



THE DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION
484 PELISSIER ST., WINDSOR, ONTARIO N9A 4K9
DWBIA@DOWNTOWNWINDSOR.CA
DOWNTOWNWINDSOR.CA
519-252-5723

DOWNTOWN WINDSOR BIA MARKETING & EVENTS STRIKING COMMITTEE AGENDA

Date: Thursday, June 1, 2023

Time: 5:30 PM

Location: DWBIA Offices, 484 Pelissier Street

COMMITTEE:

Bars & Nightclubs:	Andrew Corbett
Hotels/Tourism/Retail:	Sunny Bhatti
Restaurant (licensed):	Olivia Holt
Ward 3 Councillor:	Renaldo Agostino
DWBIA Executive Director:	Debi Croucher
DWBIA Administrator:	Janice Dyett / Cole Fuerth

1. CALL TO ORDER

- Reading of Land Acknowledgement

We [I] would like to begin by acknowledging that the land on which we gather is the traditional territory of the Three Fires Confederacy of First Nations, which includes the Ojibwa, the Odawa, and the Potawatomi. The City of Windsor honours all First Nations, Inuit and Métis peoples and their valuable past and present contributions to this land.

- Adoption of the distributed agenda

2. DISCLOSURE OF PERCUNIARY INTEREST

3. ADOPTION OF THE MINUTES

- None

4. REGULAR BUSINESS ITEMS

- Street banners
- Canada Day Arts Fair & Celebration – July 1
- Ouellette Car Cruise – August 18
- Summer Events
- Buskers
- Windsor Pride Fest: Come OUT & Play Guide advertising
- Brewing for Comedy Sponsorship Request
- Play On! Canada 2024
- Editorial in Rafih Style magazine
- Social media

5. PRESENTATIONS & DELEGATIONS

- Jeremy Renaud, Northern National
 - Windsor Fan Experience – Sep 29-Oct , 2023

6. UPCOMING MEETINGS

DWBIA Infrastructure & Development Striking Committee
Thursday June 8, 2023

DWBIA Board of Directors
Tuesday June 27, 2023

DWBIA Board of Directors
Tuesday July 25, 2023

DWBIA Board of Directors
Tuesday September 26 , 2023

ADJOURNMENT

A quorum of three (3) voting members is required for DWBIA Board Meetings



DOWNTOWN WINDSOR

Canada Day *Arts Fair*



DOWNTOWN
TOWN
WINDSOR



DOWNTOWN WINDSOR

Canada Day

Arts Fair



**DOWNTOWN
WINDSOR**

COME OUT AND PLAY

2023/2024 GUIDE

2023 ADVERTISING PACKAGE

For more information or to advertise in the Come Out & Play Guide email us at advertise@wepridefest.com or visit www.comeoutplayguide.com

WINDSOR-ESSEX PRIDE FEST

2109 OTTAWA STREET, UNIT #216, WINDSOR, ON N8Y 1R8

Windsor-Essex Pride Fest strengthens the sense of community and contributes to the vibrancy, health and overall well-being of Two-Spirit, Lesbian, Gay, Bisexual, Trans, Queer, Intersex and Asexual (2SLGBTQIA+) individuals in Windsor-Essex. Windsor-Essex Pride Fest's goal is to empower 2SLGBTQIA+ individuals through its annual festival and through its year-round social programs, activities and initiatives to facilitate opportunities for connection and belonging.

YOUR RESOURCE GUIDE & DIRECTORY TO:
2LGBTQIA+ SUPPORTIVE BUSINESSES AND ORGANIZATIONS IN WINDSOR-ESSEX.

PRODUCED BY THE WINDSOR-ESSEX PRIDE FEST

www.comeoutplayguide.com



About the Come OUT & Play Guide



Windsor-Essex is a unique and special one that has all the amenities you could ask for and is also the most socially progressive. This is apparent in our local businesses, friendly welcoming people and a vibrant 2SLGBTQIA+ community.

The Come OUT & Play Guide has been at the forefront of the Windsor-Essex 2SLGBTQIA+ scene for the past 10 years. By maintaining our strong community presence, the Come OUT & Play Guide has become the premier choice for businesses and organizations looking to reach not only the Windsor-Essex 2SLGBTQIA+ consumers but travelers from Michigan, Ohio and across Ontario.



Now celebrating our 11th year of publication, we invite you to be a part of the Come Out & Play Guide, our area's hottest and best publication to reach savvy 2SLGBTQIA+ residents and travelers. The guide is an important resource for the Windsor-Essex region, from shopping to service organizations, from nightlife to health & wellness, from counselling to spas, from arts/theatre to restaurants, the Come OUT & Play Guide has it all!

As an advertiser in the Come OUT & Play Guide, it will help position your business in a dynamic market by:

- Expand your business demographic reach and establish new business.
- Send a positive message to your company employees and customers.
- Create a positive marketing connection to a brand loyal audience.
- Give you an edge over your competition through new audience exposure.

