

WELCOME

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Chair, Revenue Generation and Marketing
Committee



WELCOME

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**DEVELOPING
MAJOR DOMESTIC
EVENTS**

AGENDA

1. INTRODUCTION
2. CURRENT MODEL & EVENT
3. HISTORY
4. EVOLUTION
5. MONETIZING THE EVENT
6. WHERE DO I START?



CALGARY 2015



MORE THAN VOLLEYBALL NATIONALS



CALGARY 2015



20,000 ROOM NIGHTS



CALGARY 2015



10,000 ATHLETES

CALGARY 2015



20,000 SPECTATORS

CALGARY 2015



350 REFEREES



CALGARY 2015



200 STAFF

CALGARY 2015



EXCURSIONS

Banff, Zoo, Hall of Fame



CALGARY 2015



HIGH PERFORMANCE INTEGRATION

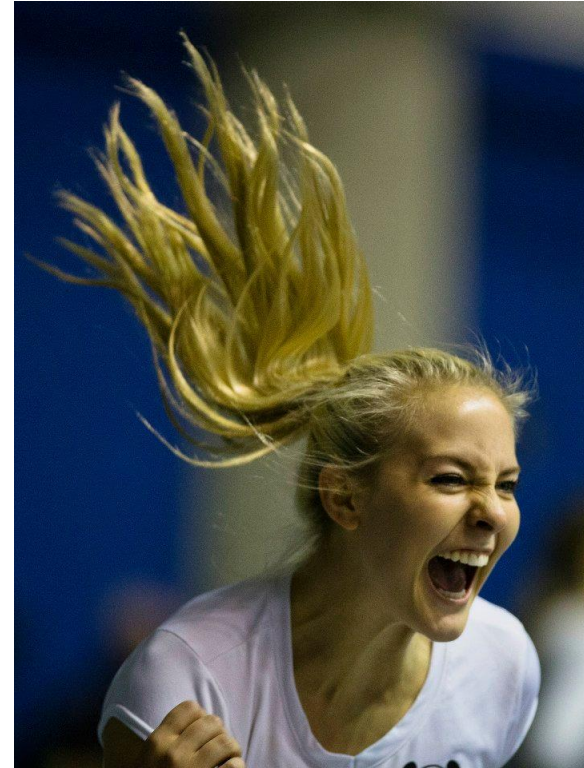
HISTORY

- Volleyball Canada National Championships CIRCA 1999
 - Participation = 26 teams
 - Midget East (16U) = 8 teams
 - Midget West (16U) = 8 teams
 - Juvenile (18U) = 10 teams
- Qualification through Provincial Champions
 - High school gyms
 - Occasional University gym
- Financial – no revenue sources

HISTORY

1. Bidding Process

- No bid process
- Rotation system with provinces
- Provinces would go to great lengths to avoid bidding



THE PILOT

Midget West Championships (16U)

- Venue: Olympic Oval & University of Calgary
- 18 portable courts rented from the US
- Leadership came from Volleyball Alberta & Volleyball Canada Domestic Competition Committee.
- Open entry system allowed 118 teams into event; capacity issues



ASSESSMENT

- Energy and expectations were surpassed
- Truly thought this was as good as it gets
- Financial success as well



NEXT STEPS

1. Philosophy development – open entry
2. Alignment with LTAD
3. Management strategy
4. Asset development
 - Human
 - Bricks & mortar
5. Change management process around venues
 - Gyms to convention centres



