

# JUNE 2024 TEAM CANADA'S RETURN TO VICTORIA



**CANADA**  
BASKETBALL

*Rifflandia*

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# THE OPPORTUNITY



CAN VS AUS \ Olympic Games \ 2000



Raptors vs Golden State Warriors  
\ NBA Championship \ 2019



CAN VS JPN \ RIM2RIM \ 2023

This summer, both of Canada's senior national basketball teams will compete at the Paris 2024 Summer Olympics in what is being hailed as a once-in-a-generation moment. Our women's team, currently ranked 5th in the world, is poised to medal for the first time, while our men's team aims to bring home their first medal since 1936.

Both teams have worked incredibly hard to get to this moment, but there is more work to be done to prepare for the level of international competition they will face in Paris.

This June, Friends of Victoria Basketball, in collaboration with Rifflandia Entertainment Company, are looking to build upon Victoria's legacy as a premier host city for all things basketball by welcoming the senior women's national team to BC's capital for their official 2024 Olympic training camps.



TEAM CANADA \ Silver Medal \  
Berlin Olympics \ 1936

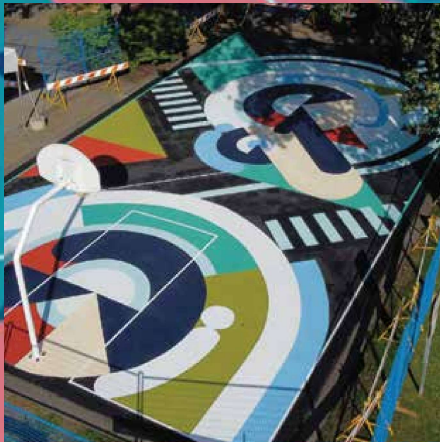


# THE LEGACY

## VICTORIA IS A BASKETBALL CITY!

Whether it's the enduring legacies of The Uvic Vikes, iconic figures like Eli Pasquale, and the esteemed coaching duo Ken and Kathi Shields, or the global recognition earned by NBA All-Star Steve Nash, our small city consistently exceeds expectations in the realm of basketball. Notably, two members of Canada's 1936 Silver Medal Berlin Olympics team were

alumni of Vic High, underscoring the rich history rooted in our local institutions. Fast forward to 2020's FIBA Olympic Qualifying Tournament, the city showcased its fervent basketball spirit as a record-breaking 27,000 tickets were sold on the first day they became available.



# THE HIGHLIGHTS

- **FIBA OLYMPIC QUALIFYING TOURNAMENT**  
(JUNE 29 - JULY 4, 2021)  
6 teams, 9 games, one ticket to the Tokyo Olympics, 31,000 tickets sold
- **WORLD CUP AMERICAS QUALIFIERS**  
**CANADA VS ARGENTINA**  
(AUGUST 26, 2022)  
6000 spectators and highest grossing home game in over 20 years
- **NICK NURSE FOUNDATION FUNDRAISER**  
(SEPTEMBER 2022)  
200 attendees at Victoria's Union Club, and over \$50k raised for the foundation
- **RAPTORS TRAINING CAMP & SCRIMMAGE**  
(SEPTEMBER 2022)  
6200 spectators, instant sell out!
- **RIM2RIM**  
**CANADA VS JAPAN**  
(JUNE 2, 2023)  
4600 spectators and new record set for women's team home game
- **SUPERFAN CAMP**  
(JUNE 3 - 4, 2023)  
300 youth basketball players treated to full-day camps at SOFMC on the Championship Floor



CAN VS JPN \ RIM2RIM \ 2023



CAN VS CZN \ FIBA OQT \ 2021



Raptors Training Camp  
& Scrimmage \ 2022

**FIBA**  
**OLYMPIC QUALIFYING TOURNAMENT 2021**  
**VICTORIA, CANADA**



# CANADA'S COURT

## CANADA'S COURT: THE CHAMPIONSHIP FLOOR.

In early 2020, Friends of Victoria Basketball successfully acquired the complete and original basketball court used in Game 6 of the 2019 NBA Championship Series from The Oracle Arena in Oakland, CA. It is currently housed in Victoria, BC and has been used to host high-profile games over the past three years, having been dubbed "Canada's Court" in recognition of the Toronto Raptors' historic win that united our nation.



Raptors Training Camp & Scrimmage \ Victoria, BC \ 2022



The Court departing Oakland, CA \ 2020



Raptors vs Golden State Warriors \ NBA Championship \ Oakland, CA \ 2019



**UVIC**

**save on foods**  
MEMORIAL CENTRE

# TRAINING CAMP & GAMES

UVic will serve as the official training camp facility, hosting teams in the days leading up to the games.

Three games will be open-to-the-public (ticketed) during the week of June 24th, with all games at the Save-On-Foods Memorial Centre (venue capacity of 7000). Our national women's team will play the visiting national team from Portugal at all of these games.

UVIC TEST GAME / FIBA OQT / 2021





# SENIOR WOMEN'S BUDGET

All amounts are estimates for evaluation purposes only.

## REVENUE

<b>Sport Canada</b>	<b>\$80,000.00</b>
<b>City of Victoria</b>	<b>\$25,000.00</b>
<b>Province of BC</b>	<b>\$150,000.00</b>
<b>Destination Greater Victoria</b>	<b>\$20,000.00</b>
<b>Sponsorship</b>	<b>\$30,000.00</b>
<b>Ticket Revenue</b>	<b>\$80,000.00</b>
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<b>Total \$385,000.00</b>	

## EXPENSES

<b>Hosting</b>	
Team Travel, Accommodations, Ground Transport, Meals & Per Diems	<b>\$165,000.00</b>
<b>Operations and Logistics</b>	
Venue, FF&E, Court, Hoops, Clocks, Conversion, Power, IT, AV, First Aid, Broadcast & Streaming	<b>\$ 60,000.00</b>
<b>Marketing and Promotions</b>	
Creative Development, Media Buys, Publicity, Press Conference, Digital Strategy & Deployment, Sponsor Servicing	<b>\$ 50,000.00</b>
<b>Legacy and Gifting</b>	
Visiting Team Gifts, Community Org. Contributions & Projects	<b>\$ 20,000.00</b>
<b>Administrative</b>	
Project & Operations Management, Insurance, Courier & Shipping, Accounting & Legal	<b>\$ 90,000.00</b>
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<b>Total \$385,000.00</b>	



# THE ASK & THE IMPACT

As indicated in our budgets, Friends of Victoria Basketball is seeking a critical contribution of \$25,000 from the City of Victoria in order to bring these opportunities to life.

This contribution, along with a confirmed \$150,000 grant from the Province of BC will underpin the financial viability of the event and ensure that basketball fans of all ages and economic brackets have equitable access to the games. The grant funds will be spent primarily on the operations and logistics costs as well as the legacy expenses as shown in the budget slide.

The resulting impacts from the camp and game will be felt throughout Victoria and beyond, in areas such as:

- Tourism & Hospitality Spending
- Infrastructure Development
- Business Opportunities
- Job Creation & Local Supplier Spending
- Cultural Development
- Earned Media & Exposure
- Increased Legacy
- Increased Tax Revenue



# THANK YOU!

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