



## Canada Games - Scale and Scope

History	50 year history since 1967
Governments	13 Provincial and Territorial governments, including three levels of government participate for each Games and multiple departments
Alumni	Over 100,000 volunteers, 100,000 athletes; millions of youth aspiring and trying out for the Games; training ground for higher level competition
Duration of Event	18 days
Budgets	\$30-\$50M plus million – operating and capital contribution
Broadcast	Up to 80 broadcast hours of Games programming on TSN's five channels, RDS, and RDS2
Webcast	1200 hours of competition live streamed and archived on canadagamestv.ca
Legacies	<p><i>Sport:</i> athlete, coach, officials development, new and improved infrastructure, new sport programming with financial surpluses, improved capacity at PT sport level, enhanced hosting opportunities</p> <p><i>Games:</i> athlete/coach services, gender equity, inclusion, fairer dispute resolution processes, transfer of knowledge legacies</p> <p><i>Human and Social:</i> strengthened volunteer engagement in community, increased expertise in community, strengthened capacity in community, investment in youth, awareness of diversity and social issues, official languages</p> <p><i>Economic Activity:</i> 1999 (\$72.1M), 2001 (\$95.8M), 2003 (\$70.5M), 2005 (\$101M), 2007 (\$94.8M), 2011 (\$130M), 2013 (\$165.5M), 2015 (123.4M)</p> <p><i>Other Intangibles:</i> sense of being Canadian, national unity, regional pride and spirit, sense of community pride, broadcast coverage to region, 120,000 visitors to region</p>
Sports	19 winter sports, 16 summer sports
Events	165 winter, 249 summer
Inclusion	Events for Special Olympics athletes, events for athletes with a physical disability, women in coaching apprentice program, aboriginal coaching apprentice program, gender equity
Past Host Societies	25
Communities Engaged	Over 800 communities across Canada have athletes at the Canada Games
Venues	30 plus sport and non-sport venues
<b>Participants</b>	
Athletes	Approximately 3,400 summer athletes, 2,350 winter athletes
Coaches/Managers	675 winter, 750 summer
Mission Staff	225 winter, 235 summer
Sponsored Medical	50 personnel (2015) 51 personnel (2013), 25 personnel (2011), 55 personnel (2009)

National Partners/Partenaires nationaux

Major Technical Officials	500 winter, 500 summer
Minor Technical Officials	1,200 winter, 1000 summer
Media	More than 500 accredited media and broadcasters
Volunteers	4,000-6,500
VIPs	1,000 VIP and government officials
Staff	80-100
Sport and Games observers, partners	180 (other events, MSOs, etc.)
Sponsors	8-12 major sponsors and suppliers
Friends of the Games contributors	Hundreds of local, provincial and regional friends of the Games contributors
Other participants	Thousands of cultural performers, parents, family members, spectators, sport scouts, contractors, suppliers, alumni, local community groups
National Sport (NSO)	37
Provincial/Territorial (PTSO)	375
<b>Additional Data</b>	
Canada Games database	20,000 members
E-Newsletter subscribers	6,000
Print materials	14,600 annually
Signage	5,750 impressions
Viewership	2015 –951,000 via TSN and RDS networks 2013 – 1,231,000 via TSN and RDS networks 2011 – 906,000 via TSN and RDS networks 2009 – 664,000 via TSN and RDS networks
2015 Broadcast/Webcast	- Nearly all (81%) of 2015 Canada Games attendees intend to watch the 2017 Canada Games, and 52% of Canadians
2013 Broadcast/Webcast	- The Games jumped from 48% (2011) to 65% (2013) awareness rate across the country - Mass-Media viewership raised awareness and extended reach of their brands as 60% of TV viewers became aware of on-field signage during the 2013 Games. - Over 89% of 2013 Canada Games attendees intend to watch the 2015 Canada Games
2013 Canada Games property Research – Sponsorship valuation	The total gross value for case study sponsorship of the Canada games is \$1.4 million: - Case Study tangible rights for the 2013 Canada games garnered \$978,399 The intangible benefits associated with case study sponsorship of the Canada Games generated an additional lift of \$251,172