

2021 WORLD CHAMPIONSHIPS OF

# *Double-Bitted Axe Throwing*

# Today's Discussion

## ***Introduction***

On November 14, 2019, the Nova Lumberjacks Society (NLS) officially opened bidding for the 2021 World Championships of Double-Bitted Axe Throwing.

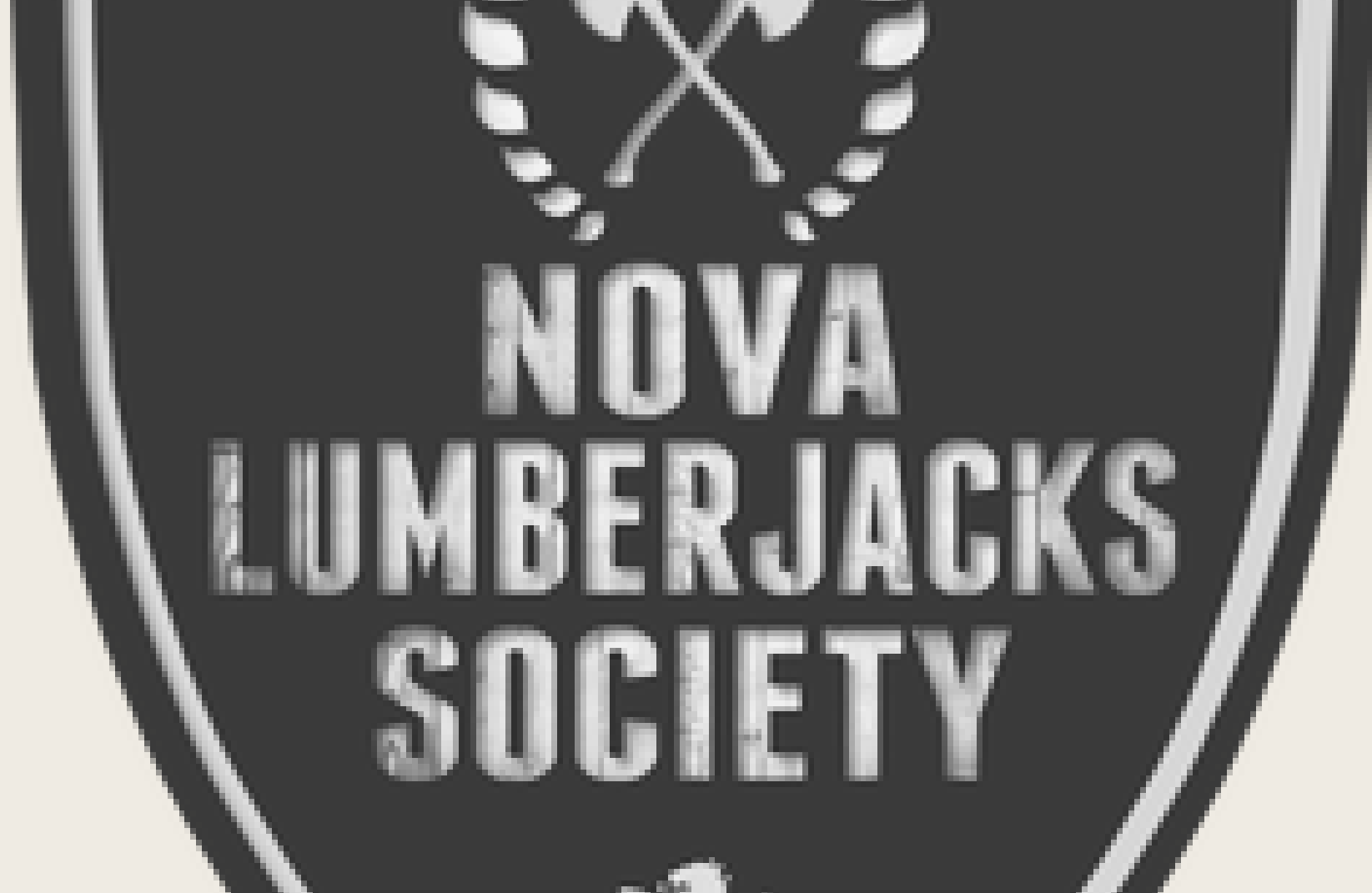
As a maritime based organization, the NLS offered bidding opportunities exclusively to seven maritime communities, one of which is Barrington.

