



2021
WORLD JUNIOR
CHAMPIONSHIP
CANADA
Edmonton - Red Deer

FINAL REPORT

2021 IIHF WORLD JUNIOR CHAMPIONSHIP | HOCKEY CANADA



TABLE OF CONTENTS

| | | | |
|------------------------------|----|-----------------------------|----|
| Thank You | 03 | Fundraising | 16 |
| Event Highlights | 04 | Online 50/50 | 17 |
| Selection Camp | 07 | Hockey Canada Contest | 18 |
| Pre-Tournament Games | 08 | Memorabilia Auction | 19 |
| Ticket Sales | 09 | Partnerships | 20 |
| Volunteer Program | 10 | Sponsor Engagement | 21 |
| Medical Testing | 11 | HockeyCanada.ca | 22 |
| Accommodations & Meals | 12 | Social Media Overview | 23 |
| Funding Partners | 13 | Email Marketing / CRM | 24 |
| Broadcast Overview | 14 | Economic Impact | 25 |
| Media Overview | 15 | Final Result | 26 |

THANK YOU

On behalf of Hockey Canada and the host committee in Edmonton and Red Deer, we cannot thank you enough for your support of an unprecedented IIHF World Junior Championship.

The World Juniors are a holiday tradition unlike any other for so many Canadians, and this year we were so proud to work with committed and dedicated stakeholders to bring a unique event to life amidst the challenges of the COVID-19 pandemic.

Nothing we accomplished would have been possible without new partnerships created out of the truly exceptional circumstances we have found ourselves in, and existing partnerships that were strengthened through sacrifice and support to ensure the games could go on.

The 2021 IIHF World Junior Championship has left an indelible mark on the hockey world; it had an impact on social media, web and television, allowing the event to reach fans not only across Canada but around the world as the first major international sporting event hosted under the constraints of the pandemic.

The combined efforts of so many have shown once again how hockey can unite our country like nothing else, and the memories created will last a lifetime. A special note of thanks to the International Ice Hockey Federation for its unwavering support, and to the competing federations that were committed and compliant to the guidelines put forth.

We look forward to the opportunity to build upon our successes when the World Juniors return in 2022, in front of what we hope will be capacity crowds in Edmonton and Red Deer.

Thank you again for a tremendous partnership. It has been our pleasure to work with you on the 2021 IIHF World Junior Championship in what we hope is a once-in-a-lifetime experience.

Sincerely,

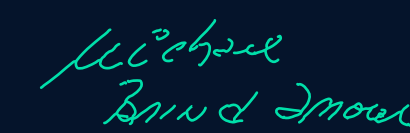


2021
WORLD JUNIOR
CHAMPIONSHIP
CANADA
Edmonton - Red Deer



Michael Brind'Amour

Chairman of the Board
Hockey Canada




Tom Renney

Chief Executive Officer
Hockey Canada




Scott Smith

President & Chief Operating Officer
Hockey Canada



EVENT HIGHLIGHTS

“When you look at where we started two years ago and where we finished, no one could have predicted the ups and downs. This year, more than ever, it was about more than the 12 days of hockey; it was about the efforts of more than a thousand people inside and outside the bubble who should be so proud of what they accomplished.”

Riley Wiwchar

Executive Director

2021 IIHF World Junior Championship



Attendance for the 2021 IIHF World Junior Championship.
Due to the ongoing COVID-19 pandemic, all 28 tournament games were played without fans in the building.

EVENT HIGHLIGHTS

4

Quarterfinals played at Rogers Place on Jan. 2, the first time four games have been played on the same day on the same ice surface at an IIHF world championship.

24

Days spent in the bubble by the final four teams; players and staff arrived to begin quarantine on Dec. 13, were on the ice for their first practices on Dec. 18, began pre-tournament play on Dec. 22 and dropped the puck to open the tournament on Dec. 25.

30

Hockey Canada and IIHF World Junior Championship partners who activated during the tournament, including Chevrolet, Tim Hortons, OK Tire, Swiss Chalet, Janes, Dairy Farmers of Canada and Spikeball.

26

Officials, all of them Canadian, who worked the 2021 IIHF World Junior Championship.



82

Staff in the bubble for TSN and RDS to broadcast every pre-tournament, preliminary-round and playoff-round game in Edmonton. This includes everyone from play-by-play man Gord Miller to production runners, camera operators, fibre-optic technicians and make-up artists.

241

Players who dressed for at least one game. The list includes 43 players who were selected in the first round of the NHL Entry Draft (Canada – 19; United States – 9; Sweden – 6; Russia – 5; Finland – 2; Austria – 1; Germany – 1).

593

Individuals who were permanently inside the bubble from the arrival of teams in Dec. 13. That does not include Rogers Place and hotel staff who worked inside the bubble and were tested daily, but were not permanent inhabitants.

EVENT HIGHLIGHTS

1,423

Accreditations issued, which includes all players, team staff, officials, volunteers, Hockey Canada staff, International Ice Hockey Federation staff and venue staff at Rogers Place.

40,338

Photos taken by Hockey Canada Images photographer Matthew Murnaghan. They included on-ice action, Team Canada headshots, behind-the-scenes exclusives and partner activations.

8,720

Towels used by teams and officials during the 2021 IIHF World Junior Championship. To comply with COVID-19 protocols, each towel was used only once and then laundered.

108,222

Followers of @HC_WJC on Twitter, 13,602 (12.6%) of whom were added in the four weeks from Dec. 9 to Jan. 5. The account had 12,977 mentions, and the 552 tweets sent during those 28 days earned 39,714,132 impressions.

