2027 Bell AUS Basketball Championships

Presented by Wendy's

Special Events Advisory Committee Presentation – August 12, 2026

About the Event

Date: February 26-28, 2027

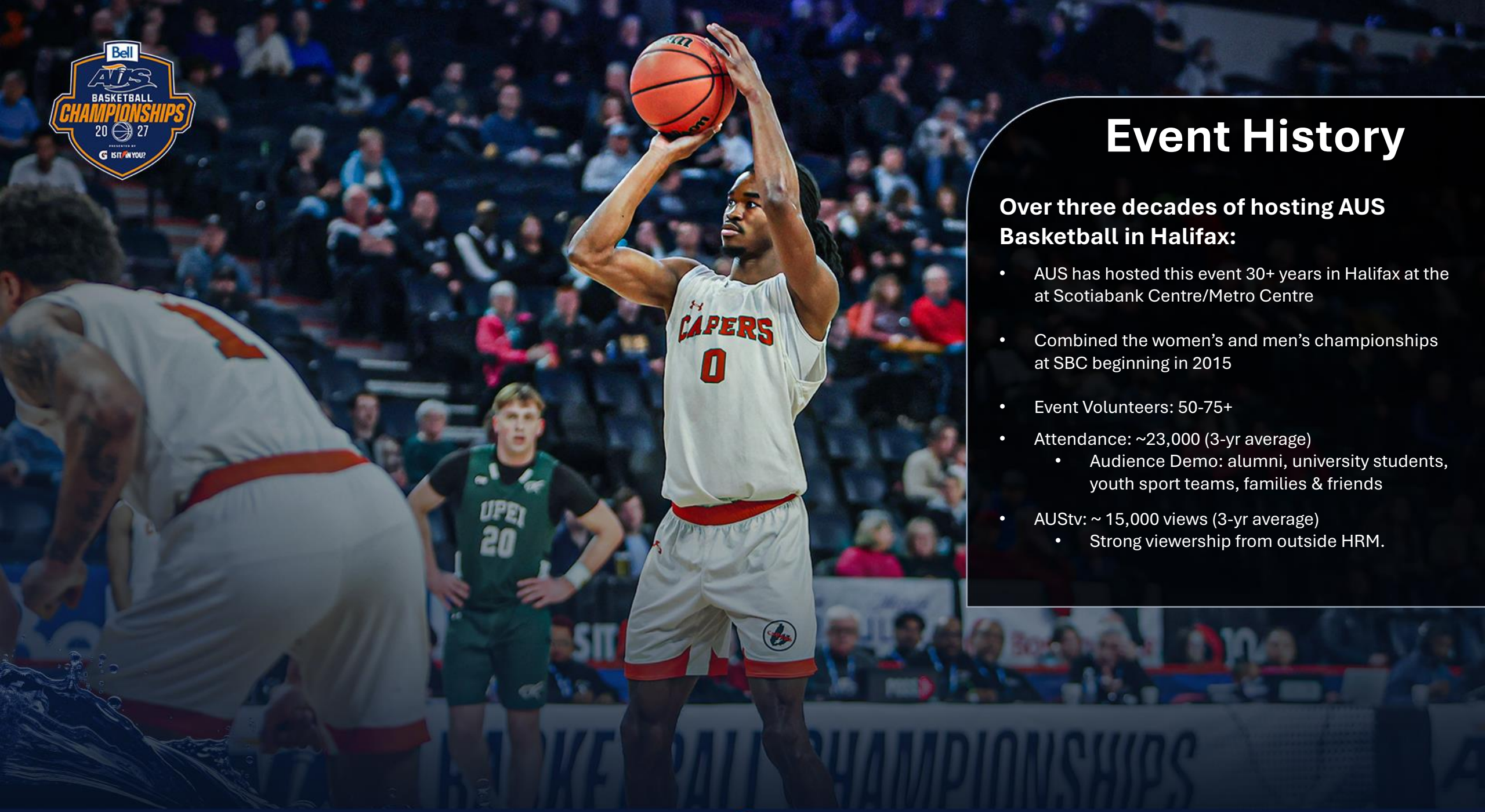
- Feb. 25 – Setup + Team Practices + youth clinics
- Feb. 26-28 – Competition Days

Location: Scotiabank Centre, Halifax

Participants:

- Top 6 regular season men's and women's AUS teams (12 total teams)
  - 240+ Student-Athletes
  - 50-60 Coaches, Assistant Coaches & Support Staff

Champions: Earn automatic berth at 2027 U SPORTS National Basketball Championships.



Event History

Over three decades of hosting AUS Basketball in Halifax:

- AUS has hosted this event 30+ years in Halifax at the at Scotiabank Centre/Metro Centre
- Combined the women's and men's championships at SBC beginning in 2015
- Event Volunteers: 50-75+
- Attendance: ~23,000 (3-yr average)
  - Audience Demo: alumni, university students, youth sport teams, families & friends
- AUStv: ~ 15,000 views (3-yr average)
  - Strong viewership from outside HRM.

Economic Impact

- Shoulder Season:
  - Event is at a time of year (late-February) that is typically slower…providing a boost to tourism spending & hotel room occupancy.

