Canada Cup 2019

Marketing Levy Special Event Reserve Grant



What is the Canada Cup

National Championships for 18U and 16U Provincial Teams
July 15 -21, 2019 at Dalplex

- ► 45 teams
- ► 500 players
- 100 coaches
- 25 Referees
- 10 Staff
- ► 30 Volunteers

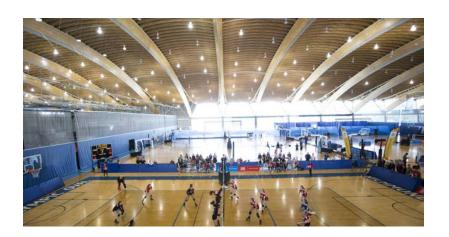


Event Growth

- The event has grown from a 10 team, 1 gender, 1 age group, 3 day tournament into a 40 team, 2 gender, 2 age group, week long festival
- I anticipate small annual growth in the number of teams
- Growth will be biggest in terms of the sophistication of the event. For example:
 - More National Team involvement
 - Access to NT players, coaches, scouting and statistics
 - More linkage to Jr National Team Programs
 - More courts Live Streamed
 - More coach and referee development opportunities

Legacy

- Volleyball Canada runs 4-6 major events every year:
 - Nations League
 - Grand Prix
 - Zone Championships
 - Canada Cup
 - Club Nationals



Successful hosting the Canada Cup will increase our chances of bringing any of the above listed events to Halifax in the future.



Thank you!