10,476

COVID-19 tests performed on players, team staff, Hockey Canada staff, International Ice Hockey Federation staff, TSN and volunteers from the start of quarantine on Dec. 13 through Jan. 4.

2,593,940

Page views at HockeyCanada.ca on Jan. 5, the highest single-day total ever for the website. In all, there were 10,620,752 views between Dec. 25 and Jan. 5.

SELECTION CAMP

Due to the COVID-19 pandemic, the City of Red Deer was unable to host games during the 2021 IIHF World Junior Championship.

But it ensured it was part of the World Juniors journey by welcoming **46 players** for Canada's National Junior Team Sport Chek Selection Camp, an unprecedented 28-day camp from Nov. 16 to Dec. 13.

The camp was a hit on social media, attracting **14,088** new fans and producing **26,760,817** total impressions and **1,067,863** engagements across all Hockey Canada platforms, putting Red Deer in the spotlight in the lead-up to the tournament.

Thank you to the City of Red Deer, Westerner Park, the Cambridge Hotel and the Red Deer Rebels for their efforts, and Hockey Canada looks forward to returning for the 2022 World Juniors.



PRE-TOURNAMENT GAMES

The original plan had never before been done – 10 pre-tournament games across four days in one venue. Due to COVID-19 protocols, the final iteration of the schedule included four games, which were used as test games for tournament officials and venue operations to prepare for the 2021 IIHF World Junior Championship.

With the 2022 World Juniors returning to Alberta, pre-tournament games will be held across the province in communities of all sizes so all Albertans can experience the excitement of the tournament.

DECEMBER 22, 2020

| | | |
|---|---|---|
|  |  FINAL 2-3 |  |
|  |  FINAL 2-3 |  |

DECEMBER 23, 2020

| | | |
|---|---|---|
|  |  FINAL 1-0 |  |
|  |  FINAL 6-0 |  |



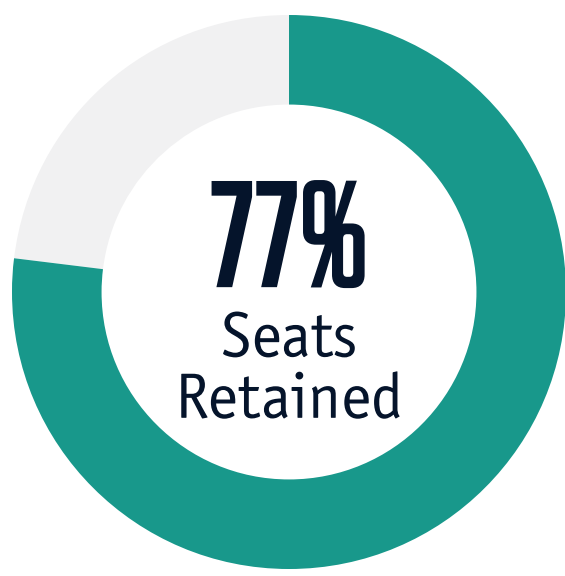


TICKET SALES

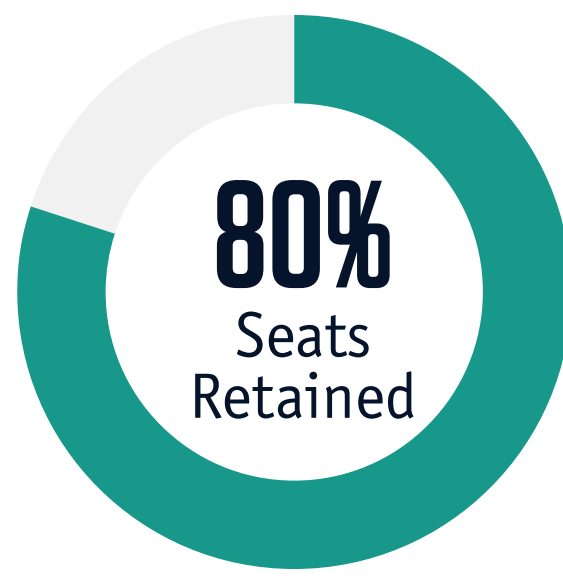
Customers who maintained their seats during the refund process will keep their seats for the 2022 IIHF World Junior Championship in Edmonton and Red Deer, Alta.

