



2022 Cross Country National Championships

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U Sports



U Sports

- National sport governing body of university sport in Canada
- Formerly branded as 'Canadian Interuniversity Sport (CIS)'.
- 56 member schools
- 4 Conferences
- 21 National Championships



Hosts

- Co-Hosts
 - Dalhousie University
 - Saint Mary's University
- Hosts bid to host these championships to U Sports, and work with them to bring the Championships to 'life'.
- Have not hosted this event prior.
- National Championships rotate around the country, from conference to conference.
- Potential for this event to be hosted in HRM or province in future.



Host Committee



2022 U Sports Cross Country National Championships

Host Organizing Committee

Position	Name	Email
Co-Chair	Scott Gray	[REDACTED]
Co-Chair	Tim Maloney	[REDACTED]
Championship Director	Jennifer Smart	[REDACTED]
Race Coordinator	Jonathan Peverill	[REDACTED]
Technical Director	Rich Lehman	[REDACTED]
Communications	Angela Barrett-Jewers	[REDACTED]
Medical Services	TBD	TBD
Volunteers	Kevin Heisler	[REDACTED]
Transportation	Mikayla Nassy-Wong	[REDACTED]
Accommodations	Greg Knight	[REDACTED]



Championship Details



Location

- Surrounded by 550 acres of scenic woodland, The Links at Brunello offers a picturesque backdrop for the competition venue where over 300 of the best cross-country runners in Canada will converge for their chance to win the national championship banner.



Schedule

SCHEDULE OF EVENTS* All times are AST

Thursday, November 10

- 2:30 - 4:30 pm Practice and review of course (Links at Brunello)

Friday, November 11

- 7:30am - 10:00am Breakfast Banquet
- 10:30 - 11:30 am Technical meeting (Room to be determined)
- 11:30 - 12:30 pm Coaches Association meeting (Room to be determined)
- 2:30 - 4:30 pm Practice and review of course (Links at Brunello)

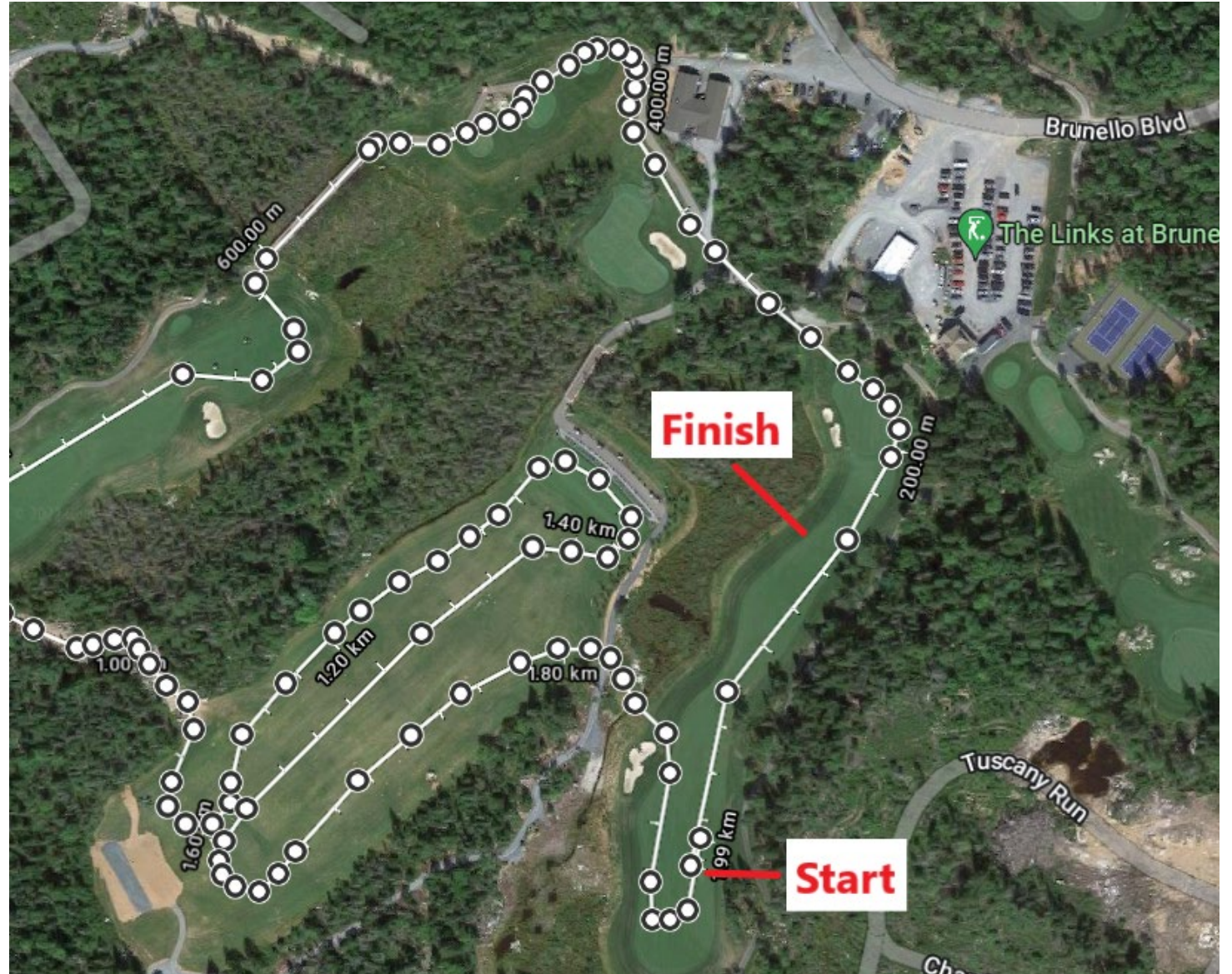
Saturday, November 12

- 11:00 am - 12:30 pm Arrival of teams at course/Warm-up (Links at Brunello)
- 12 pm Women's race - 8 km
- 1 pm Men's race - 8 km
- 2 pm Championship awards ceremonies



