



STC CANADIAN SPORT EVENT OF THE YEAR AWARD

GROUP B: EVENT BUDGET LESS THAN \$1 MILLION

The STC Canadian Sport Event of the Year recognizes the overall success of an outstanding single-sport, multi-sport or collegiate event held in Canada in 2024.

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 AND EVENT 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)
- Nominee Key Contact Name & Title
- Nominee Key Contact Email & Phone
- Nominee Organization (responsible for delivering the event)
- Nominee Social Media Profiles (X and LinkedIn)
- Events Rights Holder (organization/company owning the rights to the event)
- Events Rights Holder Social Media Profiles (X and LinkedIn)
- # of participants (including athletes, coaches, officials)
- # of spectators
- # of volunteers
- # of volunteer hours
- Event budget
- Provinces/Territories that participated
- Event image
- Event video (optional for nominations, but a mandatory video of no more than 30 seconds will be required for all finalists)

NOMINATOR INFORMATION

- Nominator Name and Title
- Nominator Organization

- Nominator Email & Phone

STC PRESTIGE AWARDS

If selected as a finalist, will the nominee be able to attend the following events in Calgary, Alberta in conjunction with Sports Events Congress 2025?

- PRESTIGE Awards reception to be held on Wednesday, March 19, 2025? - Yes or No
- PRESTIGE Awards ceremony to be held on Thursday, March 20, 2025? - Yes or No

ESSAY QUESTIONS (90/100 points):

- Describe why this event was significant. Include details regarding execution success, challenges that were overcome, financial results, hosting professionalism, spectator attendance, and any other relevant information such as media coverage and national 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, and recognition. (MAX 250 words - 25/100 points)
- Describe how this event directly contributed to a long-lasting social impact, sport legacy (e.g., local sport community development, sport facility infrastructure, etc.), and/or environmental stewardship. Please provide examples. (MAX 250 words - 25/100 points)
- Describe a “WOW” factor that set this event apart from other national events hosted in Canada. (MAX 150 words - 15/100 points)

ECONOMIC IMPACT QUESTIONS (10/100 points):

- Was an economic impact assessment completed for this event using STC’s STEAM or STEAM Pro?
- Please provide the following economic impact data for this event:
 - Economic impact using STEAM or STEAM Pro
 - GDP – local/provincial using STEAM or STEAM Pro
 - GDP – national using STEAM or STEAM Pro
- Please describe how the nominee organization worked with community partners to maximize economic benefits for the event.

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