



# CANADA'S 100 YEAR-OLD START UP

BUILDING A WINNING CULTURE



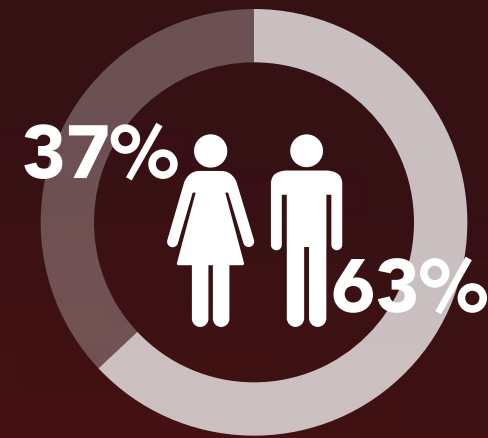
**OUR AMBITION IS CLEAR.**

**TO BE THE BEST IN THE WORLD.  
AND THE BEST FOR CANADA.**

# BASKETBALL IS CANADA

**6,213,000+**

People follow basketball or attend basketball events in Canada



65+	86
50-64	100
35-49	119
25-34	107
18-24	124

**1 IN 4**

Basketball Fans were not born in Canada. They are likely to be from the eastern side of the globe, basketball is very popular in a number of Asian countries.

**9** Years is the average length of time they are living in Canada

**76%**  
ARE HOMEOWNERS

**63%**  
ARE MARRIED  
*(INDEX:108)*

**62%**  
ARE PARENTS  
*(INDEX:107)*

**31%**  
ARE BUSINESS PROFESSIONALS  
*(INDEX:123)*

**44%**  
UNIVERSITY DEGREE OR HIGHER  
*(INDEX:119)*

**54%**  
EMPLOYED FULL-TIME  
*(INDEX:118)*



## AUDIENCE INSIGHTS

- 45% speak a language other than English
- 40% more likely to be South Asians
- 38% more likely to be West Asians
- 34% more likely to be Filipinos
- 31% more likely to be Koreans

- 42% have children under 18 in the household
- 53% are more likely to become a parent in the next 12 months
- 48% are more likely to start their own business in the next 12 months

Source: Vividata Winter 2019 (Sports) vs follow/attend professional sports events - Basketball



