



INTERNATIONAL CANOE FEDERATION

ICF Flatwater Racing World Championship Preparation Report – Canada 2009

General Situation (Overall view)

Canoe 09 has adopted the following objectives for our event;

- Successfully host the 2009 World Flatwater Senior Canoe Championship
- Develop and install a legacy of infrastructure for future program development
- Help Halifax Regional Municipality's reputation on the world stage for hosting significant sporting events
- Elevate the perceived and actual benefits to the sponsors to elevate the value placed on sponsorship by current and future sponsors.
- Host a financially responsible event

Organisation Diagram/Decision Making Diagram

See attached for organizational structure for Canoe 09

Construction Permanent/Temporary Developments? Details

Canoe 09 is in a fortunate position of having four clubs surrounding the Lake Banook venue. Three canoe clubs and one rowing club will provide the bulk of the space required.

Temporary space will be constructed for the athlete staging area and this will consist mostly of tenting.

The Auxiliary/Annex building adjacent to the Tower will be doubled in size allowing for event equipment storage while supplying all ICF office and Jury room.

The Tower will be completely refurbished with new windows, painting and new roof.

New docks with lower profile will be installed. These are designed to "Paddle All" standards for the event.

Course Layout: Training Areas/Athlete Services/VIP Area/etc

See attachment for site layout. As indicated above the clubs surrounding the Lake Banook venue as well as the Auxiliary/Annex building will fulfil the bulk of the space requirements.

Specific to the course; Canoe 09 has purchased a new Polaritis Starting System; a complete new grid lane system will be installed with 800 buoys. This will leave a lasting legacy for our community.

Logistics: Accreditation/Transportation/Accommodation/Boat Storage

Canoe 09 will be using current technologies to provide accreditation. Our website will allow countries to register athletes and collect all information prior to arrival so that the majority of teams will be accredited very quickly and easily upon arrival. Team registration information will be included in the first Canoe 09 bulletin.

Transportation will be provided by a fleet of vehicles that will allow for mass and frequent rotation to and from the venue.

Canoe 09 will present a cost effective student style accommodation (with full catering) and gym access. We feel this will be the most attractive option for most.

Additionally a range of hotel options will be available. This information will be available in the first bulletin for Canoe 09.





As with most championships, boats will be stored next to the athlete staging area on site.

Finance

Canoe 09 has set an objective to financially operate at no less than a breakeven position. The total budget is set at \$6.6 million. We have confirmed funding from all three levels of our government, including, federal, provincial and municipal.

Sponsor Situation

Canoe 09 has the following categories for the event and has set a target of \$1.01 million of cash and Value in kind sponsorship.

Presenting – 1

Gold – 2

Silver - 3

Bronze – 4

Foundation – 8

We have obtained 50% of the sponsorship requirements and are in an excellent position to meet our goal.

Media Strategy & Initiatives

The media strategy that Canoe 09 is adopting involves identifying the target audience (s), who will receive the targeted messages, with the intent being to capture their attention and create an excitement. Our approach will include an integrated marketing communications approach whereby multiple channels of media are used including advertising, public relations, events, direct response media and web based initiatives.

Broadcasting Situation

Canoe 09 has reviewed the obligations of broadcast based on the 2007 contract that ICF has with EBU. Canadian Broadcast Corporation (CBC) has been awarded Host Broadcast rights. We are currently working with CBC to refine the requirements and identify additional opportunities.

Event Promotion and Spectator services

Canoe 09 is working with both a marketing company and event promotion company to ensure that the attention of the local and broader community is captured and centred on Lake Banook. In addition to the competition a festival will run at the same time as the competition providing experiences to compliment the World Senior Canoe Championships, including entertainment and venues to enhance the experience for paddling fans and attracting a new audience. The festival will provide essentials of event spectator participation experience such as washrooms, food and beverage and merchandise stalls. As well as showcasing sponsors in ways that are interesting and exceed their expectations

**Major Achievements to Date**

- Creating a Host Organizing Committee made up of individuals from the Nova Scotia canoeing community that are recognized nationally and internationally. These individuals have a vast range of experience in canoeing and event planning and management.
- Secure funding from all three levels of government
- Secure the presenting sponsor – Aliant (telecommunications)

Major Issues to Date

- Meeting broadcast requirements
- Securing funding from government partners

Future Objectives (Next 12 Months)

