以千年文脉为墨 绘世界运动华章

——2025年第12届世界运动会开闭幕式创意征集书

天府之国邀八方才俊，世运盛会纳四海灵光。当金沙神鸟掠过龙泉山峦，当千年古堰邂逅世运荣光，这座以诗意闻名的城市，这方以奋进为志的热土，正等待您用创意点亮世界的目光。在此，我们诚挚向您发出邀请，邀请您参加“2025年第12届世界运动会开闭幕式创意征集活动”，用您饱含热情与智慧的创意，助力导演团队呈现世运独一无二的华章。

一、关于赛事

世界运动会由国际世界运动会协会（IWGA）主办，竞赛项目以非奥运会项目为主，于1981年首次举办，每4年举行一次。世界运动会是非奥项目最高水平的国际综合性运动会，与奥运会相互促进、相互补充，共同致力于在世界范围内促进体育运动的发展和奥林匹克精神的传播。

2025年成都世界运动会（2025 World Games）是[第十二届世界运动会](https://baike.baidu.com/item/%E7%AC%AC%E5%8D%81%E4%BA%8C%E5%B1%8A%E4%B8%96%E7%95%8C%E8%BF%90%E5%8A%A8%E4%BC%9A/61743187?fromModule=lemma_inlink" \t "https://baike.baidu.com/item/2025%E5%B9%B4%E6%88%90%E9%83%BD%E4%B8%96%E7%95%8C%E8%BF%90%E5%8A%A8%E4%BC%9A/_blank)，将于2025年8月7日至8月17日在中国[四川](https://baike.baidu.com/item/%E5%9B%9B%E5%B7%9D/212569?fromModule=lemma_inlink" \t "https://baike.baidu.com/item/2025%E5%B9%B4%E6%88%90%E9%83%BD%E4%B8%96%E7%95%8C%E8%BF%90%E5%8A%A8%E4%BC%9A/_blank)[成都](https://baike.baidu.com/item/%E6%88%90%E9%83%BD/128473?fromModule=lemma_inlink" \t "https://baike.baidu.com/item/2025%E5%B9%B4%E6%88%90%E9%83%BD%E4%B8%96%E7%95%8C%E8%BF%90%E5%8A%A8%E4%BC%9A/_blank)举行，是中国大陆首次举办[世界运动会](https://baike.baidu.com/item/%E4%B8%96%E7%95%8C%E8%BF%90%E5%8A%A8%E4%BC%9A/2753353?fromModule=lemma_inlink" \t "https://baike.baidu.com/item/2025%E5%B9%B4%E6%88%90%E9%83%BD%E4%B8%96%E7%95%8C%E8%BF%90%E5%8A%A8%E4%BC%9A/_blank)。

二、征集内容

我们此次征集的，是成都世运会开幕式和闭幕式的创意，内容包括暖场表演、文化展演以及主火炬点火、熄火仪式部分的创意，可以是全案创意，也可仪式各环节中一个或多个环节进行创作。创意需以文案的方式进行呈现。