We love the Windsor-Essex region, and we know it intimately. We know this market inside and out and what makes people tick. Marketing and advertising experts agree that no two markets are alike and we are no exception. We can help bridge your brand to the 2SLGBTQIA+ local area consumers and out-of-town visitors.

We will be distributing **10,000 digest-sized full colour glossy guides** and we mind where every copy is distributed to make sure it ends up in quality hands and is not a wasted exposure. We ensure that someone picking up this publication is a local 2SLGBTQIA+ resident or out-of-town traveller from either and that this presents a new business relationship opportunity for our area and advertisers. Thus, we have a two-pronged distribution method:

IN TOWN DISTRIBUTION

- All Participating Advertisers (throughout Windsor-Essex)
- Caesars Windsor Tourism kiosk - Downtown
- Pelee Island Winery Information Centre (Kingsville)
- Provincial Tourism Office (Downtown Windsor)
- Tourism Windsor-Essex kiosk (Downtown)

IN TOWN DISTRIBUTION

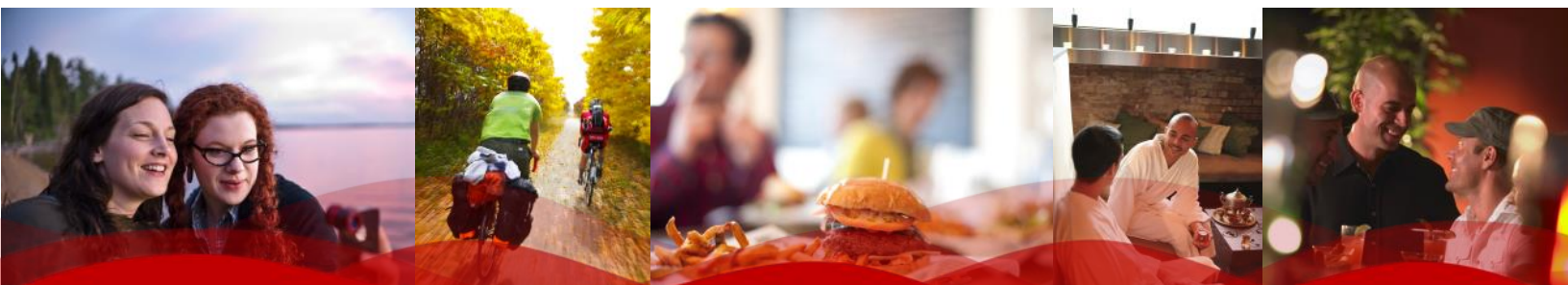
- Windsor-Essex Pride Fest office (Windsor)

OUT-OF-TOWN DISTRIBUTION

- Provincial Tourism Office (Tilbury, Ontario)

The Come OUT & Play Guide will also be supported online with a business directory complete with pictures, description and contact information. A printed version will also be available at the 2023 Windsor-Essex Pride Fest.

For more information or to view previous issues of the Come OUT & Play Guide, visit www.comeoutplayguide.com



www.comeoutplayguide.com / advertise@wepridefest.com

Reasons To Advertise In Guide



QUALITY AND DESIGN

Printed in full colour glossy stock with a professional look as well as an online business listing. Professional advertisements with publication and content quality that represents the client and their corporate image to the 2SLGBTQIA+ community.

NICHE MARKETING

When you place your advertisement in the Come OUT & Play Guide, you acknowledge your business is supportive of our readers and the 2SLGBTQIA+ community and our readers know they can feel comfortable doing business with you.

DISPOSABLE INCOME

Statistics show that the 2SLGBTQIA+ community is often dual-income families with higher than average disposable income, making marketing to this demographic value for your dollar.

RETURN ON INVESTMENT

Multiple studies have demonstrated that allocating more money to publications in the media mix improves marketing and advertising with a return on investment across a broad range of product categories.

2SLGBTQIA Market Statistics

Size of 2SLGBTQIA+ Market And Buying Power

- A recent study by the International Gay and Lesbian Chamber of Commerce and Nation Post pegged the buying power of the 2SLGBTQIA community in Canada at just over \$100 billion, which is 10% of the \$1 trillion Canadian consumer market.
- A majority of 2SLGBTQIA+ couples live in a dual-income household with no children. As a result, 76% of 2SLGBTQIA+ households in comes are above the national average, which fuels their high level of disposable income.
- 2SLGBTQIA+ Canadians are more likely to seek out companies that advertise to them and are willing to pay higher prices for premium products and services .

Advertising And Brand Loyalty

- 65% prefer products or services from companies that support non-profits or charities serving the 2SLGBTQIA+ community over competing products or services that do not.

Purchasing Behavior

- 55% of 2SLGBTQIA+ consumers choose to do business with companies that they know have a commitment to diversity and equal treatment of employees, versus 34% of non-2SLGBTQIA+
- Companies or organizations advertising in LGBTQ2S+ media or sponsoring 2SLGBTQIA+ non-profits/charities favourably influence 72% of consumers.