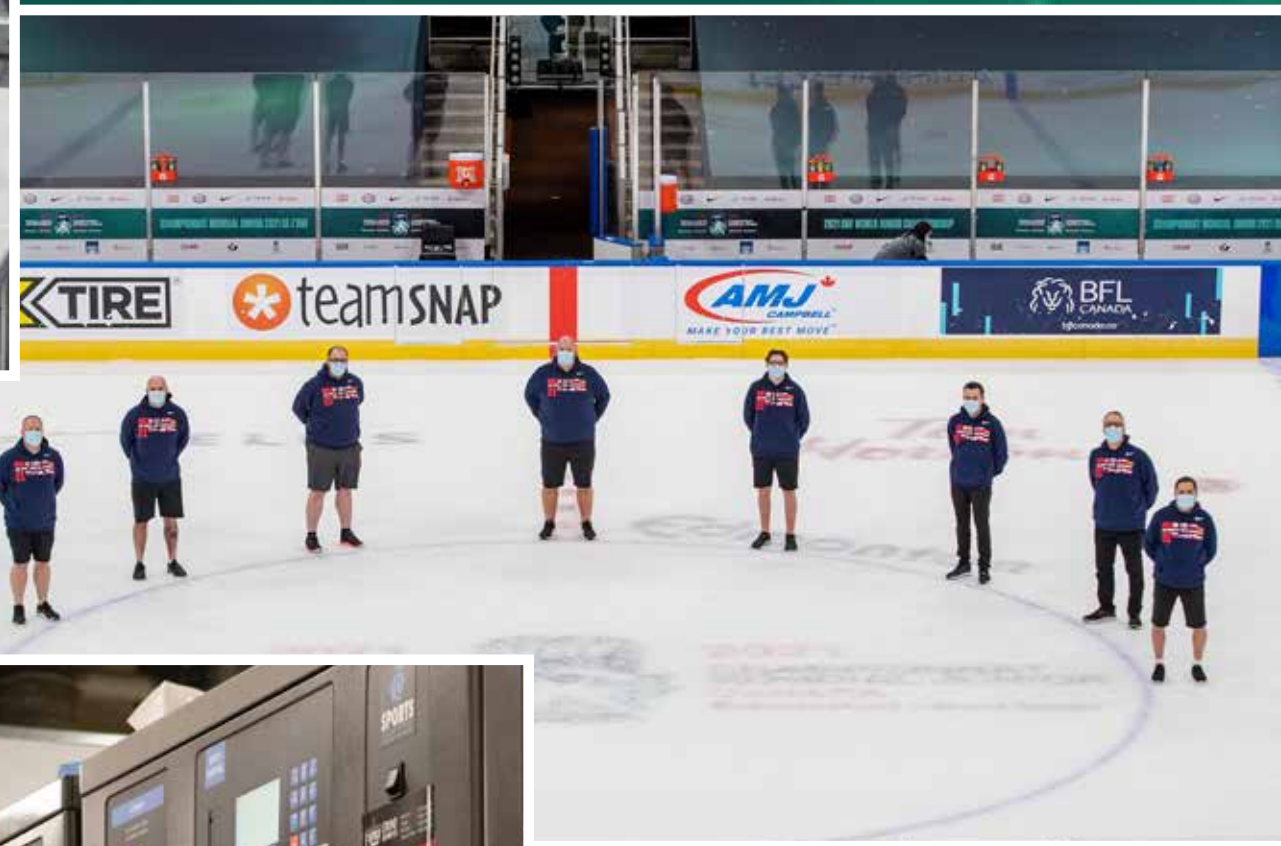
Thank you to all the fans for their support. Hockey Canada is excited to return to Alberta for the 2022 World Juniors.

EDMONTON



RED DEER





VOLUNTEER PROGRAM

TOTAL NUMBER
OF VOLUNTEERS: 44

20
INSIDE BUBBLE
24
OUTSIDE BUBBLE

AVERAGE AGE: 53

80
OLDEST
17
YOUNGEST

5,962
HOURS SCHEDULED

BY COMMITTEE: Team Services: 9 | Transportation: 5
Off-Ice Officials: 6 | Concierge: 5 | Statistics: 19

MEDICAL TESTING

Thank you to the Public Health Agency of Canada, Alberta Health Services, Dr. Deena Hinshaw and the Office of the Chief Medical Officer of Health for their support of the 2021 IIHF World Junior Championship.



593 Individuals tested
inside the bubble



947 Individuals tested
outside the bubble



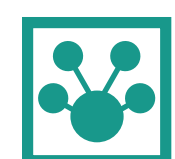
22,334 Total COVID-19 tests
through **DynaLIFE**



