

**Date:** 2023-02-02

**Subject:** **Support for 2023 IIHF Women’s World Hockey Championships**

**Contact:** Gage Board, Sport Tourism Coordinator, Tourism & Special Events, [gage.board@brampton.ca](mailto:gage.board@brampton.ca) 905-874-3803

**Report Number:** Corporate Support Services-2023-167

**Recommendations:**

1. That the report from Gage Board, Sport Tourism Coordinator, Tourism & Special Events, dated January 18, 2023, to the Council meeting of February 22, 2023, titled **Support for 2023 IIHF Women’s World Hockey Championships** be received;

**Overview:**

- Hockey Canada and the Ontario Women’s Hockey Association is hosting the 2023 IIHF Women’s World Hockey Championships in Brampton at the CAA Centre, April 5 to 16, 2023
- Hockey Canada has requested \$300,000 from the City of Brampton to help offset operational costs and to be a sponsor of the tournament.
- City Council approved, through the “*2023 Tourism Sponsorship Program*” Report approved on February 8, 2023, the provision of \$50,000 as a Sport Tourism Event Sponsorship.
- The tournament is projected to have a total attendance of up to 100,000 spectators over the course of 31 games. Sponsorship of the tournament enhances the opportunity for the City of Brampton to increase its positive image on a national and global scale within the hockey community.

**Background:**

On December 15, 2022, Hockey Canada and the Ontario Women’s Hockey Association (OWHA) announced that Brampton will be the host city of the 2023 International Ice Hockey Federation (IIHF) Women’s World Championship from April 5 to 16, bringing

this prestigious international competition to the Greater Toronto Area for the first time since 2000. On behalf of the IIHF, Hockey Canada will organize the tournament in partnership with the Ontario Women’s Hockey Association at CAA Centre in Brampton.

10 international teams will compete in a total of 31 games in the hope of being crowned world champion. Participating countries in the 2023 tournament include: Canada, Czechia, Finland, France, Germany, Hungary, Japan, Sweden, Switzerland and the United States.

### Tournament Goals

Ultimate Goal: To Grow Women’s Hockey

Additional goals of the IIHF World Women’s Championship:

- To draw 100,000+ spectators to watch 31 hockey games played by international teams in Brampton.
- To generate an economic impact of more than \$10 million for the Region of Peel.
- To deliver concurrent educational hockey skills development program for coaches, officials and players.
- To maintain Hockey Canada’s status as the pre-eminent hockey hosting station.
- To broadcast all games on TSN to a worldwide audience of more than 10 million viewers.
- To help grow women’s hockey registrations in Canada from 102,000 to 120,000+.

### Benchmarking

The tournament has been held in Canada three times in the last 10 years with Hockey Canada receiving funding from various levels of government.

Hockey Canada has received public funding for hosting the three previous Women’s World Hockey Championships as listed below:

CITY	YEAR	PUBLIC FUNDING PROVIDED
Calgary	2021	\$1.2M total <ul style="list-style-type: none"> <li>○ \$700K from City of Calgary</li> <li>○ \$500K from Province of Alberta</li> <li>○ No Federal Government funding as it was part of the cancelled Halifax event</li> </ul>
Kamloops	2016	\$800k total <ul style="list-style-type: none"> <li>○ \$75K cash plus in-kind of \$175K from City of Kamloops</li> <li>○ \$300K from Province of BC</li> <li>○ \$250K from Federal Government</li> </ul>
Ottawa	2013	\$1M total

		<ul style="list-style-type: none"> <li>○ \$200K cash and \$200K in-kind in venue, signage and EMS from City of Ottawa</li> <li>○ \$300K from Province of Ontario</li> <li>○ \$300K from Federal Government</li> </ul>
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**Current Situation:**

Hockey Canada Request

Hockey Canada has requested \$300,000 from the City of Brampton, via the Tourism and Special Events Office, for the 2023 IIHF Women’s World Hockey Championship. This dollar amount covers/supports 10% of their operating costs and includes a sponsorship package for the City outlined in this information report.

Hockey Canada has applied for \$50,000 of funding through the City of Brampton’s 2023 Tourism Sponsorship Program. City Council approved this request through the “2023 *Tourism Sponsorship Program*” report on February 8, 2023. A source to fund the additional \$250,000 required to meet Hockey Canada’s request would have to be determined as that sum is not available from Tourism & Special Event’s budget or Reserve Fund #16.

Staff have outlined options beyond the Tourism Sponsorship Program parameters, for City Council to consider for entering into an agreement with Hockey Canada.

1. \$250,000 cash sponsorship, as requested by Hockey Canada, and in-kind communication supported via city-owned assets/channels.
2. A cash sponsorship, the value of which to be determined by Council, and in-kind communication supported via city-owned assets/channels.
3. No cash sponsorship in addition to the funds already approved through the Tourism Sponsorship and in-kind communication supported via city-owned assets/channels.

