

# 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!