

Re: Item 7.3.2



# Festival of Rings Nov 26-30

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**Presented by: 2025 Canada Curling Trials Host  
Committee with Nova Scotia Curling  
Distinguished Events Grant Application  
2025/2026 Marketing Levy Special Event Reserve**



## Event Overview

The Festival of Rings is specifically built to attract under-represented populations to the curling event, through the creation of a festival that celebrates these populations.

A key pillar for this sporting event is to make demonstrable steps in the diversity, equity and inclusion aspect of our sport.

# Event Details



**Name:** Festival of Rings



**Dates:** November 26-30, 2025



**Locations:** Halifax Convention Centre and surrounding areas



**Access:** Free attendance

# Cultural Content and Inclusivity

We have established a partnership with Mi'kmaw Kina'matnewey to demonstrate curling in all indigenous schools this year. As part of this, we'd like to use this festival to replicate this concept, but during the trials, to expose under-represented populations to our sport.

To do this, we are planning an extensive outreach campaign to attract music, food and art to the event.

We are committed to showcasing the diversity of Nova Scotia to visiting fans and local community who will be attending the sporting event.

We have specific questions on our volunteer forms asking people to self-identify so that we can select a very diverse group of volunteers to help run the Festival.

# Volunteer Strategy



**50 volunteers**



**2400 volunteer  
hours**

The volunteer structure is being planned through the existing 2025 Canadian Curling Trials host committee. It includes a new pillar for Outreach, and several director positions to assist with delivery.

There will be 2-3 volunteer committee groups assisting in implementing the deliverables of the Festival.

# Attendance and Economic Impact

Attendance Type	Local	Other NS	Canada	International	Total
Participants	20	10	1	N/A	31
Volunteers	40	10	N/A	N/A	50
Spectators	5,000	1,500	500	100	7,100
VIPs	25	5	N/A	N/A	30
Media	5	1	N/A	N/A	6
<b>Total</b>	<b>5,090</b>	<b>1,526</b>	<b>501</b>	<b>100</b>	<b>7,217</b>

Estimated attendees traveling to HRM by air: **600+**

*Potential for much more given the attendance at the Trials (150,000)*

# Marketing Strategy

Marketing will be done through various channels assisted by Nova Scotia Curling, Curling Canada, Events Nova Scotia, Destination Halifax and other partners



**Email**



**Digital**



**Social Media**



**Print**

Curling Canada partners with TSN for the sporting event. It is planned that we can have the Festival profiled by TSN for worldwide coverage.

# Budget Overview

## Revenue

Source	Amount
Halifax Regional Municipality	\$50,000
Provincial Government	\$100,000
Federal Government	\$50,000
Sponsorship	\$25,000
Donations	\$500
<b>Total Revenue</b>	<b>\$255,000</b>

## Expenses

Source	Amount
Space Rental	\$15,000
Food & Beverage	\$20,000
Audio/Visual	\$25,000
Staff & Operations	\$40,000
Cultural Components	\$70,000
Other Expenses	\$30,000
<b>Total Expenses</b>	<b>\$250,000</b>

**Event Surplus: \$5,500**



## Why This Event Matters

- Creates significant economic impact through visitor spending
- Generates substantial hotel room nights
- Provides national and international media exposure for Halifax
- Advances diversity, equity and inclusion in sport
- Creates meaningful cultural engagement opportunities
- Builds community pride and strengthens Halifax's reputation as an event destination

## Funding Request

Request from Halifax Regional Municipality Distinguished Events Program: **\$50,000**

*Additional Funding Sources:  
Working with Events Nova Scotia and will be speaking with ACOA for additional funding to support this DEI initiative.*

# Thank You

## Contact Information

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Trials**

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