



CANADIAN PARALYMPIC COMMITTEE

**2016-2017**

**CORPORATE ANNUAL REPORT**





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## ABOUT THE CANADIAN PARALYMPIC COMMITTEE

The Canadian Paralympic Committee is a non-profit, private organization with 27 member sports organizations dedicated to strengthening the Paralympic Movement.

The Canadian Paralympic Committee's vision is to be the world's leading Paralympic nation. Its mission is to lead the development of a sustainable Paralympic sport system in Canada to enable athletes to reach the podium at the Paralympic Games.

By supporting Canadian high performance athletes with a disability and promoting their success, the Canadian Paralympic Committee inspires all Canadians with a disability to get involved in sport through programs delivered by its member organizations.

**For more information, visit [www.paralympic.ca](http://www.paralympic.ca)**

# A MESSAGE FROM THE PRESIDENT

As we close out what has been a tremendous summer Games quadrennial spanning 2012 to 2016, it is a great pleasure and privilege for me to celebrate the progress and advancement of the Canadian Paralympic Movement throughout this dynamic, action-packed period of time – and to offer my congratulations to all involved.

Team Canada's strong results on the field of play at the Paralympic Games in London, Sochi and Rio are cause for celebration for all Canadians. Our world-class athletes, coaches and support teams are second to none in their dedication to excellence. None of their success would be possible without the commitment of our member sports, performance partners and corporate and government partners – thanks to all of them.

In 2014, we refocused our strategy and developed a framework to be world leading by 2022. While this emphasis is now starting to pay dividends, we must continue to forge ahead with accelerated commitment to improve at a rate faster than our competitor

nations. For myself personally, having gone from serving as Chef de Mission in London 2012 to CPC President, I can attest to the ever-increasing professionalization and capacity of the CPC staff and Board, along with that of our sports.

I would like to thank all the members of Board of Directors of the Canadian Paralympic Committee for their dedicated leadership. In addition, the numerous committees that have spearheaded advances in areas such as coaching, sport development, high performance, fundraising, marketing, education and athlete advocacy.

Leadership, partnerships and ethics are the pillars that have driven the CPC to the place we find ourselves today, underpinned by strong values and governance. We will continue advancing forward with purpose, together working as a community to further the Paralympic Movement in Canada.

**GAÉTAN TARDIF, PRESIDENT**  
CANADIAN PARALYMPIC COMMITTEE

“

**LEADERSHIP, PARTNERSHIPS AND ETHICS ARE THE PILLARS THAT HAVE DRIVEN THE CPC TO THE PLACE WE FIND OURSELVES TODAY, , UNDERPINNED BY STRONG VALUES AND GOVERNANCE.**”



**GAÉTAN TARDIF**  
PRESIDENT



# A MESSAGE FROM THE CEO

**“ WE BELIEVE THAT TRUST-BASED RELATIONSHIPS, LEADERSHIP AND CULTURE WILL CONTINUE TO DRIVE RESULTS AND SERVE TO SOLIDIFY THE FOUNDATION FOR OUTSTANDING WORK GOING FORWARD IN TO 2022. ”**



**KAREN O'NEILL**  
CEO

The end of the 2016-17 year marks the end of a summer quadrennial where we had put stakes in the ground on a number of key initiatives: on a revised performance strategy leading to 2022, as well as significant development in each of the program areas, which came to fruition at the end of the quad.

Rio in particular was a very successful Games. This was seen in terms of the performance that was delivered across a number of sports, including some breakthrough results that benefited from targeted investment and a closer working relationship with many of our sports. We continue to focus on solutions-based investment in targeted areas for our athletes and coaches.

We have also focused on telling the stories of our athletes. Investing in creative strategies with our media and advertising partners on unique initiatives like the Canadian Paralympic Broadcast and Digital

Consortium and the ParaTough campaign enabled us to share with more Canadians than ever before the stories of our resilient athletes who are world class in their performance.

Corporate and government partners continue to provide invaluable support to Team Canada. The support is both financial and moral, an affirmation of the leadership and commitment to our athletes and coaches at all levels – whether at the Games or earlier on the Paralympic pathway – and for this we are deeply grateful.

Looking ahead, the sport landscape is changing quickly. Exciting opportunities exist for those who are agile and focused. We believe that trust-based relationships, leadership and culture will continue to drive results and serve to solidify the foundation for outstanding work going forward in to 2022.

**KAREN O'NEILL, CEO**  
CANADIAN PARALYMPIC COMMITTEE



# SPORT

GAMES, HIGH PERFORMANCE,  
SYSTEM DEVELOPMENT AND  
EDUCATION

THIS YEAR, THE CANADIAN PARALYMPIC COMMITTEE'S SPORT DEPARTMENT FOCUSED COMPREHENSIVELY ON DELIVERING A SUCCESSFUL ENVIRONMENT FOR TEAM CANADA TO PERFORM AT THE RIO 2016 PARALYMPIC GAMES, WHILE ALSO CONTINUING STRATEGIC PLANNING FOR PYEONGCHANG 2018, TOKYO 2020 AND BEYOND.

