

FACT SHEET - EVENT

This event is known as the World Championships of Double-bitted Axe Throwing, but also referred to as the World Cup of Axe Throwing & World Axe Throwing Championships. Official name is also subject to change slightly depending on the primary language of the hosting country. For current intents and purposes of this document this event shall be referred to as the World Championships of Double-bitted Axe Throwing.

This event occurs every two years.

The next World Championship is set to occur in Canada in the summer of 2021 and will be a three (3) day tournament.

The hosting City or Town is to be determined.

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.

In total, the 2021 World Championships are projected to gather 150-200 competitors representing 5-10 countries, in addition to 7-10 provinces across Canada, and 30+ Axe throwing clubs.

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) of the 2021 World Championships is expected to be extensive. Coverage data from previous similar NLS events suggest overall global viewership traffic/exposure will be in the hundreds of thousands.

The event is expected to draw a high amount of media attention. Representatives from provincial and national media are expected to cover the 2021 World Championships.

This event will include public access to axe throwing as part of the event.

Spectator traffic for the event is projected to draw 2000-3000 out of town visitors.

Hosting will require an organizing committee, the participation of 20 volunteers (minimum) and, due to magnitude of the event, will require some part-time staff members as well as ceremonial partners for a total of around 30 people.

FACT SHEET – HOSTING RIGHTS (detailed background)

On August 11, 2019, a meeting was held in Hallefors, Sweden at the 2019 World Championships of Double-bitted Axe Throwing which included representatives of the 14 nations present. It was decided based on unanimous vote that Canada would host the next World Championships in 2021 through organization of the Nova Lumberjacks Society (NLS). To formalize the process for future double-bitted axe throwing championships, it was also decided that an official organization be registered to administer such future appointments. As such, the Global Axe-throwing Commission (GAC) was formed, unofficially, and is currently being registered as a non-profit under the Societies Act in the Province of Nova Scotia (to be completed by Dec 31, 2019).

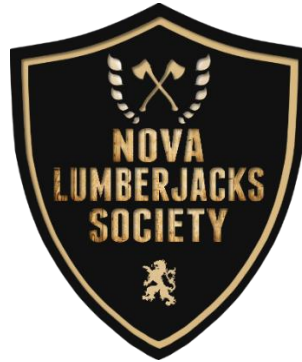
The GAC is a collection of appointed representatives from the international axe throwing community whose board of directors represent 5 nations (Germany, Canada, Sweden, Ireland and Switzerland). Their mandate is to grow and promote the sport of axe throwing. Their main responsibility is development and delivery of standardized rules & format for, and sanctioning of, national and world championship level tournaments in double-bitted axe throwing. Concurrent to this bid process, upon completion of formal registration of the GAC, the official rights for the 2021 WORLD CHAMPIONSHIPS OF DOUBLE-BITTED AXE THROWING will be registered for all future use.

The Nova Lumberjacks Society is a Nova Scotia based, registered non-profit organization who were awarded the right to host the 2021 World championships, based on their experience and success in hosting previous events including:

- Canadian Axe Throwing Championships (2018 & 2019)
- Nova Scotia Lumberjack Championships (2016 to 2019)

It is important to note that this event can only be made possible with the strategic partnership with Wild Axe Productions. Wild Axe is uniquely equipped with the specialized, competition grade equipment & 20 years of hosting professionalism and will play a key role in the overall experience of the competition including delivery and setup of competition grade targets and other core infrastructure.

FACT SHEET – NOVA LUMBERJACKS SOCIETY



What is Nova Lumberjacks Society (NLS)?

Founded in 2016, the NLS is a volunteer based, Nova Scotia registered non-profit organization (Reg. # 3295101) whose mandate is to:

“Grow and promote lumberjack sports and its athletes.”

How does NLS achieve its mandate?

We do this through a number of key initiatives including:

- Organizing and hosting high level competitions annually
 - Nova Scotia Lumberjack Championships
 - Canadian Axe Throwing Championships
- Coaching and mentoring youth in the sport
- Supporting fundraising efforts of the Canadian Axe Throwing Team
- Providing lumberjack sports demonstrations for the public
- Media promotion
 - Hosting and maintaining the NLS Website
 - Writing articles in each edition of Atlantic Forestry Review magazine
 - Hosting active Facebook pages for our events and organization
 - Responding to media interviews (TV, radio, online and newspaper)

What has NLS contributed to the sport?

Since formation in 2016, NLS has paid out over \$70,000 in prize money to athletes, provided content for over 4.5 hours of nationally televised lumberjack sports entertainment, and has had an economic impact of over \$750,000 to the Nova Scotia economy.

2018 Canadian Axe Throwing Championships -

<https://www.bing.com/videos/search?q=canadian+axe+throwing+championships&view=detail&mid=900466CBA9C039957890900466CBA9C039957890&FORM=VIRE>

2018 Nova Scotia Lumberjack Championships- <https://www.youtube.com/watch?v=2Cb7FG4I7PA>

FACT SHEET – WILD AXE PRODUCTIONS



What is Wild Axe Productions?

Founded in 2012, Wild Axe Productions delivers lumberjack experiences and develops infrastructure that provides the testing grounds for the athletes to compete.

What services does Wild Axe provide?

Wild Axe is responsible for the quality equipment that allows for a world class axe throwing event:

- Providing the competition grade targets
- International scoring equipment
- Construction and repair equipment
- Sound system and Master of Ceremony (MC) services
- Throwing range quality control and safety inspection
- Liability insurance

Why is Wild Axe the right service provider for this event?

Wild Axe has over 20 years of experience with hosting and competing in professional lumberjack sports competitions. They have provided the infrastructure for the Nova Scotia, Atlantic and Canadian Axe Throwing Championships.

Wild Axe is the lumberjack backbone that has facilitated the development of the “Wild Axe Lumberjack AXExperience” and Timber Lounge Inc.