2027 MEN'S & WOMEN'S FINAL 8

MARCH 11 - 14, 2027

FINAL 8
LE 8 ULTIME
HALIFAX › 2027

TEAM HALIFAX

Halifax is set to make history as the host of four U SPORTS national championships, reflecting a coordinated, city-wide approach to hosting major sport events.

Four Championships (2026,2027,2028)

- 2026 U SPORTS Men's Hockey University Cup
  - Host: Saint Mary's University
- 2027 U SPORTS Women's Basketball Final 8
  - Host: Acadia University
- 2027 U SPORTS Men's Basketball Final 8
  - Host: Dalhousie University
- 2028 U SPORTS Women's Hockey Championship
  - Host: St. Francis Xavier University

Team Halifax Partners

- Four Universities
  - SMU, DAL, ACADIA, STFX
- Halifax Regional Municipality
- Province of Nova Scotia
- Discover Halifax
- Scotiabank Centre
- Sports & Entertainment Atlantic

SPORTS & ENTERTAINMENT ATLANTIC

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Headquartered in Halifax Nova Scotia, Sports & Entertainment Atlantic is recognized as Atlantic Canada's leading sport and entertainment event management company, delivering high-quality, professionally executed events that strengthen communities and drive economic impact.

<u>Role Across U SPORTS Championships (2026–2028)</u>

- Event management partner for the upcoming U SPORTS national championships
- Experience managing U SPORT Championships
- Responsible for planning, delivery, operations, and stakeholder coordination

KEY INFORMATION

HOST INSTITUTIONS

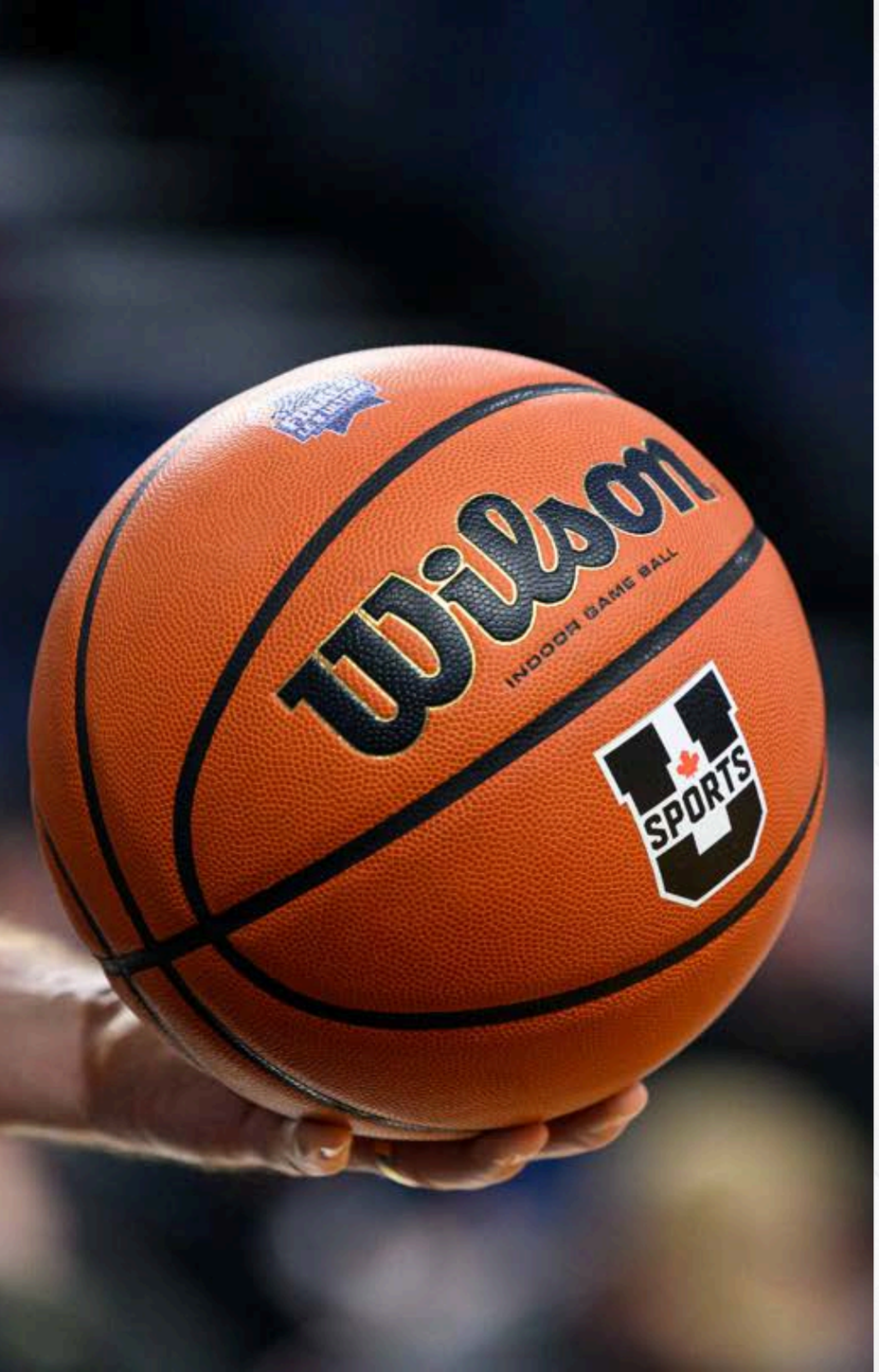
- Dalhousie University
  - Men’s Final 8 Host
- Acadia University
  - Women’s Final 8 Host