Travel Market

- An estimated market of 1.8 million 2SLGBTQIA+ travellers spent on average \$1,131.00 per trip
- 2SLGBTQIA+ travelers spend nearly twice as much per trip as their straight counterparts (\$1,131.00 vs \$597.00)
- 2SLGBTQIA+ travelers are almost twice as likely to go on vacation or leisure trips as the general public.
- 2SLGBTQIA+ travelers are more likely to travel frequently; on average those who travelled took 4.6 trips.
- Total value of North American 2SLGBTQIA+ travel and tourism is estimated at more than 65 billion dollars.
- 2SLGBTQIA+ Canadians spend more than 9 billion on travel and tourism with 5.4 billion dollars spent in Canada
- 2SLGBTQIA+ consumers are nearly 3 times more likely to possess a valid passport.

For more information or to view previous issues of the Come OUT & Play Guide, Email us at advertise@wepridefest.com or visit www.comeoutplayguide.com


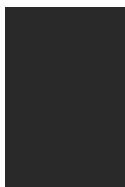

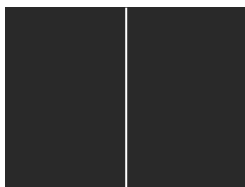


Advertising Rates


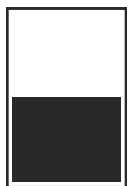
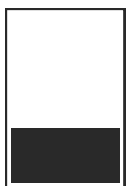
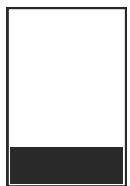
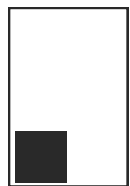
Please make your sponsorship selection and check the appropriate box



COVER SPONSORSHIP OPPORTUNITIES

 <p>OUTSIDE BACK COVER 5.25"w x 8.25"h BLEED 5.8"w x 8.8"h \$ 995.00</p> <input type="checkbox"/>	 <p>INSIDE FRONT COVER 5.25"w x 8.25"h BLEED 5.8"w x 8.8"h \$ 925.00</p> <input type="checkbox"/>	 <p>INSIDE BACK COVER 5.25"w x 8.25"h BLEED 5.8"w x 8.8"h \$ 925.00</p> <input type="checkbox"/>	 <p>CENTRE SPREAD 5.25"w x 8.25"h BLEED 5.8"w x 8.8"h \$ 995.00</p> <input type="checkbox"/>
<ul style="list-style-type: none">- Outside Back Cover Advertisement- Banner advertisement on website- Enhanced business listing- Supporter business window decal	<ul style="list-style-type: none">- Inside Front Cover Advertisement- Banner advertisement on website- Enhanced business listing- Supporter business window decal	<ul style="list-style-type: none">- Inside Back Cover Advertisement- Banner advertisement on website- Enhanced business listing- Supporter business window decal	<ul style="list-style-type: none">- Centre Spread Advertisement- Banner advertisement on website- Enhanced business listing- Supporter business window decal

ADVERTISING OPPORTUNITIES

 <p>FULL PAGE 5.25"w x 8.25"h BLEED 5.8"w x 8.8"h \$ 425.00</p> <input type="checkbox"/>	 <p>HALF PAGE 5"w x 4"h \$ 295.00</p> <input type="checkbox"/>	 <p>THIRD PAGE 5"w x 2.6"h \$ 225.00</p> <input type="checkbox"/>	 <p>QUARTER PAGE 5"w x 2"h \$ 185.00</p> <input type="checkbox"/>	 <p>SIXTH PAGE 2.5"w x 2.6"h \$ 145.00</p> <input type="checkbox"/>
<ul style="list-style-type: none">- Enhanced business listing with website hyperlink- Supporter window decal	<ul style="list-style-type: none">- Enhanced business listing with website hyperlink- Supporter window decal	<ul style="list-style-type: none">- Enhanced business listing with website hyperlink- Supporter window decal	<ul style="list-style-type: none">- Enhanced business listing with website hyperlink- Supporter window decal	<ul style="list-style-type: none">- Enhanced business listing with website hyperlink- Supporter window decal

BUSINESS LISTING \$ 95.00

Business listing includes company name, address, phone, email, website with hyperlink and a 50 word text description.

GRAPHIC DESIGN SERVICES

The Windsor-Essex Pride Fest can provide professional design services at an additional cost of \$50.00. Maintaining a constant communication with our clients is a top priority. You will be provided with an advertisement design proof via email for your approval before production.

POLICIES AND CONDITIONS

Advertisers who have agreed to advertising space and prematurely cancel their advertising must do so by Friday, June 9, 2023 or the advertiser will be charged the full advertising rate.

TECHNICAL SPECIFICATIONS & SUBMISSION

Your advertisement must be prepared by a designer or service provider, and it must be sent in high resolution PDF, EPS or JPEG formats via email. Advertisements supplied in other formats will not be accepted unless you have contacted us to discuss your format.

