

# SPORT HOSTING

## 2019 IIHF WORLD JUNIOR CHAMPIONSHIP

Council Committee of the Whole  
October 26, 2017



### Purpose

- Provide details of the 2019 International Ice Hockey Federation (IIHF) Championship
- Request Council approval of \$70,000 in financial support, as co-hosts of the event



Sponsorship of 2019 International Ice Hockey Federation (IIHF)  
World Junior Championship

## Background

- On December 1, 2016 Victoria and Vancouver were awarded rights to co-host
- Victoria Event Details:
  - December 26, 2018 – January 5, 2019
  - 14 games at Save-On-Foods Memorial Centre
- Estimated local economic impact: \$10,000,000



Sponsorship of 2019 International Ice Hockey Federation (IIHF)  
World Junior Championship

## Local Investment

- Local sponsorship partners Tourism Victoria and Downtown Victoria Business Association
- Tourism Victoria investment: \$130,000
- DVBA investment: \$20,000
- Government of Canada investment: \$250,000
- Province of BC investment: \$2,300,000



TOURISM  
VICTORIA

DOWNTOWN  
Victoria



Sponsorship of 2019 International Ice Hockey Federation (IIHF)  
World Junior Championship

## Local Investment

- City sponsorship as official co-host: **\$50,000**
  - Marketing rights, promotional assets within the arena, social media
- Support for community activations: **\$20,000**
  - Activities in partnership with other local agencies to extend the experience throughout the community leading up to and during event



Sponsorship of 2019 International Ice Hockey Federation (IIHF)  
World Junior Championship

## Recommendation

That Council approve \$70,000 in financial support associated with co-hosting the 2019 IIHF World Junior Championship



Sponsorship of 2019 International Ice Hockey Federation (IIHF)  
World Junior Championship