

2023 TOUCHDOWN ATLANTIC



SPECIAL EVENTS ADVISORY COMMITTEE

APRIL 24, 2023

2023 | TOUCHDOWN ATLANTIC HOSTED IN HALIFAX

Halifax, as a major economic center, is a natural fit for the Canadian Football Hall of Fame and Museum (CFHOF) to host a CFL regular season game and share the history of Canadian football.

Touchdown Atlantic allows the CFHOF to honour the game and the individuals who have contributed to this uniquely Canadian sport with the residents of Halifax, with visitors from coast to coast and to inspire future generations of football fans.

The CFL will manage the gameday operations and execution of Touchdown Atlantic on behalf of the CFHOF, as they do for the execution of the annual CFHOF Induction Ceremonies.



The Canadian Football Hall of Fame and Museum is a not-for-profit organization that was founded in 1963.

The CFHOF was established to commemorate the individuals who have contributed to the development of football in Canada and to collect, preserve, document, research, exhibit and interpret artifacts and other memorabilia that relate to all amateur and professional football in Canada.



2023 | TOUCHDOWN ATLANTIC ALIGNMENT WITH HRM EVENT STRATEGY

We believe that Touchdown Atlantic and the CFHOF 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.

Touchdown Atlantic will deliver significant economic and social benefits, generate local revenue, create jobs and provide learning and best practices.



2023 | TOUCHDOWN ATLANTIC

KEY STAKEHOLDERS

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

Saint Mary's University, Discover Halifax, Events Nova Scotia, the Canadian Armed Forces and the City of Halifax will work together with the Canadian Football Hall of Fame and Museum, and the CFL to bring this game to life in Halifax.

In addition to these key partners, the CFHOF will engage local businesses for opportunities to support the event through sponsorship programs as well the local Football provincial sport body, Football Nova Scotia, to grow the game of football in the region.



HALIFAX



ECONOMIC IMPACT STUDY TO BE CONDUCTED

The 2022 edition of Touchdown Atlantic in Wolfville, and its associated events and celebrations in Halifax provided an economic impact of more than \$12.7 million to the cities and their surrounding regions, according to an independent study by Sport Tourism Canada (STC).

Touchdown Atlantic 2022 – Key Facts & Figures

\$9.1 million
of initial expenditures

\$8.0 million
of visitor spending

90
local jobs supported
by the event

\$12.7 million
overall economic
activity in the province

7,879
out of town visitors*
in Halifax / Wolfville

\$3.4 million
of wages and salaries
supported locally

\$6.2 million
boost to provincial
GDP

\$4.0 million
in taxes supported
across Canada



2023 | TOUCHDOWN ATLANTIC EVENT SCHEDULE

Thursday, July 27

- Saskatchewan Roughriders Arrival

Friday, July 28

- Toronto Argonauts Arrival
- Community Outreach Event
- Youth Football Camp with Football Nova Scotia
- Riderville Event

Saturday, July 29

- Pre-Game Tailgate Party
- Touchdown Atlantic Game – Toronto vs. Saskatchewan



2023 | TOUCHDOWN ATLANTIC GAME VENUE

Touchdown Atlantic 2023 will be held on July 29th at Saint 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.

We will build out temporary stands to support a capacity of 11,000 seats, an expanded press box, TSN broadcast and VIP's with the 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.





2023 | TOUCHDOWN ATLANTIC MARKETING & TICKETING

Excitement for Touchdown Atlantic 2023 will be generated via a robust marketing campaign with local partner, Bell Media.

Bell Media, with the combined power of CTV, CTV Two, C100, Virgin Radio and CTV/TSN Digital will launch television and radio advertising and various promotions/programming throughout March and April.

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

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

2023 | TOUCHDOWN ATLANTIC COMMUNITY EVENTS

The CFHOF will partner with Football Nova Scotia to host a Youth Football Camp at Saint Mary's University. The camp will be hosted by a high energy, structured, and skilled team of football experts to instruct, teach and motivate the young players.

