2 nights early in preparation for the event so average number of bed nights per person is more likely 9-10 nights
 - We do not have all of the accommodation data as we only managed the UL bed bookings so do not have a definite number to attribute to this but the above estimate is a strong indication based on number of registered participants and duration of the event
- Income streams for the event were predominantly through the WFDF (via team registration fees), LCCC funding and Failte Ireland funding.
- The event would have had a positive impact on businesses in the community as a result of 3,000 additional people being present for a period of 8+ days. This would have naturally led to greater footfall and more commerce, particularly for restaurants and pubs. The event also brought media attention to the city which would have drawn in spectators and other interested parties to the city. For future events, Siege Events is keen to get closer to local businesses in terms of promotion, sponsorship and collaboration opportunities to mutually benefit both parties and Limerick as a whole.
- The event had an extremely positive impact on the hospitality sector in the community through:
 - Estimated 24,000 bed nights increased as a result of the event
 - Meals served to 3,000+ participants over 8+ days of the event from restaurants both on the UL campus, around the Castletroy area and in the city centre
 - Businesses commented on the increased footfall and positive atmosphere / life the event brought to the city
 - Positive relationships were formed with businesses in the hospitality sector, particular restaurants, pubs / bars and hotels. Having now seen the impact of a major Ultimate Frisbee event, Siege Events believes there are many opportunities to strengthen relationships and collaborate for future events.
- Future benefits and impact: The success of WMUCC 2022 has led to the Siege Events team being awarded the [European Ultimate Championships 2023](#) (EUC 2023) which will also be hosted in Limerick and will see an estimated 1,500 participants come to the city for the 8 day event. The team have ambitions to make Limerick the frontrunning location for major Ultimate championships for many years to come. WFDF were extremely impressed with the organisation, facilities and City of Limerick during WMUCC 2022 and are keen to work with us again in the future. The impact of this one successful event will lead to long term and sustained positive economic impacts for the city through major sporting events.

5. Marketing, Social Media and Branding

Social Metrics

Instagram

- Followers: 2,233
- Average likes per post: 220+
- Account reach on run up to and post event: 105,000+
- Women: 44.6%
- Men: 55.4%

International Reach on Instagram (top 5 countries)

- United States: 17.6%
- Canada: 12.3%
- Ireland: 11.9%
- Colombia: 10.6%
- Germany: 5.2%

Facebook

- Followers: 4,547
- Average likes per post: 110+
- Account reach on run up to and post event: 303,000+
- Women: 44.6%
- Men: 55.4%

International Reach on Instagram (top 5 countries)

- Canada: 28.2%
- United States: 22.9%
- Colombia: 8.8%
- France: 6.1%
- Philippines: 3.9%
- United Kingdom: 3.3%

Website

Display of Limerick City Council on the media page and website footer featuring site wide on a consistent basis.



Partners & Sponsors



Festival/Event on-line and print listings

Featured on the Irish Times image of the weekend:

<https://www.irishtimes.com/gallery/culture/2022/06/26/images-of-the-day/>



Limerick Post:

<https://www.limerickpost.ie/2022/06/26/world-frisbee-championships-get-off-to-flying-start-in-limerick/>

Limerick Leader:

<https://www.limerickleader.ie/news/sport/845268/ultimate-frisbee-world-championships-underway-in-limerick-for-teams-from-23-counties.html>

I Love Limerick:

<https://www.ilovelimerick.ie/2022-world-masters/>

Limerick.ie listing:

<https://www.limerick.ie/discover/living/limerick-news/2022-world-masters-ultimate-frisbee-championships-be-staged-limerick>

Event Guide:

<https://wmucc.sport/wp-content/uploads/2022/06/WMUCC-Event-Guide-2022.pdf>

Event Guide opening page:



Spend

Pre-event press release and PR by Edwina Gore was covered by Karen Brosnahan and Shannon Region Bureau of Conference & Sport.

Additional marketing spend by Siege Events on x2 billboards in Limerick in week leading up to and week of event costing: €1,680 (exc. VAT)

Billboard:



Conclusion

We strongly believe that WMUCC 2022 had a positive impact on the local community and City of Limerick. Particularly after an extremely tough few years throughout the Covid pandemic, it was fantastic to host a large-scale sporting event, bring a positive atmosphere and showcase everything the city has to offer. Participants enjoyed their time competing and socialising, enjoying the warm Irish hospitality.

Siege Events thanks Limerick City & County Council for their support and funding for the event. Our desire is to work closely again on future events, such as EUC 2023, creating an even stronger working relationship and collaborating with more businesses across the city. Our intention is to continue shining light on everything Limerick has to offer through the lens of sporting events and Ultimate Frisbee.

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**MASTERS ULTIMATE
CLUB CHAMPIONSHIPS**

LIMERICK, IRELAND
25 JUNE - 2 JULY 2022