

## **EVENT HOSTING LANDSCAPE**

- **200,000** sport events annually
- Sports related travel is a \$6.5 billion industry in Canada (Statistics Canada 2016)

## **U SPORTS**

- 12 Sports
- 56 Membership Institutions
- 21 National Championships
- 7,700 U SPORTS total events







## **POST 2010**

No game plan, no strategy

**Limited coordination** 

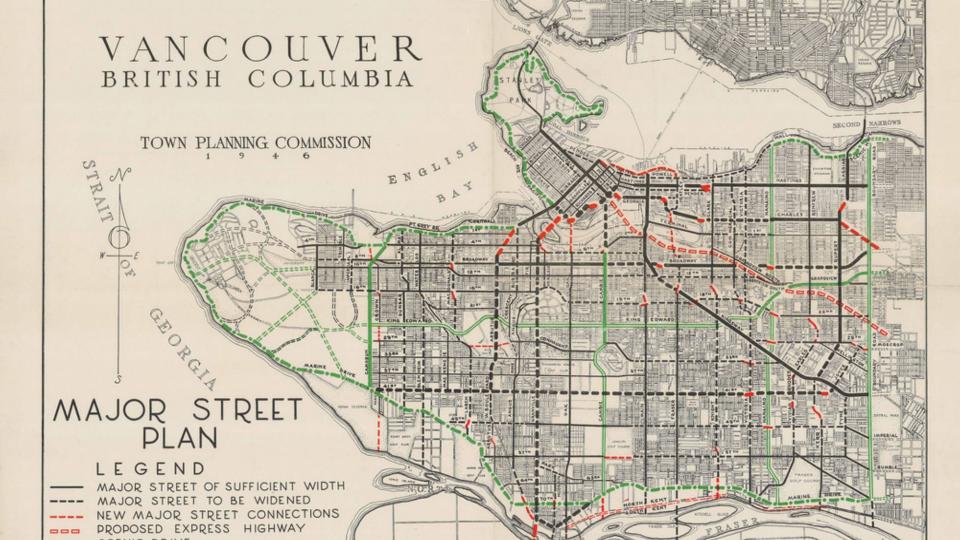
Ad-hoc approach

Reactive to event opportunities

No point of contact











Event Hosting and the Impact of Partnership Michelle Collens, City of Vancouver

### SPORT HOSTING VANCOUVER

Strategic Community Partnership

- Build expertise to increase success of event bids and execution
- Best practices for transfer of knowledge
- Attract events that strategically align with tourism calendar 'need period'
- Better return on investment and economic scale for developing a portfolio of events
- Ensure community legacy opportunities are integrated into the delivery model of hosting











SPORT VENUE SELECTION

LETTERS OF SUPPORT / ENDORSEMENT





**BID ASSISTANCE & DEVELOPMENT** 

**ACCOMMODATION SERVICES** 





SPORT FAMILIARIZATION TOURS ASSISTANCE

**BID FUNDING SUPPORT** 















- CIS Basketball Final 8 Championships
- Vancouver Rugby Festival
- IMGA Americas Masters Games
- ISU Adult Figure Skating Championships
- Birmingham Wheelchair Tennis Nationals
- AAA Girls BC High School Soccer Provincials
- Global Relay Canadian Nationals Masters Cycling
- Canadian Transplant Games
- World Indigenous Basketball Challenge
- Mel Zajac International Swim Meet
- U SPORTS Men's Soccer Championships





#### 2018 CANADIAN TIRE NATIONAL SKATING CHAMPIONSHIPS





# How can PARTNERSHIPS help when bidding/hosting?

- Shared best practices
- Collaborations across faculties / departments
- Existing events how do you connect them
- Show your 'ticket' program
- Amplifying marketing / reach
- Swap assets with partners
- Youth legacy, community connection





Criticalia	Second
	t. Host hotel musets minimum standards
F. Acomodellony Location	2. proximity to competition venue
	3. proximity to airport
	4. skilly to host all participating learns
	dealer of travel for participating featins to host only at values of flights to and from closest argont by Major transportation habs in the region of Travel association for the region     Travel association for the region
G. Medical/ Doping	1. Services that will be provided to participating trains.
	2. Quality and quantity of hospitals in the region
M Hour Origination	Ability and editories to attend and learn at the Heat Orientation will be evaluated.
1. Student-Athlete Expenence	Nating and exampless to attend and earn at the Host Chartanon will be executed     Plans to enhance the whole student-adiate experience through different methods
CONTRACTOR LITTLE STORY	Plans to enhance the whole student-acretic expensions brough different methods     Plans to elevate the aport in question locally will be evaluated through the host plans to har
J. Sport Divelopment	Impagy weres at Afficies Development bis Coach Development of Simulation Simulation of Simulation Simulation of Simulation Simulation of Simulation Simulation of Si
	PART & COMPETITION
A. Minimum Standards	1. Ability to need all standards as outlined in Section D6- Competition
6. Dates	<ol> <li>Ability to ensure that the UISPORTS Championship takes precedent over any other event oranges.</li> </ol>
	2. That the dates do not fall in line with any event that will negatively affect ticket sales"
C.Schottile	1 Proposed schedule that will maxime ticket sales
0.000000	1. Ability to meet technical requirements of FFA.
O Facility/ Capacity	2. Cognitive of trailing all Diseason Section Inventory to Sporciator copecity to Sporciator copecity of Assistabling of Vito Institut of Light White Institut of Light White Institut to Inventory of Section Decided to Inventory of Section Decided to Inventory of Section Decided to Section Section Decided T
	a) Age of facility to Look and feel"
	PART 7: OTHER ELEMENTS
A Special Events	1. Any events that can be run in conjunction with the National Championship
B. Track Record of Bidder	Amount and track record of formerly hosted national championships
	2. Track record of bidder in abiding by U SPORTS policies*
C. Strength of Tourn	Ability of host to prove the willingness to ensure team will participate in medal rounds securating, national ranking, former national championality appearances;
D. Local Support	s. Based on amount of letters of support provided by the bidder



## **LEVERAGING** the Partnership

- UBC research projects
  - Sustainability Strategy
  - Measurement Framework
- Volunteer engagement
- Hosting opportunities
- Contact databases
- Expanded network
- Sharing economy





#### **THANK YOU**