Submissions deadline is Friday, June 16, 2023 at 5:00pm.
advertise@wepridefest.com

PAYMENT TERMS

Full payment is required in order to secure advertising. Payments can be made online by credit card, e-transfer and cheque. NSF cheques are subject to a service charge of \$75.00 and made payable to the Windsor-Essex Pride Fest.

Windsor-Essex Pride Fest
2109 Ottawa Street, Unit #216, Windsor, ONT, N8Y 1R8
Attention: Come OUT & Play Guide

CONTACT INFORMATION

COMPANY / ORGANIZATION NAME _____
CONTACT PERSON _____
ADDRESS _____
PROVINCE / STATE _____ POSTAL / ZIP _____
PHONE _____ FAX _____
EMAIL _____
WEBSITE _____

DOWN TOWN

WINDSOR PRIDE



DOWNTOWNWINDSOR.CA

BREWING FOR COMEDY



BEST OF THE FESTIVAL

Sponsorship

At Capital Theater

BREWINGFORCOMEDY
@GMAIL.COM

226-961-2980



ABOUT THE EVENT



A Comedy Festival for Windsor Produced by Windsor comedians

Experience the laughter at Brewing for Comedy, the beating heart of comedy in Windsor since 2015. We are proud to have hosted incredible Pro shows featuring top-notch comedians from prestigious platforms such as the Winnipeg Comedy Festival, Sirius XM, The Comedy Store, Conan, and HBO. Now, we're thrilled to announce our very first festival.

In partnership with the City of Windsor and the Arts and Culture Heritage Fund, we present the Brewing For Comedy Festival. This week-long extravaganza will showcase the best comedic talents from across North America in a series of 10 unforgettable shows. Prepare yourself for multiple showcases and two theme shows: "Hey-Oh: The Heckle Show" and "The Roast of Dave Squeaky Wheels."

But the highlight of the festival is undoubtedly the "Best of the Festival" event, where our headliner will join forces with Windsor's own hilarious comedians on the iconic stage of the 626-seat Capitol Theater.

To immortalize this momentous occasion, we'll be recording select portions of the festival for the eagerly anticipated Rose City Comedy Documentary, capturing the essence of our vibrant comedy scene.

Join us at the Brewing For Comedy Festival, where you'll not only experience top-tier comedy but also support the thriving arts and culture community in Windsor. Get ready for a laughter-filled experience that will leave you with cherished memories.

BREWINGFORCOMEDY@GMAIL.COM

PACKAGES

BRONZE 300\$

- Private Table of four to the Heckle show
- Two Tickets to Best of the Fest at Capital Theater
- Commemorative Bottle
- swag bag

SILVER 600\$

- Four Tickets to Best of the Fest at Capital Theater
- Commemorative four Pack of Festival beer
- Mentioned in promo material, in event description, on social media
- swag bag

GOLD 1200\$

- Four reserved Priority Tickets to Best of the Fest at Capital Theater
- Commemorative 12 Pack of Festival beer
- Featured prominently on poster, description and thanked by host live at event.
- unique social media post
- Private table for heckle show or Roast
- swag bag

HEADLINER 2500\$

- 8 reserved Priority Tickets to Best of the Fest at Capital Theater
- Reserved Table to all Festival Shows
- Advance purchase of 2023 advent calendar from Craft Heads Brewing Co
- Featured prominently in all advertising
- Your promotional materials will be distributed to ticket holders at check in

**LOOKING FOR SOMETHING
DEFFERENT? PLEASE REACH OUT**

SHOWS & MEDIA

DRIVE f t @

LIFESTYLE
Laughing all the Way
"Brewing for Comedy" Rings in the Season with Holiday Shows & Can Drive

Author: Jen Brignall-Strong
Photographer: Craft Head Brewery
6 months ago | No Comments

