

CheerExpo National Cheerleading Championships

Halifax Forum – End of March each year

CheerExpo

Background

- 15 year history in Halifax
- Largest cheerleading event in Eastern Canada
- Large percentage of teams come from outside the city and outside the province
- Event participants are 97% female and love to shop!

Unique

- CheerExpo offers training to coaches and athletes. Building from the inside out
- Connects teams with suppliers through the vendor area
- Qualifier for The ONE Cheer and Dance Finals and the World Cheerleading Championships
- Expertise in judging and event logistics
 - On time event
 - Fair and consistent judging

Upcoming Event Dates

- March 29-31, 2019
- March 27-29, 2020
- March 26-28, 2021

The ability for teams to pre-plan is essential to the success of the event. Programs will build their 2020 season starting in January

SWOT Analysis

Strengths Weaknesses Opportunities Threats

Standouts:

Strengths - Competitive cheerleading expertise & involvement. Market Capitalization.

Weaknesses/Challenges – Widespread market. Venue.

Opportunities – Untapped general population market sponsorships

Threats – Weather & City Planning (Venue)

CheerExpo

Economic Impact

- STEAM Predictor Report received reflects 2019 numbers
- The combined total of visitor, capital and operational spending as a result of hosting the *2018 CheerExpo National Championships* is expected to total \$1,464,930. These expenditures will support a total of \$2,174,372 of economic activity in the province, of which \$1,873,668 is expected to occur in Halifax.
- The *2018 CheerExpo National Championships* is expected to support wages and salaries of \$635,167 and 14.1 jobs for Nova Scotia, of which 12.6 jobs and \$534,879 in wages and salaries will be supported in Halifax.
- The total net economic activity (GDP) supported by the event is expected to reach \$1,314,038 for Canada as a whole, \$1,033,744 for Nova Scotia and \$836,089 for Halifax.
- Considerable tax revenues are also expected to be supported by *2018 CheerExpo National Championships*, totaling \$500,554. The event will support federal taxes revenues of \$183,803, with an additional \$29,594 of taxes supported in Nova Scotia. Additionally, the *2018 CheerExpo National Championships* will support municipal taxes totaling \$43,8975 across Nova Scotia including \$31,492 in Halifax.



Financially Sound

CheerExpo Cheerleading and Dance Events, Inc
carries no debt

The event is financially productive with reasonable
and consistent COGS to ensure quality product and
reliable productivity



Contracts

Stability gives the opportunity for long term contracts

- Hotel contracts through to 2022
- Vendor contracts for three years
- Supplier contracts for 6 years (floors, etc)

Long Term Goals

Our long term goals over the next three years include:

- #1 - Always ensure we are offering the best product available. Reputation is everything. Innovate.
- Use the broad exposure of the event (outside of just the cheer community) to increase event sponsorships
- Increase out of province participation through partnerships, sanctions and advertising

Specific Goals/Direction

- Shift marketing back from broad based to individual catered offers and discussions
- Increase voice & presence in national & international committees to lead change
- Increase revenue by 10% over next two years
- Decrease COGS by 2% per year over next 3 years
 - Decrease costs - cost effective suppliers
 - Add two multi-year partnerships per year