City-owned assets/channels would include the use of recreation center screens, Garden Square screen and social media for the purpose of promoting the event. Other promotional City assets provided in-kind to Hockey Canada may be considered.

Please note that Council would be required to provide direction to staff to enter into a binding contractual agreement with Hockey Canada at a dollar amount directed by Council.

Sponsorship Recognition

The City of Brampton would be categorized as a top tier partner of the tournament alongside the Province of Ontario, Government of Canada, and the Hockey Canada Foundation and would receive the same level of visibility.

If the City were to approved the organization's \$300,000 request, recognition tactics throughout the tournament would include;

<p>Brand Exposure (Signage)</p> <ul style="list-style-type: none"> <li>• All in arena signage is produced and installed by Hockey Canada</li> </ul>	<ul style="list-style-type: none"> <li>○ TSN Broadcast in-screen rink board signage <ul style="list-style-type: none"> <li>• \$989K Gross Advertising Value</li> <li>• \$178K Net Sponsorship Value</li> </ul> </li> <li>○ In ice logo at center of main rink <ul style="list-style-type: none"> <li>• \$1.5M Gross Advertising Value</li> <li>• \$357K Net Sponsorship Value</li> </ul> </li> <li>○ In venue/arena banners</li> <li>○ Penalty box and player bench board logo visibility</li> <li>○ Media zone and Flash zone backdrop logo visibility, featured in all player and personnel interviews</li> <li>○ In Venue backlit signs in-bowl</li> <li>○ 4 in-bowl spectator entrance covers</li> </ul>
<p>Broadcast Media</p>	<ul style="list-style-type: none"> <li>○ City of Brampton broadcast commercials <ul style="list-style-type: none"> <li>• 7 x :30 spots during TSN Broadcast</li> <li>• Minimum of 7 plays for all Canada games – will be on all TSN broadcasts, will potentially be more then 7</li> </ul> </li> <li>○ In-game commercial <ul style="list-style-type: none"> <li>• :30 spot on videoboard for all 31 games</li> </ul> </li> </ul>
<p>Speaking Opportunities</p>	<ul style="list-style-type: none"> <li>○ Welcome message from the City of Brampton during opening ceremonies</li> <li>○ Player of the game presentations for Mayor and City Councillors</li> <li>○ Medal ceremony presentations for Mayor</li> <li>○ Quotes in future releases</li> </ul>
<p>Digital Assets</p>	<ul style="list-style-type: none"> <li>○ Recognition on the official tournament website</li> <li>○ Opportunity to utilize event social media channels to engage fans</li> </ul>
<p>Printed Assets</p>	<ul style="list-style-type: none"> <li>○ All printed documentation, such as event guide, statistical sheets, roster sheets and all other, all printed announcements, and all outdoor announcements, such as posters, banners and all others will continue government wordmark recognition</li> </ul>
<p>Exhibit Space</p>	<ul style="list-style-type: none"> <li>○ In arena space for kiosk shall be made available to Brampton during all games</li> </ul>
<p>Tickets</p>	<ul style="list-style-type: none"> <li>○ Suite nights &amp; single game tickets <ul style="list-style-type: none"> <li>• Quantity TBD</li> </ul> </li> </ul>

## Media Impressions

TSN has confirmed live coverage of all team Canada games. Hockey Canada has offered the City of Brampton a 30 second commercial spot during all TSN Broadcasts (all Canada games) as part of the partnership agreement. The spot will air a minimum of one time per Canada game. TSN is expected to cover additional games but the quantity is not confirmed yet. The City of Brampton commercial will be included in any games added as part of the TSN coverage.

Hockey Canada anticipates to surpass the cumulative total of broadcast viewers from each of the past two events;

1. 2013 – Ottawa, ON: 3.6M total viewership
2. 2021 – Calgary, AB: 5.35M total viewership

The games will also be broadcasted in the US, Finland, Sweden, Czechia and Switzerland, with the potential for all 10 countries to pick up the games. In 2021, an additional 1.7M viewers tuned in from Russia, Finland, Switzerland, Hungary, and Czechia.

There is significant opportunity for the City of Brampton to be recognized through various tournament media channels outside of the TSN broadcast.

- Anticipated over 50K fans at CAA Centre (after 2 days of presales, have secured 1,729 full event packages and 400 applications for group tickets)
- 2021 WWC Calgary had 1M+ social engagements, across Facebook, Instagram and Twitter
- For the 50/50 program, it's expected to receive over \$500,000 in sales representing over 25,000 visitors to the 50/50 website
- Through the OWHA partnership, over 10,000 players and their parents have been invited and included in all event communications

The tournament will leverage social media accounts from Hockey Canada, IIHF and OWHA for all event updates and marketing, which the City of Brampton will be recognized through.