TARGETED INVESTMENTS IN HIGH PERFORMANCE, COACHING AND DAILY TRAINING ENVIRONMENTS, AS WELL AS EDUCATION, EQUIPMENT AND ATHLETE IDENTIFICATION INITIATIVES, WERE ALSO PRIORITIZED.





# RIO 2016: TOP PERFORMANCES

Team Canada had a very successful performance at the Rio 2016 Paralympic Games Sept. 7 to 18, finishing with 29 medals (eight gold, 10 silver, 11 bronze) to rank 14th among nations in the total medal count – surpassing the team’s performance goal of top 16.

The Rio 2016 Canadian Paralympic Team, led by Chef de Mission Chantal Petitclerc and Assistant Chef de Mission Norm O’Reilly, was comprised of 162 athletes competing in 19 sports.

“ TO ALL OUR ATHLETES – CONGRATULATIONS AND WELL DONE. MANY ACHIEVED LIFETIME BESTS, OTHERS FOUGHT HARD AND FELL SHORT OF THEIR GOALS, AND I ADMIRE THEM ALL. THE BAR IS CONTINUOUSLY BEING RAISED IN PARALYMPIC SPORT AND THE DEPTH OF FIELD CONTINUES TO INCREASE WITH EVERY GAMES. TEAM CANADA’S ATHLETES ARE OUTSTANDING ROLE MODELS FOR ALL CANADIANS AND I AM PROUD OF ALL 162 OF THEM.

THANK YOU ALSO TO ALL THE FRIENDS AND FAMILY, GOVERNMENT AND SPORT PARTNERS, AND CORPORATE SPONSORS AND SUPPLIERS, AS WELL AS MEDIA PARTNERS WHO HAVE SUPPORTED TEAM CANADA EVERY STEP OF THE WAY. NONE OF THIS WOULD BE POSSIBLE WITHOUT YOU. ”

– CHEF DE MISSION, CHANTAL PETITCLERC





# PERFORMANCE HIGHLIGHTS

Triple gold medallist swimmer Aurélie Rivard, competing in her second Paralympic Games at age 20, was named Team Canada's Closing Ceremony flag bearer for her accomplishments. Rivard won gold in both the S10 50-metre freestyle and the S10 400-m freestyle, setting world records in each. She also won the S10 100-m freestyle in Paralympic Games record time and won silver in the S10 200-m individual medley.

Four Canadian medallists were under age 20: Liam Stanley (athletics), Tess Routliffe (swimming), Nicholas-Guy Turbide (swimming) and Stefan Daniel (triathlon).

The cycling team had its best Paralympic Games ever, with nine medals. Tristen Chernove emerged as a new star with three medals – gold, silver and bronze.

Sprint stars Michelle Stilwell and Brent Lakatos were multiple medalists in wheelchair racing. Stilwell won two golds and Lakatos won gold, silver and two bronze.

Two sailing crews went home with medals: a silver for the two-person keelboat (SKUD18) and a bronze for the three-person keelboat (Sonar).

Canada won its first-ever Paralympic medal ever in rowing, a bronze.

Canada medalled in one of the two new Paralympic sports of canoe-kayak and triathlon: a silver in triathlon by Stefan Daniel.

Five-time Paralympic swimmer Benoit Huot won his 20th career Paralympic medal, a bronze.

Swimmer Katarina Roxon of Newfoundland and Labrador won gold in her third Paralympic Games, her first Paralympic medal.





