



U SPORTS AWARDS & RECOGNITION PROGRAM

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June 4, 2018



PRESENTATION OVERVIEW

- PURPOSE
- PERSONAL INVOLVEMENT
- U SPORTS AWARDS PORTFOLIO
- FUTURE OF AWARDS PROGRAM
- CONCLUDING POINTS

U SPORTS

PERSONAL INVOLVEMENT



PERSONAL INTERPRETATION

Purpose: raise awareness surrounding the importance of this core pillar to U SPORTS

Personal Involvement & Realizations:

- 1. Size & scope far exceeded my expectations**
- 2. Similarities between U SPORTS model and the institutions in this room (i.e., this is an important topic)**





U SPORTS PORTFOLIO





GENERAL OVERVIEW

U SPORTS incorporates many recognition approaches into it's workplace:

Categories

- Banners
- Certificates
- Digital Recognition
- Engraved Rings
- Medals
- Memorabilia
- Plaques
- Trophies

Sport Awards are presented in various manners
(i.e., banners, certificates, medals, trophies - varying across sports)



213

Sport Awards

3500

Academic All-
Canadians



BANNERS

- National Championships Winners
- U SPORTS Intern Recognition Wall



USPORTS.CA

OUR INTERNS NOS STAGIAIRES

	AARON HALL		JESSICA PACHIS
	ANTONIE GODIN		JONATHAN YUE
	ARIC HENRY		LAIM KOPP
	AVERY CROZIER		LAURÉAN-ÉTIENNE TARDIF
	BARBARA GIROUD		MACKENZIE DUFFY
	CHRISTIAN RYAN		MADDY HARRIS
	DAMJAN PERIC		MALIK WILLIAMS
	DANIEL CHEW		MEAGAN MOTTO
	DANIEL FITZGERALD		MUSTAFA BENDAGO
	DEREK CHEN		NEIL WELCHMAN
	DOMINIQUE MASSIE-MARTEL		PAIGE COOPER
	EDWARD MOON		PETER STYLIANOU
	ELISA IANNARELLI		QUINN HENDERSON
	EMILY SANGSTER		RAHUL KALPARUKSHA
	IN-TING HO		SEAN MELO
	JAKE BECKER		SHANNON STEWART
	JANELLE SHAPTON		SIMI OLATUNJI
	JASON CHIN		STÉPHANIE BOIVIN
	JEFF DASILVA		YORAM KERBEL
	JESSICA CARMICHAEL		