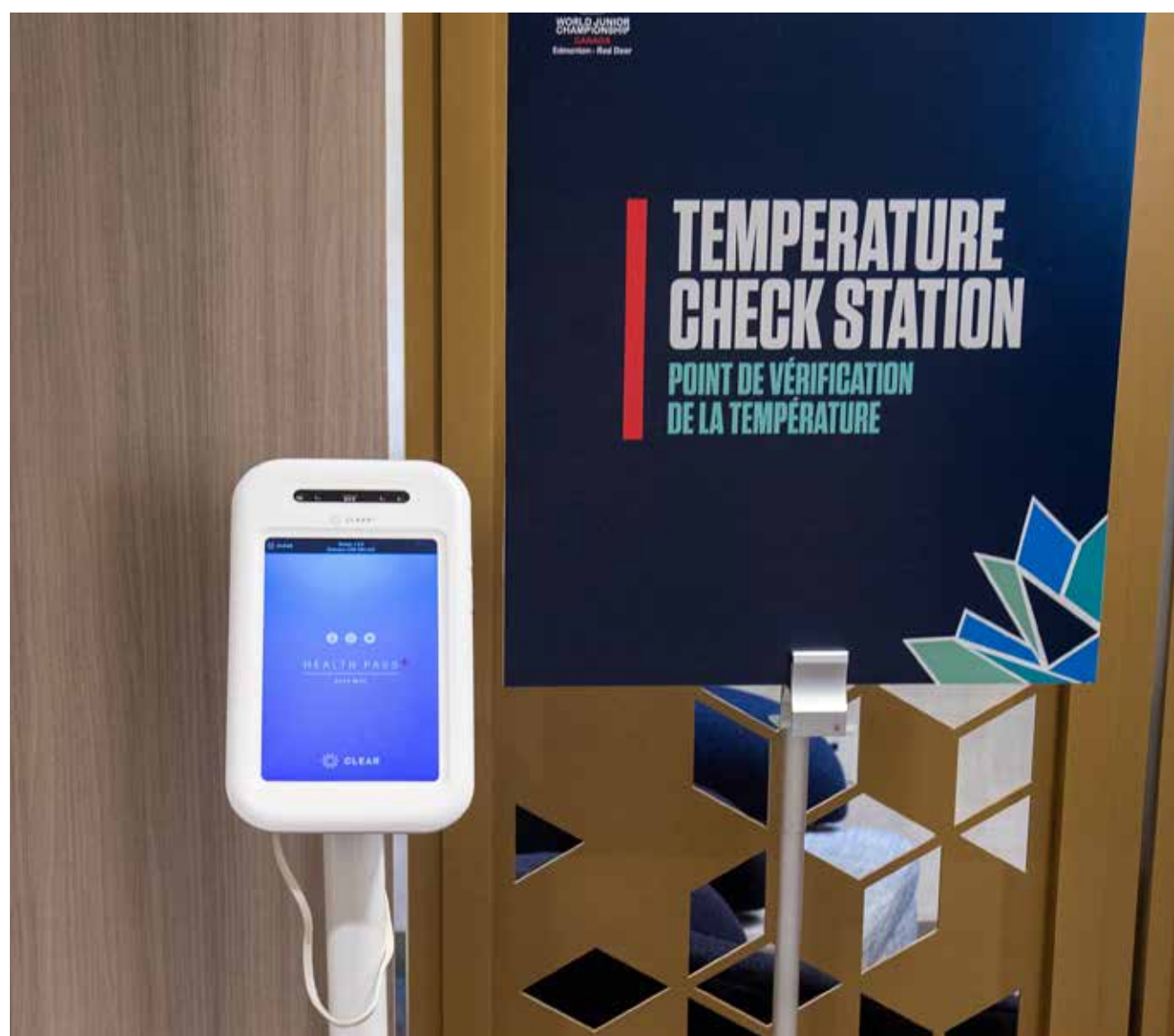
33,235 **CLEAR** app
surveys completed



2,448 **TraceSafe**
accreditation badges



671,861 Contact tracing records
through **TraceSafe**



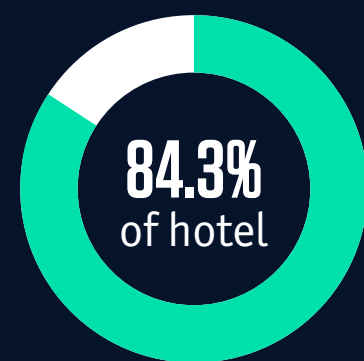
ACCOMMODATIONS & MEALS



ROOMS OCCUPIED - **575**

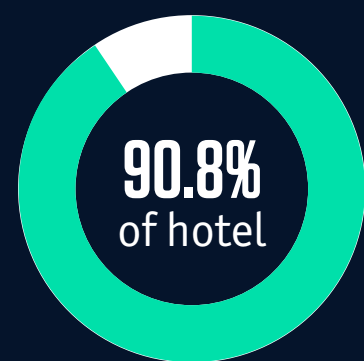
JW Marriott

291 Total
Rooms



Sutton Place Hotel

284 Total
Rooms



ROOM NIGHTS - **13,403**

JW Marriott

6,792 Total
Nights

Sutton Place Hotel

6,611 Total
Nights



QUARANTINE MEALS SERVED - **7,653**

JW Marriott

3,861

Sutton Place Hotel

3,792

54,432
TOTAL MEALS SERVED

JW Marriott

27,168

Sutton Place Hotel

27,264



FUNDING PARTNERS

The opening ceremonies of the 2021 IIHF World Junior Championship were eerily quiet in the stands, but they provided an opportunity to showcase some of the great aspects of Edmonton to the world in the form of a 'made for TV' production.

Explore Edmonton produced a video that opened the ceremonies by acknowledging the original stewards of the lands the World Juniors were hosted on and the promises our ancestors made, and reminding all Canadians of their obligations to work together and share the land and experiences.

Welcome messages were shared by:

Don Iveson, Mayor of Edmonton

Leela Sharon Aheer, Minister of Culture,
Multiculturalism and Status of Women

Scott Smith, President and COO, Hockey Canada

Luc Tardif, Tournament co-chair

Frank Gonzalez, Tournament co-chair

This was followed by the singing of O Canada by Canadian country music star, and Edmonton native, Brett Kissel, who recorded his performance a week prior to the start of the tournament.

The 2021 IIHF World Junior Championship would not have been possible without the support of:

Canada

Alberta

Edmonton

THE CITY OF / VILLE DE
Red Deer

EXPLORE
EDMONTON



BROADCAST OVERVIEW

12 COUNTRIES BROADCAST AT
LEAST ONE GAME



100M+ Worldwide viewers



3.7M Average audience for gold medal game



15M Channel One Russia audience for RUS-GER quarterfinal



2.5M Average audience for Canada games



14.1M Unique Canadian viewers



1.1M Average audience for all games



MEDIA OVERVIEW



265 Accredited media



138 Canadian media



32 Post-game Zoom availabilities



29 International Zoom availabilities



17 Team Canada Zoom availabilities

89

Accredited broadcast rightsholders

- Canada: 82
- Sweden: 3
- Russia: 2
- Finland: 1
- United States: 1
- Earned media: TBD



FUNDRAISING

In partnership with the Hockey Alberta Foundation, fans were encouraged to win bigger than ever with the online 50/50 draw, and they did exactly that. The Hockey Canada Contest offered a collection of unique prizes, and the memorabilia auction included game-worn jerseys from Canada's National Junior Team.

The support from within Alberta and across the country was unprecedented, and will create an incredible financial legacy.