# RESULTS ANALYSIS

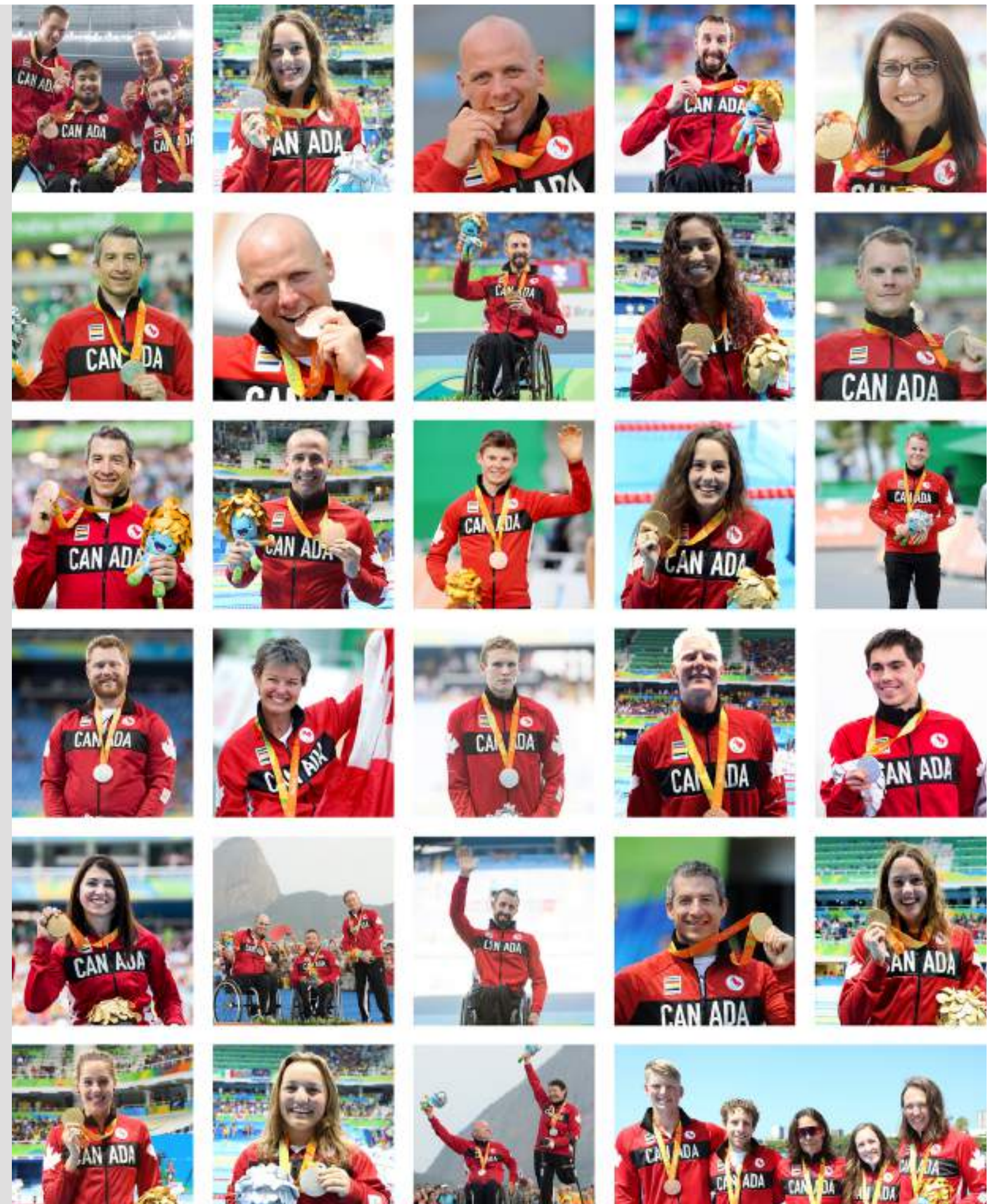
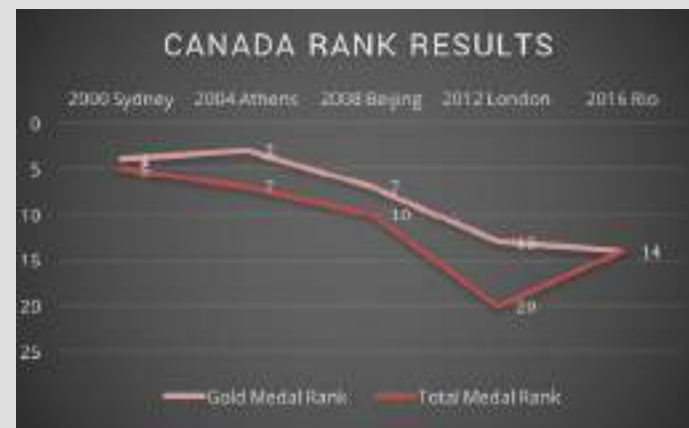
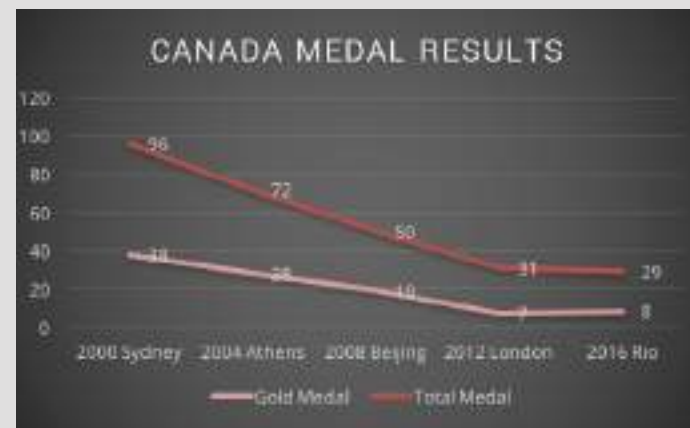
## THE RIO 2016 PARALYMPIC GAMES SAW CANADA FINISH IN A SIMILAR POSITION TO THE LONDON 2012 PARALYMPIC GAMES IN THE MEDALS TABLE.