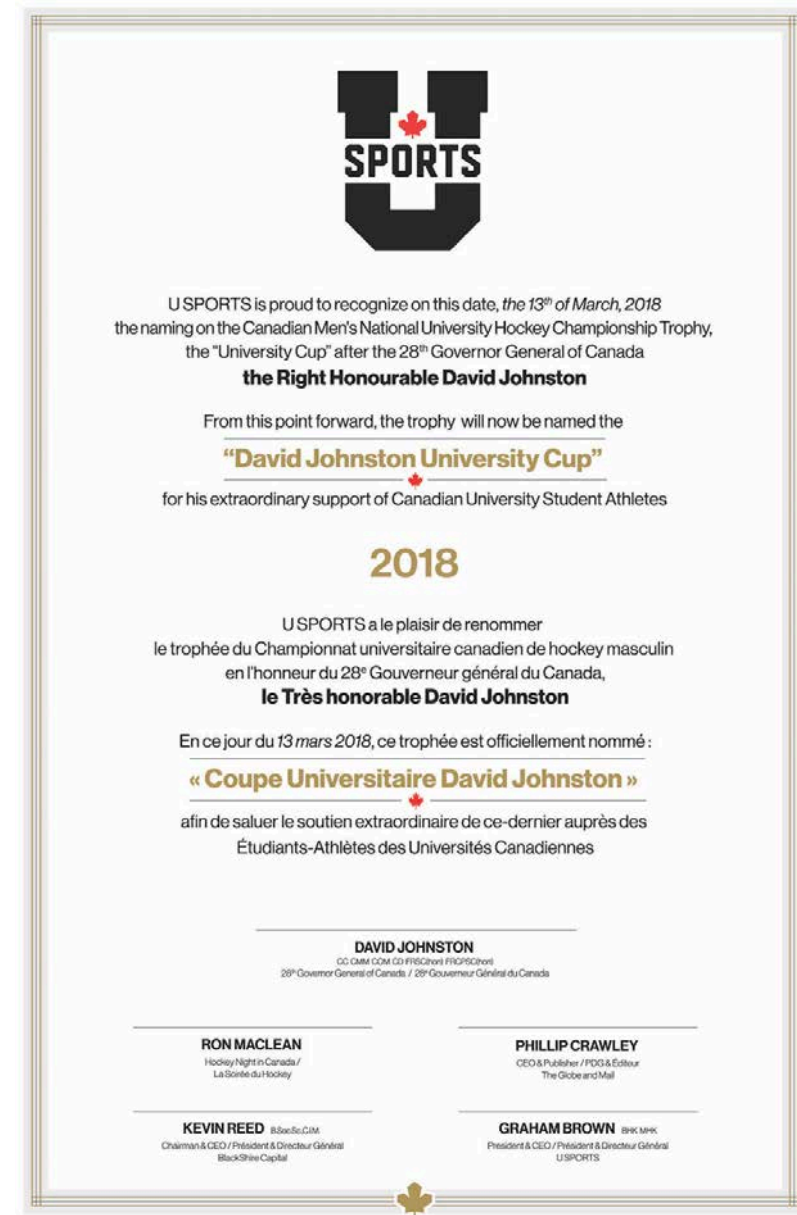
CERTIFICATES

- Academic All-Canadians
- Sport Certificates
(1st team, 2nd team, rookie team)
- Governor General Letters (Julie Payette)
- Community Leaders (e.g., The Right Honourable David Johnston – Renaming of The University Cup Ceremony)





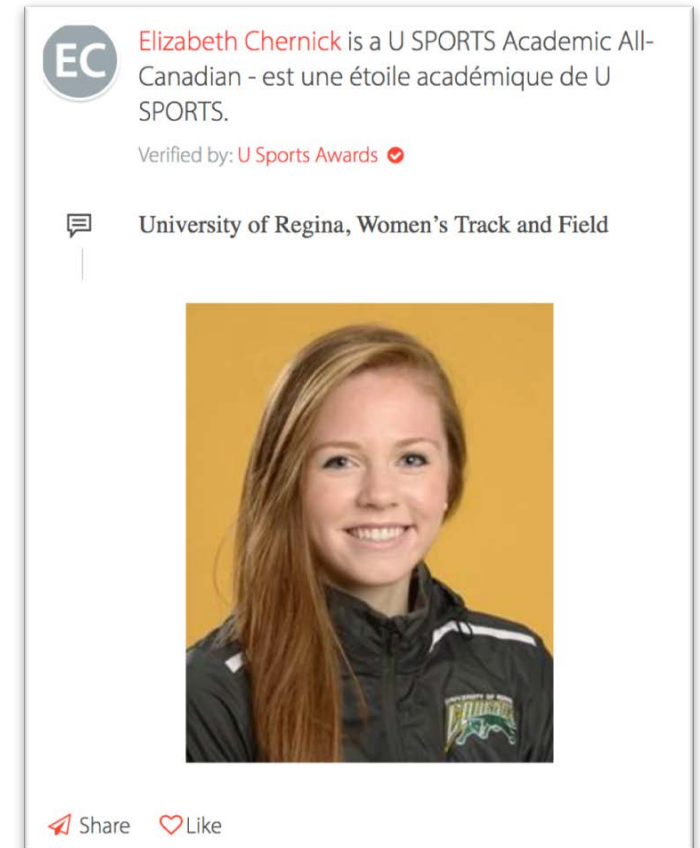
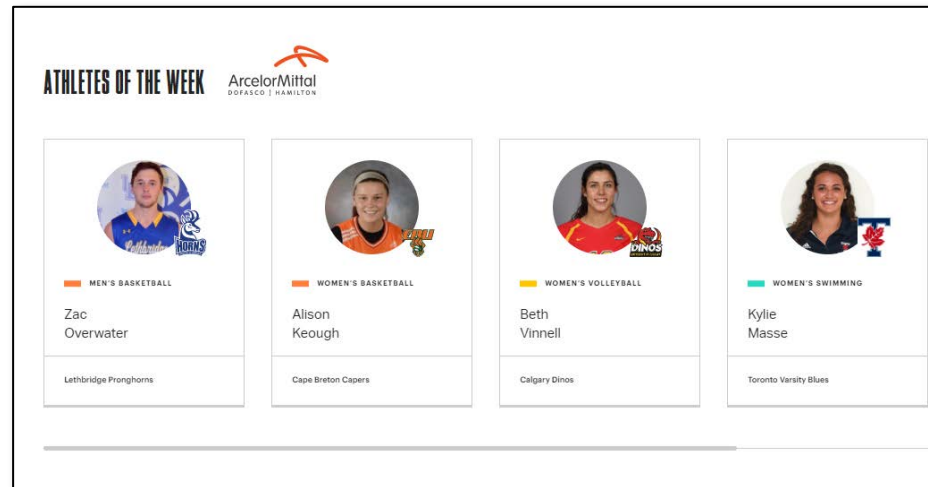
CERTIFICATES