FUNDRAISING

ONLINE 50/50

\$38,027,690 Total Sales

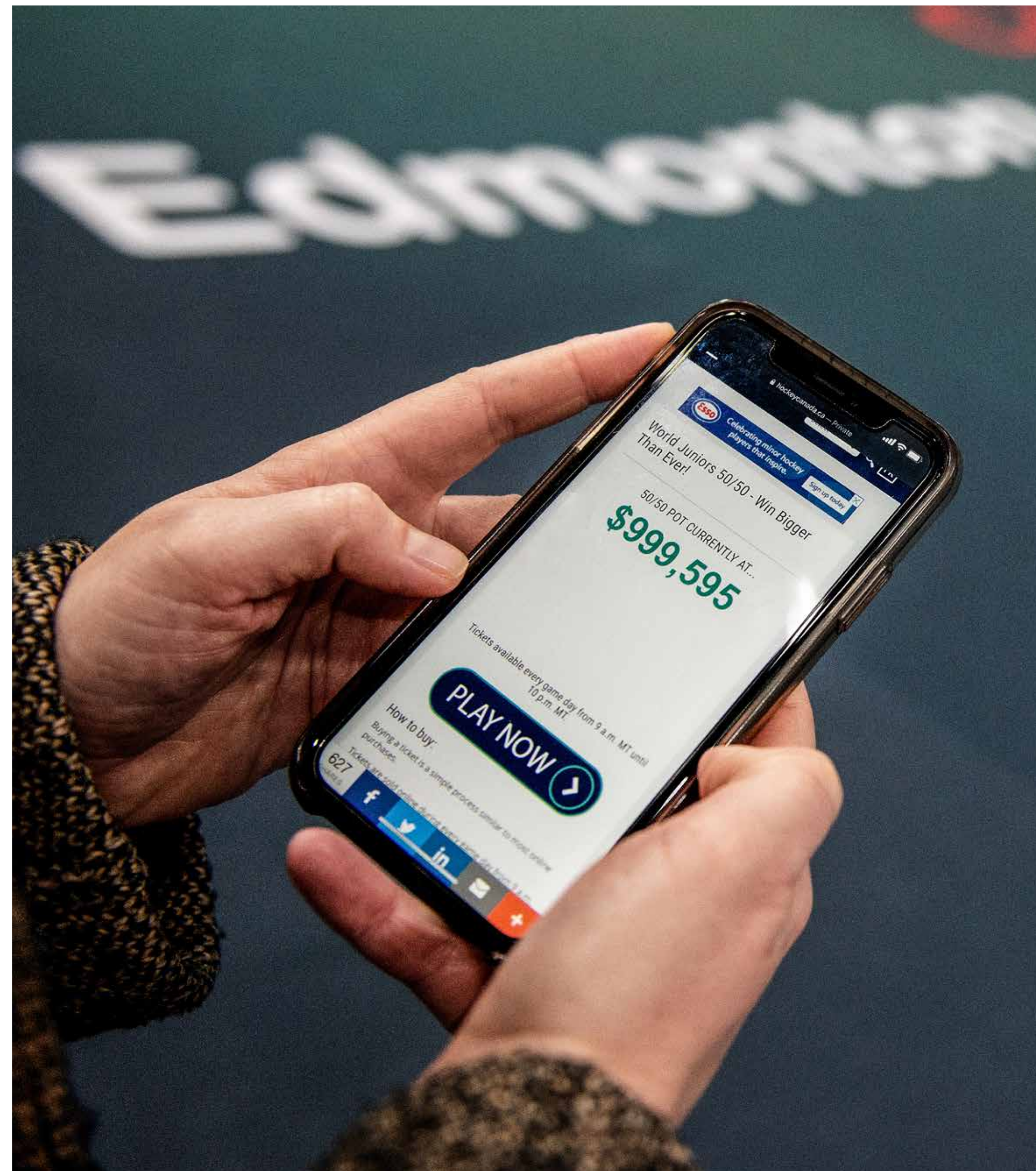
\$17,492,490 Jan. 5 jackpot

\$1.2 MILLION Sales per hour

\$2.4 MILLION Sales in final hour

The 50/50 also helped bring millions of fans to **HockeyCanada.ca**; on **Jan. 5**, when the website set a single-day record with **2,507,064** page views, **1,863,958 (74.4%)** included visits to the 50/50 page.

On Dec. 27, a group of nurses from the Lloydminster Hospital shared a **\$241,850** jackpot, and a video of them giving thanks attracted plenty of attention online.



FUNDRAISING

HOCKEY CANADA
CONTEST**\$199,185** Total Sales**Grand prize**

- Two tickets to every IIHF World Junior Championship for the next decade

Winner: Carey Seminuk

Secondary prizes

- Stay-and-play package at Cabot Cape Breton
Winner: Jeannie Harnett
- Stay-and-play package at Predator Ridge
Winner: Nancy Orr
- Round-trip airfare anywhere in the world
Winner: Jody Bielesch

Early Bird Prizes

- Team Canada Signed Jersey
Winner: Colin Dere
- Free Gas for a Year
Winner: Travis Mackey
- Full set of Bauer Equipment
Winner: Keith Dobbs



FUNDRAISING

MEMORABILIA AUCTION

\$93,430 Total Sales

\$66,897 Game-Worn Jerseys
(25 items)

\$26,533 Hockey Canada Memorabilia
(50 items)



HIGHEST BID

\$10,400 Dylan Cozens
game-worn jersey



PARTNERSHIPS

Partners were key in the promotion and operation of the event. From venue operations to the 50/50 program and everything in between, their assistance was key to hosting a successful World Juniors.