三、征集对象

所有有意愿参加本次征集活动的个人和组织（以下统称应征人）均可参加本次征集活动。

四、应征文件组成

应征人应提交应征文件。应征文件应包含“应征人简介”“创意文案”“法律文件”三部分内容。

（一）应征人简介

请填写应征人（含个人、合作人或组织）简介。

上传主体证明文件（以身份证/护照作为自然人主体的证明文件，以营业执照副本作为企业的证明文件，这样以便在您获奖的时候我们联系您）。

字数控制在1000字以内。

（二）创意文案

文案以文字形式表述为主，可配合图片、视频等形式进行展示。

文案必须为原创，不能是已发表作品，不能是对任何他人作品的复制、修改、改编、演绎等，不得以任何方式侵害他人知识产权。文案总体控制在5000字以内。

（三）法律文件

包括《2025年第12届世界运动会开闭幕式创意征集活动参与承诺书》（详见附件），以及成都世运会执委会根据实际情况需要调整、追加的材料。

五、应征文件获取及提交要求

（一）应征文件获取

应征人可在成都世运会官方网站（www.theworldgames2025.com）下载《2025年第12届世界运动会开闭幕式创意征集书》及相关附件，并填制。

（二）应征文件提交时间

即日起至2025年6月6日18:00

（三）应征文件提交渠道

官方邮箱：cdwgocci@theworldgames2025.com是本活动唯一接收应征文件的渠道。

（四）应征文件语言要求

应征文件应以中文或英文编制。

（五）应征文件格式要求

主体证明文件的格式为图片（.jpg、.png、.bmp格式）或文件（.pdf格式）。

创意文案含有图片、视频，及其它证明文件的，应一并作为附件上传提交，格式为图片（.jpg、.png、.bmp格式）或文件（.pdf格式）。

附件格式要求：图片（.jpg、.png、.bmp格式）或文件（.pdf格式），大小不超过30M；视频不超过200M。

六、评审和奖励

评审分为初筛、复评、终评三轮，最终将评选出：

金奖1份，奖金5万元；

银奖1份，奖金3万元；

铜奖1份，奖金1万元；

优秀作品17份，每份奖金1000元。

七、法律声明

（一）个人信息保护

成都世运会执委会对应征人提供的个人信息仅用于本次征集活动。成都世运会执委会将采取合理可行的措施，对应征人提供的个人信息进行保护，不向任何无关第三方披露使用上述信息。

（二）有关应征人的其他要求

1.应征人应当自行承担参加本次征集活动创意文案策划、制作所发生的全部费用。成都世运会执委会及开闭幕式工作组、国际世运协均不对应征人已支出或将要支出的任何费用承担任何责任。

2.奖金金额为税前金额，获奖者应按照相关国家及地区（包括但不限于中华人民共和国）的法律规定纳税。

3.应征人应当遵守全部适用的法律、法规及规范性文件，包括但不限于：中华人民共和国法律法规、国际世运协章程和成都世运会执委会的有关规定。

4.应征人应当按照征集文件的规定和成都世运会执委会今后可能提出的要求，提供其他资质证明和文件。

5.无论应征人提交的文案是否入选，在成都世运会开闭幕日前（含闭幕日），应征人应对提交的应征文案及其他相关资料和信息承担保密义务。应征人不得在任何时间、地点以任何形式对是否响应征集或是否参加本次征集活动进行商业性宣传，亦不得以任何明示或者暗示的方式披露与成都世运会执委会、成都世运会存在任何关联。成都世运会执委会保留取消违反上述保密及宣传限制义务的应征人参加本次征集活动资格及获选的权利。如应征人违反上述保密及宣传限制义务致使成都世运会执委会遭受任何损失，成都世运会执委会有权要求该应征人予以全部赔偿。

6.若应征的文案入选，应征人应自收到成都世运会执委会通知后30日内与成都世运会执委会签署相关法律文件，对相关知识产权等问题进行约定。应征人应将其提交并入选的应征文件涉及的著作权（包括但不限于财产权、邻接权、商品化权益）、专利权（包括但不限于外观设计专利申请权）、商标权（包括但不限于注册商标申请权）及其他一切可获得、享有且所适用法律不禁止转让的知识产权、与知识产权有关的权利、所有权及一切相关衍生权利全部自动无偿永久转让给成都世运会执委会（包括成都世运会执委会认可的其他第三方）。尚未及时完成转让手续的，应征人承诺先行以独占排他许可的方式授予成都世运会执委会（包括成都世运会执委会认可的其他第三方）行使全部知识产权，直至完成转让。成都世运会执委会亦可将受让或被许可的权利再次转许可或转让给任何第三人且不给予应征人任何赔偿或补偿。

入选文件应征人承诺在法律允许的全球范围内永久放弃向成都世运会执委会（包括成都世运会执委会认可的第三方）主张与入选文案相关的人身（精神）权利和财产权，包括但不限于署名权、发表权、修改权、保护作品完整权等。

