

# 2020 TOUCHDOWN ATLANTIC

SPECIAL EVENTS ADVISORY COMMITTEE

FEBRUARY 19, 2020



# 2020 | TOUCHDOWN ATLANTIC HOSTED IN HALIFAX

As a major economic centre within Atlantic Canada and capital city of Nova Scotia, Halifax acts as a natural fit to host Touchdown Atlantic.

With access to key resources, a walkable footprint and home to a strong university football culture, the CFL is looking forward to providing the over 403,000 residents and anticipated guests with an exciting and memorable professional football experience.

The CFL will partner with businesses to drive economic impact and create momentum for future CFL games in the region.





## 2020 | TOUCHDOWN ATLANTIC THE VISION

Beginning in 2020, the CFL is committed to an annual event in Atlantic Canada, consisting of a regular season game and accompanying festival.

This is more than football; this is about uniting the country and making the CFL a truly national league as it engages fans from coast to coast.

In addition to hosting a CFL game, there will be a street festival which will engage fans as the summer version of Grey Cup Week.

Our vision is to make Touchdown Atlantic a destination for fans from across the country which will result in increased tourism for the region and an engaged fan base in Atlantic Canada.



# 2020 | TOUCHDOWN ATLANTIC ALIGNMENT WITH EVENT STRATEGY

Events provide an opportunity to showcase our country's sport, culture and heritage to our national and international audiences.

They deliver significant economic and social benefits, generate revenue; help our communities and organizations build capacity, leave legacy infrastructure and provide learning and best practices.

We believe that Touchdown Atlantic and the CFL's priorities align with Halifax Regional Municipality's goal to work with organizations that attract and host large scale special events within Halifax that support and promote tourism and business development.

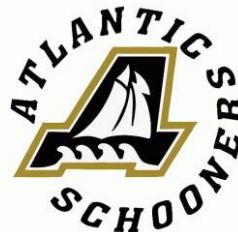


# 2020 | TOUCHDOWN ATLANTIC KEY STAKEHOLDERS

Touchdown Atlantic would not be possible without support from local stakeholders.

Working with the founding partners of Schooners Sport and Entertainment (Atlantic Schooners), the CFL is partnering with St. Mary's University, Discover Halifax and the City of Halifax to help bring this game to life in the Atlantic Region.

In addition to these key partners, the CFL will engage local business owners on Argyle Street in the downtown core of Halifax to build a unique street festival with a Grey Cup feel.





**BRUCE BOWSER**  
Committee Chair  
Founding Partner,  
SS&E



**TOM COCHRANE**  
Schooners Investor



**ERICA PELLERIN**  
Discover Halifax



**ROD BLACK**  
TSN



**DION PHANEUF**  
NHL Alumni



**JAMES DODDS**  
TD Bank Group



**SEAN BUCKLAND**  
Ambassatours  
Gray Line



**EMILY HANES**  
Taste of  
Nova Scotia



**JO-ANNE MCLEAN**  
Halifax Airport



**JEFF JOHNSON**  
CFL Alumni



**RICK HILLIER**  
Retired Chief of  
The Defence Staff



**GLENN BOWIE**  
Westin  
Nova Scotian



**JASON BUCHANAN**  
Premiere Van Lines



**KEN BAGNELL**  
Canadian Sports  
Center Atlantic



**ALLANA  
MACDONALD MILLS**  
Downtown Halifax  
Business Commission

# 2020 | TOUCHDOWN ATLANTIC STEERING COMMITTEE

Utilizing a Steering Committee spearheaded by SS&E Co-Founder, Bruce Bowser, the festival and game will be brought to life through a variety of channels with the goal growing the sport within the community.

Enlisting the right community partners to take part by creating interactivities for fans of all ages and corralling business owners along Argyle Street to participate as one group to put the fan experience first will ensure Touchdown Atlantic has a fun, upbeat and most importantly, local feel.

Consisting of business owners, community stakeholders and representatives of the Schooners, the steering committee will take a 360 approach to ensuring the success of the event.