SPONSOR ENGAGEMENT



22

Hockey
Canada
partners

8

Event
partners

17

Partner
activations

Esso

When Canada Wins, You Win

BDO

12 Days of Giveaways

Janes

ALL IN program with goalie
masks honouring National
Women's Team pioneers

TELUS

Social media giveaway and
influencer campaign

Sport Chek & Dairy Farmers of Canada

World Juniors Fan Kit contests

Scotiabank

Win a trip to the 2022 IIHF
World Junior Championship

Lordco

Future Stars (in cooperation
with Hockey Alberta)

Chevrolet

Cutouts of 2019-20 Good Deeds
Cup champions in stands

Canadian Tire & Sport Chek

Gifting for Team Canada
players and families

HOCKEYCANADA.CA

33.4% **10,620,752** Page Views
(33.4% increase over 2020)

20.4% **7,741,447** 2021 World Juniors page views
(20.4% increase over 2020)

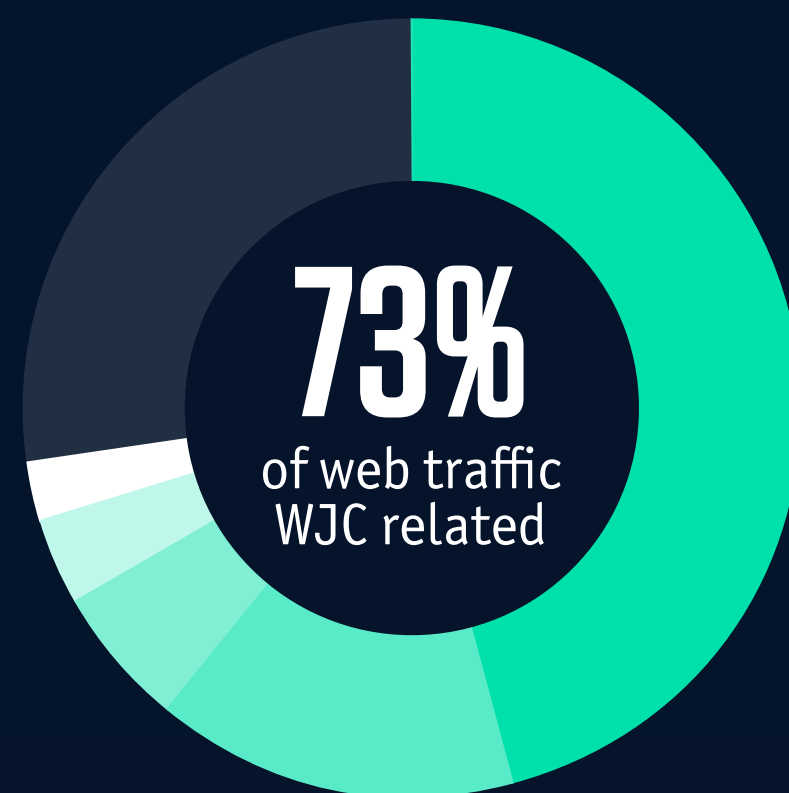
43.1% **5,854,558** HockeyCanada.ca visits
(43.1% increase over 2020)

23.5% **4,346,639** 2021 World Juniors visits
(23.5% increase over 2020)

1 **2,593,940** views on Jan. 5
(single-day record)

TOP 5 PAGES VISITED:

- #1 Online 50/50 - 46.0%
- #2 WJC Schedule (2021) - 15.1%
- #3 WJC Home - 5.7%
- #4 WJC Schedule (2020) - 3.7%
- #5 Rosters: 2.5%



2021 IIHF
WORLD JUNIOR
CHAMPIONSHIP

WORLD JUNIORS
WIN!
SELECTION CAMP
BUBBLE BLOG
MORE
TICKET INFO
SUMMER

THANK YOU FOR A WORLD JUNIORS TO REMEMBER

In a decidedly non-traditional year for our holiday hockey tradition, Hockey Canada gives thanks to partners, volunteers and its thousands upon thousands of fans for helping make the 2021 IL...

FRAME BY FRAME – OFF THE ICE

Go behind the scenes at the World Juniors through the eyes of the teams, Hockey Canada, the IIHF and volunteers.

FRAME BY FRAME – PRACTICES

Get an inside look at Team Canada on the ice and in the dressing room with candid moments from the World Juniors.

FRAME BY FRAME – GAMES

From Boxing Day to the gold medal game, look back at the best moments from Canada's run at the World Juniors.