In London, Canada finished with 31 total medals including seven gold; while in Rio, Canada dropped two medals overall to 29 total, while gaining one additional gold for a total of eight gold medals. In the rankings for total medals, Canada decreased from a rank of 13th in London to 14th in Rio – but did improve on its gold medal ranking, finishing 14th in Rio, up from 20th in London.

It is encouraging to observe that the drop in Canada’s results as seen at past Paralympic Games has now been stabilized, even as the depth of field and the number of different countries winning medals both continue to increase.

It should also be noted that NPC Russia was banned from the Rio 2016 Paralympic Games. In London, Russia finished second in the gold medal count and third in total overall medals. As well, Rio marked the first-ever Paralympic Games with Canada’s team sports in a rebuilding or development phase.

While none of Canada’s team sports won a medal in Rio, we had more than ever before qualify for the Games and compete. Our team sports in Rio included men’s and women’s wheelchair basketball, wheelchair rugby, men’s and women’s goalball and women’s sitting volleyball.



# PREPARATIONS FOR PYEONGCHANG 2018 AND BEYOND



THE PARALYMPIC WINTER GAMES  
ARE SET FOR MARCH 9 TO 18, 2018  
IN PYEONGCHANG, SOUTH KOREA

In preparation for PyeongChang, the Canadian Paralympic Committee continues to maintain a positive working relationship with the PyeongChang Organizing Committee for the Olympic & Paralympic Winter Games (POCOG), as with our winter sport NSOs and performance partners.

We are also collaborating with the Canadian Olympic Committee in the area of Games operations and high performance.

Canada expects to send a full team competing in all sports to PyeongChang, led by Chef de Mission Todd Nicholson, with qualification and test events beginning in March 2017. Several site visits to both PyeongChang and Tokyo have already proven valuable for both NSOs and the CPC.



## INVESTMENTS IN COACHING

This year we continued to collaborate with our sport partners to invest CPC support in a number of targeted coaching positions to optimize high performance. Sports receiving support for coaching positions included athletics, swimming, alpine, Nordic and cycling.

## ENHANCING THE DAILY TRAINING ENVIRONMENT

CPC's high performance staff continued to work with targeted sports and Own The Podium to enhance daily training environments for athletes and coaches. Recipient sports included alpine, Nordic, snowboard, sledge hockey, curling, athletics, cycling, swimming, wheelchair rugby and wheelchair basketball. Targeted support also went towards equipment and familiarization/test events.





# #PARATOUGH

THE GAMES ARE TOUGH

## HIGH PERFORMANCE ATHLETE DEVELOPMENT

### THE PARALYMPIAN SEARCH

This year, the CPC high performance team hosted two Paralympian Searches in partnership with the Canadian Sport Centre Atlantic in Halifax, N.S. and INS-Quebec and Défi Sportif in Montreal, Que.

Both were very successful events for athlete identification, with a total of 51 participants (27 in Halifax and 24 in Montreal). The Halifax event also welcomed a documentary crew from AMI-tv which resulted in a one-hour television show entitled, "Are you Paratough?"





# EDUCATION INITIATIVES

## PARALYMPIC SCHOOLS WEEK

The 2016 edition of Paralympic Schools Week took place April 25 to 29 across Canada.

Highlights included 40 athlete visits to schools across the country, which were met with great enthusiasm from all schools. Of note, 11 visits took place in Northern British Columbia, supported by viaSport and the Northern Sport Accessibility Initiative: Our Toronto 2015 Chef de Mission, swimmer Elisabeth Walker-Young, toured six B.C. communities and visited with over 2,500 children. All registered schools also received our classroom resources.

## BY THE NUMBERS: PARALYMPIC SCHOOLS WEEK 2016

- 207 schools registered, 40 athlete visits (14 Paralympic athletes)
- 8 visits in Quebec in partnership with Jouez gagnant
- 11 schools visited in Northern B.C. (viaSport & Northern Sport Accessibility Initiative) including 6 communities, 2,590 students, and 7 schools with 50% or more First Nations populations.



## PARALYMPIC FUNDAMENTALS PHYSICAL LITERACY RESOURCE

Our pioneering online tool was updated this year and now contains more interactive modules as well as 25 professional videos with step-by-step explanations of how to implement the various activities. A promotional video narrated by Chantal Petitclerc was also developed and was used to promote the updated version.

## RIO 2016-THEMED ACTIVITY PLANS

To capitalize on the excitement around the Rio 2016 Paralympic Games, we developed a series of Rio 2016-themed activity plans for teachers to bring the Paralympic spirit into their classrooms. The content was planned carefully to feature a special spotlight on sports and athletes who would be prominent throughout the Rio Games. Social media promotions during the Games were beneficial in increasing page views of the materials.