# 2020 | TOUCHDOWN ATLANTIC CFL STAFF

The CFL's Event team will work closely with the Steering Committee and key partners to oversee the festival and game, ensuring the success of the event.

The CFL Events team will engage internal departments to provide marketing, branding, ticketing and sales support to the event and local staff.

However, it is vital to the CFL that the game in Halifax celebrates the region's Atlantic spirit. With that, the CFL has hired a local resident to focus on the project in a full time capacity, acting on behalf of the steering committee and CFL in market, and sharing local feedback with the CFL during the planning process.



**DUANE VIENNEAU**  
Chief Officer, Grey Cup & Events



**KELLY LAMB**  
Associate VP,  
Business Development  
Grey Cup and Premium Events



**AJ TUFFORD**  
Touchdown Atlantic  
Project Lead



**KELLY TYSON**  
Director, Brand



**LUCAS BARRETT**  
Director, Communications



**JASON MAGLANTAY**  
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**CHELSEA MCDERMOTT**  
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**TREVOR STONE**  
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**OWEN WELSH**  
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**LAUREN FARNELL**  
Senior Director,  
Strategy, Grey Cup & Events



**CARLA MILLIUS**  
Senior Manager,  
Strategy, Grey Cup & Events



# ATLANTIC SCHOONERS

FOOTBALL CLUB

# FANDOM

1/3<sup>RD</sup>

ARE CONSIDERED  
AVID CFL FANS

431K

HALIFAX POPULATION  
VS MONCTON AT 85K

PERCENTAGE OF FAN BASE



52  
%



45  
%



33  
%

550K

CFL FANS IN THE  
ATLANTIC REGION OVERALL

174%

MORE LIKELY TO FOLLOW  
ALL COLLEGE FOOTBALL  
GAMES



(690K AMA IN 2019 REGULAR SEASON)

24%

MORE LIKELY TO ATTEND EVENTS  
AT THEIR LOCAL  
ARENAS/RECREATIONS CENTRES

3<sup>RD</sup> OVERALL SPORTS BRAND IN  
CANADA, NEXT TO MAPLE  
LEAFS & CANADIENS





## 2020 | TOUCHDOWN ATLANTIC MARKETING CAMPAIGN

Excitement for Touchdown Atlantic will be generated via a robust marketing campaign, featuring:

- **Television & Radio** – Bell CTV Atlantic
- **Print** – Chronicle Herald (daily) and The Coast (weekly)
- **Digital** – via CFL, media partners above, Halifax Tourism, etc.

The campaign will create awareness of Touchdown Atlantic game and festival, promote the sale of tickets, and excite Atlantic Canada and the rest of the country to come to Halifax and join the party!

An official announcement and media opportunity was hosted in Halifax on January 23, which generated over 400 articles and \$1M in advertising value.

**COME FOR THE GAME,  
STAY FOR VACATION.**



# 2020 | TOUCHDOWN ATLANTIC MARKETING CAMPAIGN

## PHASE I – TD Atlantic Pre Sale

February

## PHASE II – TD Atlantic Public On Sale

March – April

Target Audience: Fans across Canada; locals

- Public On-Sale Ticket Promotion via media partners
- Create a sense of urgency – focus on a sell-out game

## PHASE III – Promote the Destination

May – June

- “Come for the Game, Stay for the Vacation!” messaging reinforced via targeted cross-Canada promotion

## PHASE IV – TD Atlantic Festival Focus

June – July

Target Audience: Locals and surrounding area

- Touchdown Atlantic Festival public awareness campaign and promotion via media partners
- City of Halifax and Halifax Airport activated with pageantry





ROUGHRIDERS VS ARGONAUTS

# TOUCHDOWN 20 ATLANTIC 20

HALIFAX, NOVA SCOTIA | JULY 25



Maritime viewers spend more time watching CTV/CTV Two than all the other local stations combined at 68% (CBC 17%, Global 15%)

Bell Media, with the combined power of CTV, CTV Two, C100, Virgin Radio and CTV/TSN Digital will launch various promotions/programming along with commercial campaigns for:

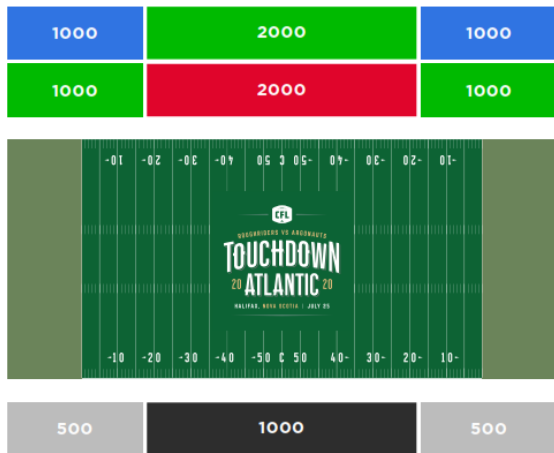
#### **Ticket Sale Launch – March 10**

- CTV - 100 x :10 second commercials
- C100 + Virgin Radio - 150 x :30 second commercials
- Digital Video Pre-Roll :10 second commercial on TSN/CTV Atlantic (50,000 impressions)
- 12-hour Blitz Day for the launch of ticket sales
- Contesting

#### **Touchdown Atlantic Game + Festival Promo – April through July**

- Commercial Schedule/Radio Promotions/Contesting
- Radio onsite coverage at Street Festival and Game Day

# 2020 | TOUCHDOWN ATLANTIC TICKETING & PRICING



**DRAFT**

<b>BLUE ZONE SEATING</b>	<b>\$30</b>
<b>GREEN ZONE SEATING</b>	<b>\$45</b>
<b>50 YARD LINE</b>	<b>\$65</b>
<b>PLATINUM LEVEL SEATING</b>	<b>\$70</b>
<b>VIP SEATING</b>	<b>\$95</b>



# 2020 | TOUCHDOWN ATLANTIC TICKETING

Within just one week of announcing Touchdown Atlantic 2020 in Halifax, over 2500 fans had signed-up online for pre-sale ticket access (in advance of the public on sale).

Anticipated ticketing on-sale schedule as follows:

## February 25 - Pre Sale Phase I

- CFL.ca sign-ups (as per above)
- Saskatchewan Roughriders
- Toronto Argonauts
- Atlantic Schooners

## February 27 – Pre Sale Phase II

- All other CFL teams
- Municipal partners
- Corporate partners

March 10 - Public On Sale



The poster features a dark blue background with a green gradient at the top and bottom. At the top center is the CFL logo. Below it, the text 'ROUGHRIDERS VS ARGONAUTS' is written in a yellow, curved font. The main title 'TOUCHDOWN ATLANTIC 20' is in large, white, bold letters with a drop shadow. Below the title, 'HALIFAX, NOVA SCOTIA' is written in yellow. A white horizontal line separates this from the text 'PRESENTED BY PARTNER LOGO' in white. The bottom section has a green background with white text: 'JULY 25, 2020 | 25 JULY 2020', 'GAME 4:00 PM MT | MATCH 16 H HR', 'GATES OPEN AT 2 PM MT', and 'OUVERTURE DES PORTES À 14 H HR'. At the very bottom, there is a white table with ticket details.