	<b>Hockey Canada</b>	<b>IIHF</b>	<b>OWHA</b>
Instagram	736K	338K	2.5K
Facebook	625K	358K	1.7K
Twitter	443K	218K	5.8K

The City of Brampton Strategic Communications, Tourism and Events staff will work with Legislative Services staff and Hockey Canada to draft and execute a sponsorship

agreement to ensure all sponsorship recognition and communications tactics are completed to satisfaction.

### Community Initiatives

Hockey Canada is implementing several community initiatives to ensure there is a lasting legacy in Brampton.

1. Player of the Game Stick
  - Engaging and hiring local Indigenous artists to paint and help present the Player of the Game awards
2. Community Rink School Program
  - Hockey Canada offering Brampton schools the opportunity to attend daytime games at no cost
3. Ticket Donation Program
  - Identifying local charitable organizations to provide donated tickets to attend games
4. Cultural Heritage Nights
  - Hosting Cultural Heritage Nights that engages and celebrates the immense diversity in Brampton
5. Event in a Box
  - Helping to stimulate traffic and revenue for Brampton/GTA small businesses and restaurants who want to be a part of celebrating WWC
6. Capital Investment
  - Installation of overhead cubbies in all 16 dressing rooms at the CAA Centre, a capital investment of approximately \$70K
7. Profit Sharing
  - 75% of all profits from the tournament stay in Ontario for Girls and Women's hockey, with the other 25% being distributed to other provincial bodies

### Economic Impact

The combined total of visitor, capital and operational spending from the Women's World Hockey Championship is expected to exceed \$6.9 million resulting in over \$9.3 million in economic impact in Ontario with \$8.4 million of that impact realized in Brampton.

The tournament is expected to support wages and salaries of \$3.3 million and 84.5 jobs for Ontario, of which 75.6 jobs and \$2.6 million in wages and salaries will be supported in Brampton. .

The total net economic activity (GDP) supported by the event is expected to reach \$6.5 million for Canada as a whole, \$5.5 million for Ontario and \$4.3 million for Brampton.

Considerable tax revenues are also expected to be supported by the tournament totaling \$722,298. The event will support federal taxes revenues of \$967,784, with an

additional \$852,076 of taxes supported in Ontario. Additionally, the event will support municipal taxes totaling \$149,884 across Ontario including \$131,285 in Brampton.

**Corporate Implications:**

Strategic Communications:

Strategic Communications staff will be required to produce creative assets and messaging to execute the recognition tactics determined by the sponsorship agreement. The goal of these tactics is to positively grow the brand of the City of Brampton as a well-run, safe city to live and/or visit.

Legal Implications:

Legislative Services Staff will be required to support the draft of the sponsorship agreement and approve as to form.

Financial Implications:

Funding of \$50,000 is available through the Tourism Sponsorship Program's base operating budget for the IIHF Women's World Hockey Championships. Should Council choose to provide sponsorship over \$50,000 to support this initiative, the additional amount may be funded from the General Rate Stabilization Reserve.

The General Rate Stabilization reserve (GRS) balance as at September 30, 2022 was \$107.1 million net of commitments. Within this balance is \$30.2 million of relief funding; \$12.6 million for Municipal Stream and \$17.6 million for Transit stream. Once this amount is excluded the GRS balance sits at \$76.9 million which is \$1.6 million less than the Council approved target of \$78.5 million.

**Term of Council Priorities:**

Brampton is a City of Opportunities

Providing accessible opportunities for female youth to engage in hockey is important to keeping interest and active participation in the sport. The international tournament will offer direct exposure to the highest level of women's amateur hockey and through community activations, it will inspire.

The City of Brampton will receive recognition and awareness of its sponsorship, bringing the city to the global stage, growing a positive appreciation for Brampton as a modern city with significant opportunities in many areas including sport and hockey.

Brampton is a Healthy and Safe City

The tournament will welcome thousands of international guests to Brampton who will quickly recognize the efforts of our city to prioritize and encourage active and healthy

lifestyles through support and continued development of recreation programs and facility management.

**Conclusion:**

The IIHF Women’s World Championships is a professional level sport competition that will bring over 400 of the world’s best female hockey players to Brampton. The championship will attract up to 100,000 in-person visitors, a significant international television viewership and social media subscribers. Hockey Canada has requested \$300,000 from the City of Brampton, via the Tourism and Special Events Office. This dollar amount contributes to 10% of their operating costs and includes a sponsorship package. The City of Brampton’s sponsorship of this event has the potential to increase the city’s brand on a national and global scale within the hockey community.

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**Attachments:** nil