

Introduction

- MBA Representative Ryan Giesbrecht
- Co-Chairs Orlando Athayde/Terry Porayko
- Event
  - Mission/Vision/Purpose
- Stakeholders
  - MBA
  - Sport Manitoba
  - Badminton Canada
  - Tourism Winnipeg
  - City of Winnipeg
  - Red River College
  - Sponsors/Partners

Statistics

- 300-400 Athletes/Visitors Aged 30-85+
- 100+ VIP/Volunteers
- 8 Days
- 3 Banquets at Canad Inns Polo Park
- Overall budget of approximately $120,000.00
- 125 hotels X 7 nights X $120/night = **$105,000 spent on hotels**
- 300 visitors X $40 of food/day X 7 days = **$84,000 spent on food**
- Tourism time available to athletes on ALL days during the tournament
- Last held in Winnipeg in 1993

Legacy

- National & International Exposure for Winnipeg for an entire week
  - App. 1400+ live spectators, 5000+ livestream hits
- Showcasing Physical Fitness, Mental Agility and Active Living/Sport for Life in Winnipeg (30+/40+....85+)
- Spectatorship for Senior Citizens, Senior Homes, Recreational Players and School Groups
- **Potential Future Hosting of National/International Events**

Current Event Funding

- Athlete Registration Fees - $60,000.00
- Grants - $11,500.00
- Sponsorship - $12,500.00
- Gifts in Kind - $15,000.00
- Other - $1,000.00
- Total - $95,000.00
- **Net**
  - $100,000.00 revenue - $120,000.00 expenses = **$20,000.00 DEFICIT**

Progress to Date

- September 18, 2015 – UofW submits proposal to Badminton Manitoba/Tourism Winnipeg to host 2017 Canadian Masters Badminton Championships
- November 24, 2015 – Bid Package conditionally approved by Badminton Canada, subject to resolving ventilation issues at UofW
- December 2015 – UofW agreed to resolve ventilation issues to host the tournament
- February 2016 – Badminton Canada announces to media regarding hosts of 4 major National Championships including Winnipeg for the Masters.
- April 2016 – Host Committee delivers Promotional Presentation at 2016 Canadian Masters Championships in Halifax, NS.
- June 2016 – UofW advises MBA that their facility will no longer be available. Too late to assign tournament to another province.
- June – November 2016 – MBA searches for new facility capable of hosting event
- November 2016 – Confirmed Red River College as new facility, however will cost approximately $2,000.00 more than hosting at UofW.
- November 2016 – Anticipated Provincial Grant of $10,000.00 no longer available as it has already been re-directed to 2017 Canada Summer Games.
- November 2016 – Downtown Pub pulls sponsorship of $5,000.00 due to re-location of event

Conclusion

- MBA and Host Committee are committed to making this event a success for the City of Winnipeg and Province of Manitoba
- We are actively seeking **additional** sponsorships and gifts in kind
- 300-400 visitors aged 30+ to 85+ will be vacationing in Winnipeg for at least a week in April 2017, and will be wanting to see the best that Winnipeg has to offer
- Our event does not conflict with any other large scale events at that time
- This event is a marquee calendar event in 2017 with a large economic impact on the city through hotel, restaurant, museum and other tourism activities.
- We are reaching out to the City of Winnipeg to provide a **one-time** grant of $10,000 to offset a small portion of the tournament costs
- Badminton Manitoba has no history of applying for funding through the City of Winnipeg Operating Grant Applications, and does not have any plans of doing so in the future.