（三）成都世运会执委会保留的权利

1.成都世运会执委会有权对本征集书中所涉任何内容进行相应的调整、说明、修改、补充、撤回或其他必要措施。

2.成都世运会执委会有权推迟或更改本次征集时间安排。

3.成都世运会执委会有权选出一个或数个文案，或者宣布未能选出符合要求的文案。

4.成都世运会执委会有权从入选的应征文案的主创人员中选择成都世运会开闭幕式主创团队成员。

5.成都世运会执委会保留对本次征集活动及征集文件的解释权。

（四）对征集文件的说明

1.本征集文件只接受中文、英文两种文本，其他语言文本为无效文本。

2.本征集文件及全部附件中所提及的天数均为日历日，所提及的所有时间均为北京时间。

3.本征集书的相关组成文件应被认为是互相说明的。如上述文件彼此之间出现矛盾或歧义，成都世运会执委会有权发出其认为必要的任何指示、澄清、说明或其他必要措施来解决此矛盾或歧义。

4.至接收应征文件截止时间的3日前，无论出于何等原因，成都世运会执委会均可自行对本征集书进行更改或撤回，成都世运会执委会将不会因此对应征人承担任何责任。更改或撤回自公布之日起生效。上述信息应作为应征人编制应征文件的依据。在此情况下，成都世运会执委会和应征人的权利和义务须受经调整的征集书内容和接收应征文件截止时间的约束。

5.更多成都世运会相关信息可登录官方网站www.theworldgames2025.com

6.本征集文件适用于成都世运会承办国，即中华人民共和国法律。

附件：2025年第12届世界运动会开闭幕式创意征集

活动参与承诺书

附件：

2025年第12届世界运动会开闭幕式

创意征集活动参与承诺书

1．参选作品不含有色情、暴力因素，不能与中华人民共和国法律相抵触；

2．参选人是参选作品的合法拥有者，承担相应的法律责任；

3．参选人完全同意征集书全文内容以及法律声明；

4．主办方有权对全部参选作品进行任何形式的对外推广，包括但不限于集结出版、网络视频短剧脚本改编及播放，并且展播不局限主办方平台（例如电视台展播）；

5．主办方享有所有复评入围作品的信息网络传播权，有权将所有初复评入围作品刊登在主办方开设网站上或与合作伙伴共同开设的WAP频道中、电子网刊、频道、网络台等相关业务等内容；

6．主办方有权在上述范围使用中进行无偿使用，参选人明确声明放弃对上述行为支付报酬的请求权；

7．本次活动不承担参选作品在投递过程中的丢失、毁损责任及其他由不可抗拒因素造成的任何参选资料的遗失、错误或毁损责任；

8．凡递交作品并报名参选的作者，视为已了解、熟知并同意上述有关版权问题的说明和承诺；

9．主办方保留对本活动的最终解释权。

承诺单位/人：

签署日期： 年 月 日

**To Deliver The Most Memorable World Games by Making Full Use of Rich Cultural Heritage**

— Solicitation of Creative Schemes for the Opening and Closing Ceremonies of The World Games 2025 Chengdu

Chengdu is known as the Land of Abundance and a celestial paradise. It now extends a welcoming hand to genuine talents from around the globe. The World Games 2025 Chengdu (hereinafter referred to as “TWG 2025 Chengdu”) becomes a radiant tapestry woven with the threads of global brilliance and inspiration. When the Golden Sun Birds soar high above Longquan Mountain, and when the thousand-year-old Dujiangyan Irrigation System has a beautiful encounter with TWG 2025 Chengdu, the host city, a city renowned for its poetic charm and its people being pioneering, and hardworking, is expecting you to come up with creative ideas to attract the attraction of global audiences. We hereby sincerely invite you to partake in the “Solicitation of Creative Schemes for the Opening and Closing Ceremonies of The World Games 2025 Chengdu”, and we hope that your constructive and innovative ideas will help our director teams in making the Opening and Closing Ceremonies of TWG 2025 Chengdu complete successes.

1. Introduction to TWG 2025 Chengdu

Run by International World Games Association (IWGA), The World Games is a top-level global multi-sport event for sports and disciplines that are not in the programme of the Olympic Games. Following the first edition of The World Games held in 1981, it takes place once every four years. The World Games and the Olympic Games are complementary each other and work together to promote the development of sports and the spread of the Olympic spirit in the world.

TWG 2025 Chengdu is scheduled to be held from 7 to 17 August 2025, and Chengdu will become the first city within Chinese mainland to host The World Games.