Share On

✉️ 📷 🐦



STARRING *Rebecca Teets*

CRAFT HEADS BREWING CO PRESENTS

BREWING FOR COMEDY PRO SHOW

15\$

SATURDAY SEPT 17 AT 8:PM

eventbrite

SiriusXM WPG COMEDY FESTIVAL CBC COMEDY NXNE

SECRET SHOW WINDSOR

February 18th
showtime 9pm
Bar opens 7pm

Eventbrite

Square

CRAFTHEADS BREWING CO. PRESENTS

BREWING FOR COMEDY

Bad City

BROKE STORIES
with Billy Squires

FRI, JUNE 2ND 8PM

\$10 - TICKETS AVAILABLE ON eventbrite

CraftHeads BREWING COMPANY
89 UNIVERSITY AVENUE WEST
WINDSOR, ON N9A 5N8
SPONSORED BY FEATHER HAT GUY-PA

STARRING *JOSH ADAMS*

CRAFT HEADS BREWING CO PRESENTS

BREWING FOR COMEDY PRO SHOW

15\$

SATURDAY OCT 22 AT 8:PM

eventbrite

HBO BET★ thrillist

CRAFTHEADS BREWING CO. PRESENTS

BREWING FOR COMEDY

game on
with *COBB GAUGHRAN*

SAT, JUNE 3RD 8PM

\$15 - TICKETS AVAILABLE ON eventbrite

CraftHeads BREWING COMPANY
89 UNIVERSITY AVENUE WEST
WINDSOR, ON N9A 5N8



eventbrite

SEEN ON *Just for laughs* *CONAN* *(SiriusXM)*

CRAFT HEADS BREWING CO PRESENTS

BREWING FOR COMEDY PROSHOW

15\$

FRIDAY JULY 14TH 8PM

DOORS AT 7

FOLLOWED BY AMATEUR HOUR OPEN MIC



BREWINGFORCOMEDY



Play On! Canada Municipal Funding Request

Applicant information

Organization Name: **Play On! Canada**
National Office Address: 110 Riverside Drive Unit 203A, London, ON N6H 4S5
AB Office Address: 101, 17510 102 Ave. NW, Edmonton AB T5S 1K2
Incorporation Number: 963231-0
Business Number: 783382690 RC 0001
Incorporation Date: 02/2016
Primary contact: Scott Hill, Chairman: (519) 933-5209

Organizational Mandate: To connect and build communities by producing and supporting events that deliver 1) economic benefits, 2) health benefits, and 3) community building opportunities for Canadians.

Organizational Background: A not-for-profit organization, Play On! Canada empowers individuals and communities with resilience through sport. The organization's management team previously led the "Play On!" program in partnership with the CBC's Hockey Night in Canada between 2003-2018, attracting an estimated 2M Canadians to the 170 events held to date and holding the Guinness World Record as the largest mass participation event of its kind in the world. Play On! operated for 15 seasons, suspended event operations in 2018, restructured as a not-for-profit organization, and safely relaunched nine events across Canada post COVID-19.

Project Vision: An economic, social, and sport recovery program to build stronger and healthier communities by enabling residents to share their love of the cultural pastime of street hockey safely

Purpose: Building Canada one game at a time

Funding Request: **Option 1: Shared Funding Model**

\$40,000 annually for 3 years

This option would require the BIA and municipality to collaborate with the Play On! Canada organization in advocacy towards Provincial funders in pursuit of a shared funding model. Note that selecting this option does not guarantee the project will proceed. It strongly increases the project's likelihood of succeeding, and so the funding commitment can be made conditional on Provincial and/or Private sector support being confirmed by Oct 15, 2023. The commitment would partially fund 1 (One) Play On! event between May and July of each funded operating season conditional on remaining support being confirmed. This request represents approximately 17% of the project budget. Detailed budget from 2022 actual event will be shared separately. Capital equipment and technology costs are expenditures shared equally across the National program and decrease on a per event basis as more events are held.



Economic Benefit: Based on STEAM analysis conducted on a Play On! Canada event in 2022, a 100-team event will result in an ~ \$1.4M economic benefit to the community. The economic benefit of this project grows proportionally as the event recurs annually and increases in size and impact. Historically, (Pre-COVID) Play On! events that have attracted 4000 participants have generated a \$3.3M impact

2024 Project Summary: Play On! Canada will stage mass participation street hockey festivals in cities and towns across Canada annually in partnership with Federal, Provincial, and Municipal Governments and Sportsnet/CBC. Potential host locations for 2024 will be determined by approximately Oct 15, 2023. The national program is proposed to be announced in October as part of the kickoff to the NHL season.

2024 marks the 20th year since the first Play On! national tour. To date, 179 Play On! events have been held. The vision for 2024 is to execute 20 events + a national championship, making that championship event the 200th Play On! Canada event in its 20th year.

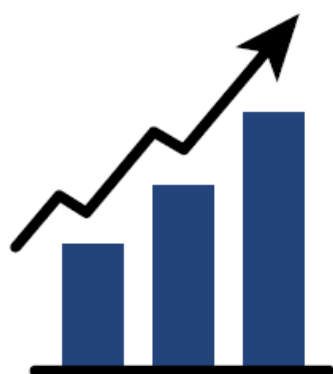
Play On! Canada provides strong Tourism Recovery and Economic Development:

The pandemic has negatively impacted small businesses in towns and cities across the country who need economic development support to generate greater revenues through activities that stimulate tourism and community economic enthusiasm. Play On! Canada has been nominated by FedDev (Federal Government's Economic Development Agency in Ontario) as a Tourism Recovery success story of 2022. Our objective is to deliver more Play On! Canada events in more communities across Canada to assist with this community revitalization and economic recovery.

PLAY ON!

