

2024

world rowing[®]

**Senior, Under 23 and
Under 19 Championships**



**St. Catharines
Niagara
Canada**

Canada

Ontario



Niagara Region



St. Catharines



ROWING
CANADA
AVIRON





world rowing



AUG 18–25
2024

Mega Event - 3 World Championships

- 8 Days | Over 80 Countries | 2,500 Athletes
- 750 Volunteers | Approx. 3,000 spectators per day

Historic Hosting on the Henley



Home of the Royal Canadian Henley Regatta, the Canadian Secondary Schools Rowing Association Championships and Canadian University Rowing Championships as well as many other local events.

1970 World Rowing Championships

1993 World University Games (Buffalo)

1999 World Rowing Championships

2010 World Masters Regatta

2015 Pan Am Games

2022 Canada Games



2024 World Rowing Championships Programme



14 August	Official Venue Opening
17 August	World Rowing & Organizing Committee - Meet & Greet Reception
17 August	Opening Ceremony
18 - 25 August	Races
21 - 24 August	Fan Festival
19 August	Jury Members Outing
21 August	Media Outing
24 August	Nations Dinner
25 August	Closing Ceremony

One Year-Out Event Flag Celebration

On August 24, 2023 local, provincial, and federal representatives gathered to mark the One Year Countdown with the raising of the event flag, symbolizing the culmination of extensive preparation and collaboration in the year to come.

Federal Cash Investment - \$1M

Provincial Cash Investment - \$800K

City of STC - \$100K Cash & \$78K VIK



Benefits of Hosting

- Increase of Economic Activity
- Social and Community Legacy
- Volunteer and Community Development
- Community Sport Legacy
- Sport Hosting Legacy
- Athlete Development



Economic Development Alliance

- **Sport Tourism | Active Economy**
 - **As identified in the NR 10 Year Economic Development Strategy , this is an emerging sector offering new & growing opportunity for regional economy**

Economic Impact

STEAM Report* | Conference Board of Canada

Niagara Region	Ontario	Canada
\$17.5M	\$21.5M	\$25.3M

*Figures represented are a combination of:

- Operations
- Capital
- Visitor Spend

Partnership

Niagara  Region



2024
world rowing[®]

*Senior, Under 23 and
Under 19 Championships*



**St. Catharines
Canada**



Niagara Region Support Request

In-Kind Services | Public Works - Transportation

- **Athlete | Teams Shuttle Service**

- To/from Brock University to Henley Island
- August 14th - August 25th, 2024
- 6:00am - 7:00pm daily

- **Spectator Shuttle Service**

- To/from designated parking lot(s) to either Craig Swayze Memorial Grandstand or Rennie Park
- August 18th - August 25th, 2024
- 9:00am - 6:00pm daily

Niagara Region Support Request

In-Kind Services | Public Works - Transportation

- **Pageantry | Welcome Billboards**
 - 8 - 10 regional road billboards | various strategic locations around STC & entry into Niagara Region
 - Fabrication, Installation & Removal
- **Pageantry | Street Banners**
 - Installation & Removal
 - 40 banners
 - Burgoyne Bridge
 - Sir Isaac Brock Blvd

Niagara Region Support Request

In-Kind Services | Departmental Services

- **Public Health and Emergency Services | EMS - Ambulance**
 - 1 Unit Daily - All Hours of Operation
 - 2 Units - Finals - All Hours of Operation
- **Public Works | Waste Management**
 - **Garbage & Recycling | Daily Services**
 - Henley Island
 - Craig Swayze Memorial Grandstand
 - Rennie Park
- **Renovation & New Development Projects | Waived Fees**
 - Course Finish Tower

Foreign Direct Investment Opportunity

\$100K Cash Contribution

- **Economic Development Prospecting & Networking**
 - Exclusive invitations to participating Nation's Consulate Offices in Toronto | Ottawa to attend Championships as VIP accredited guests
 - Federation Nations Dinner - Saturday, August 24th, 2024 | **UPGRADE** from BBQ setting at Henley Island to a premier Niagara showcase venue overlooking iconic Falls setting
 - Transportation to/from Host Hotel(s) - Venue
 - Delegate gift

Thank you Merci

Canada  Ontario

Niagara  Region

 St. Catharines

 ROWING
CANADA
AVIRON


world
rowing

 Partners for
CLEAN WATER 


world
rowing

 Partners for
CLEAN WATER 


world
rowing

 Partners for
CLEAN WATER 


world
rowing

 Partners for
CLEAN WATER 