# SPORT DEVELOPMENT INITIATIVES



**THE 2016-17 SYSTEM DEVELOPMENT FUND DISBURSED A TOTAL OF \$150,000 IN FUNDS TO 21 SPORT ORGANIZATIONS OR CLUBS IN 2016. FOR 2017-18, THE FUND WAS RENAMED THE PARALYMPIC SPORT DEVELOPMENT FUND, REFLECTING THE FACT THAT CRITERIA WERE ADJUSTED TO BE MORE TARGETED AND SPECIFIC TO ENSURE PATHWAY ALIGNMENT. THE CALL FOR APPLICATIONS WENT OUT IN JANUARY 2017.**



## PARALYMPIC SPORT DEVELOPMENT FUND

The fund targets initiatives designed to enhance support for development initiatives in areas such as athlete recruitment, coaching, competition, daily training environments and equipment. Funding amounts of between \$5,000 and \$15,000 will be available.

## PROVINCIAL PROGRESS ON PARASPORT POLICY

Targeted support in Ontario is ongoing with the development of an Ontario Parasport Strategy. The Ontario Parasport Collective was formed in mid-2016 with representation from across the provincial sport sector, including the Ministry of Tourism, Culture and Sport. Significant progress has been made with a draft presented to the Ontario government in December 2016. While the Ontario work continues to move forward, focus is also moving towards British Columbia as a key province with strong readiness to enhance parasport policy and programs. Discussions are ongoing among partners to advance common areas of collaboration.

## PARASPORT JUMPSTART FUND

The fund, in collaboration with Canadian Tire, supports the costs of sports and recreational programs for children with a disability aged four to 18, who are financially disadvantaged. Funds may be used towards registration, transportation and equipment. In 2016, a total of \$150,000 (including \$75,000 matching funds from Jumpstart) was allocated to six community partners selected from across the country.

## CHELSEY GOTELL ELECTED TO IPC ATHLETE COUNCIL

During the Rio 2016 Paralympic Games, CPC Athlete Council vice-chair Chelsey Gotell was announced as having been elected to the International Paralympic Committee Athlete Council, the collective voice of Paralympic athletes. "I'm really passionate about the athlete movement having a voice and being a voice," said Gotell, at a press conference at the Olympic Aquatics Stadium in Rio. "Making sure that athletes' voices are heard at the highest level of sport and that their opinions are valued and incorporated into the policy and planning moving forward."



***COMMUNICATIONS  
AND BRAND MARKETING***





## ***ELEVATING THE AWARENESS AND VALUE OF THE BRAND***

**WITH A STRONG FOCUS ON BROADCAST AND DIGITAL COVERAGE, SOCIAL MEDIA, EARNED MEDIA, BRAND MARKETING AND ISSUES MANAGEMENT, 2016 RESULTED IN CPC CONTINUING TO ELEVATE THE AWARENESS AND VALUE OF THE PARALYMPIC BRAND IN CANADA.**

As we evolved and refined our strategy over the past quadrennial, it is clear that our success can be attributed to the following factors: innovation, creativity and consolidated multi-platform delivery, driven by a focused content strategy.

The strategy was well orchestrated and nimble enough to adapt to the changes in trends and environment.

Our strategy was bold and in many cases, world leading. Strong synergies, collaboration and alignment among all contributors (media partners, sponsors, influencers, NSOs and Team Canada members) resulted in us achieving what we had set to do – and more.

### **CORPORATE COMMUNICATIONS**

CPC's reputation remains strong, thanks to CPC spokespeople who continue to be consistent, on point, credible and authoritative with speaking points and interview preparation.



# PARALYMPIC BROADCAST AND DIGITAL MEDIA CONSORTIUM

OUR UNIQUE CONSORTIUM MODEL WAS THE DRIVING FORCE BEHIND OUR SUCCESSFUL CONTENT STRATEGY FOR OUR 2016 PARALYMPIC GAMES AWARENESS CAMPAIGN.



With over 1,200 hours of Paralympic Games content spanning traditional broadcast networks (free to air television, sports and disability niche networks and radio) to digital platforms (desktop and mobile) and social media channels (Facebook, Twitter, Instagram), Canadians witnessed unprecedented multi-platform coverage of the Games.

