



2024 Canadian Track and Field Championships / Olympic and Paralympic Trials



**NANAIMO, BC
June 25 – 30
Rotary Bowl Stadium**



**OVER
2000**

athletes
coaches
officials
personnel

PLUS

visitors from
across
Canada



HOSTING

A NATIONAL CHAMPIONSHIP /
OLYMPIC + PARALYMPIC TRIALS



economic activity

tourism

promotion / showcase

hosting history

bid process

ECONOMIC IMPACT

EDMONTON 2016

\$21 million to Alberta
\$15 million to City of Edmonton









3000 athletes





3200 volunteers

BID PROCESS

KEY DATES

Circulation of bid opportunities	September 2, 2021
Letter of Intent due to Athletics Canada	September 30, 2021
Circulation of bid documents	October 8, 2021
PROPOSAL TO HOST due to Athletics Canada	March 31, 2021
Athletics Canada Review	April 2022
Decisions and notifications	May 2022
Announcement	June 2022





BID PROCESS

EVENT PROMOTION PLAN

- Maximizing ticket sales
- Advertising via media outlets
- Social Media promotion
- Community event presence

LOCAL SPONSORSHIP

- Develop sponsorship strategy
- Work within Athletics Canada guidelines
- In-kind sponsorship

COMMUNITY SUPPORT

- City of Nanaimo
- Local / regional tourism bureau
- School District 68
- Vancouver Island University
- Snuneymuxw First Nation
- Provincial Government



NANAIMO TRACK & FIELD CLUB

Thank You!