



2023



**WOMEN'S WORLD
CHAMPIONSHIP**

CANADA

Brampton

City of Brampton

Hosting Partnership Proposal

FEEL THE RUSH

 **BRAMPTON**





WHY WE'RE HERE TODAY

- Event Overview
- Why We're Excited to Host in Brampton
- Legacy of the Championship
- Our Ask of You
- Questions



EVENT OVERVIEW

Hockey Canada and the Ontario Women's Hockey Association (OWHA) are pleased to announce that Brampton, Ont., will be the host city of the 2023 IIHF Women's World Championship from **April 5-16**, bringing the prestigious international competition to the Greater Toronto Area for the first time since 2000.

The OWHA will be hosting its own provincial tournament over the final weekend of the event which will bring more than 15,000 female hockey players to the Brampton area to see the top 10 countries compete for gold and celebrate the top female hockey players in world.



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BRAMPTON, ON – CAA CENTRE

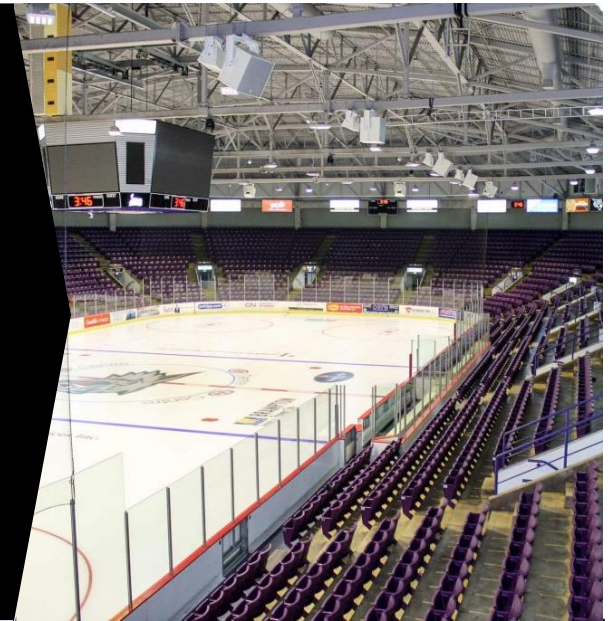
The CAA Centre is one of the busiest, most versatile sports and entertainment complexes in the GTA. The Centre features 4 NHL size rinks, including a spectator bowl with a seating capacity of 5,000.

Built in 1998, this facility has become the city's sports and cultural hub and will be home to the 10 competing teams throughout the course of the event. All 31 games will be played at the CAA Centre from April 5-16, 2023.

GROUP A



GROUP B



EVENT INFORMATION



DETAILS



April 5-16, 2023



Brampton, ON: CAA Centre



POOL A: Canada, USA, Czechia, Switzerland, and Japan

POOL B: Finland, Germany, Sweden, Hungary, France



31 Games

REACH



31
Broadcast Games



4.2M
Total Viewership on TSN/RDS
2021 WWC Calgary



1M+
Social Engagements
Facebook, Instagram, Twitter combined – 2021 WWC

ON-SITE



100,000+
Fans Expected



Community Engagement:

- Activations
- 50/50 Program
- Community Events
- Volunteer Program (300+)
- VIP Hospitality
- Unique Brand Experiences

WHAT WE'RE TRYING TO ACHIEVE

1. Draw over 100,000 fans to 31 international hockey games in Brampton
2. Generate an economic impact more than \$10 million for the Peel Region
3. Deliver concurrent hockey educational programs to develop coaches, officials, and players
4. Continue Hockey Canada's status as the pre-eminent hockey hosting nation
5. Broadcast all games on TSN to a worldwide audience more than 10 million viewers



THE TEAM THAT WILL ACHIEVE THIS



Tim Hortons



BAUER



CHEVROLET

Scotiabank



OUR ULTIMATE GOAL

GROW THE WOMEN'S GAME



LEAVING BEHIND A LEGACY

FOR GIRLS & WOMEN IN HOCKEY

As one of Canada's largest and growing cities, Brampton truly represents the fabric of Canada's diverse, cultural community. While playing host to a premier, global hockey event for two weeks, it is integral that the event incorporates a legacy strategy to feel the impact for years to come.

Strategies will include:

1. Community Outreach: introduction and invitation to experience hockey for the first time; as a participant and a fan, including engaging and creating awareness of hockey opportunities within various cultural communities in Brampton and Ontario
2. Enhanced Programming: Learn to Play sessions and Coaching & Officials activities
3. Future Funding: Dreams Come True, Hockey Canada Assist Fund, Leadership & mentorship opportunities

In collaboration with the OWHHA and its associations, it is imperative to ensure that the legacy programming of the 2023 Women's World Championships contributes to a legacy of building the credibility of girls and women's hockey through exposure to the incredible role models who lead the game.



BUILDING ON THE GROWTH OF THE GAME



43,000



86,000



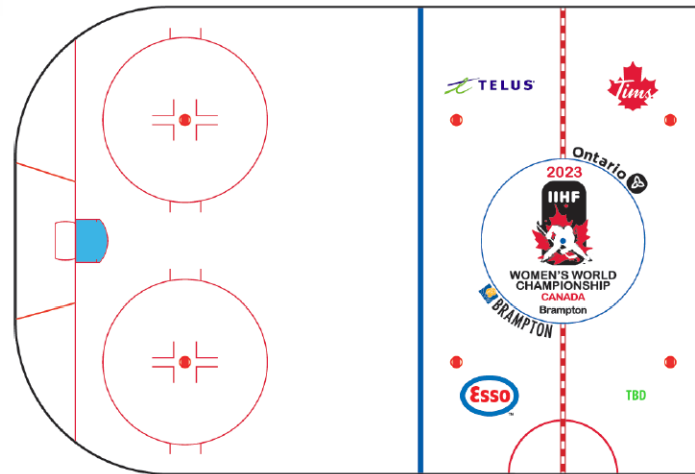
102,000



120,000+

CITY OF BRAMPTON BENEFITS

- **Brand exposure & funding recognition**
 - Rinkboard signage
 - In Ice Logo around centre ice
 - Penalty box and player bench board logo visibility
 - Media zone and Flash zone backdrop logo visibility, featured in all player and personnel interviews – example attached
 - In Venue backlit signs in-bowl
 - Vomitory covers
- **Speaking Opportunities**
 - Welcome message from the City of Brampton during opening ceremonies
 - Player of the game presentations for Mayor and key City Councillors
 - Medal ceremony presentations for Mayor
 - Quotes in future releases
- **Digital Assets**
 - Recognition on the official tournament website
 - Opportunity to utilize event social media channels to engage fans
- **Printed Assets**
 - All printed documentation, such as event guide, statistical sheets, roster sheets, banners, etc.
- **Tickets**
 - Suite nights, single game tickets, etc.



OUR ASK OF YOU

- We are seeking \$300K in support from the City of Brampton, to help offset 10% of our operational budget.

WWC23

Budget Summary

<u>Revenue</u>	<u>WWC 2023 Proposed</u>
Ticketing	1,600,000
Funding	1,000,000
Event Ops	150,000
Sponsorship	525,000
Total Revenue	3,275,000

<u>Expenses</u>	<u>WWC Proposed</u>
Ticketing	150,000
PR/Advertising	190,000
Volunteers	155,000
Admin	373,000
Logistics	1,309,300
Event Ops	652,000
Sponsorship	150,000
Total Expenses	2,979,300

Net Profit (Deficit)	295,700
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