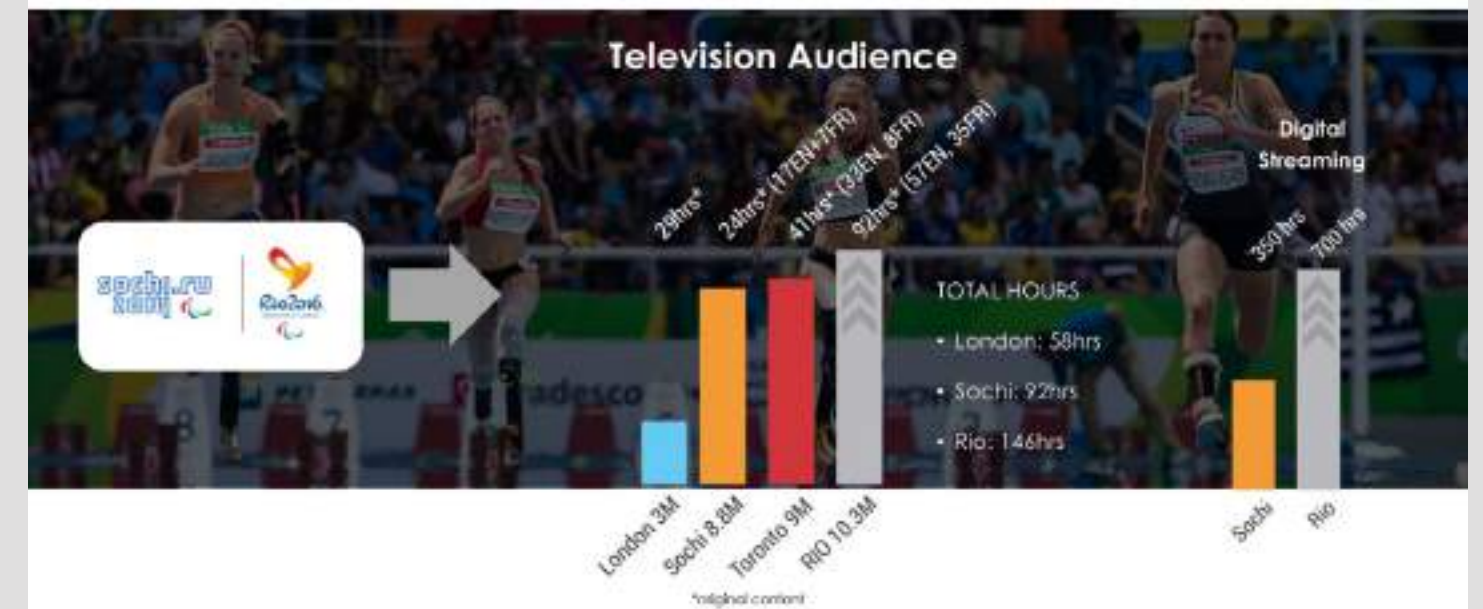
In the lead up to the Games, the CPC team worked with all of our current partners and other non-Paralympic partners to secure investments in the CPC-led Paralympic Broadcast & Digital Media Consortium program.

Our thanks to the following partners who contributed to the project: CIBC, Air Canada, Canadian Tire, Sport Chek, Bell Canada, Petro-Canada, McDonald's, Visa and Nissan.

In addition to achieving record performances on our media partners' platforms, the Consortium model allowed the CPC to significantly grow our fan base, bringing added value to sponsors and increased awareness to key programs such as sport recruitment and fundraising initiatives.

## GROWTH OF PARALYMPIC BRAND

Since the inception of the Paralympic Media Consortium...



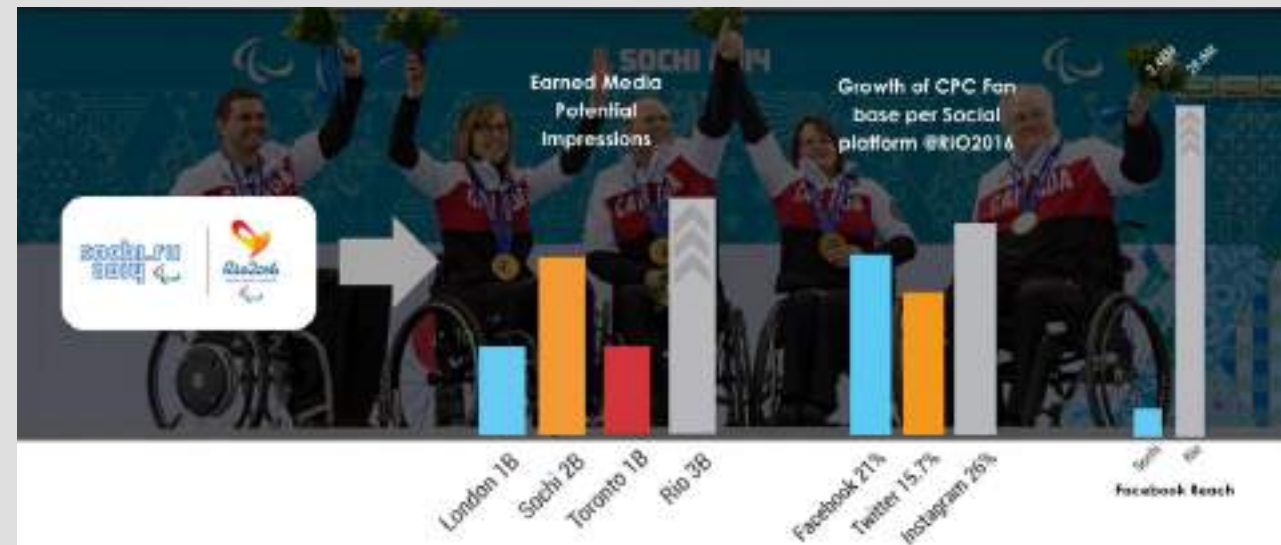




## BREAKING NEW GROUND IN DIGITAL

In 2016, we introduced three new social media partners to the Consortium: Facebook, Twitter and Videogami.