CHAMPIONSHIP VENUES

- Scotiabank Centre
  - 16 of 22 Games
- Saint Mary’s University (TBC)
  - 5 of 22 Games
- Halifax Marriott Harbourfront
- Delta Hotels Halifax Downtown

TOURNAMENT FORMAT

- Men’s & Women’s Championship
- 4 days of tournament play
- 22 Total Games (11 per gender)
- 8 QF, 4 SF, 2 Bronze, 2 Gold



FINAL 8 HISTORY IN HALIFAX

- Halifax has hosted the championship more than 30 times, more than any other Canadian city.
- From the Halifax Forum to Scotiabank Centre, Halifax has welcomed generations of Canada's top university basketball student-athletes.
- The 2023 Men's Final 8 attracted 40,000+ spectators, creating one of the largest championship atmospheres in U SPORTS history.
- Halifax consistently delivers exceptional fan experiences, volunteer engagement, and national event execution.
- The 2027 Men's and Women's Final 8 will build on Halifax's championship tradition while marking the first time both championships are hosted together, creating a new legacy for future U SPORTS tournaments and advancing gender equity in university sport.

ALL-TIME FINAL 8 ATTENDANCE RECORD: 40,092

The 2023 Men's Final 8 holds the U SPORTS all time attendance record for Final 8 Championships! With both Men's & Women's Championships in 2027, we expect to break this record.

TOURNAMENT SCHEDULE (TBC)

THURSDAY, MARCH 11

1:00 PM AT - WBB QUARTERFINAL #1
3:00 PM AT - WBB QUARTERFINAL #2
6:00 PM AT - WBB QUARTERFINAL #3
8:00 PM AT - WBB QUARTERFINAL #4

FRIDAY, MARCH 12

TBD - WBB CONSOLATION SEMIFINAL #1
TBD - WBB CONSOLATION SEMIFINAL #2
1:00 PM AT - MBB QUARTERFINAL #1
3:00 PM AT - MBB QUARTERFINAL #2
6:00 PM AT - MBB QUARTERFINAL #3
8:00 PM AT - MBB QUARTERFINAL #4

SATURDAY, MARCH 13

TBD - WBB 5TH PLACE GAME
TBD - MBB CONSOLATION SEMIFINAL #1
TBD - MBB CONSOLATION SEMIFINAL #2
1:00 PM AT - WBB SEMIFINAL #1
3:00 PM AT - WBB SEMIFINAL #2
5:30 PM AT - MBB SEMIFINAL #1
8:00 PM AT - MBB SEMIFINAL #2 (LIVE ON CBC TV)

SUNDAY, MARCH 14

TBD - MBB 5TH PLACE GAME
11:30 AM AT - WBB BRONZE
2:00 PM AT - WBB GOLD MEDAL
4:30 PM AT - MBB BRONZE MEDAL
7:00 PM AT - MBB GOLD MEDAL (LIVE ON CBC TV)

ALL-CANADIAN AWARDS GALA(S) & COACHES PRESS CONFERENCE(S) TBD

TICKETING PLAN

- **Tournament Ticket Launch (October 2026):** Full Tournament Packages providing access to all 22 championship games.
- **Single Session Sales:** Doubleheader/session tickets released closer to the championship (date TBD).
- **Accessible Pricing:** Ticket strategy designed to keep prices affordable and maximize attendance from students, families, and the broader community.
- **Flexible Purchase Options:** Multiple ticket products to appeal to fans, alumni, teams, and visitors.
- **Expanded Access:** Potential for consolation games hosted outside of Scotiabank Centre to be offered free of charge, subject to confirmation.

CHAMPIONSHIP LEGACY

Hosting U SPORTS championships unites the community, delivers economic benefits, and reinforces Halifax's reputation as a vibrant, nationally recognized sport host city.

- **Strengthens Community**
- **Economic Impact**
- **Builds Halifax's Reputation**

COMMUNITY PROGRAMS

- **Future Stars:** Corporate-sponsored ticket blocks for local minor basketball teams, schools, and community groups.
- **Equitable Access:** Complimentary tickets for youth and underrepresented community organizations to reduce barriers to attendance.
- **Group Ticket Program:** Discounted ticket packages for schools, sports teams, clubs, and community organizations.
- **Inspiring the Next Generation:** Giving young athletes the opportunity to experience elite Canadian university basketball.
- **Community Legacy:** Growing attendance while strengthening connections between U SPORTS, local basketball, and the Halifax community.

ECONOMIC IMPACT & INVESTMENT

2026 U SPORTS University Cup Economic Impact Results

- $90,000 City of Halifax investment supported the delivery of the 2026 U SPORTS University Cup
- $5.2M in total economic activity generated
- $3.0M in visitor spending generated through championship attendance
- 5,400+ out-of-town visitors attracted to Halifax
- $2.6M contribution to provincial GDP
- 38 local jobs supported through event delivery
- $1.5M in local salaries supported

2027 FINAL 8 ECONOMIC IMPACT

Key Impact Metrics

- 15 Visiting Teams traveling to Halifax
- Estimated 3,000 Hotel Room Nights generated
- 22 Championship Games delivered across the event weekend

Economic Impact Through Sport

- The 2027 Men's & Women's Final 8 Championship will attract visitors from across Canada, generating economic benefits through increased hotel stays, tourism activity, and local spending.
- Increased spending at restaurants, bars, and downtown businesses will contribute to the local economy throughout the championship period.
- Building on the success of the 2026 U SPORTS University Cup, the combined Men's & Women's Final 8 will create a larger event footprint with increased teams, visitors, games, and community engagement.

FUNDING REQUEST

CORE FUNDING: $120,000

STEAMPRO REPORT: $15,000

GROSS AMOUNT: $135,000