CURRENT MODEL

1. All Nationals Co-Located Every 3 Years
2. Other 2 Years – Hosted by Provinces on Bidding Basis



GROWTH OF THE SPORT

1. Every three years = huge volleyball festival

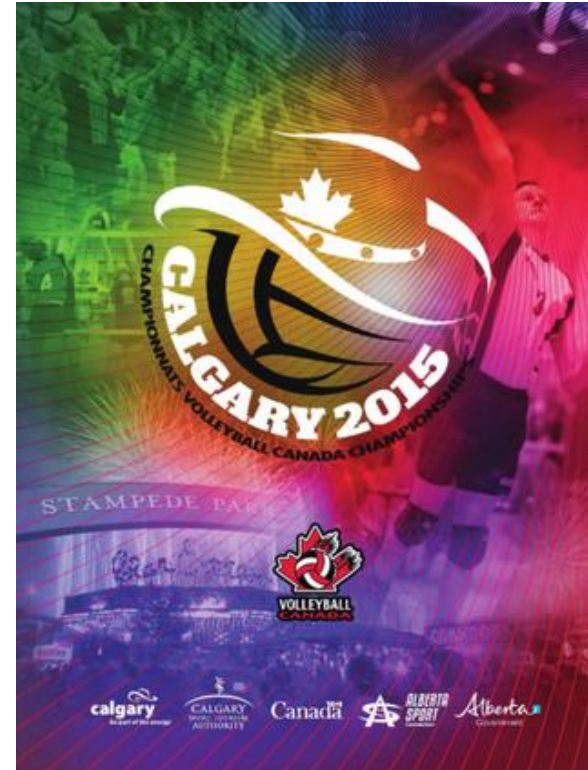


2012 - 2015 GROWTH

Event	2012 (Toronto)	2013	2014	2015 (Calgary)
Sherbrooke, QC 14U/15U/16U East	686	174	188	801
Abbotsford, BC 14U West		94	100	
Regina, SK 15U West		116	120	
Calgary, AB 16U West		148	152	
Edmonton, AB 17U/18U		240	264	
TOTALS	686	772	824	801

CALGARY 2015 - MEDIA

1. Documenting the event – higher priority
2. Social media [#Calgary2015](#)
3. Video:
<http://volleyballsource.net/calgary-2015>
4. Action photography
5. Event photographer – sponsor servicing
6. Online program (small print run)
7. Webcast of finals:
<http://sportscanada.tv/volleyballcanada>



CALGARY 2015

- National team spotlight: international competition
- Sponsor servicing – interaction and opportunity for feedback from athletes
- Medal presentations
- “Selfies” and autograph sessions



CALGARY 2015 - HIGHLIGHTS

- National team showcase and interaction with youth & sponsors
- Over 3,000 youth matches (6 days)
- Nearly 4,000 medals distributed
- Social media engagement:
 - 40,000 post-reach on Facebook
 - 14,000 views on medal sneak peek video (Volleyball Source)
 - 3,000 views on webcast (CAN vs PUR)



CALGARY 2015 - BUDGETING

- REVENUE: \$2,749,787
- EXPENSE: \$2,278,212
- NET: \$471,575



MONETIZING THE EVENT

1. From a philosophical point of view our championships are trying to share in all the spending related activity.
2. Assets:
 - STEAM \$20 mil economic impact
 - Room nights at 22,500 for 2015 with “stay to play” policy
 - Team registration of 800 teams @ \$1,150
 - Spectator passes (\$30 for 3 day pass)
 - Rebates: programs, housing, flight bookings, tourism attractions, vendor hall booths, 50/50 draw
 - Tourism and City (RFP process)
 - Provincial grants (legacy programs)

TAKEAWAYS

- Philosophy of your events
- Inventory your events
- Find all opportunities to align sport development with business development
- RFP as much as you can



REFLECTIONS

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2014-2015 WEBINAR SERIES

- Revenue Generation In Sport
- Developing a sponsorship program
- Developing your brand and graphic identity
- Philanthropy and Sport
- Developing a Digital and Content Strategy for Your NSF

REVGEN & MARKETING COMMITTEE

Gene Edworthy	Chair	COC Board of Directors
Kevin Gilmore	Vice-Chair	COC Board of Directors
Leanne Nicolle	COF Representative	ED, Canadian Olympic Foundation
Charmaine Crooks	Member	Board (O Session)
Steve Podborski	Member	B Session
Greg StremLaw	Member	CEO, Curling Canada
Lisa Schott	Member	President, Aquatics Federation of Canada
Scott Smith	Member	COO, Hockey Canada
Scott Simmons	Member	CEO, Golf Canada
Graham Brown	Member	CEO, Rugby Canada
Dan Thompson	Member	CEO, Skate Canada
Mark Rubinstein	Member	CEO, Alpine Canada
Kelly Murumets	Member	President and CEO, Tennis Canada
Adam VankoeVerden	Member	Athletes Commission Representative
Marcel Aubut	Member -Ex Officio	President, Canadian Olympic Committee
Derek Kent	COC Staff Representative	Chief Marketing Officer, Canadian Olympic Committee