Videogami brought a delivery technology and new interactive video technologies to the table. On Facebook, the CPC launched its Team Canada Live Video moments during Rio2016, generating a total of 16.7 million impressions, more than half of our total Facebook audience reach of 26.8 million. CPC's Twitter saw a total 99.4 million impressions through Team Canada video moments, also half of the total audience reach during the Games. The success of these strategies generated an overall increase in fan base of 21% (Facebook) and 15.4% (Twitter).



The Rio 2016 Paralympic Games set a phenomenal new benchmark for media coverage of the Canadian Paralympic Team, with a record 3.4 billion Games-time media impressions and 3.7 billion total for the first half of the year (Q1 and Q2).

## KEY PARALYMPIC BROADCAST & DIGITAL MEDIA CONSORTIUM HIGHLIGHTS INCLUDED:

- Strategic partnerships with key media and sponsors;
- Creative alignment and cross-platform sharing for Canada-wide connection led by CPC;
- Full network storytelling (Programming, News, Music, Kids, Sports, National & Regional, Digital);
- Sponsor brand integration on custom creatives and key content across all platforms;
- Over delivery on new social strategies (Facebook Live and Twitter highlights);
- Stronger market infiltration via non-rights holder media showcasing video coverage of Paralympic events;
- Leveraging opportunities to extend awareness of CPC programming, sponsors and NSOs.

# RIO 2016 MEDIA TOUR

HALIFAX, MONTREAL, VANCOUVER, CALGARY, OTTAWA, TORONTO



**THE ROAD TO RIO MEDIA TOUR FEATURING OUR RIO 2016 CHEF DE MISSION CHANTAL PETITCLERC AND TEAM CANADA HOPEFULS WAS A NEW AND AMBITIOUS PR INITIATIVE FOR THESE GAMES THAT SPARKED INTEREST AND AWARENESS AT EVERY STOP. LOCAL DIGNITARIES, ATHLETES AND CLUBS APPRECIATED THE CHANCE TO CONNECT WITH CHANTAL, WHILE MEDIA TOOK INTEREST IN HER AND THE PARALYMPIC GAMES EVERYWHERE SHE WENT.**

# PARA FLIP-FLOPS CAMPAIGN



Alexandre Dupont from our para-athletics team was designated as our Para Flip-Flop brand ambassador and was featured in print and digital ads in the lead-up to the Rio 2016 Paralympic Games on CPC's digital platforms.

Canadians were encouraged to purchase their own pair of Para Flip-Flops and to share their best Para Flip-Flop photos on social media on National Flip-Flop Day, June 17, with the hashtags #ParaFlipFlops and #ParaSandales.

Through a public relations initiative to promote the campaign, the CPC targeted 50 influential Canadians with a goal of gaining their support. In turn we shipped them each a pair of flip-flops along with a personal letter from Chantal Petitclerc, our Rio 2016 Chef de Mission, inviting them to post a photo sporting their #ParaFlipFlops on social media.

## TOP POSTS: PARA FLIP-FLOP CAMPAIGN

Top tweet with a fan base of 2.4 million potential impressions was William Shatner.



Top Instagram post with 1,219 potential impressions was Joannie Rochette.





## BRAND CAMPAIGN #PARATOUGH TRAINING SERIES

Led by agency partner BBDO, CPC launched a campaign promoting athlete training and the work done by Team Canada athletes in the lead up to the Rio 2016 Paralympic Games – entitled the “ParaTough Training Series.”