#1

Most participated sport  
among ages 12-17



#1

Coollest sport among  
ages 18-24



#1

Most gender parity of all  
team sports

# CANADA IS A BASKETBALL NATION

# CANADA IS A TALENTED BASKETBALL NATION

250+

Canadians playing for Division 1 NCAA Schools

130

Canadians playing European Pro Basketball

45

Canadians playing North American Pro Basketball

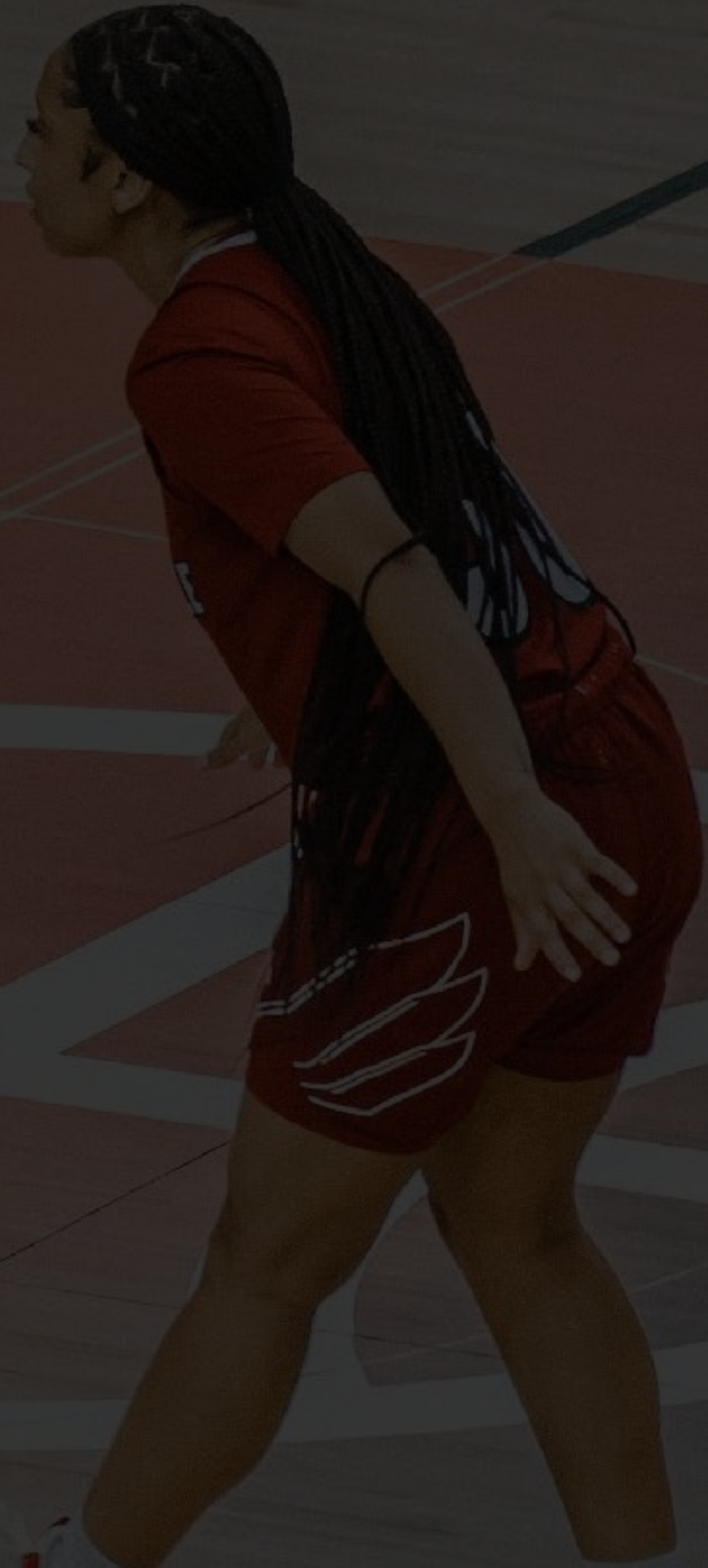


**CLEAR AMBITION.  
LOTS OF INTEREST.  
LOTS OF TALENT.**

**100 YEARS OF ~~PODIUMS.~~**

**WHY?**

airlines™



**STRATEGY FUELS CULTURE**

# WINNING PILLARS

ESTABLISH A STRONG FOUNDATION

## PURPOSE

*DEMONSTRATES OUR  
VALUES & PRINCIPLES*

## PARTICIPATION

*FUELS SPORT GROWTH  
& SKILL CAPACITY*



## PROPERTIES

*CREATES NEW ASSETS  
