

**Board of Directors
November 15, 2005
E-Mail Vote results**

Motion: Moved by L. Hoffman **Carried**
To approve OUA's request (see below) to move the venue/date of the 2007 Vanier Cup from Ivor Wynne Stadium at Hamilton on Saturday November 24th, to SkyDome at Toronto on Friday November 23rd in order to partner with the CFL and the Toronto Argonauts and stage the event in conjunction with the Grey Cup, scheduled for November 25th at SkyDome.

Background:

The Vanier Cup was awarded to OUA at Hamilton for November 24, 2007 and 2008. If the CIS Board approves the move to Toronto for 2007, the 2008 event would return to Hamilton.

CIS staff have had meetings with the OUA and the CFL to discuss the partnership.

CIS has floated the idea of partnering with the CFL on a joint weekend of football celebrations (Vanier and Grey Cups) for many years. The 2007 game is an excellent opportunity to pilot the joint hosting, and test the waters.

The Vanier Cup / Grey Cup model provides an opportunity to celebrate the game and provide greater exposure to the CIS and Vanier Cup brands.

CIS expressed concern to the CFL that Vanier does not become the little game which could get lost in the big game. CFL Commissioner Tom Wright indicated that the CFL would be mindful of the CIS concern of positioning. The CFL indicated it is not in their interest to see the profile of Vanier Cup slide in any way.

We anticipate a strong and positive reaction in the media to the joint Vanier Cup / Grey Cup model.

We anticipate a strong reaction by student-athletes who participate in the Vanier Cup in that they get to play in the covered dome and they will have the opportunity to participate in the Grey Cup action.

CFL and CIS would work together to ensure that sponsor servicing is not compromised. This may involve late night painting and stripping of logos from the field.

Given that the demand for hotel rooms on a Grey Cup weekend is high, if this motion is approved by the CIS board, the OUA would move to immediately secure a large block of hotel rooms for CIS, participating teams, family, friends, fans, and sponsors.

This is an excellent opportunity to build on the Vanier Cup and CIS brand.

Given that the 2007 game is 2 years away, there is sufficient time to plan and uncover solutions to some of the logistical issues which are bound to arise.

The SkyDome venue is large so that having sufficient dressing room space should not prove to be a problem.

If TSN covers the Vanier Cup and CBC the Grey Cup, both broadcasters can co-exist in the same building, and in fact the TSN production of Vanier could be enhanced.

With respect to Vanier Cup ticket sales:

- Upper bowl seats could be purchased as tickets for Vanier Cup only, without the need to buy a Grey Cup ticket.
- Most lower bowl tickets (about 30,000) would be bundled and sold as a Vanier Cup / Grey Cup package.
- A block of lower bowl seats (in the neighbourhood of 500 or so) would be secured by OUA for Vanier Cup ticket sales only. These would be for OUA and CIS so sponsors, university presidents and VIPs aren't sitting up in the upper bowl.

OUA and CIS would have a corporate box for entertainment and hospitality.

Given that the national media will be out in force for the Grey Cup, the Vanier Cup can expect to receive enhanced coverage.

The OUA/CIS would work with the CFL to develop a schedule for surrounding events (All-Canadian awards, etc.) which do not conflict with one another).

The scheduling of the Vanier Cup on Friday night as opposed to Saturday afternoon would mean participating teams would have about 16 to 18 hours less rest and recovery time from the Bowl Games. If this is a big issue, consideration could be given to hosting the Bowl Games on the Friday PM.

The 2007 event in Toronto would be managed by the same group that would manage it in Hamilton (OUA and MRX).

The CFL is very excited about this opportunity to celebrate the uniqueness of Canadian football.

The calibre of the game day facility and practice venues are excellent.

What tipped the scales in favour of the OUA over the QSSF bid for the 2007 and 2008 Vanier Cups was the slight edge OUA offered through financial enhancements. These enhancements would be unchanged with the proposed change of venue.

OUA Motion:

The following recommendation has been made by the OUA Management Committee:

"To host the 2007 Vanier Cup at the Rogers Centre in Toronto, Ontario on the evening of Friday, November 23, 2007 subject to the approval of the CIS Board of Directors."

Moved: Peter Hellstrom

Seconded: Peter Baxter

Background:

OUA and MRX would honour all financial commitments as outlined in its approved bid submitted to the CIS on May 13, 2005. OUA and MRX would work with the CIS staff to finalize hosting agreements prior to December 15, 2005.

It should be noted that the OUA and MRX is not requesting to change the weekend of the Vanier Cup, just the venue and to play the game on Friday evening. This a great opportunity to increase brand awareness of both the CIS and Vanier Cup. This is an opportunity to raise the profile of University Football not just the week of the event but from September through November across Canada. In addition, this opportunity will provide more media at the Vanier Cup.

OUA and MRX will host the 2008 Vanier Cup at Ivor Wynne Stadium on Saturday, November 22, 2008.