DIGITAL RECOGNITION

- BASNO
 - Academic All Canadians
 - Sport Awards (early development)
- Website Uploads (i.e., Athlete of the Week/Month)
- Journalism Acknowledgements





MEDALS & RINGS

- Sport Awards (Gold, Silver & Bronze)
- Engraved Rings
 - Governor General Top 8
 - BLG Nominees





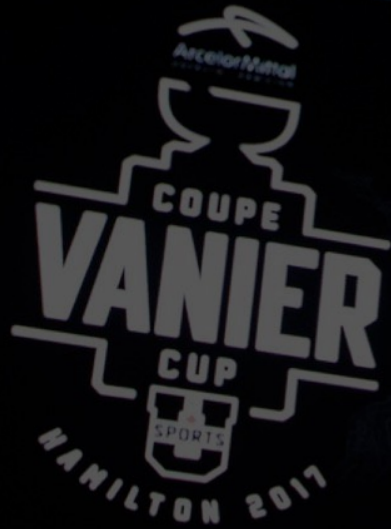
PLAQUES

- Sport Awards (varying by championship)
- Honours Awards
 - Austin-Matthews Award
 - Jean-Marie de Koninck Award
 - Fred Sgambati Award
 - L.B. Pearson Award
- Departing Administrators
(i.e., Rob Johnson and Ken Olynyk)
- Community leaders (e.g., City of Hamilton – 2017 Vanier Cup)





TROPHIES



- Rebranding
- Trophy Catalogue
- Whereabouts Tracker



OTHER FORMS OF RECOGNITION

- Trophy Renaming Honours
- Personalized Hand Written Cards
- Personalized U SPORTS Apparel





BOTTOM LINE

There is always an opportunity to recognize someone. It makes a world of difference to show your appreciation of one's efforts!





