Welcome!

ISU World Synchronized Championships 2015

Hamilton City Council – November 6, 2013
ISU World Synchronized Skating Championships 2015

• What are the ISU World Synchronized Skating Championships?
  – ISU owns the event, federations bid to host
  – Held annually around the World
  – 20 ISU Member countries

• What to expect?
  – City involvement
  – Fan engagement
  – Event “experience”
ISU World Synchronized Skating Championships 2015

• Benefits to Hamilton as host
  – Economic impact - $3 million
  – Worldwide Media exposure during the event
    • TV exposure – 2 hours in Canada, more in Europe
    • TV crew/Journalists/Photographers on site = 50 +
    • Social Media = Facebook (21,000 +), Twitter (14,000 +), iPhone app (5,000 downloads)
    • Skatecanada.ca\Skate Canada International = 80,000 visitors (563,000 page hits)
  – Our Goal
    • Hospitable environment
    • Hamilton and Copps Coliseum on the world map
    • Unforgettable experience in a beautified Hamilton downtown
ISU World Synchronized Skating Championships 2015

- Promotional video

Synchronized Worlds 2015
ISU World Synchronized Skating Championships 2015

• Special Presentation

THANK YOU!