CFHOF members, players and alumni will be on-hand to help lend their football expertise. Following the instruction, participants will have the opportunity to meet & greet with the players for a photo and autograph session.

The CFHOF will ensure it continues to have an impact on all communities where we travel. We are working on identifying a community in Halifax that represents one of our Diversity is Strength pillars to visit during our time in July.



2023 | TOUCHDOWN ATLANTIC CFHOF REPRESENTATION

The CFHOF will have the opportunity to share the story of Canadian Football with Atlantic Canada through the display of historical artifacts at Touchdown Atlantic.

This presence will give fans a chance to see and photograph the iconic Grey Cup trophy and Fan Base.

Hall Of Fame members and inductees will be available for fan autographs and photo opportunities as well as participating in the local football camp and community outreach program.

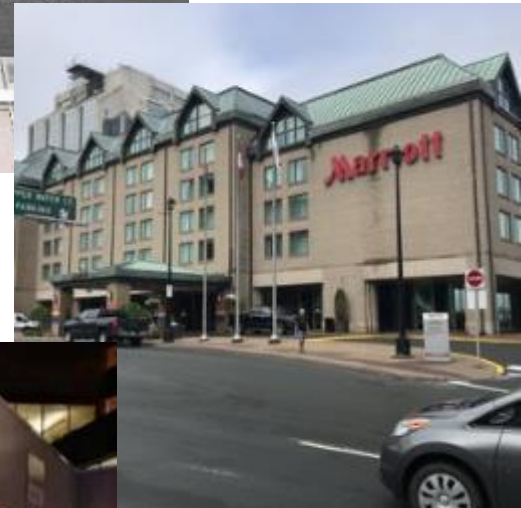


2023 | TOUCHDOWN ATLANTIC HOTELS

CFHOF and CFL operational staff, players, officials, media representatives and partners attending Touchdown Atlantic will book an estimated 1,049 room nights in the City of Halifax worth approximately \$265,000 in addition to the hotel revenue from fans across the country.

Local Hotel Properties Contracted for TDA:

- The Sutton Place Hotel
- Westin Nova Scotian
- Delta Dartmouth
- Hotel Halifax
- Barrington Hotel
- Hampton Inn by Hilton
- Homewood Suites by Hilton
- Marriott Harbourfront





2023 | TOUCHDOWN ATLANTIC VOLUNTEERS

The success of Touchdown Atlantic will rely on the support of great local volunteers to deliver an authentic Nova Scotian world-class event experience.

The CFHOF will recruit approximately 200 volunteers to assist in the execution of Touchdown Atlantic.

The CFHOF knows that enlisting the right volunteers will help elevate the overall fan experience and ensure Touchdown Atlantic has an authentic local feel.

2023 | TOUCHDOWN ATLANTIC BUDGET

The costs to bring a CFL game to the Halifax region is significant as there isn't a venue that can support the game in its current form. Additional infrastructure will be built to bring a stadium up to CFL standards and regulations.

However, it is important to the CFHOF to ensure the costs to bring the game to the region are not passed onto the fans via ticket prices.

While tickets will make up a portion of the revenue, the CFHOF will look for funding and sponsorship to ensure the game remains affordable for the average family so that all Nova Scotians can participate.

Budget Items	Total
Ticket Sales	\$880,000
Sponsorships	\$650,000
F&B - Merch	\$100,000
Other	\$70,000
Total Revenue	\$1,700,000
Total Expenses	\$1,900,000
Net	-\$200,000
Funding Request	
SEAC Request	\$100,000
Net	-\$100,000



On behalf of the Canadian Football Hall of Fame and Museum and the Canadian Football League, we are very excited to share this incredible Touchdown Atlantic event with Halifax and are looking forward to partnering with you to make this an event to remember for both the people of Halifax and Canadians across the country.