The deadline for bidding for this event is March 31, 2020.

## ***Who is Nova Lumberjacks Society (NLS)?***

Founded in 2016, the Nova Lumberjacks Society is a volunteer based registered Nova Scotia non-profit organization whose mandate is to grow and promote lumberjack sports and its athletes. They achieve this by organizing and hosting high level competitions, coaching and mentoring young athletes and through supporting national axe throwing teams.

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## ***Who is Nova Lumberjacks Society (NLS)? ...***

On August 11, 2019, a meeting was held in Hallefors, Sweden at the 2019 World Championships which included representatives of the 14 nations. It was decided based on a unanimous vote that Canada would host the next World Championships through organization of the Nova Lumberjacks Society (NLS) in coop with Wild Axe Productions.



# ***Event Details***

## **BI-ANNUAL EVENT**

Every two years, the World Championships of Double-bitted Axe Throwing brings together elite axe throwing competitors from all over the globe. The event has previously been hosted in Hallefors, Sweden in 2019 and Munster (Hessen), Germany in 2017.

## **3-DAY EVENT**

The Championships are a three day, tournament style, point-based competition that includes Youth, Women, Men and Team categories competing in Qualification and Championship rounds.

## **EVENT FORMAT**

Day 1, Competitor registration followed by Team World Championship. Day 2, Qualification rounds for Individual World Championship. Day 3, Championship rounds for Individual World Championship.

## **CROWNING A CHAMPION**

The purpose of the event is to crown world champions in each division with projected 1st place prize purse in each division of up to \$5000 and an overall total prize purse amounting to nearly \$40,000, making this the highest purse ever awarded in axe-throwing, to date.



# ***Event Details ...***

## **OTHER ACTIVITIES**

number of other events will need to be coordinated alongside the main axe-throwing competition. Events and activities will include but are not limited to:

- Opening Ceremony
- Closing Ceremony
- 3+ evening social functions for the competitors
- Award Ceremonies
- Final Banquet
- Annual general meeting of the GLOBAL AXE-THROWING COMMISSION
- Public Axe Throwing

## **GLOBAL AXE-THROWING COMMISSION**

The GLOBAL AXE-THROWING COMMISSION (GAC), an international non-profit organization responsible for providing rules and sanctioning of national and world championship level double-bit axe throwing tournaments, is concurrently in the process of officially registering the rights to the event name.



# *Interesting Facts*

## PARTICIPATION

The 2021 World Championships are projected to gather **150-200 competitors** representing 5-10 countries and 7-10 provinces across Canada from 30+ axe throwing clubs. In addition, spectator traffic is projected to draw **2000-3000 out of town visitors**. Finally, hosting the event will require an organizing committee, approx 20- volunteers, , sponsors, part-time staff members and ceremonial partners.

## MARKETING AND PROMOTION

The 2021 World Championships will use existing registered websites for the Nova Lumberjacks Society, Global Axe Throwing Commission, host community and sponsors to promote the event. Web streaming, TV and press coverage (local and national) is **expected to be extensive**.

## ECONOMIC IMPACT

Since 2016, the Nova Lumberjacks Society has had an economic impact of over \$650,000 to the Nova Scotia economy. The economic impact of an event such as the 2021 World Championships is estimated at \$750,000 - \$1 million alone.





## OUR EXPERIENCE

Barrington has demonstrated its ability to host events successfully in the past. Most recently and suitably, we've hosted the 2018 and 2019 Nova Scotia Lumberjack Championships and are slated to host them again this year. In addition, our marathon is celebrating its 50th anniversary this year and we've hosted NHL legends and World Junior A Challenge games.

## OUR HOSPITALITY

Our hospitality is next to none. With every event we've ever hosted, the feedback from participants and visitors has been incredibly positive. Also, the forestry heritage and lumberjack culture is ingrained in our history and is even represented by the colour brown in our tartan. This event truly speaks to this heritage and culture.

