



2023 Recap Video



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Rising Tides **Canada Youth Cup**

Established in 2022, the Rising Tides Canada Youth Cup is an annual national soccer showcase that attracts the top u16, u17, and u18 male and female teams from across North America. The tournament provides a vital platform for young talents to impress collegiate and professional scouts whilst showcasing Nova Scotia. Beyond high-level matches, participants engage in ancillary activities fostering athlete, coach, and referee development.

- August 1-5, 2024 Dalhousie University (Second Location TBD)
- Feature teams from all across North America



Why we do it

- Establish an annual elite-level soccer tournament in Atlantic Canada to centralize scouting opportunities for post-secondary institutions and professional teams, promoting east-west pathways of competition across Canada.
- Provide a platform for athletes to showcase their talents, contributing to the momentum of Canadian soccer and increasing levels of competition.
- Attract and showcase the City of Halifax and its post-secondary institutions while committing to an inclusive, competitive, and fun environment for athletes to pursue their soccer dreams.



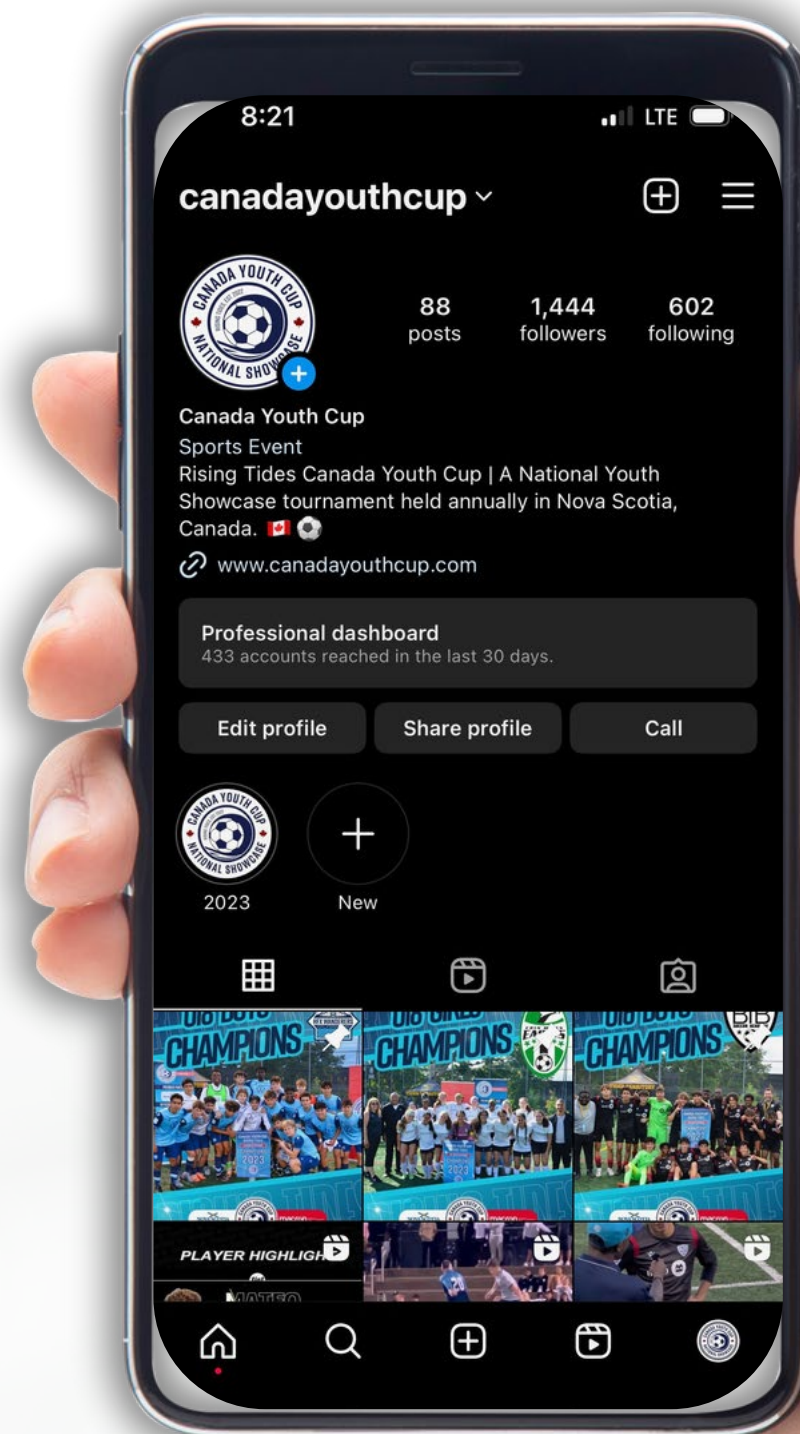
Digital & Social Media



INSTAGRAM

1,453 Followers

- Social Media is utilized to generate excitement and provide updates for players, friends, family, coaches, and scouts during the Canada Youth Cup
- The primary social media platform used is Instagram
- Instagram Insights (July 1, 2023 - Sept 30, 2023)
 - Accounts Reached = 30.5 K
 - Accounts Engaged = 8,362
 - Total Follower Growth = +40.1%



Livestream

All games livestreamed free on YouTube in partnership with Maritime Athletic PROfiles, showcasing the event and the City of Halifax

- 1 Over 30,000 Total Views in 2023
- 2 35% Increase in views from 2022 to 2023
- 3 International Audience



Host Venues



Dalhousie University

- Wickwire Field, Halifax NS | Competition Venue
- Stay-and-Play opportunity
- Accommodations & Meal Services
- Provides a glimpse into University Life on Campus



The Westin Nova Scotian Hotel

- Located in Downtown Halifax
- 2 KM from Competition Venue
 - 5 Minute Drive
 - 20 Minute Walk
- Accommodations & Meal Services

Economic Impact

Team Count

Est. Room Nights

Est. Food & Bev

20 Teams

2,760

\$110,400

24 Teams

3,312

\$132,480

28 Teams

3,864

\$154,560

32 Teams

4,416

\$176,640



Event Legacy

- Sport Development
 - Athletes, Coaches, Officials
- Local opportunity for participation for Local Clubs
 - Suburban FC
- Athlete Exposure and Pathway for Opportunity
 - Sierra Gallant (Youth National Team)
 - Ben Marsh (TFC Youth Trial + Wanderers Camp)
 - Connor Munn (TFC Youth Trial + Wanderers Camp)
- Why is this event important to soccer in Halifax?



Sierra Gallant

2024 and Beyond

- Increase number of participating teams
 - Multiple Divisions & Age Groups
 - Attracting International Clubs
- Use of multiple locations (SMU, SNS..etc.)
 - Finals at Wanderers Grounds
- Build upon Partnerships
 - Halifax Wanderers
 - Soccer Nova Scotia



Measuring Success

- Athlete & Team Experience
- Amount & Quality of Teams
- Legacy Building
- Economic Impact
- Media Awareness
- Social Benefits
- Community Engagement





Funding Request \$20,000