

Re: Item 7.3.2

# 2024 U SPORTS Women's Soccer Championship presented by BMO

MLSER Grant Application Presentation to  
the Special Events Advisory Committee

August 14, 2024

# About the Championship

- November 7-10, 2024
  - Monday and Tuesday - Team arrival
  - Wednesday - Official practice day and Awards Banquet
  - Thursday to Sunday - Competition play
- Wickwire Field, Dalhousie University
- The national championship for university women's soccer
  - Host team plus 7 teams who have qualified from across the country





## Economic Impact

- Approximately 250-300 participants in the tournament
  - Officials, coaches and players
  - A mix of local and participants from across Canada



# Economic Impact

- Hotel rooms
  - 135 rooms per night
    - Total of 1400+ nights
  - Westin Nova Scotian, Prince George Hotel and Cambridge Suites

# Legacy

- Facility improvements –  
Addition of a press box  
and canteen hut at  
Wickwire Field
  - This improvement adds  
to the hosting capacity  
of the field



# Legacy

- Social Impact – coaching course and youth festival
  - Free soccer coaching clinic for female youths aged 15-17
  - Free soccer festival in the afternoon for girls aged 6-9
  - The coaching clinic participants would coach teams in this festival
  - Festival participants will be girls from our community partners such as local schools





## Exposure

- All games broadcast online on CBC Gem/CBC Sports and TVA Sport
  - Opportunity to run a commercial on the broadcast



# Exposure

- Nation-wide social media campaigns
  - Schools, conferences, and U SPORTS will have social media coverage of the tournament and the team activities in Halifax