2	109	1	11	NORTH	\$300
GATE PORTE	SECTION SECTION	ROW RANGÉE	SEAT SIÈGE	AREA CÔTÉ	PRICE PRIX



BARCODE  
TICKET NUMBER  
ACCOUNT NUMBER





## 2020 | TOUCHDOWN ATLANTIC PARTNERSHIP STRATEGY

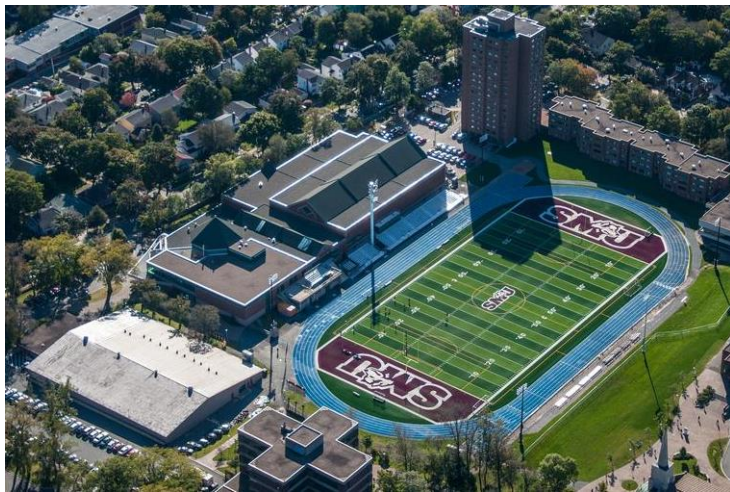
The CFL Corporate Partnerships team will work closely with the Steering Committee to develop unique sponsorship opportunities for Touchdown Atlantic, both at the game and on the festival site. Partnership levels to include:

- Presenting Partner – \$250,000
- Premier Partner – \$100,000
- Supporting Partner – \$25,000

Partnership opportunities to include:

- Brand integration within official TDA Logo and all marketing collateral (media, tickets, local promotion, etc.)
- On-field brand placement
- :30 spots on event videoboard
- Dedicated onsite footprint location to engage fans
- VIP privileges e.g. Grey Cup, CFL Alumni/CFL Commissioner appearances
- Tailgate Party / VIP Reception

*Presenting Partner Example: Touchdown Atlantic presented by TD*



## 2020 | TOUCHDOWN ATLANTIC GAME VENUE

Touchdown Atlantic 2020 will be held at St. Mary's University in Halifax, Nova Scotia.

The venue already has CFL regulated turf, field lines, goal posts and proper locker room capacities among other equipment to support the needs hosting a CFL game.

The CFL will build out infrastructure to support a capacity of 10,000 seats, press box, TSN broadcast and VIP's with the potential for additional capacity of a party zone in the end zone.

This will be the first time in history, a regular season CFL game has been hosted in Halifax.





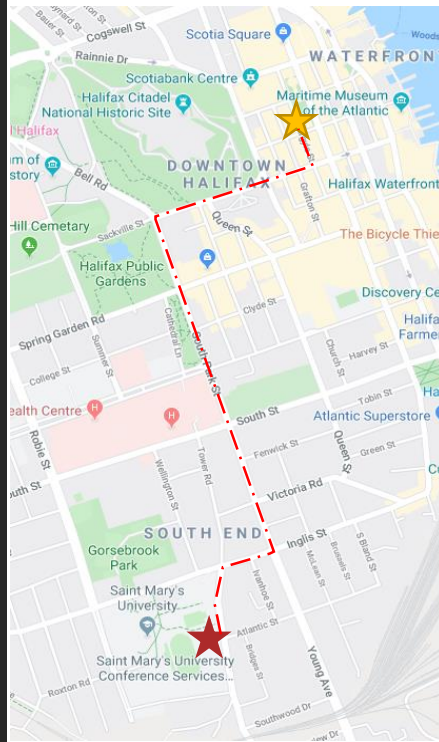
# 2020 | TOUCHDOWN ATLANTIC FESTIVAL

Hosted on Argyle Street, the Festival portion of Touchdown Atlantic 2020 will open on Thursday before the game and run until midday Saturday as fans begin to make their way to the Stadium.

Closed off to pedestrians only during the summer, this is an easy fit for both local residents and visitors to enjoy a fun bar scene or step into a family friendly focused portion of the festival, while also within a 15-minute walk to the stadium.

With Parade Square steps away, there are lots of opportunities to host large parties or live entertainment for many to congregate.

What makes the CFL so special is the diversity of fans coming together at the ultimate Canadian sporting event, The Grey Cup. The Touchdown Atlantic Festival will act as a mini-Grey Cup week including team parties such as the popular Riderville hosted by the Saskatchewan Roughriders.





