



Halifax Waterfront

August 29 - Sept 2, 2012



2011 History

Date: August 31-September 4, 2011

Location: Halifax Waterfront, Salter lot

Athletes: 30+ participating countries

Attendance Figures: 15,000

Economic Impact: \$2.1M in HRM

Legacy: 2,000 tonnes of sand donated to Volleyball Nova Scotia for the construction of a permanent beach volleyball training facility in

Burnside.

Partners: HRM, Province of NS, Government of Canada, Volleyball Canada, Bell Aliant, WDCL, Bud Light Lime, C100





2012 Overview

Event Name: FIVB Beach Volleyball Swatch Junior World Championships

Date: August 29 - September 2, 2012Location: Halifax Waterfront, Salter LotAthletes: 200 (30 participating countries)

Spectators: 20,000

Governance: Sports & Entertainment Atlantic will manage all aspects of the event. SEA is recognized as a leader in the event management and sponsorship industries in Canada and our team has worked on numerous high profile International events such as: 2007, 2009 and 2012 Tall Ships Festivals, 2003 IIHF Junior World Championships, 2011 FIVB Beach Volleyball Junior World Championships



Site Layout





Schedule

2012 FIVB Junior World Championships Halifax Staggered Event with 4 Competition Courts

32 Team Main Draw: 4-day & 5-day tournament

DAY	DAY 1: Wednesday August 29 - Women's Main Draw						
Round	Start Time	Court 1	Court 2	Court 3	Court 4		
	10:00	A1 vs A4	A2 vs A3	B1 vs B4	B2 vs B3		
	11:00	C1 vs C4	C2 vs C3	D1 vs D4	D2 vs D3		
Women's	12:00	E1 vs E4	E2 vs E3	F1 vs F4	F2 vs F3		
Pool Play	13:00	G1 vs G4	G2 vs G3	H1 vs H4	H2 vs H3		
	14:00	A1 vs A3	A2 vs A4	B1 vs B3	B2 vs B4		
32 Matches	15:00	C1 vs C3	C2 vs C4	D1 vs D3	D2 vs D4		
	16:00	E1 vs E3	E2 vs E4	F1 vs F3	F2 vs F4		
	17:00	G1 vs G3	G2 vs G4	H1 vs H3	H2 vs H4		

	DAY 2: Thursday August 30 - Main Draw						
Round	Start Time	Court 1	Court 2	Court 3	Court 4		
	08:00	J1 vs J4	J2 vs J3	K1 vs K4	K2 vs K3		
	08:50	L1 vs L4	L2 vs L3	M1 vs M4	M2 vs M3		
	09:40	N1 vs N4	N2 vs N3	O1 vs O4	O2 vs O3		
Men's	10:30	P1 vs P4	P2 vs P3	Q1 vs Q4	Q2 vs Q3		
Pool Play	11:20	A1 vs A2	A3 vs A4	B1 vs B2	B3 vs B4		
Woomen's	12:10	C1 vs C2	C3 vs C4	D1 vs D2	D3 vs D4		
Pool Play	13:00	E1 vs E2	E3 vs E4	F1 vs F2	F3 vs F4		
1 Ool 1 lay	14:00	G1 vs G2	G3 vs G4	H1 vs H2	H3 vs H4		
48 Matches	15:00	J1 vs J3	J2 vs J4	K1 vs K3	K2 vs K4		
40 materios	16:00	L1 vs L3	L2 vs L4	M1 vs M3	M2 vs M4		
	17:00	N1 vs N3	N2 vs N4	O1 vs O3	O2 vs O4		
	18:00	P1 vs P3	P2 vs P4	Q1 vs Q3	Q2 vs Q4		