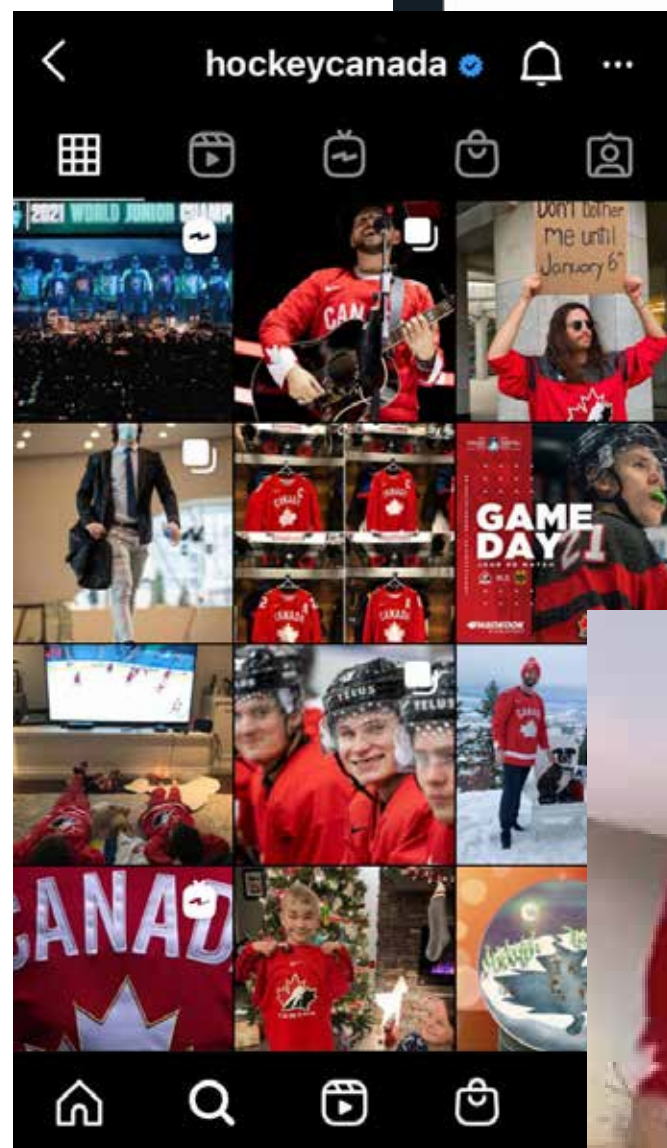
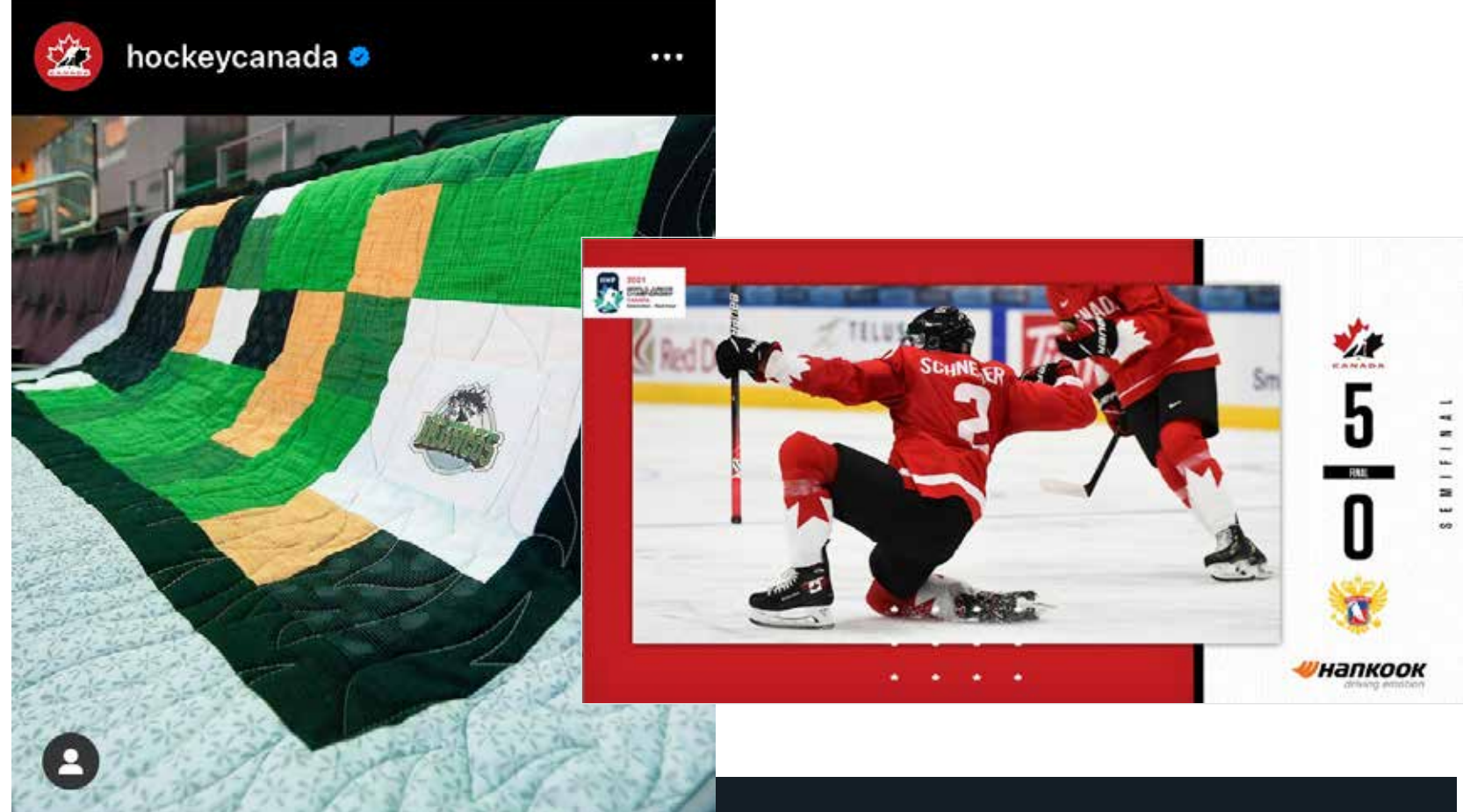
24 DAYS IN EDMONTON

From volunteers to social media, goals scored and COVID-19 tests, take a by-the-numbers look at the World Juniors.