2. Scope of the Solicitation

What we are soliciting this time are creative schemes for the Opening and Closing Ceremonies of TWG 2025 Chengdu, involving warm-up performance, cultural performance, and igniting and extinguishing of the cauldron. A respondent can submit holistic creative schemes for the Opening and Closing Ceremonies, or alternatively a key link or multiple links of the Opening and Closing Ceremonies. All creative schemes must be presented in the form of written scripts.

3. Participants

Any individual or organisation (hereinafter collectively referred to as the “Participants”) is eligible to participate in the solicitation.

4. Components of the Proposal Documents

Participants are required to submit their proposal documents, which should consist of three integral parts: “An Introduction to the Participant”, “Creative Scripts” and “Legal Documentation”.

4.1 An Introduction to the Participant

Please provide a brief introduction of the Participant, which may be an individual, a group of collaborators, or an organisation.

Please upload the requisite identification documentation verifying the legal status of the submitting entity. For natural persons, a scanned copy of a valid identification card or passport shall suffice. For business entities, the business license shall be required. These documents are essential to facilitate communication and allow us to contact the winners directly.

The word count for this section should be kept within 1,000 words.

4.2 Creative Scripts

The Creative Scripts shall primarily be presented in written form, and supplementary materials such as images and video clips are permissible and encouraged to enhance the clarity and effectiveness of the presentation.

It is imperative that all submitted proposals be entirely original in conception. The proposal must not be a previously published work, nor shall it constitute a derivative work based on, or an adaptation, modification, or translation of, any pre-existing work. Furthermore, the proposal must not, in any manner, infringe upon the intellectual property rights of any third party. The aggregate length of the Creative Scripts shall not surpass five thousand (5,000) words.

4.3 Legal Documentation

The submission must include the “Commitment Letter for Participation in the Solicitation of Creative Schemes for the Opening and Closing Ceremonies of The World Games 2025 Chengdu” (please see the annex), along with any additional documents as deemed necessary by the Executive Committee of TWG 2025 Chengdu (hereinafter referred to as “Chengdu ExCo”) for adjustment or supplementation based on the specific circumstances.

5. Procurement and Submission Requirements for Proposal Documents

5.1 Obtaining Application Documents

Participants may download the “Solicitation of Creative Schemes for the Opening and Closing Ceremonies of The World Games 2025 Chengdu” and its associated annexes from the official website of TWG 2025 Chengdu (www.theworldgames2025.com). These documents are to be completed in full.

5.2 Submission Period

The submission period commences from the date of this announcement and concludes at 18:00 on 6 June 2025.

5.3 Submission Channels

The official email address, cdwgocci@theworldgames2025.com, stands as the sole designated channel for receiving proposal documents in relation to this solicitation.

5.4 Language

Proposal documents should be submitted in either Chinese or English.

5.5 Format

The format for proof of identity documents shall be either image files (.jpg, .png, .bmp) or document files (.pdf).

In cases where the Creative Scripts incorporate images, videos, or other supporting documents, these must be submitted as annexes alongside the proposal, in the formats of image files (.jpg, .png, .bmp) or document files (.pdf).

Format requirements for annexes: Image files (.jpg, .png, .bmp) or document files (.pdf), not exceeding 30MB; video files not exceeding 200MB.

6. Review Process and Awards

The review process will encompass three rounds: preliminary screening, secondary evaluation, and final adjudication. Ultimately, the following awards will be conferred:

Gold Award: One (1) recipient, with a prize of CNY fifty thousand (50,000);

Silver Award: One (1) recipient, with a prize of CNY thirty thousand (30,000);

Bronze Award: One (1) recipient, with a prize of CNY ten thousand (10,000);

Honorable Mention: Seventeen (17) recipients, with each receiving a prize of CNY one thousand (1,000).

7. Legal Statements

7.1 Personal Information Protection

The personal information provided by Participants to Chengdu ExCo will be used solely for the purposes of this solicitation. Chengdu ExCo shall implement reasonable and practicable measures to protect the personal information submitted by Participants, ensuring that such information is not disclosed to any unrelated third parties.