- Attend ICF Congress in November and provide update
- Prepare and distribute event information bulletins during the following months; November, May, July and upon team arrival
- Host a test event to test all systems and logistics – Canadian World Team Selection Trails
- Create a legacy of infrastructure for future program development
- Host a successful World Championships

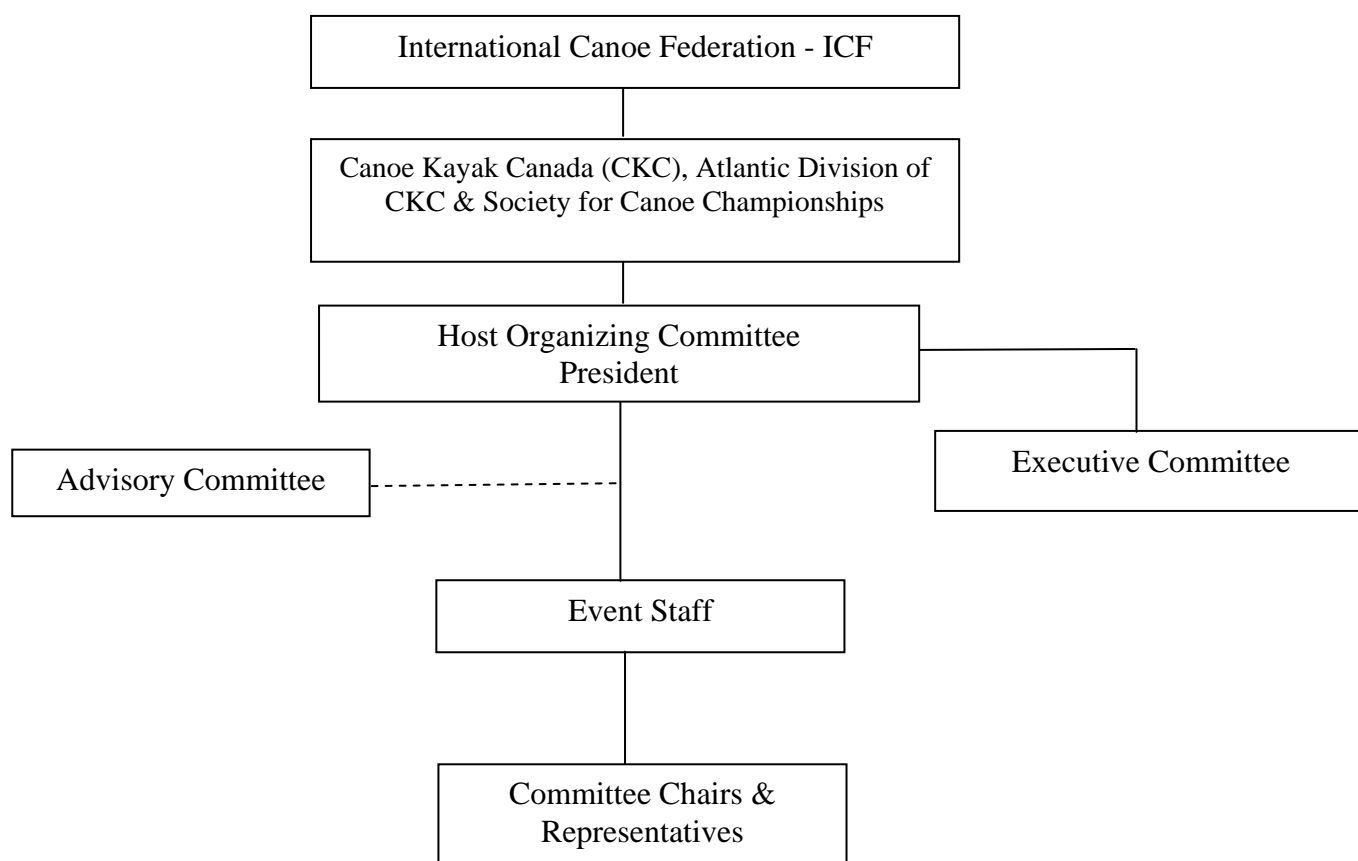
Documents included;

- *Canoe'09 Organizational Chart*
- *2 site plan maps*



Governance Chart

2009 ICF World Senior Canoe Championship





Canoe'09
Site Plan

