

## STC INTERNATIONAL SPORT EVENT OF THE YEAR AWARD

### GROUP A: EVENT BUDGET GREATER THAN \$2 MILLION

The STC International Sport Event of the Year Award recognizes the overall success of an outstanding international sport event held in Canada in 2023 in which a STC member bid against other international destinations or was awarded the right to host the event in Canada. The event's international broadcasting/streaming reach will be a significant part of the evaluation criteria.

**IMPORTANT** - Below is a list outlining the information you will need to complete the nomination form online. Please ensure you have **ALL** the required information **BEFORE** you begin to complete the nomination form as there is no option to save the form and return to it later. If you submit an incomplete form, you will not be able to go back and add or change any of the information on the online form. To assist in your preparation – the point totals used in the adjudication have been indicated in the relevant sections.

#### NOMINEE INFORMATION

- Event Title (English & French if applicable)
- Please provide a short description of your event (Not More Than 2 Sentences)
- Event Dates
- Event Location (City & Province/Territory)
- Name of Key Contact & Title
- Organization responsible for delivering the event.
- Key communications contact
- Contact Information (Email & Phone)
- Social Media Profiles (X and LinkedIn)
- Event Hashtag (if applicable)
- Events Rights Holder (The name of the international organization that awards the event to a bid city)
- Event Rights Holder Email & Phone
- Events Rights Holder Social Media Profiles (X and LinkedIn)
- Please upload an image of the event
- Please provide a URL link to a 15-20 second video

#### NOMINATOR INFORMATION

- Nominator Name and Title
- Nominator Organization

- Contact details (Phone and email)
- Social Media Profiles (X and LinkedIn)

#### LOCAL MEDIA INFORMATION INCLUDES:

For up to three (3) media outlets

- Name
- Media Outlet
- Contact Details (Phone, Email, Twitter Handle)

#### STC PRESTIGE AWARDS LUNCHEON

If selected as a finalist, will the nominee be able to attend the PRESTIGE Awards to be held on Friday, March 15, in Winnipeg, MB in conjunction with Sports Events Congress 2024?

#### ESSAY QUESTIONS:

- Describe why this event was significant. Include details regarding execution success, challenges that were overcome, impact on sport development, financial goals, hosting professionalism, and media coverage and international broadcasting/streaming impact. (MAX 350 words - 25/100 points)
- Describe how this event affected local community spirit. Describe the approach to volunteer recruitment, retention, training, motivation & recognition. (MAX 250 words - 25/100 points)
- Describe how this event directly contributed to a long-lasting social impact, legacy, or environmental stewardship. Please provide examples. (MAX 250 words - 10/100 points)
- Describe how the event positively affected the local sport community and the ways in which the event impacted the lives of others. (MAX 200 words - 20/100 points)
- Describe a “WOW” factor that set this event apart from other international events hosted in Canada from 2020-2022. (MAX 300 words – 10/100 points)

Please provide data for the following event components (10/100 points)

- Name & population of the host community
- # of participants (including athletes, coaches, officials)
- # of spectators
- # of volunteers
- # of volunteer hours
- Overall budget
- Countries that participated
- Economic impact using steam<sup>2.0</sup> /steam pro<sup>2.0</sup>
- GDP – local/provincial
- GDP – national

Nomination forms for all categories can be found on STC's website:

<https://sporttourismcanada.com/>



Unleashing the power of events / Libérer la puissance des événements