



HOME ADVANTAGE AND KEY EVENTS

MICHELE O'KEEFE, CANADA BASKETBALL

OUR PROBLEM



- There was an opportunity to host the FIBA Americas Women's Championship (Olympic qualifier) in Canada – US and Brazil likely already pre-qualified.
- Could we build the financial model to host this tournament in Canada?
- Canada Basketball (CB) hadn't hosted an event at this level in 20 years.
 - Did we have the appropriate expertise?

OUR SOLUTION



- The City of Edmonton is the training home for our women's program. We approached them to work with us to build the business case for hosting.
- CB received tremendous support from Sport Canada, City of Edmonton, Province of Alberta, Alberta Sports Connection, Basketball Alberta and the Saviile Community Centre.

OUR SOLUTION



- With the support of the COC, we were able to add specific tactics to push our event from *Good to Great*:
 - Community outreach – public events, schools and camps
 - Enhanced social media strategy
 - Strengthened event awareness campaign to generate ticket sales
 - Demonstrate to FIBA that CB is an ideal hosting partner for international basketball

THE CHALLENGE



- How do we make the FAWC great? Give our women's team home court advantage, put on the best FAWC ever and mitigate the financial risk?
- The Canadian and in particular, Alberta's, economy fell into difficulty
 - The value of the Canadian dollar plummeted
 - Sponsorship opportunities in Edmonton and Alberta shrivelled
- There was no anticipation that the Canadian dollar would fall as far and as quickly as it did. The hosting fee and contribution to flights were due in US funds. The FX cost an extra \$80,000 that was not forecasted.

THE OUTCOME



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- Successful hosting experience: received positive feedback from all on quality of the overall event and built a foundation for hosting that will serve us in future
- Strong social media engagement both pre-event and during
 - 3.7million event-specific impressions on social media, 610,000 website visits, coverage and engagement with fans reached outside of traditional basketball environment both locally and nationally
- Community outreach involved young basketball players but also public at large who were involved either as fans or volunteers

THE TAKEAWAY



- Hosting has a tremendous impact on sport development – technical and business
 - Qualified directly for Rio Olympics – home court advantage
 - Broadcast records for Canadian women’s basketball
 - Creation of learning opportunities for coaches through Coach School
- Advance planning is key to success in event hosting
- Engaged and empowered staff required to overcome challenges
- Showcasing our team in FIBA competition is a great inspiration to young athletes but also support community like parents, coaches and volunteers