2021 Economic Impact, Social Impact, and Digital Engagement Survey

Economic Impact



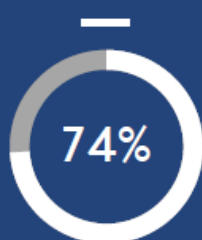
TREIM Outputs

\$3.3 Million in GDP
36 New Jobs
\$1.9 Million in Labour Income
\$1.4 Million in Total Taxes

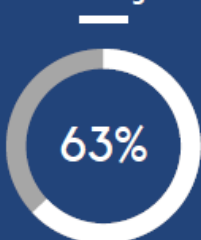
Average Attendee of Play On! Events Spend \$514

Social Impact

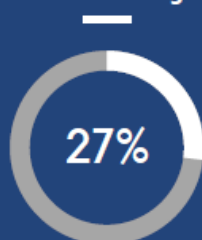
Increased Mental Wellness



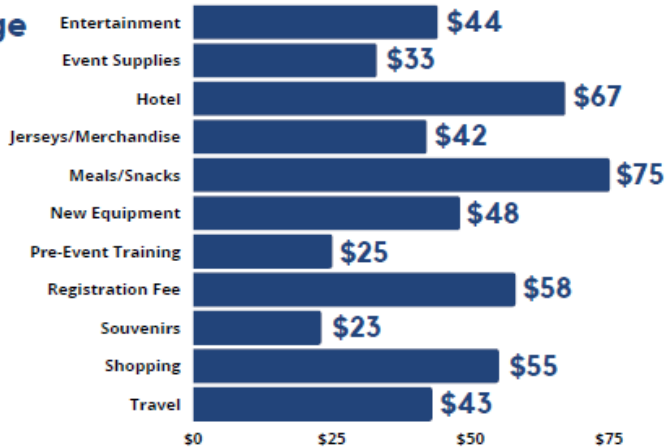
Increased Physical Training



Increased Interest in Volunteering



Breakdown of Average Attendee Spending



Timing is perfect- after the regular season and spring hockey - just an incredible fun family event and a great chance for kids to create uniforms and be part of something fun. The positive energy is absolutely amazing. Great for all ages and genders. I have been involved in coaching several sports and have travelled world wide and this is by far one of the best sports events ever!!

- 55-65 year old, Man

Research study completed Centre for Sport Capacity at Brock University in Association with Community Researchers based on surveys conducted amongst Play On! Canada Participants



Faculty of Applied Health Sciences
Centre for Sport Capacity

***Outputs from TREIM are based on an average event size of 4,000 participants and 18,000 spectators, with a non-resident tourist rate of 33%**

The goal of Play On! Canada will be to attract up to 4,000 players and up to 18,000 spectators to each event bringing up to \$3.3 million in economic benefit. **Please note that while many events have exceeded 4,000 players in the past, it is unlikely that events will be this large in their first season. Multiple years of commitment will be required to grow the event to this size.**



Budget and Funding Request

Play On! Canada Average Operating Budget (Each Event):

Expense Category	Details	Total Cost per city
Programming	General programming & sport administration	\$40,000
Advertising and promotion	Radio and digital advertising (excludes \$2M national Sportsnet/CBC in kind)	\$27,500
Site services	Permits, security, police, first aid, porta-potties, handwashing, power, waste	\$19,500
Labour	Production Crew, Event Director, Referee & Volunteer Coordinators, Officials	\$53,300
Digital	Mobile app, website, digital fan engagement, tech hardware (shared across all events)	\$29,200
Equipment	Rinks, Tractors, Trailers, Event Infrastructure (shared across all events)	\$90,700
Meals & Travel	Rentals, Hotel, meals, fuel, transport, sport drink, volunteer meals	\$22,800
Overhead / Admin	Insurance, Office/Overhead, Research Studies	\$18,800
TOTAL		\$301,800

<u>Funding source</u>	<u>Amount</u>	<u>Details</u>
Federal Government	\$ 100,000	Pending Tourism Recovery, Sport, Canada Summer Jobs Funding
Provincial Government	\$ 100,000	Ministry of Culture
Municipal Grants (May occasionally also include In-Kind Contributions)	\$ 40,000	This Request
Registration Fees	\$ 49,000	~1,000 participants x average \$49 registration fee
Merchandise Sales	\$ 3,500	Hats, Shirts, Equipment
Sponsorship & Foundation Contributions	\$ 9,300	Sponsorship contributions
Total	\$ 301,800	

Legacy Plan:

Play On! will leave a legacy network of approximately 100 volunteers per city.



Play On! Canada Project Summary

Play On! is Canada's largest street hockey festival, operating successfully for 16 seasons between 2003 and 2022. Over 2 million Canadians have participated as a player or a fan in 39 municipalities in the 179 events held to date. Play On! is the largest mass participation event in Canada's history and we are just getting started!

The Play On! Canada project will engage Canadians coast to coast choosing up to 20 cities from Vancouver Island, BC to Newfoundland to host weekend long all-inclusive community street hockey tournaments during 12 consecutive weekends from late April – early July, each calendar year beginning again in 2024.

Play On! Canada will engage communities in safe local outdoor spaces and have a lasting impact on communities across Canada especially with youth.

Community Selection:

Play On! Canada will select host communities to host each tournament from coast to coast. This selection will be made based on the following criteria:

- a) Communities where municipal funds have already been awarded
- b) Communities that have hosted Play On! street hockey tournaments in previous years and where there has been a positive experience with that community.
- c) Letters of support obtained from communities who have expressed interest in hosting the event.
- d) Opportunity to have maximum positive impact of Play On! event and legacy to the community
- e) Date scheduling and site availability to be considered for selection.