DAY 3: Friday August 31 - Main Draw						
Round	Start Time	Court 1	Court 2	Court 3	Court 4	
	09:00	WR24 (1)	WR24 (2)	WR24 (3)	WR24 (4)	
Men's	10:00	WR24 (5)	WR24 (6)	WR24 (7)	WR24 (8)	
Pool Play	11:00	J1 vs J2	J3 vs J4	K1 vs K2	K3 vs K4	
Round of 24	12:00	L1 vs L2	L3 vs L4	M1 vs M2	M3 vs M4	
Women's	13:00	N1 vs N2	N3 vs N4	O1 vs O2	O3 vs O4	
Round of 24	14:00	P1 vs P2	P3 vs P4	Q1 vs Q2	Q3 vs Q4	
Round of 16	15:00	WR16 (9)	WR16 (10)	WR16 (11)	WR16 (12)	
rtodrid or 10	16:00	WR16 (13)	WR16 (14)	WR16 (15)	WR16 (16)	
40 Matches	17:00	MR24 (1)	MR24 (2)	MR24 (3)	MR24 (4)	
	18:00	MR24 (5)	MR24 (6)	MR24 (7)	MR24 (8)	

DAY 4: Saturday September 1- Main Draw, Women's Semi-Finals					
Round	Start Time	Court 1	Court 2	Court 3	Court 4
	09:00	MR16 (9)	MR16 (10)		
Men's	10:00	MR16 (11)	MR16 (12)		
Round of 16	11:00	MR16 (13)	MR16 (14)		
Quarter Finals	12:00	MR16 (15)	MR16 (16)		
	13:00	WQF (17)	WQF (18)		
Women's Quarter Finals	14:00	WQF (19)	WQF (20)		
Semi-Finals	15:00	MQF (17)	MQF (18)		
OGITH-I III III II	16:00	MQF (19)	MQF (20)		
18 Matches	17:00	W SF (21)			
	18:00	W SF (22)			

DAY 5: Sunday September 2 - Men's Semi-finals, Bronze and Gold Finals						
Round	Start Time	Court 1	Court 2	Court 3	Court 4	
Men's	11:00	M SF (21)				
Semi-Finals & Finals	12:00	M SF (22)				
	13:00	W Bronze				
Women's Finals	14:00	W Gold				
	15:00	M Bronze				
6 Matches	16:00	M Gold				



Sustainability

Major Sponsors: Corona, Bell Aliant, WDCL, C100, Chronicle Herald, Goodlife Fitness,

CTV, LG Electronics, CBS Outdoor, Revolve, Pepsi, Avis

Partners: HRM, Tourism NS, Sport Canada, Volleyball Canada, Volleyball NS

Volunteers: Our 2011 event which provided a capacity building opportunity for

Volleyball NS to train volunteers to host an international event.

Experience: Created a unique world-class beach volleyball venue on a downtown parking

lot demonstrating to the world the beauty and ingenuity of Halifax

Quality: First FIVB Junior World Championship to ever be awarded to the same City

back-to-back





Community Engagement

Legacy: 2,000 tonnes of sand donated to Volleyball Nova Scotia for construction of permanent facility in Burnside

Culture: Celebrate the culture of Halifax by engaging the local restaurant

industry in an "Adopt-a-Country" promotion

Diversity: The international nature of the event provides the opportunity to

engage various cultural groups throughout HRM

HRM Identity: HRM to receive recognition throughout world wide volleyball

community with inclusion in FIVB marketing materials.

Community Support: Volunteers donated over 10,000 hours during the 2011

event



Tourism Impact

HRM Exposure: Hosting an FIVB world championship brings both an international audience and international media attention to HRM.

HRM Reputation: Being the first venue granted the right to host the same event two years in a row proves HRM is a premiere location for hosting international sporting events.

Marketing % Budget: \$150,000 which represents 19% of our budget

Media Coverage: The 2011 event was highlighted in local, national and international media across a number of traditional and online mediums



Economic Impact

Tourism Impact: Athletes, coaches, officials and FIVB staff will account for 1,000+ room nights with an average stay of 7-9 days.

HRM ROI: We expect to generate a total of \$5,361,906 of economic activity in the province, of which \$3,646,497 will be in Halifax Regional Municipality. The level of municipal taxes supported within Halifax Regional Municipality is estimated to be \$69,390.¹

Local Expenditures: \$632,500, representing 79% of event expenses will be spent with local business and suppliers.