TO COMMERCIALIZE*

## PODIUMS

*SUPPORTS WINNING ON &  
OFF THE COURT*



# WINNING WHEEL

GET MOVING, FORWARD

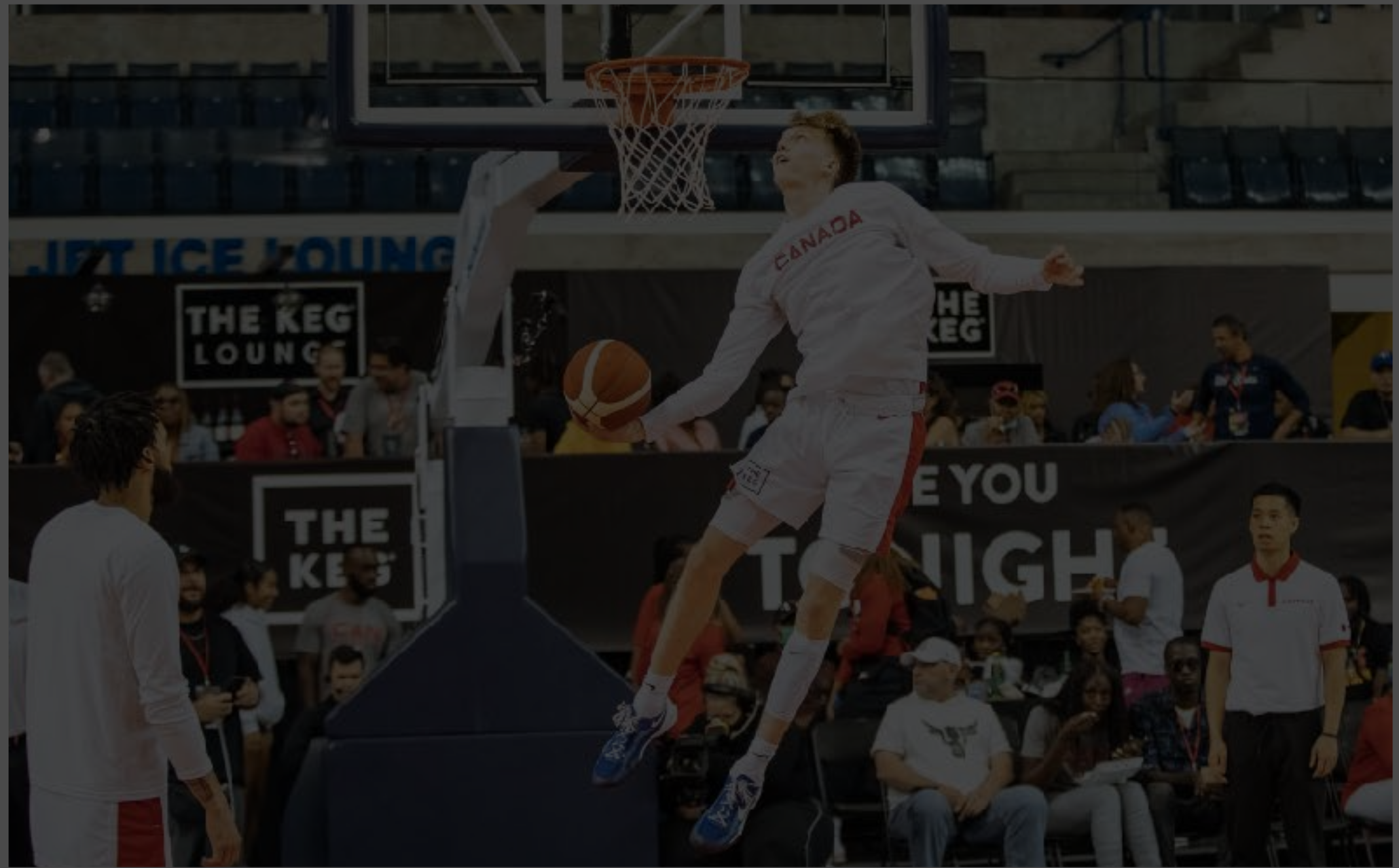
**MORE  
WINNING**

**MORE  
RESOURCES**



**MORE  
STORIES**

**MORE  
DOLLARS**



# CULTURE **IGNITES** OUTCOMES





# WHERE WILL YOU BE?

THE NEXT 'WHERE WERE YOU WHEN?' MOMENT IN CANADIAN SPORTS,  
WILL BE A BASKETBALL STORY.

**OUR** BASKETBALL STORY.  
**YOUR** CANADA BASKETBALL STORY.



# IGNITE A WINNING CULTURE

**CLEARLY DEFINE  
'WINNING'**

**MEASURE YOUR  
TRUTH'S**

**FIND YOUR  
DOROTHY BOYD'S**

# IGNITE A WINNING CULTURE

**SET CRITERIA,  
GIVE PERMISSION**

**BE UNREASONABLY  
CONFIDENT**

**SHOOTERS SHOOT,  
KEEP SHOOTING**



**THANK YOU.**