

FIFA Women's World Cup Canada 2015

Event Overview

- Canada was awarded the hosting rights to the FIFA Women's World Cup 2015 in March 2011. The Canadian Soccer Association is leading the event on behalf of Canada.
- The FIFA Women's World Cup is the largest women's sporting event in the world. The 2015 event will see the field of competition expand from 16 to 24 teams, reflecting the growing global popularity of women's football.
- The FIFA Women's World Cup Canada 2015 has the opportunity to be the first coast to coast sporting event in the country. There are seven candidate bid cities: Vancouver, Edmonton, Winnipeg, Ottawa, Montreal, Moncton and Halifax.
- A minimum of six cities will be selected as host cities. Each city will host a pool of competition that will include seven games over ten competition days. Including training and competition, teams will stay in the host city area for 17 days.
- In addition to hosting the FIFA Women's World Cup Canada 2015, the event also includes the hosting rights for the FIFA Women's U-20 World Cup in 2014. The U-20 event will be held in four host cities.

Event Requirements – Infrastructure & Financial

- Host cities must have a suitable competition venue that meets the following requirements: a minimum seating capacity of 20,000 seats, which can include a mix of temporary and permanent seating.
- Event funding requirements include:

Category	2014 Event	2015 Event	Contributors
Bid Fee	\$25,000		Events Nova Scotia
In-Kind Support	\$150,000	\$250,000	Halifax Regional Municipality
Operational Funding	\$750,000	\$2,000,000	Halifax Regional Municipality
Total	\$900,000	\$2,250,000	

- All event and financial operations will be centralized through the Canadian Soccer Association. There will be no financial risk to the selected host cities and no incremental investment required.
- Funds are not required until agreements are finalized with the Canadian Soccer Association. Funding is due to the Canadian Soccer Association in the year of each event (2014 & 2015).

Interesting Facts

- Canada's previous FIFA hosting experience includes the 1987 FIFA U-16 World Championship, 2002 FIFA U-19 Women's World Championship and the 2007 FIFA U-20 World Cup, which set an all time attendance record for that tournament.
- The FIFA Women's World Cup Germany 2011 welcomed more than a million spectators from Germany and around the world.
- Broadcast in over 200 territories, television coverage of the 2011 event was unprecedented. The final match between Japan and the United States also broke records online with the most tweets per second on Twitter - 7,196, more than the royal wedding.

Visit www.eventsnovascotia.com for up-to-date information on Halifax's bid to become a host city for the FIFA Women's World Cup Canada 2015.