HRM MLSER Funding Application

September 12–13, 2026 • Emera Oval, Halifax, Nova Scotia

NHL STREET HARBOUR FEST - OVERVIEW

KEY INFO

When:

- September 12-13, 2026

Where:

- Emera Oval, Halifax, Nova Scotia

What:

- Canada's first NHL STREET Festival
- 9 ball hockey rinks
- 500+ players
- 2000+ attendees
- All skill level & all ages (7-50+ welcome!)

Tournament

3-game guarantee across Beginner, Recreational, and Competitive divisions. Youth (U8–U18 boys & girls) and Adult divisions including Women's and Co-Ed.

Festival

East Coast–inspired food trucks, live music, stage entertainment, and interactive activations celebrating Halifax identity.

NHL Programming

Kids Zone, NHL STREET Booth, First Shift Registration, Fan Access, NHL Foundation, NHL Unites, Player/Alumni integration including Women's Hockey and Player Inclusion Coalition and Hockey Fights Cancer integration.

Sponsor Activations

Dedicated activation zones for Sponsors, Sponsor branding throughout event including dasher boards, directional signage, live announcer reads and more.

SITE LAYOUT RENDERING

*Graphic generated using AI for illustrative purposes

FUNDING REQUEST & ECONOMIC IMPACT

$30K
FUNDING ASK

~2700
PROJECTED ATTENDEES

1000
PROJECTED ROOM NIGHTS

3-5
NIGHT STAYS FOR KEY GROUPS

Economic Impact

- Hotel stays and accommodation demand
- Restaurant, retail, transportation, and tourism spending
- Local vendor, supplier, contractor, and event staffing opportunities
- Media digital exposure showcasing Halifax and Nova Scotia to national audiences

Long-Term Growth & Local Legacy

- New Halifax-based sports tourism festival
- Year 1 target of **50+ teams**, with strong potential to build year over year toward a regional-draw tournament
- Recurring signature event supporting tourism, local business, and grassroots hockey development
- **Direct reinvestment in Nova Scotia** via the NHL Foundation Canada's inaugural Girls Hockey Empowerment Grant, awarded with a local hockey association
- Halifax as the launch point for a program built to scale nationally

Harbour Fest strengthens Halifax's thriving visitor economy:

5.3M overnight stays **$1.3B** visitor spending **54%** of Nova Scotia visitation **34,000** tourism jobs

EVENT BUDGET BREAKDOWN

Category	Amount	Breakdown
Total projected event cost	**$375,000**	Tournament operations & event management ($125K) • Marketing & advertising ($100K) • Staffing & contractor support ($25K) • Audio/visual & production ($25K) • Food & beverage / hospitality ($25K) • Security ($15K) • Venue / facility costs ($10K) • Insurance, medical services, accessibility, volunteer support and permits ($21K) • Signage, printing, tents and miscellaneous event expenses ($30K)
Contingency	**$18,750**	Budget reserve for weather impacts • Operational adjustments • Additional equipment needs • Unexpected event delivery costs
Total budget including contingency	**$393,750**	• Base event budget ($375K) • Contingency reserve ($18.75K)
Projected cash revenue	**$150,000**	• Sponsorship revenue ($100K) • Tournament registration / ticket revenue ($50K)
In-kind sponsorship value	**$50,000**	• Sponsorship contributions • Product and service support • Event assets and activation support (listed as in-kind sponsorship value)
Projected funding gap	**$243,750**	• Remaining funding required after sponsorship and participant revenue contributions • Targeted to be offset through grants, additional partners and event growth opportunities

MEDIA COVERAGE

“Canada’s first NHL STREET Festival”

Digital Reach
NHL.com, email marketing, social media, press release, amplification from partners

Community Amplification
Discover Halifax, City of Halifax, schools, recreation partners and tourism stakeholders promoting Harbour Fest through their networks.

Public Visibility
Fence scrims, lamp-post banners, A-frames, digital screens and Oval signage, Quinpool street post flags creating awareness throughout Halifax.

In collaboration with @discoverhalifax:

13K+
Newsletter Subscribers

48K+
Monthly Website Visitors

7K+
Launch Discussion Activity

Citywide
Physical Signage Program

Q & A

Thank you – we look forward to your questions.