7.2 Other Requirements for Participants

7.2.1 Participants shall bear all costs incurred in the planning and production of the creative scripts for their participation in this solicitation. Chengdu ExCo, the working group for the Opening and Closing Ceremonies, and the IWGA will not assume any responsibility for any expenses already incurred or to be incurred by Participants.

7.2.2 The award amounts are stated as gross amounts, prior to the deduction of any applicable taxes. Award recipients are responsible for paying all taxes in accordance with the applicable laws and regulations of their respective countries or regions (including, but not limited to, the laws and regulations of the People’s Republic of China).

7.2.3 Participants must comply with all applicable laws, regulations, and normative documents, including, but not limited to: the laws and regulations of the People’s Republic of China, the *Constitution of the International World Games Association*, and the applicable provisions stipulated by Chengdu ExCo.

7.2.4 Participants shall, in accordance with the stipulations of the solicitation documents and any additional requirements that Chengdu ExCo may propose in the future, furnish other qualification certificates and documents as necessary.

7.2.5 Irrespective of whether the scripts submitted by Participants are eventually selected or not, Participants shall be subject to a strict confidentiality obligation concerning the submitted proposal scripts, along with all other related documents and information. This obligation shall remain in effect until the day of the Closing Ceremony of TWG 2025 Chengdu, inclusive of the Closing Ceremony day itself. Participants are prohibited from engaging in any form of commercial promotion, at any time or in any location, that pertains to their response to or participation in this solicitation. Moreover, Participants are strictly forbidden from disclosing, in any explicit, implicit, or suggestive manner, any affiliation, association, or connection with Chengdu ExCo or TWG 2025 Chengdu. Chengdu ExCo reserves the unequivocal right to disqualify any Participant who breaches the aforementioned confidentiality and publicity-restriction obligations. Such disqualification shall extend to the Participant’s eligibility to participate further in this solicitation and to be considered for any prizes or awards. In the event that a Participant’s violation of the aforementioned confidentiality and publicity-restriction obligations causes any losses, damages, or adverse consequences to Chengdu ExCo, Chengdu ExCo shall have the full authority and right to demand full and complete compensation from the Participant. The Participant shall be liable to indemnify Chengdu ExCo for all such losses, including but not limited to direct, indirect, consequential, and incidental damages.

7.2.6 In the event that the submitted proposal script is selected, the Participant is obligated, within a period of thirty (30) days from the date of receipt of the notification issued by Chengdu ExCo, to enter into pertinent legal documents with Chengdu ExCo. These documents shall serve to delineate matters pertaining to intellectual property rights. The Participant shall automatically, gratuitously, and permanently transfer all intellectual property rights associated with the submitted and selected proposal documents to Chengdu ExCo (including any other third parties approved by Chengdu ExCo). These intellectual property rights shall encompass, but are not limited to, copyrights (including but not limited to property rights, neighboring rights, and merchandising rights), patent rights (including but not limited to the right to apply for design patents), trademark rights (including but not limited to the right to apply for the registration of trademarks), as well as any and all other intellectual property rights that are acquirable, enjoyable, and whose transfer is not prohibited by the applicable laws. Additionally, this transfer shall include rights related to intellectual property, ownership, and all relevant derivative rights. Should the transfer procedures not be duly completed within the stipulated timeframe, the Participant hereby covenants to confer upon Chengdu ExCo (including any other third parties approved by Chengdu ExCo) an exclusive and non-sublicensable license to exercise all intellectual property rights in advance. This license shall endure and remain in full force and effect until such time as the transfer is completely and irrevocably accomplished. Additionally, Chengdu ExCo shall retain the right to further sublicense or assign the rights it has either acquired or been licensed to any third party, without any obligation, whatsoever, to provide any form of compensation, remuneration to the Participant.

The Participant whose proposal document is selected hereby undertakes to permanently and irrevocably waive, to the fullest extent permitted by law across the globe, any and all personal (moral) rights and property rights in relation to the selected proposal document to Chengdu ExCo (including any third parties approved by Chengdu ExCo). These rights shall encompass, but not be limited to, the right of authorship, the right of publication, the right of modification, and the right of integrity of the work.