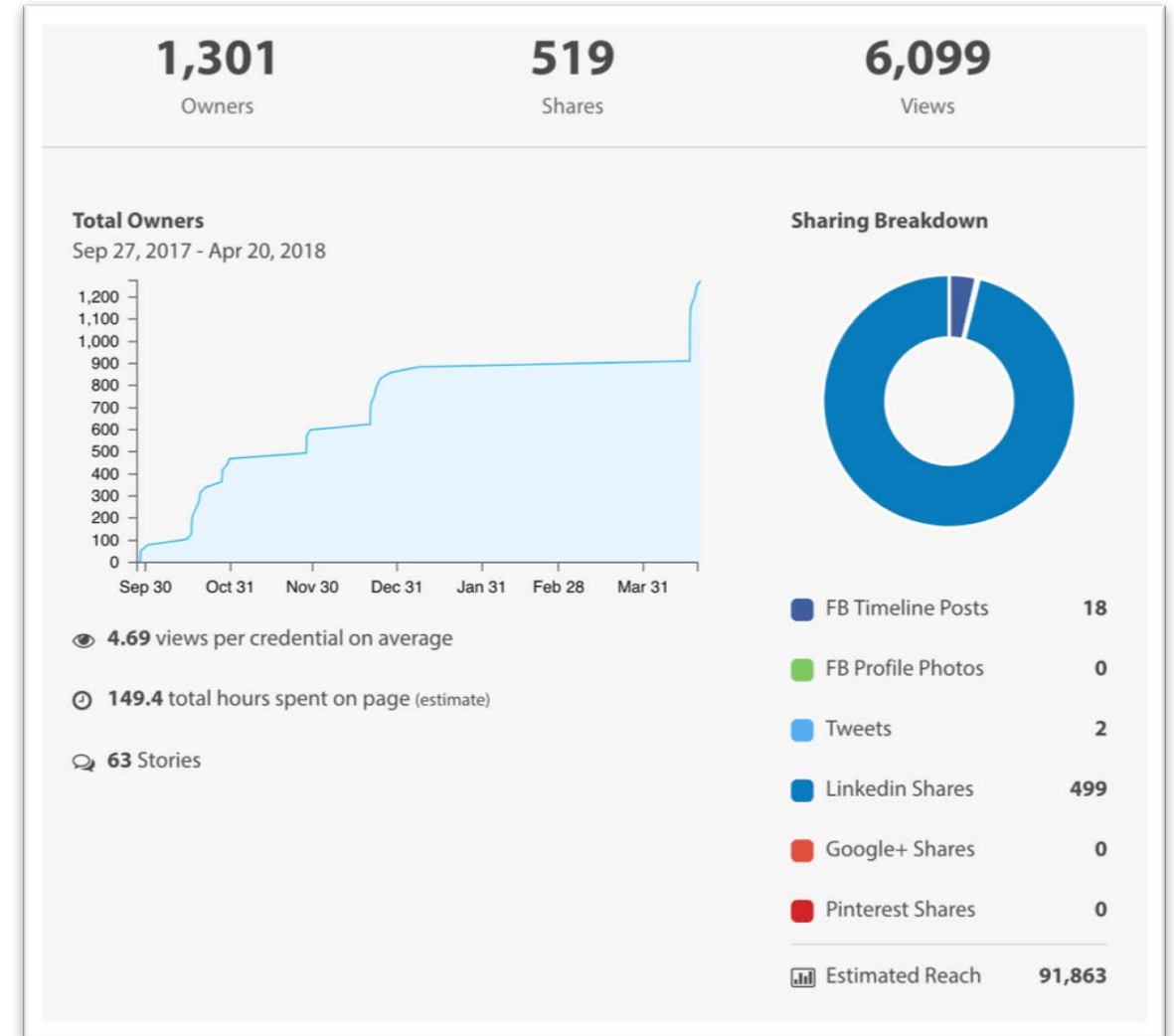
NEW OPPORTUNITIES





NEW OPPORTUNITIES

1. Having all U SPORTS awards bilingual and properly branded
2. Improved Repair & Whereabouts Tracking
3. International Recognition
4. Continued usage of website for recognition
5. BASNO for all awards (not just Academic All-Canadians and Sport Awards)





U SPORTS SOCIAL SNAPSHOT



↑ 67%*

9,700

Likes



↑ 52%*

34,200

Followers



↑ 222%*

14,300

Followers



2,400

Followers

60k FOLLOWERS

Organic following

*% increase since October 2016

USPORTS.CA

With the launch of the new USPORTS.CA website in September 2017, there has been a significant increase in traffic compared to last year.

61%

Users between the age of 18-34.

