



Item 7.3.1



TEAM CANADA

SCOTIABANK CENTRE, HALIFAX | SEPTEMBER 12-13



Davis Cup World Group I

CANADA – ISRAEL
September 12-13, 2025
Halifax, Nova Scotia

**Special Events Advisory
Committee Presentation
August 13, 2025**

01. Overview

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Davis Cup ***Overview*** ***01.***

The World Cup of tennis

The largest ITF sanctioned annual international men's team competition in sport with 160 countries vying for the title and featuring the best tennis players from each participating nation.



WORLD CHAMPIONS

DAVIS CUP BY RAKUTEN FINALS 2022

Davis Cup Roadmap



Having lost in February to Hungary in the 1st Round Qualifiers for the 2025 Finals, Canada is now top seed in World Group I to secure its spot in the 2026 Qualifiers.

Davis Cup World Group I



Scotiabank Centre, Halifax, Canada 12 Sep - 13 Sep 2025 Canada [1] (c) v Israel	Bulgaria 12 Sep - 14 Sep 2025 Bulgaria (c) v Finland [2]	Sportski Centar Cair, Nis, Serbia 12 Sep - 13 Sep 2025 Serbia [3] (c) v Turkiye	Polsat Puls Arena, Gdynia, Poland 12 Sep - 13 Sep 2025 Poland (c) v Great Britain [4]
Parque Deportivo Estadio Nacional, Cou... 13 Sep - 14 Sep 2025 Chile [5] (c) * v Luxembourg	O.A.K.A. - Spyros Louis - Stadio 2020, A... 13 Sep - 14 Sep 2025 Greece (c) * v Brazil [6]	Peugeot Arena, Bratislava, Slovakia 12 Sep - 14 Sep 2025 Slovakia [7] (c) * v Colombia	Korea, Rep. 12 Sep - 14 Sep 2025 Korea, Rep. [8] (c) v Kazakhstan
Switzerland 12 Sep - 14 Sep 2025 Switzerland [9] (c) v India	Partille Arena, Gothenburg, Sweden 12 Sep - 13 Sep 2025 Sweden [10] (c) v Tunisia	Club Lawn Tennis de la Exposicion, Lima... 12 Sep - 14 Sep 2025 Peru (c) * v Portugal [11]	Taipei Tennis Center, Taipei City, Chinese... 12 Sep - 14 Sep 2025 Chinese Taipei [12] (c) * v Norway
Club Rancho San Francisco, Quito 12 Sep - 14 Sep 2025 Ecuador (c) * v Bosnia and Herzegovina [...]			

The 13 winning nations from the World Group I ties will compete in the 2026 Davis Cup Qualifiers.

The losing nations will compete in the 2026 World Group I Play-offs.

World Group I Tie

September 12-13

Halifax, NS

Where : Scotiabank Centre

Who : Team Canada (#6) vs Team Israel (#30)

Event format :

Five (5) matches played over 2 days

All matches decided in three decisive sets

Schedule :

Day 1 : Two (2) singles matches

Day 2 : One (1) doubles match and two (2) reverse singles



TEAM CANADA



Félix Auger-Aliassime (Montreal, QC)

Gabriel Diallo (Montreal, QC)

Liam Draxl (Newmarket, ON)

Alexis Galarneau (Laval, QC)

Cleeve Harper (Calgary, Alberta)

Captain : Frank Dancevic (Niagara Falls, ON)



Davis Cup
Economic
Benefits
02.

Projected impact
STEAM

\$2.2M ECONOMIC IMPACT

\$1.2M GDP

\$122,000 Taxes

1,850 TOTAL ROOM NIGHTS GENERATED

- 7,500+ spectators
 - 35% Out of town
 - 50% Overnight stays
 - Average stay 2 nights for visitors
-
- 400+ rooms minimum booked by the organization (players, coaches, staff)
 - Average stay 7 nights



Davis Cup Marketing & Communications 03.



MARKETING & PROMOTION ASSETS

- Radio – Rogers 95.7
News Radio ; Jack 92.9
- TV – SN East
- Digital – Rogers,
Discover Halifax
- Email – Discover Halifax
- Out of Home –
Downtown Halifax Lamp
banners
- Social media
- Tennis Nova Scotia



SCOTIABANK CENTRE, HALIFAX SEPTEMBER 12-13



COMMUNICATIONS

CALENDAR KPIs

- Number of articles
- Views
- Mentions web / print
- TV / Radio mentions
- Tracking of most read articles



MEDIA COVERAGE

- Number of outlets covering the event
- Number of media accredited

BROADCAST

- Number of viewers per day



OFFICIAL DIGITAL PROGRAM



1



2



3



4



5



6



7



8



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10



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Davis Cup
Legacy
04.





LEGACY

AN EXCITING EVENT THAT BRINGS FANS TOGETHER AND ATTRACTS NEW AUDIENCES

AN OPPORTUNITY TO ENGAGE WITH THE LOCAL COMMUNITY

- DEVELOP OFFICIATING
- COACHING EXPERIENCE
- INSPIRE GRASSROOTS
- WOMEN AND GIRLS INITIATIVES
- ENGAGE THROUGH VOLUNTEERING
- KNOWLEDGE TRANSFER
- PROMOTE HEALTHY HABITS

Coaching development And Women and Girls activities



Wednesday, September 10 – Coaching clinic

- **PNCE development activity**
- **12 coaches from Nova Scotia, PEI, New Brunswick**
- **Competitive intro and Competitive development**
- **On site**

Coaches will attend a Team Canada practice and meet with Tennis Canada VP High Performance Guillaume Marx, Team Canada Captain Frank Dancevic, National Fitness Trainer Nicolas Perrotte

Friday, September 12 – Women and Girls Advancement in tennis workshop

- **Community tennis leaders development activity**
- **20 women from Nova Scotia**
- **Sport Nova Scotia offices and on site**

Community leaders workshop and discussions including sport safety, women and girls in sports, community leadership advancement, followed by tennis matches. Speakers to be confirmed.



PARTNER VISIBILITY

- Logo on website
- Logo on Sponsor Board
- On court signage
- HALIFAX painted on the court
- Invitation to attend matches and events
- Welcome message in digital program

