



2027 WARRIOR GAMES

COMMUNITY & MEDIA DIGITAL MEDIA TOOLKIT

Date: August 7 - 14, 2027

Location: ESPN Wide World of Sports Complex at Walt Disney World (Kissimmee, FL)

2027 Theme: Ignite the Spirit

- Ignite the fire within.
- Ignite the competition.
- Ignite the triumph.

Website: www.DoDWarriorGames.com

Digital Marketing Contact: [Amanda Baida](#), Amanda@InnerSocialMarketing.com

Media/PR Contact: [Katie Moses Swope](#), katie@moswopr.com

SOCIAL MEDIA ACCOUNTS & HASHTAGS

Instagram: @DoWWarriorGames
www.instagram.com/dowwarriorgames

Facebook:
www.facebook.com/WarriorGames

X: @WarriorGames
www.X.com/warriorgames

YouTube:
www.youtube.com/@WarriorGamesLive

LinkedIn:
www.linkedin.com/company/warrior-games

Primary Hashtags:

- #WG2027
- #WarriorGames27

Secondary Hashtags:

- #IgniteTheSpirit (theme; action)
- #WarriorJourney (storytelling)

TAGGING: Please feel free to tag and/or mention Warrior Games on social media platforms and invite as a collaborator for content on Instagram related to the Warrior Games. We will use our discretion on what is accepted and shared. Please reach out to our team if you have any questions.

BRANDED ASSETS

Timeless Logo Files	Google Drive
Photo Library	DVIDS or Google Drive
Videos	Google Drive
B-Roll	DVIDS
2027 Brand Kit & Graphics	Coming Soon!

SAMPLE SOCIAL MEDIA POSTS

META (Facebook and Instagram)

Post 1: General Announcement

The Warrior Games are headed to Walt Disney World! 🇺🇸

Join us August 7–14, 2027, at ESPN Wide World of Sports Complex as wounded, ill, and injured service members from across the military come together to compete, recover, and inspire.

The Warrior Games showcase the power of adaptive sports in recovery, bringing together competitors who demonstrate resilience, determination, and the strength of the military community. Spectators can experience 12 adaptive sports—including pickleball, which will make its debut as a medaling event in 2027.

Best of all, the event is FREE and open to the public, making it an incredible opportunity to cheer on these remarkable competitors and their families.

Learn more and plan your visit at: www.dodwarriorgames.com.

#WG2027 #WarriorGames27

Post 2: Call for Volunteers

Be part of something bigger.

The 2027 Warrior Games are looking for volunteers to help create an unforgettable experience for wounded, ill, and injured service members and their families.

From welcoming competitors and guests to supporting competitions across 12 adaptive sports, volunteers play an essential role in making the Games possible.

Join us August 7–14, 2027, at ESPN Wide World of Sports Complex at Walt Disney World and help Ignite the Flame of recovery, resilience, and community.

Learn more: www.dodwarriorgames.com.

#WG2027 #WarriorGames27

Post 3: Theme - Ignite the Spirit

Every recovery journey begins with a spark.

The 2027 Warrior Games theme, Ignite the Spirit, celebrates the courage, determination, and resilience of wounded, ill, and injured service members as they continue their paths of recovery through adaptive sports.

The flame represents more than competition, it symbolizes perseverance, renewed purpose, and the unwavering spirit that continues long after military service.

Join us August 7–14, 2027, at ESPN Wide World of Sports Complex at Walt Disney World as these extraordinary competitors inspire us all through 12 adaptive sports and countless stories of strength.

Learn more: www.dodwarriorgames.com.

#WG2027 #WarriorGames27 #IgniteTheSpirit

X (Formally Twitter)

Post 1: General Announcement

The 2027 Warrior Games are coming to Walt Disney World!



ESPN Wide World of Sports Complex
Aug. 7–14, 2027

Experience 12 adaptive sports, including pickleball as a NEW medaling event, and cheer on our wounded, ill, and injured service members. FREE & open to the public.

www.dodwarriorgames.com

#WG2027 #WarriorGames27

Post 2: Call for Volunteers

Make a difference at the 2027 #WarriorGames!

Volunteers are needed Aug. 7–14 at ESPN Wide World of Sports Complex at Walt Disney World to help support wounded, ill, and injured service members during this incredible event.

Learn more: www.dodwarriorgames.com

#WG2027 #WarriorGames27

Post 3: Theme - IGNITE the Spirit

Recovery starts with a spark.

The 2027 #WarriorGames theme, Ignite the Spirit, honors the resilience and determination of wounded, ill, and injured service members whose recovery journeys continue through adaptive sports.



Aug. 7-14, 2027

Walt Disney World

www.dodwarriorgames.com

#WG2027 #WarriorGames27 #IgniteTheSpirit

SERVICE TEAM SOCIAL MEDIA PROFILES

Army Recovery Care Program

Website: <https://www.arcp.army.mil/>

Wounded Warrior Regiment (Marine Corps)

Website: <https://www.woundedwarrior.marines.mil/>

Instagram: <https://www.instagram.com/marinecorpswwr/>

Facebook: <https://www.facebook.com/wwr.usmc>

X: <https://x.com/usmcwwr>

Navy Wounded Warrior

Website: <https://www.navywoundedwarrior.com/>

Instagram: <https://www.instagram.com/navywoundedwarrior>

Facebook: <https://www.facebook.com/navywoundedwarrior>

YouTube: <https://www.youtube.com/@navywoundedwarrior>

Air Force Wounded Warrior

Website: <https://www.woundedwarrior.af.mil/>

Instagram: <https://www.instagram.com/afw2/>

Facebook: <https://www.facebook.com/AirForceWoundedWarrior>

X: <https://x.com/AFW2>

YouTube: <https://www.youtube.com/AirForceWoundedWarrior>

LinkedIn: <https://www.linkedin.com/company/afw2/>

U.S. Special Operations Command Care Coalition

Website: <https://www.socom.mil/care-coalition>

Instagram: <https://www.instagram.com/sofcarecoalition>

Facebook: <https://www.facebook.com/sofcarecoalition>

YouTube: <https://www.youtube.com/@ussocomwarriorcareprogram-1719>