## OUR OPPORTUNITY

The opportunities to host an international event are far and few between. We are a small rural area that lacks the necessary facilities and amenities to host large scale events. This event, still in its infancy stage, is perfect for our size and capabilities and should be seriously considered. In addition, the camaraderie of the event and economic impact is undeniable and would be a welcome injection to our local economy.

# *Why Barrington?*





# ***What is required?***

## ***Bid Proposal***

By March 31, 2020, the Municipality must submit a bid proposal.

## ***Commitment***

Along with the bid, the Municipality must confirm its support of the event in the form of a letter.

## ***Local Organizing Committee***

If the event is awarded to Barrington, a local organizing committee (LOC) will be established. The LOC will be their own entity and will be responsible for the organization and coordination of the event. A group of individuals with extensive knowledge and experience in the sport have been identified as potential members of this committee.



# ***What is the cost?***

## ***Estimated Budget***

The estimated budget for this event is **\$135,000** but this excludes any costs related to filming and production. Those costs are estimated at between between \$40,000 and \$60,000.

## ***Municipal Commitment***

Based on our grants to organizations policy, the Municipality's commitment could not exceed 10% of the overall budget. Based on this policy, the municipal commitment could not be higher than \$13,500. Council could also choose to support the event financially outside of the grants to organizations program.

## ***Possible Revenue Streams***

An international event is attractive to both the Federal and Provincial governments as it fits within their strategies and priorities. The remaining funds would come from sponsorship, grants and ticket sales. ACOA, through their Canadian Experiences Fund, supports communities across Canada as they create, improve or enhance tourism products, facilities and experiences. The Major Event Hosting and Festival and Community Event Development Provincial programs make funding available to support initiatives related to Festivals and Events.



# 2017 World Championships

115 COMPETITORS

10 NATIONS

4,500 SPECTATORS



Past Events.



# 2019 World Championships

140 COMPETITORS

14 NATIONS

2,000 SPECTATORS

Past Events.

The collage features several news snippets and photos related to the 2019 World Championships in ax throwing. At the top right is a screenshot of an SVT Nyheter article from Gavleborg, dated August 12, 2019, with a '1 minute' video player. The main headline reads 'Anki from Söderhamn won the World Cup gold in ax throwing'. Below this, a sub-headline states 'Anki Hedberg from Söderhamn won gold in ax throwing and silver in the team competition.' The text continues: 'For Söderhamnsbon Anki Hedberg, ax throwing was an obvious choice. She was persuaded to test on the sport. Today she is the world champion in ax throwing. - It was only my 14-year-old son who got interested in this and he was kidding me that I would also test ax throwing and that way it was, says Anki Hedberg World Cup gold medalist.' To the left of this article is a photo of Anki Hedberg in a red shirt holding an axe. Below the main article is another snippet with the headline 'WM in double ax throwing' by Andreas Rettig, dated August 19, 2019. The text says: 'The double ax throwing world championship in Hällefors, Sweden, between 09 and 12 August was represented by a total of 140 competitors from 14 nations. World champions were men Stefan Hedberg (Sweden) women and juniors Stefanie Hedberg (Germany).' Below this is a photo of several participants in red shirts. At the bottom of the collage is a paragraph: 'In very rainy weather, a total of 138 throwers from thirteen countries competed in the battle for the world championship title in double ax throwing in the Swedish town of Hällefors. For the first time, participants from Australia and Somalia also took part in an international competition. In addition to the individual competitions for women, men and juniors, the team world champion was also determined. Switzerland was represented by a total of twelve throwers from the clubs'.



# 2019 - Canadian Championships

70 COMPETITORS

4 NATIONS

1,200 SPECTATORS



Past Events.



***A taste of what  
could be ...***





Wild Axes logo on cap

Wild Axes logo on cap

Wild Axes logo on t-shirt

Wild Axes logo on t-shirt

Wild Axes logo on t-shirt

Wild Axes logo on t-shirt



# *Questions?*

LET'S SEIZE OUR OCEAN OF  
OPPORTUNITY.

