

2026 SMU UNIVERSITY CUP

MARCH 19 - 22, 2026



TEAM HALIFAX



Halifax is set to make history as the host of four U SPORTS national championships over the next four years, reflecting a coordinated, city-wide approach to hosting major sport events.

Four Championships (2026,2027,2028)

- 2026 U SPORTS Men's Hockey University Cup
 - Host: Saint Mary's University
- 2027 U SPORTS Women's Basketball Final 8
 - Host: Acadia University
- 2027 U SPORTS Men's Basketball Final 8
 - Host: Dalhousie University
- 2028 U SPORTS Women's Hockey Championship
 - Host: St. Francis Xavier University

Team Halifax Partners

- Four Universities
 - SMU, DAL, ACADIA, STFX
- Halifax Regional Municipality
- Province of Nova Scotia
- Discover Halifax
- Scotiabank Centre
- Sports & Entertainment Atlantic

SPORTS & ENTERTAINMENT ATLANTIC

Headquartered in Halifax, Nova Scotia, Sports & Entertainment Atlantic is recognized as Atlantic Canada's leading sport and entertainment event management company, delivering high-quality, professionally executed events that strengthen communities and drive economic impact.

Role Across U SPORTS Championships (2026–2028)

- Event management partner for the upcoming U SPORTS national championships
- Experience managing U SPORT Championships
- Responsible for planning, delivery, operations, and stakeholder coordination



KEY INFORMATION



HOST SCHOOL

Saint Mary's University

- Automatic Qualification



VENUES

Scotiabank Centre

Halifax Marriott Harbourfront Hotel

- Host Hotel

TOURNAMENT FORMAT

Single Elimination Knock Out

- 8 teams from all 4 U SPORTS conferences
- 4 days of tournament play





TOURNAMENT HISTORY

- The University Cup Trophy was first presented in 1963 by the Royal Military College (RMC) and Queen's University at the inaugural national championship in Kingston, Ontario.
- In 2018, the trophy was officially renamed the David Johnston University Cup, recognizing the Governor General's longstanding support of Canadian university sport and student-athletes.
- Atlantic University Sport (AUS) teams have captured the championship 14 times, highlighting the region's strong hockey tradition.
- Saint Mary's University claimed its first University Cup title in 2010 and has since appeared in the championship five times.

ALL TIME ATTENDANCE RECORD: 43,513



*The 2016 University Cup holds the U SPORTS all time attendance record.
That says a lot about hockey in Halifax!*

TOURNAMENT SCHEDULE

TUESDAY, MARCH 18

6:00 PM AT - PRESS CONFERENCE

WEDNESDAY, MARCH 18

9:00 AM AT - AWARDS GALA

THURSDAY, MARCH 19

1:00 PM AT - QUARTERFINAL #1

7:00 PM AT - QUARTERFINAL #2

FRIDAY, MARCH 20

1:00 PM AT - QUARTERFINAL #3

7:00 PM AT - QUARTERFINAL #4

SATURDAY, MARCH 21

1:00 PM AT - SEMI-FINAL #1

7:00 PM AT - SEMI-FINAL #2

SUNDAY, MARCH 22

9:00 AM AT - BRONZE MEDAL GAME

1:00 PM AT - GOLD MEDAL GAME



TICKETING PACKAGES (ALL GAMES)

LOWER BOWL PREMIUM

Adult	\$145
Senior / Military	\$120
Student	\$95
Youth (12 & Under)	\$70

OTHER LOWER BOWL

Adult	\$120
Senior / Military	\$95
Student	\$70
Youth	\$45

Community-focused initiatives will provide complimentary and discounted tickets to local minor hockey teams and community groups.



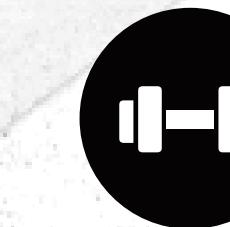


CHAMPIONSHIP LEGACY

Hosting U SPORTS championships unites the community, delivers economic benefits, and reinforces Halifax's reputation as a vibrant, nationally recognized sport host city.



Economic Impact



Strengthens Community



Builds Halifax's Reputation

ECONOMIC IMPACT

The University Cup fuels Halifax's local economy by attracting out-of-province teams and fans who contribute to hotel occupancy, restaurant traffic, and downtown spending during the championship period.

- 7 Visiting Teams traveling to Halifax
- Approximately 1,500 hotel room nights generated
- Significant food & beverage spending across restaurants, bars, and hospitality venues
- Increased tourism activity and exposure for Halifax as a national sport host city

FUNDING REQUEST

CORE FUNDING: \$75,000

STEAMPRO REPORT: \$15,000

GROSS AMOUNT: \$90,000

