

# 2026 MEMORIAL CUP



# Memorial Cup – since 1919

- One of the premier hockey championships in the world
- Property of the CHL features champions from the OHL, QMHL, and WHL
  - 60 member teams
- Community-focused event
  - Four teams including the hometown team
  - Week-long community events outside the hockey games

# Timeline



June 14 – Intent to bid document due



September 20 – Formal written bid due



October – Presentation to the Site Selection Committee



Late November – 2026 Memorial Cup announcement

# Lethbridge Memorial Cup Bid Committee



Brian Wichers  
Bid Committee Chair

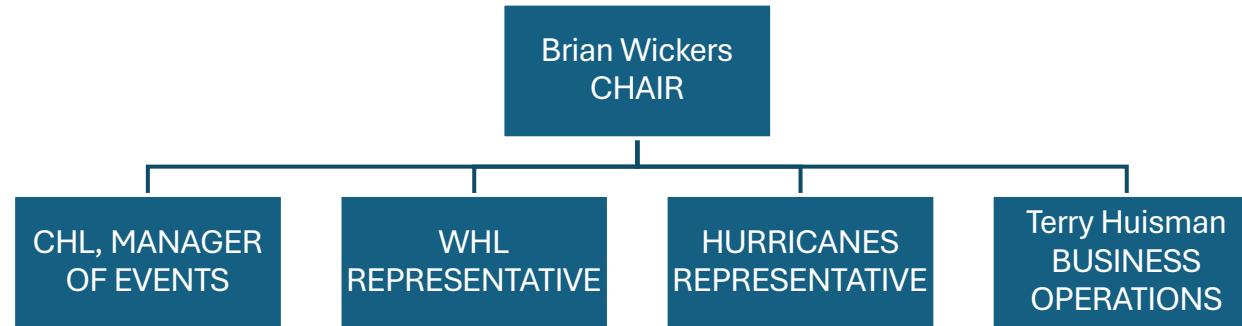


Terry Huisman  
Lethbridge Hurricanes Hockey Club



# 2026 Lethbridge Host Organizing Committee

## LEADERSHIP



## DIRECTORS



# Letters of Support

- ENMAX Centre
- Lethbridge Minor Hockey
- Lethbridge Curling Club
- Lethbridge Soccer Association / Servus Sports Centre
- Lethbridge Police Service
- Lethbridge College
- KidSport Lethbridge/Taber
- Tourism Lethbridge
- Lethbridge Sport Council

# Business Support

- Westco Construction
- Rocky Mountain Equipment
- Wesbridge Construction
- Waste Connections of Canada
- Cavendish
- Vanee Farm Centre
- KB Heating
- Black Velvet
- DA Steel Buildings
- Lethbridge Fasteners
- South Country Coop
- Onside
- Serfas Farms/SFT
- Martin Bros
- Brandt
- Richardson Pioneer
- Fire Safety Services
- Dennis Dirtworx
- McCain
- Two Guys
- Blowers & Grafton
- Brewhouse corporate
- Dairy Queen
- Hudsons
- Tim Hortons
- Safeway
- Save On Foods
- Traxx
- McDonald Nissan
- Murrays
- Kirks Tire
- Kal tire
- VisitLethbridge.com
- Downtown BRZ
- Pure Casino
- Litco Law
- MNP
- Stingham LLP
- Davidson Williams
- ATB Financial

# Benefits to community

## Social Impact

- Lethbridge and region
  - Celebration of our community – business, culture and sport
  - Increased awareness of minor hockey
- Lethbridge Hurricanes
  - Sense of pride and prestige of hosting a national event
  - Potential to increase ticket sales
  - Host team guaranteed participation in the tournament

## Legacy

- Hockey/sport
- Sport tourism
- Community



# Benefits to community

National media coverage

Contribute to hosting resume

Economic Impact (as generated by Sport Tourism Canada STEAM)

Total projected for Lethbridge \$10,486,455

Total projected for Alberta \$12,182,816

Projected direct and indirect economic output for Lethbridge \$9,253,136

# Bid and event details

10 day event either  
May 20 – 31 or May  
27 to June 8, 2026

Grant funding  
required by  
November 2024

There is no bidding  
fee.

There is no cost to  
the City of  
Lethbridge if we  
are unsuccessful.

Main event venue –  
ENMAX Centre

## Community events

- Servus Sports Centre
- ENMAX Centre parking lot

# Budget

<b>REVENUE</b>	
Ticket packages	\$2,870,000
Sponsorship and event	\$400,000
City of Lethbridge	\$1,250,000
Province of Alberta	\$1,500,000
<b>TOTAL REVENUE</b>	<b>\$6,020,000</b>
<b>EXPENSES</b>	
Game operations	\$700,000
Team costs	\$875,000
Events	\$600,000
Marketing	\$550,000
Building operations	\$860,000
GST	\$60,000
Committee legacy	\$300,000
Contingency	\$250,000
Hosting fee's	\$1,575,000
City of Lethbridge gift in kind expenses	\$250,000
<b>TOTAL EXPENSES</b>	<b>\$6,020,000</b>

# Request

- Financial support of \$1,250,000 in cash and in kind, to host the 2026 Memorial Cup
- Letter of support from the City of Lethbridge to host the 2026 Memorial Cup

Thank you