Governance and Fiscal Management

Financial History

Play On! Canada (Corporation #963231-0) is a non-governmental not-for-profit organization that is incorporated Federally under the Canada Not-for-profit Corporations Act as of February 16, 2016.

The "Play On!" program operated from 2003-2017 under Brainex Canada Ltd. (an arm's length agency for the CBC/Hockey Night in Canada). The shift of NHL Broadcast Rights from CBC to Rogers eventually left "Play On!" in limbo without a media partner committed to community and nation building and, as a result, ultimately unable to sustain its existing business model.

After a short hiatus, the newly incorporated Play On! Canada began to restructure its business model and pursue alternate funding channels to ensure that future program participants would not face insurmountable cost barriers to play. Board certified financial statements from 2018-present are available from Play On! Canada.

Board of Directors

- Cassandra Samhuri, Co-Founder
- David Dorward, CA, former Member of Legislative Assembly, Province of Alberta
- Scott Hill, BSc MBA (former Deloitte Strategy Consultant, former National Director *Hockey Night in Canada's Play On!*) Chairman
- Kevin Lowe, Vice-Chairman Oilers Entertainment Group, 6-time Stanley Cup winner
- Steve Wallace, (former CMO 2015 *Pan Am Games*, 2017 *Invictus Games*, Alpine Canada)



- Rob Mitchell, PhD, Richard Ivey School of Business (Western University) / Colorado State University
- Susan Hallsworth, Director of Philanthropy, Toronto Blue Jays Care Foundation
- Dennis Schmidt, Former Partner @ Denton's, Chairman Edmonton Chamber of Commerce
- Chris Robb, CEO Mass Participation World (Worldwide leader in Mass participation events)

Rob Newman, CEO Sport BC, Chairman Aboriginal Sport Circle, Chairman National Sport Trust Fund is an advisor to the Board.

The Board is supported by a 10-person Academic Advisory committee (consisting of representatives from Academia across North America) and a 6-person government relations committee (consisting of former elected officials and policy influencers)

Play On! board members meet on the third Wednesday of every month at 5pm EST.

Organizational Capacity

The Play On! organization will employ approximately 90 industry professionals, including approximately 20 in Alberta. The executive and operating staff have delivered all prior Play On! events and other large-scale events (Toronto 2015 Pan American/Parapan Games, Invictus Games Toronto 2017, World Junior Championships, Calgary Stampede) which have demonstrated extensive communications pieces spanning multiple cities and provinces; complex outreach activities, and collaboration across multiple stakeholders. Staff positions will also be created for recent university and college graduates, current students, and new members of the event industry looking to gain experience and employment.

Between them, the core team of Play On! Canada brings

- Over 50 years combined event management experience, with expertise in not-for-profits, mass participation events, culturally significant events and multi-sport Games
- 170 Play On! events held in 36 communities over 15 seasons involving over 2M Canadians including nine televised (in part or whole) national championships on CBC network television
- Management of various other high-profile events, including Toronto 2015 Pan American Games ('TO2015'), The Invictus Games 2017 (IG2017), Lake Louise Alpine Ski World Cups, Blue Mountain Ski Cross World Cup, and Olympic Games
- Invictus Games national flag tour – a 37-day cross-Canada journey that visited 22 military bases, 15 Legions and over 50 communities
- Pan Am Torch relay, a 41-day torch run from Mexico to Toronto activating in 130 communities with 3,000 torchbearers
- Management of and accountability for multi-million dollar operating budgets (Play On! - \$8.5M; TO2015 - \$50M; IG2017 - \$30M)
- Over \$32M of funding received from various levels of Government through successful grant applications
- Volunteer recruitment and oversight of tens of thousands of volunteers (Play On! – 15,000; TO2015 – 23,000; IG2017 – 1,500)
- A rolodex of industry managers and coordinators available for short term contract positions

Letters of support from more than 30 communities to date across Canada demonstrate the national reach and interest in the proposed activities. Leveraging the existing Play On! Canada social media platform, with a current following of more than 100,000 on our Social Media channels, and 80,000 team captains in the email database allows us to target communities in a timely, efficient and cost-effective manner. We also have strong alumni outreach, and continue to work closely with mayors, city officials and community partners.