7.3 Rights Reserved by Chengdu ExCo

1. Chengdu ExCo reserves the right to make appropriate adjustments, clarifications, modifications, supplements, withdrawals, or take other necessary measures with respect to any content contained in this Solicitation Document.
2. Chengdu ExCo has the authority to postpone or alter the time schedule for this solicitation.
3. Chengdu ExCo is entitled to select one or multiple proposals, or declare that all proposals have failed to meet the selection standards.
4. Chengdu ExCo retains the right to choose members of selected entries to join in the creative scheme team for the Opening and Closing Ceremonies of TWG 2025 Chengdu.

5. Chengdu ExCo reserves the right of interpretation with regard to this solicitation and the solicitation documents.

7.4 Explanations Regarding the Solicitation Documents

1. This Solicitation Document shall only be valid in both Chinese and English versions. Any versions in other languages shall be deemed invalid.
2. All references to days within this Solicitation Document and all its annexes shall be construed as calendar days. Furthermore, all mentions of time shall refer to Beijing Time.
3. The various component documents of this Solicitation Document shall be deemed to be mutually explanatory. In the event of any inconsistency or ambiguity arising between or among these documents, Chengdu ExCo reserves the right to issue any instructions, clarifications, explanations, or take other necessary measures as it deems appropriate to resolve such inconsistency or ambiguity. The decisions made by Chengdu ExCo in this regard shall be final and binding on all parties concerned.
4. Up until three days prior to the proposal document submission deadline, Chengdu ExCo shall have the unrestricted right, for whatever reason, to make alterations to or withdraw this Solicitation Document at its sole discretion. Chengdu ExCo shall not be held liable in any manner whatsoever to the Participants for any such alterations or withdrawals. Any alterations or withdrawals shall become effective from the date of their public announcement. The aforementioned information shall serve as the basis for the Participants in preparing their submitted proposal documents. In such circumstances, the rights and obligations of both Chengdu ExCo and the Participants shall be governed by the adjusted content of the Solicitation Document and the revised proposal document submission deadline.
5. Further information regarding TWG 2025 Chengdu can be accessed at the official website at www.theworldgames2025.com.
6. This Solicitation Document shall be governed by and construed in accordance with the laws of the People’s Republic of China, the host country of TWG 2025 Chengdu.

Annex ： Commitment Letter for Participation in the Solicitation of Creative Schemes for the Opening and Closing Ceremonies of The World Games 2025 Chengdu

Annex ：

**Commitment Letter for Participation in the Solicitation of Creative Schemes for the Opening and Closing Ceremonies of The World Games 2025 Chengdu**

1. The submitted works shall not contain any pornographic or violent content, and shall not contravene the laws of the People’s Republic of China.
2. The Participant shall be the lawful owner of the submitted work and shall assume full legal responsibility therefor.
3. The Participant fully agrees to and accepts the entirety of the content of this Solicitation Document, including all legal disclaimers and statements contained therein.
4. The organiser reserves the right to promote all submitted works in any form to the public, including but not limited to compilation and publication, adaptation into online video shorts, and broadcasting. Such promotions and broadcasts shall not be limited to the organiser’s own platforms (for example, they may also be broadcast on television stations).
5. The organiser shall hold the right of information network dissemination for all works shortlisted in the re-evaluation stage. The organiser has the authority to publish all works shortlisted in the preliminary and re-evaluation stages on the website established by the organiser itself, or on WAP channels, electronic online publications, channels, online platforms, and other related businesses jointly operated with its partners.
6. The organiser is entitled to use all the aforementioned shortlisted works within the specified scope free of charge. The Participant expressly waives any right to claim remuneration for such uses by the organiser.
7. The organiser will not be liable for any loss, damage, or other mishaps occurring to the submitted works during the delivery process, nor for any loss, error, or damage to any submission materials caused by force majeure or other uncontrollable factors.
8. Any author who submits a work and registers for participation in this solicitation shall be deemed to have understood, been fully aware of, and agreed to the above-mentioned statements and commitments regarding copyright issues.
9. The organiser reserves the final right of interpretation for this solicitation.

Commitment Entity/Individual:

Date of Signature: DD MM YYYY