Employment: The 2012 FIVB U21 Beach Volleyball Championship is estimated to provide a total of 36.0 jobs for HRM

1. Events NS STEAM Analysis



Budget Overview

Revenue				
		2011 Projected	2011 Actual	2012 Projected
Funding Partne	ra e			
	HRM	\$100,000	\$51,000	\$225,000
	Province	\$50,000	\$55,000	\$100,000
	Government of Canada	\$50,000	\$90,000	\$50,000
	FIVB	\$50,000	\$50,226	\$50,000
Sponsorship				
	All levels	\$275,000	\$235,000	\$250,000
Ticket Sales				
	Advanced	\$10,000	\$10,000	\$20,000
	Gate	\$65,000	\$70,387	\$90,000
Other Sales				
	Team Sales	\$5,000	\$30,000	
	Food & Beverage	\$10,000	\$10,000	\$10,000
	Merchandise	\$5,000		\$5,000
	Other	\$5,000	\$2,000	\$5,000
Total Revenue		\$625,000	\$603,613	\$800,000

		2011 Projected	2011 Actual	2012 Projected
Facilities				
	Sand	\$75,000	\$85,545	\$85,000
	Seating	\$50,000	\$40,000	\$60,000
	Site Rental	\$25,000	\$25,000	\$25,000
	Fencing	\$7,500	\$4,000	\$5,000
	Sound & Lighting	\$15,000	\$19,250	\$25,000
	Tent & Trailer rentals	\$12,500	\$19,510	\$27,500
	Sport Equipment	\$5,000	\$10,000	\$10,000
	Security	\$5,000	\$5,634	\$7.500
	Misc	\$10,000	\$5.512	\$15,000
Marketing	mac	910,000	40,012	910,000
muncung	Radio	\$50,000	\$30.000	\$50,000
	Newspaper	\$25,000	\$15,000	\$25,000
	Television	\$25,000	\$13,000	\$25,000
	Outdoor	\$25,000	\$16,000	\$25,000
	Agency Fees	\$15,000	\$15,000	\$15.000
	Other	\$10,000	\$7,675	\$10,000
	Other		\$7,075	\$10,000
Competition				
	Hotel Rooms & Food	\$55,000	\$58,260	\$65,000
	Athlete Food - Site		\$10,000	\$15,000
	Volunteer Clothing & Food	\$20,000	\$27,056	\$30,000
	Printing	\$25,000	\$40,698	\$50,000
	Transportation	\$17,500	\$18,097	\$20,000
	Port-A-Potties	\$5,000	\$3,800	\$5,000
	Waste	\$5,000	\$7,345	\$5,000
	Medical	\$5,000	\$5,000	\$5,000
	FIVB Personnel	\$7,500	\$10,927	\$15,000
	Misc	\$5,000	\$4,252	\$10,000
Organization				
9	Mamt Fees	\$75,000	\$65,000	\$100.000
	Contracted Staff	\$40,000	\$42,631	\$45,000
		0.0,000	¥ 12,000	
Ficket Sales Contingency		\$20,000		\$25,000
Total Expenditure		\$625,000	\$604,192	\$800,000



Grant Request

The 2012 FIVB Swatch Junior World Beach Volleyball Championships requests a grant of \$225,000 to ensure the success of highlighting HRM as a world class sporting event host city.





HRM Benefits

Rights

HRM will receive the following rights:

•Right to use "Proud Sponsor of the 2012 Swatch FIVB Junior World Championships" in HRM advertising and promotion

Branding

HRM will receive the following premier branding opportunities:

- Logo identification on promotional posters
- Logo identification on print & outdoor advertising
- Logo identification on event website with hyperlink
- Logo identification on event signage



HRM Benefits

In-Stadium Signage

HRM will receive Presenting Sponsor recognition at the event through:

• Opportunity to have two (2) court banner (HRM to pay for production) on centre court.

Public Address Opportunities

Representatives from HRM will receive the following:

• A minimum of 10 P.A. announcements during each day.

Hospitality and Networking

HRM will receive opportunities for hospitality and networking through the following:

• Four (4) VIP tickets for every day of the tournament