To date, Several Senators and Members of Parliament have expressed their support including:



- Senator Doug Black (Alberta)
- Senator Tony Loffreda (Quebec)
- Senator Chantal Petticlerc (Quebec)
- Senator Marty Deacon (Ontario)
- Senator David Wells (Newfoundland)
- MP Kate Young (London West)
- MP Darren Fisher (Dartmouth - Cole Harbour)
- MP Peter Fragiskatos (London North)
- Minister Kamal Khera (Brampton West)
- MP Ruby Sahota (Brampton Central)
- MP Maryam Monsef (Peterborough)
- Minister Carla Qualtrough (Delta, BC)
- Minister Seamus O'Regan (Newfoundland)
- MP Lloyd Longfield (Guelph)
- MP Iqra Khalid (Mississauga)
- MP Kelly McCauley (Conservative)
- MP Paul Manley (Green)
- Minister Dan Vandal (Winnipeg)
- Minister Randy Boissonnault (Edmonton)
- MP George Chahal (Calgary)
- MP Jenny Kwan (Vancouver)
- MP Don Davies (Vancouver)
- MP Jenna Sudds (Ottawa)
- MP Arielle Kayabaga (London)
- MP Chris Lewis (Windsor-Essex)
- MP John Brassard (Barrie)
- MP Richard Martel (Chicoutimi)
- MP John Nater (Wellington)

Play On! Canada has (thus far) also secured support and partnership interest from various sport, charity, tourism and corporate partners including:

- CBC
- Sportsnet (New 6-year deal includes \$2M annual promotional commitment as well as broadcast of annual national championship event beginning 2023)
- Canadian Tire
- Bauer
- Scotiabank
- Rogers Communications
- Multiple NHL teams and foundations
- Shels
- Hockey Diversity Alliance
- Aboriginal Sport Circle
- Kids Help Phone
- JVC Kenwood
- Booster Juice
- Knapper

Conclusion

In order to realize meaningful outcomes for the residents of the community, this event must be safe, affordable, inclusive and fun; addressing the shared and unique barriers to entry within the community, and resourced adequately to conduct appropriate community and regional outreach.



Each Play On! Canada program will leave a legacy of economic development, sport engagement, technology assets, healthy lifestyle and community spirit in order to demonstrate that the community is bouncing back.

With a youth participant registration fee for a weekend of street hockey targeted at \$49 or, if possible, less, Play On! is welcoming to players of all experience levels, diversity, and background and is accessible to varying income levels. Without the proposed funding model the cost for a production of this magnitude would be \$350+ per player or require major fundraising achievements which are each cost prohibitive to the majority of the youth population. Contributions from Federal, Provincial, and Municipal stakeholders as well as from foundations, sponsors, and participants delivers a powerful message and shared funding model.

We anticipate the event will benefit communities throughout the region, attracting residents from all over the region. The end goal is economic recovery, inclusion, healthy activity, and the restoration of hope for the future through this popular and beloved Canadian sport and pastime.

Play On! is a scalable **outdoor** mass participation event always willing to test new approaches based on legislative and public health requirements at both the provincial and municipal levels, collaborating with our Provincial and Municipal partners in the planning process based on the needs of the community. The organization will comply with all provincial and municipal health and other requirements.

Details about the organization are available at www.playon.ca



Hitting the streets together

Historically rooted in the Indigenous culture of the Mi'kmaq First Nation, hockey went on to become Canada's national winter sport. Now, we're taking the game off the ice and into the summer sunshine for Play On!, Canada's street hockey tournament.

The tournament includes a series of street festivals in 9 cities across the country. It's open to all ages and experience levels and no skating skills are required - just grab your sneakers and a stick and you're ready to play.

If you're in it to win it, we're thrilled to announce that for the first time ever, Play On! winners and finalists will qualify for the new National Championships to be held in the fall of 2023.



The power of team sports

We've all experienced some intense challenges over the past couple years. Now it's time to bring our friends and our communities back together to connect, to heal and to celebrate.

Whether you're playing the game or cheering from the stands, team sports motivate us to care for ourselves and one another. They're a proven catalyst for change that can have a positive impact on individual lives and shared neighbourhoods. They lift our spirits, providing a much-needed boost for our physical and mental health. Let's empower ourselves and one another and Play On! together.



Divisions.JPG



Be a fan, free agent or recruit your roster.

Whether you're a returning street hockey champion or a curious newbie who wants to try it for the first time, there are division options for everyone. The tournament is for players of all ages and skill levels so you can register yourself, your child or your teen to participate. There are also lots of ways to get involved if you don't want to play but still want to be a part of the event.

You can register to be a player, team captain or referee, show your support by lending a hand as a volunteer or just dig out your pom poms and rally sticks to cheer on your favourite team as a spectator.

[Sign me up](#)



Calgary

July 30th - 31st, 2022

Powered by  Foundation

[Register Now](#)



Edmonton

Sept 10th - 11th, 2021

Powered by  EDMONTON OILERS

[Register Now](#)



Ottawa

July 20th - 21st, 2022

Powered by  CANADA

[Register Now](#)



PLAY ON!
CANADA'S SPORTS FESTIVAL

We acknowledge with respect that we live and work on the traditional lands and waters of Indigenous Peoples, including First Nations, Inuit, and Métis Peoples, in a country now known as Canada.

FUNDING PARTIES

Canada Alberta BRITISH COLUMBIA COME HOME ONTARIO

[f](#) [in](#) [t](#) [v](#)

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Timing:

Should your organization wish to host a Play On! Canada event in 2024, a funding commitment expressed on BIA letterhead, supported by a similar letter provided by the City of Windsor, will be required by June 30, 2023.