# 2020 | TOUCHDOWN ATLANTIC EVENT SCHEDULE (DRAFT)

**Wednesday, July 22**  
VIP Harbour Cruise

**Thursday, July 23**

Excursions provided via Ambassatours

Touchdown Atlantic Street Festival:

- ★ Entertainment Stage, Partner Zone, Football Camps
- ★ Riderville
- ★ Atlantic Schooners Kitchen Party
- ★ CFL Player and Alumni Appearances

**Friday, July 24**

CFL Alumni Golf Tournament

Excursions provided via Ambassatours

Touchdown Atlantic Street Festival:

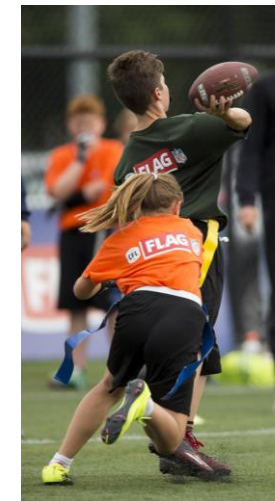
- ★ Entertainment Stage, Partner Zone, Football Camps
- ★ Riderville
- ★ Atlantic Schooners Kitchen Party
- ★ CFL Player and Alumni Appearances

**Saturday, July 25**

Pre-Game Indoor Tailgate Party

Touchdown Atlantic Fan March

Touchdown Atlantic: Toronto Argonauts v. Saskatchewan Roughriders





## 2020 | TOUCHDOWN ATLANTIC VOLUNTEERS

The success of Touchdown Atlantic will rely on the support of great volunteers.

Atlantic Canada is well-known for its hospitality, and Touchdown Atlantic will seek to harness that energy and welcoming spirit in all aspects of the event.

To deliver an authentic Nova Scotian world-class event experience, the organizing committee will recruit some 200 volunteers to assist with both game and festival needs through the week of the event.

The CFL knows that education and capacity building is critical for future event hosting and enlisting the right volunteers will help elevate the overall fan experience and ensure Touchdown Atlantic has an authentic local feel.

# 2020 | TOUCHDOWN ATLANTIC BUDGET

The costs to bring a CFL game to the Halifax region is significant as there is no venue that can support the game in its current form. Additional infrastructure will need to be brought in to bring a stadium up to CFL standards and regulations.

However, it is important to the league to ensure the costs to bring the game to the region are not passed onto the fans via ticket sales. While tickets will make up a portion of the revenue, the CFL will look for funding and sponsorship as outlined here to ensure the game remains affordable for the average family so that all Nova Scotians can participate.

Revenue	\$ Value
Halifax Regional Municipality	\$250,000 (\$50,000 in-kind value)
Provincial Government	\$100,000
CFL Sponsorship	\$500,000
Festival Sponsorship	\$100,000
Ticketing	\$500,000
Other	\$50,000
<b>TOTAL REVENUE</b>	<b>\$1,500,000</b>

Expenses	Costs
<b>Touchdown Atlantic Game</b>	
*Including venue, operations, security, AV, catering, admin, etc.	
<b>GAME EXPENSES</b>	<b>\$1,400,000</b>
<b>Touchdown Atlantic Festival</b>	
*Including staging, AV, pageantry, entertainment, operations, etc.	
<b>FESTIVAL EXPENSES</b>	<b>\$100,000</b>
<b>TOTAL EXPENSES</b>	<b>\$1,500,000</b>



# 2020 | TOUCHDOWN ATLANTIC LOOKING AHEAD

Touchdown Atlantic serves to unite existing fans from across the country, introduce new fans to the sport and engage the Atlantic Region in a long term, meaningful way.

This game is to show the league's support to Schooners Sports & Entertainment's goal of bringing a team to the Atlantic region and a 10<sup>th</sup> team to the CFL.

Looking forward, the CFL will support the local Steering Committee in building out the best 'Grey Cup' style experience with a local flare of the Atlantic Region, and leave a lasting impact on the City of Halifax and the Province of Nova Scotia.





# THANK YOU!

- QUESTIONS
- NEXT STEPS