Post-Game Report: USA 2, CAN 0

Pre-Game with Dawson Mercer

Pre-Game with Jamie Drysdale



SOCIAL MEDIA OVERVIEW

↑ 135% **92.5M** Total impressions
(135% increase over 2020)

↑ 95% **3.9M** Total engagements
(95% increase over 2020)

↑ 89% **168K** Uses of
#WorldJuniors/#MondialJunior
(89% increase over 2020)

↑ 2.3% **48.5K** New followers
(2.3% growth)

* Social media numbers reflective of Dec. 25 to Jan. 5

** Numbers include Hockey Canada and World Juniors accounts
(Instagram + Twitter + Facebook)

 **TOP INSTAGRAM POST**
35K engagements



 **TOP TWITTER POST**
2.4M impressions



EMAIL MARKETING

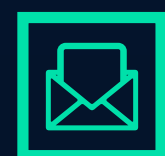


22

Emails sent
(Dec. 11-Jan. 8)

1,409,604

Emails delivered



778,799

Emails opened
(55.3%)

406,522

Email clicks

CRM
FAN LIST

250,000+

New contacts
added to CRM

223,273 - 50/50 Contest

5,400 - Hockey Canada Contest

4,574 - WJC Ticket Fan List

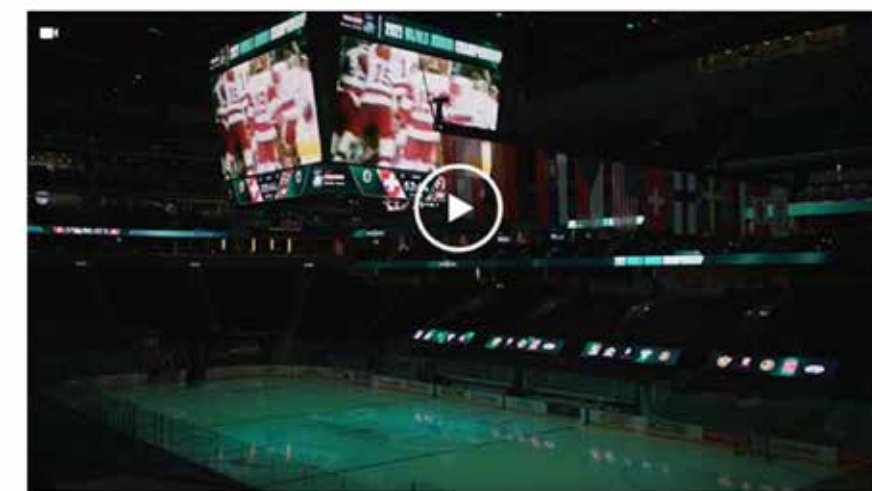
200 - Silent Auctions



Hockey Canada is pleased to offer 45% off all event merchandise. Just [click here](#) and log in ([wj2021@tsc.net](#) / PW: wjc2021). Complete the registration to get your own unique log-in information and use that to begin shopping. (Please note, all products are adult men's sizing.)

Let your tweets do the cheering! Tweet the Team using @HockeyCanada and #WorldJuniors or follow Hockey Canada on Facebook and Instagram for behind-the-scenes event coverage.

For full coverage of Canada's National Junior Team and to learn more about the 25 players who will wear the Maple Leaf in search of a 19th World Juniors gold medal, visit [HockeyCanada.ca/WorldJuniors](#).



HAPPY HOLIDAYS

Through what has been a uniquely challenging year, the passion all Canadians have for hockey has strengthened our resolve and will strengthen our game. We thank you for keeping the spirit of the game alive.

WATCH VIDEO



December 25 Schedule



Winning Numbers

December 22, 2020 - #A-10039072 - Jackpot \$92,290 - Prize \$46,145
December 23, 2020 - #B-10434278 - Jackpot \$167,250 - Prize \$83,625
December 25, 2020 - #B-10293298 - Jackpot \$222,715 - Prize \$111,357.50
December 26, 2020 - #A-11217490 - Jackpot \$594,055 - Prize \$297,027.50

The World Juniors 50/50 jackpot was over half a million dollars on Boxing Day! Albertans have given big this holiday season – proceeds from the online 50/50 have surpassed \$530,000. That money will stay in Alberta and be invested into grassroots hockey initiatives.

As Canada gets its 2021 IIHF World Junior Championship started, Albertans have the chance to win big with the online 50/50 draw. Hockey Canada, in partnership with the Hockey Alberta Foundation, wants to ensure fans can be part of the World Juniors even if they can't be in the building, while at the same time leaving a meaningful legacy for grassroots hockey across the province.



Winning Numbers

January 4, 2021 - #A-22133645 - Jackpot \$10,583,345 - Prize \$5,291,672.50

One last time! The New Year's Eve jackpot went unclaimed, so the final World Juniors online 50/50 will open at more than \$1.9 million. Buy your tickets starting at 9 a.m. MT at [HockeyCanada.ca/5050](#).


Yesterday's winning ticket is listed above – check your tickets and email [5050@hockeycanada.ca](#) if you have the winning ticket.


Albertans continue to give big this holiday season – proceeds from the online 50/50 have surpassed \$11.1 million. That money will stay in Alberta and be invested into grassroots hockey initiatives.

ECONOMIC IMPACT

The combined spending through participants, stakeholders and the local organizing committee in Edmonton totaled:

\$30,002,204 Economic Activity

 **\$16,324,695** Combined Spending

 **\$16,251,816** Total GDP generated





FINAL RESULT

 **UNITED STATES** 

 **CANADA** 

 **FINLAND** 

4. **RUSSIA** 

5. **SWEDEN** 

6. **GERMANY** 

7. **CZECH REPUBLIC** 

8. **SLOVAKIA** 

9. **SWITZERLAND** 

10. **AUSTRIA** 



THANK YOU

SEE YOU NEXT YEAR