- Hotel Room Nights:
  - Prince George Hotel – Official host hotel for staff/officials/VIPs
  - Teams (~300 participants) stay at various properties in the downtown core. Usually a 3-5 night stay.
  - Regional fans travel from outside HRM (Antigonish, Wolfville, Cape Breton) as well as those from all of Canada for multiple nights.

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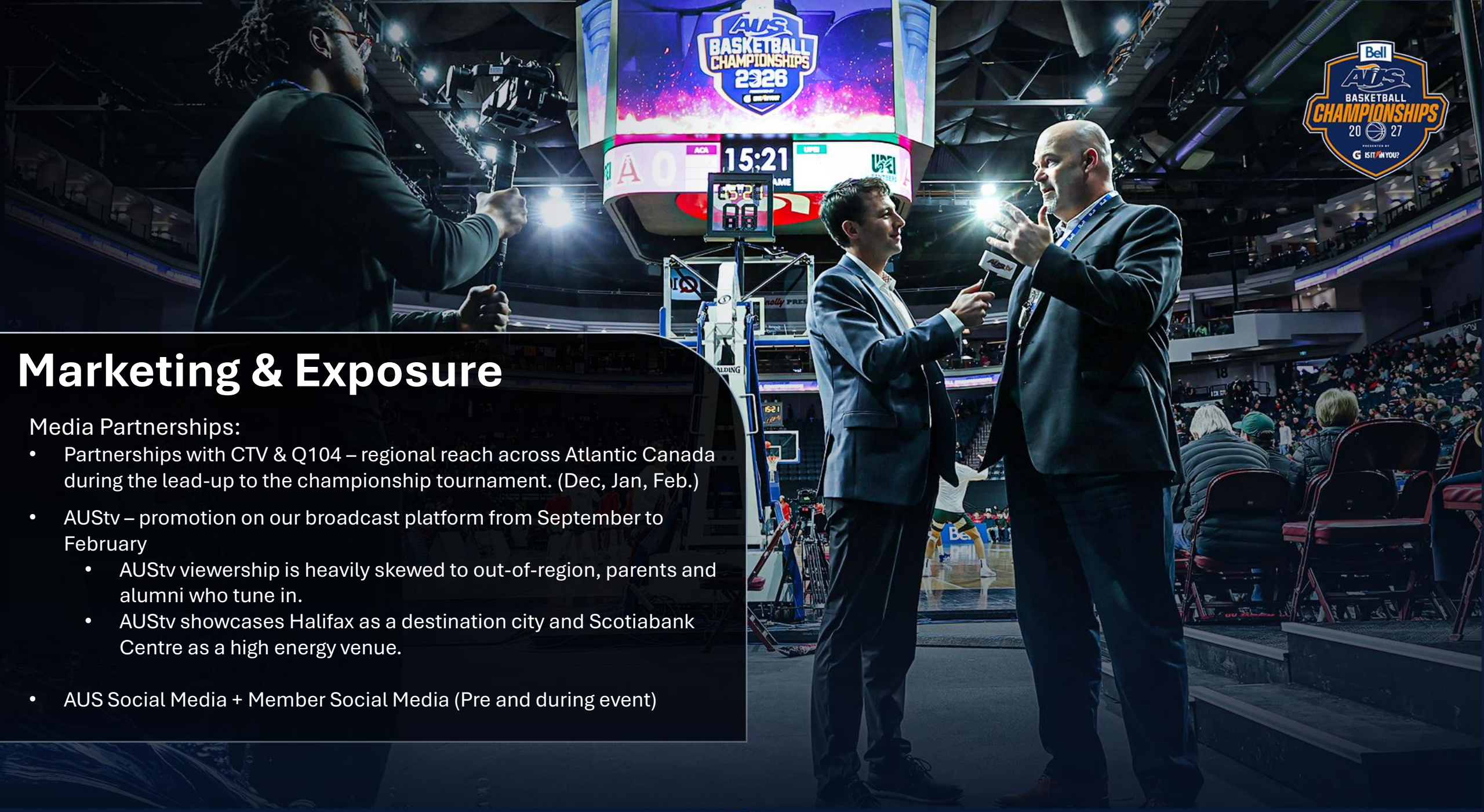
- Drives business to restaurants and bars in downtown Halifax.
  - Hoop Houses around the downtown core
  - Partnership with Boston Pizza

- Participants and fans typically explore Halifax when visiting the city.
  - Citadel Hill, Museums, Peggy's Cove, etc.

Community Impact / Youth Sport Integration / Accessibility

- Future Stars Program
  - 200+ tickets provided to youth basketball teams across NS.
  - Collaboration with Basketball NS to identify/select teams.
- KidSport
  - 100+ tickets provided to KidSport NS applicants.
  - Unique gameday opportunities / minor basketball games at halftimes.
- Other Programs
  - Kids Up Front
  - African NS community
  - Free clinic opportunity for youths facing financial barriers
  - Local elementary schools



Marketing & Exposure

Media Partnerships:

- Partnerships with CTV & Q104 – regional reach across Atlantic Canada during the lead-up to the championship tournament. (Dec, Jan, Feb.)
- AUStv – promotion on our broadcast platform from September to February
  - AUStv viewership is heavily skewed to out-of-region, parents and alumni who tune in.
  - AUStv showcases Halifax as a destination city and Scotiabank Centre as a high energy venue.
- AUS Social Media + Member Social Media (Pre and during event)

THANK-YOU!

QUESTIONS?