

# Events and Their Impact



# Events and Their Impact



- **Mazda CanoeKayak Knockout '07**
- **Legacy Plan for Hosting of 2009 Senior World CanoeKayak Championships**



# Mazda CanoeKayak Knockout '07



## History:

- Mazda Canada has sponsored Canadian CanoeKayak Team since 1995.
- Building a high quality Olympic team requires long-term commitment.
- Mazda's long term commitment is synonymous with CKC's long-term athlete performance support program.
- Mazda has contributed to the development of one the world's top ranked CanoeKayak teams.
- Some of Canada's brightest medal hopefuls in 2008 are paddlers.



# Mazda CanoeKayak Knockout '07



## Event Objectives:

- Showcase Canada's top paddlers against some of the world's best.
- Increase awareness of Mazda's involvement with CKC and the Canadian CanoeKayak Team.
- Increase awareness of success of Canada's CanoeKayak Team.
- Provide a preview of Canada's paddling potential for the 2008 Summer Olympic Games.



# Mazda CanoeKayak Knockout '07



## Event Profile:

- 200 Metre Sprint races on Toronto Harbour
- Olympic Singles for Men and Women
- Men's and Women's K4, Men's C4
- War Canoe
- 10 international stars invited – all expenses paid and \$425 appearance fee
- Significant prize money (\$2800, \$2000 and \$1000)



# Mazda CanoeKayak Knockout '07



## Special Features:

- Innovative video technology with “pen cameras” mounted on boats
- Live boat auction at lunch break for charity
- Mixing of high performance stars with club paddlers in war canoes
- National Team athletes provided hospitality for international guests



# Mazda CanoeKayak Knockout '07



## Outcomes:

- First class event with great races
- Superior video technology used in on site coverage
- Tremendous success for athletes
- Mazda Canada very pleased with event
- Currently planning next Knockout!



# Legacy Plan for 2009 World Championships



- **Bid awarded to CanoeKayak Canada in October of 2003**
- **Advisory Committee established consisting of stakeholders in paddling community**
- **Key responsibility of Advisory Committee is to develop and deliver legacy plan for 2009 Worlds**
- **Achievement of legacy plan is not responsibility of Host Organizing Committee**



# Legacy Plan for 2009 World Championships



- **Developed by CanoeKayak Canada in consultation with Atlantic paddling community**
- **National in scope**
- **Priorities identified**
- **Budget developed**
- **Budget integrated into core budget of Host Organizing Committee**



# Legacy Plan for 2009 World Championships



## Legacy Components

- **Coaching Legacy Fund** \$20,000
- **Athlete Performance Fund** \$20,000
- **Officials Development Fund** \$5,000
- **Hosting Fund** \$10,000
- **CanoeKayak Training Centre** \$5,000

**Total Annual Budget** \$40,000

**Overall Budget (8% per year)** \$500,000



# Legacy from Halifax Regional Municipality



- **Halifax Regional Municipality has recently invested a minimum of \$2 million in upgrading Lake Banook to be state of the art event venue**
- **“Master Plan for Lake Banook”**

# Legacy from Halifax Regional Municipality



1:600



# Potential is Limitless!!



- **Event hosting provides strategic opportunities for local, provincial and national sport organizations.**
- **Impact can be measured beyond surplus-deficit yardstick.**
- **Legacy must be integrated into vision, plans and priorities of event.**
- **Successful achievement of legacy goals depends on entire organization!**