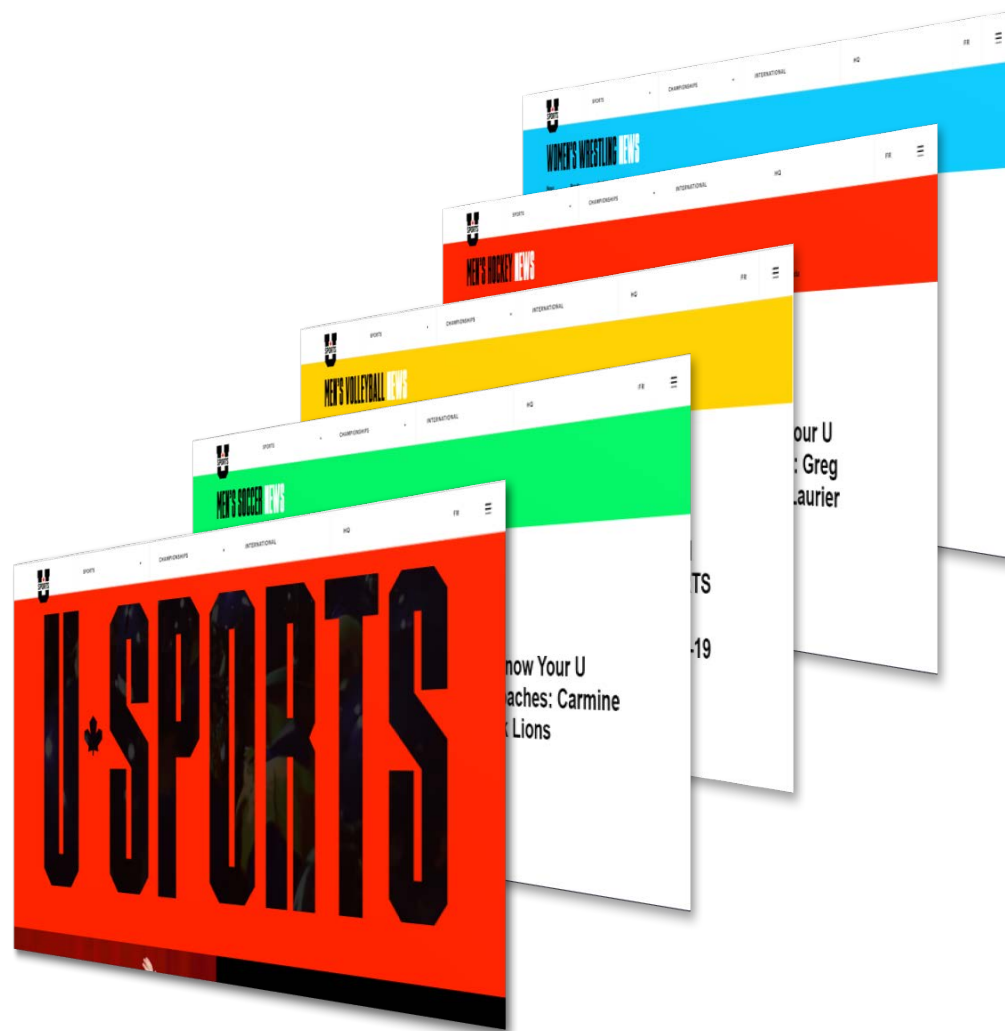
3.3 MILLION

Page views this season.

(In-Season: September 14th to March 31st)

November
943,000 / **827,349** March

Page views – Highest traffic months



48%

Increase in page views

24%

Increase in unique visits

2.5X

More sessions*

*Compared to CIS-SIC.ca

CONCLUSION



A man in a dark blue suit, white shirt, and blue tie is speaking at a black podium. He is looking slightly to his right. The background is a dark blue wall with a repeating pattern of the USports.ca logo, which consists of a white 'U' with a red maple leaf and the word 'SPORTS' inside. The text 'usports.ca' is also repeated in white. Overlaid on the right side of the image is the quote "WE ARE IN THE RECOGNITION BUSINESS" in large, white, bold, sans-serif capital letters.

**“WE ARE IN THE
RECOGNITION BUSINESS”**

U.SPORTS