Course Map

- The racecourse will be held on the Links at Brunello.
- The course will occur on a 2-km loop on a mixture of grass, gravel/dirt footpaths, and fairways.
- The course will feature a split start and finish line. This is done intentionally, so we have the final leg of the course happening on a straight away - great pictures!



Dates

- While the official schedule of practice/competition will begin on Thursday, November 10, many teams will begin arriving in Halifax on November 8 and 9.
- Practice Begins - Thursday, November 10
- Banquet/Practice - Friday, November 11
- Competition - Saturday, November 12
- Tear down/Departure - Sunday, November 13



By the numbers



Participants

- It's difficult to have an accurate understanding of how many in each race will attend, as qualifying is based on standards that are determined as the race season progresses.
- However, using 2021 races as a good indicator, we anticipate the following numbers of competition participants;
 - Female Competitors - 175~
 - Male Competitors - 175~
 - Coaching Staff - 30~
 - Team Staff (Therapists, mental performance coach, nutritionist, etc) - 15~
 - **Total (projected): 395**



Participants (cont.)

- In addition to the competition participants, we anticipate that there will also be several spectators, volunteers, media, and sports professionals that travel and stay in Halifax for the duration of the event. While this is hard to anticipate, we believe these numbers will be (approximately) as follows;
 - Spectators - 150 - 200
 - Volunteers - 30
 - Media - 5



Accommodations

- Due to the number of athletes, coaches, and team staff travelling for these National Championships, we have placed a block of rooms at the following accommodations;
- Westin Halifax
- Atlantica Hotel Halifax
- We have a room block of 300 for the week at the Westin.
- We have a room block of 250 for the week at the Atlantica.
- Each competition participant is anticipated to stay an average of 4 nights.
- The rooms blocks begin Tuesday, November 8 and run through until Sunday, November 13





Transportation

- With many visitors facing difficulties in sourcing rental vehicles in the past year, we intend to run a bus shuttle service that will run between the field of play venue (Brunello), and the host accommodations (Westin and Atlantica).
- We will be partnering with Coach Atlantic for this shuttle service.
- There will likely remain several teams that choose to rent vehicles to pick up supplies or be able to sightsee while in town.

Budget

- This is a projected budget, with many line items yet to be finalized.
- This budget was informed through knowledge of different costs from experience in the Athletics and Recreation field, as well as from previous U Sports Cross Country Championships.
- Contingency for our bottom line will be reflected by reducing certain expenses (Equipment rental, Banquet, transport, etc.) to get the budget closer to a break even.

	Budget (Projected)	
Revenues		
Municipal Grant Funding	\$	-
Additional Grant Funding	\$	-
Program Ad Sales	\$	2,500.00
Banquet Fees	\$	15,000.00
Clothing Revenue	\$	12,000.00
Sponsorships	\$	5,000.00
Grants	\$	-
Total Revenue	\$	34,500.00
Expenses		
Course Rental Fee	\$	5,000.00
Marketing/Advertising	\$	4,000.00
Equipment Rental	\$	14,000.00
Equipment Purchase	\$	4,000.00
Staff Honourarium	\$	5,000.00
Hospitality	\$	2,500.00
Banquet	\$	12,000.00
Rights Fee (U Sports)	\$	2,500.00
Transportation (Bus/Car rental)	\$	10,000.00
Videographer	\$	500.00
Clothing Expense	\$	10,000.00
Photographer	\$	1,500.00
Medical Staff	\$	1,500.00
Awards	\$	1,000.00
Insurance	\$	500.00
Event Program	\$	500.00
Signage	\$	2,000.00
Supplies	\$	500.00
Security	\$	1,000.00
Webcasting	\$	5,000.00
Total Expense	\$	83,000.00
Profit/(Loss)		-48500

Marketing & Communications



Marketing & Communication

- Website/Social Media
 - We will utilize U Sports robust website and social media channels to help promote the Championships and results.
- Photos
 - We will be hiring local photographers to help cover the Championships from multiple angles along the 2km long racecourse, and special events, like the banquet.



Marketing & Communication (cont.)

- Webcast
 - Local broadcast company - Universum Media - (<https://universum.ca/>) will provide webcast services for the National Championships. Through Universum, the competitions will be broadcast live via the U Sports website, as well as through CBC Gem (U Sports national media partner).



Marketing & Communication (cont.)

- Print Media
 - Our committee's communications professionals will be engaging with local and national print media outlets to highlight the upcoming championships, and profile some of the special interest stories of some of the participants.



Questions?