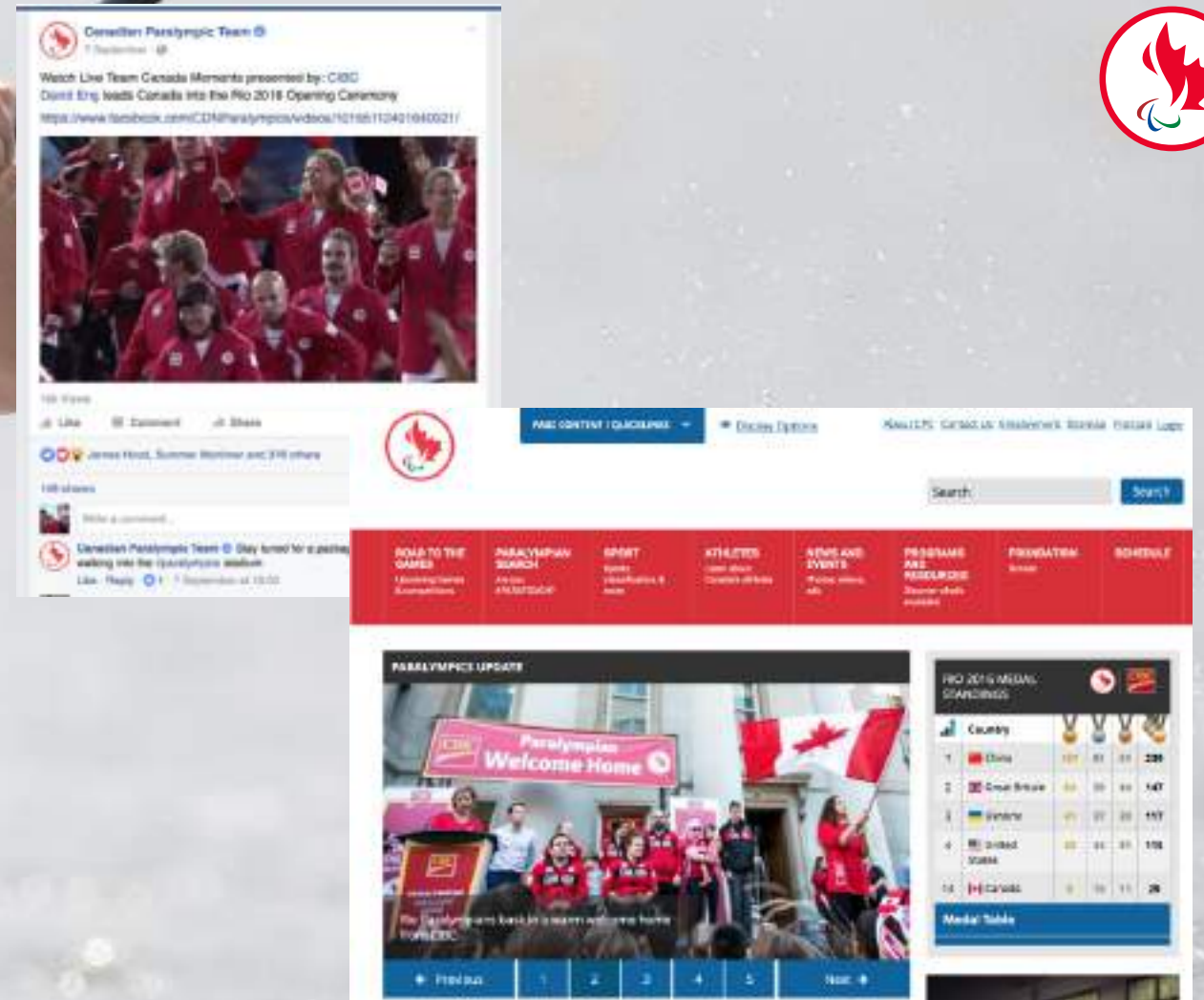


### BRAND CAMPAIGN REACH





# DIGITAL AND SOCIAL MEDIA



CPC is now putting increased emphasis on content creation for our platforms. Fresh, original website articles this year included Paralympic-specific sponsor features, athlete features, awards and honors, results wraps, a 2016 year in review and a look-ahead to 2017.

PLATFORM	Q1	Q2	GAMES-TIME	Q3	Q4
WEBSITE	Page views: 183,703	Page views: 317,215	Page views: 1,200,000	Page views: 179,787	*

Our social media channels continue to increase in performance as we increased the volume of brand content by 200% compared to previous Q3 (2015). Facebook continues to be our strongest platform for engagement.

PLATFORM	Q1	Q2	GAMES-TIME	Q3	Q4
FACEBOOK	Total impressions: 2,532,600	Total impressions: 5,036,139	Total impressions: 28,600,000	Total impressions: 12,395,670	*
TWITTER	Total engagement: 4,599 Total impressions: n/a	Total engagement: 7,573 Total impressions: n/a	Total engagement: 48,230 Total impressions: 200,000,000	Total engagement: 4,356 Total impressions: 486,379	*
INSTAGRAM	Total engagement: 1410	Total engagement: 2,579	Total engagement: 15,848	Total engagement: 5,846	*
YOUTUBE	Views: 8,474	Views: 125,656	Views: 11,017		*

\* Stats in progress at time of production of this report



# **ATHLETE MARKETING AND ALUMNI RELATIONS**

**CPC DELIVERED A WIDE RANGE OF ACTIVITIES TO ENGAGE AND INVOLVE OUR CANADIAN PARALYMPIC ATHLETES AND ALUMNI IN GENERATING GREATER AWARENESS AND A STRONGER BRAND FOR THE PARALYMPIC MOVEMENT.**

These included the inaugural Team Canada Alumni Celebration Event on Sept. 7 in Toronto, in conjunction with the Opening Ceremony of the Rio 2016 Paralympic Games.

We also planned and executed the athlete relations for key initiatives such as sponsor events, the Team Canada brand campaign, sport-by-sport team announcements and the Rio 2016 Team Canada Celebration.

Athlete feedback on the Rio 2016 Team Canada Celebration:

***"THE HONOUR AND PRIVILEGE ARE WITHOUT EQUAL."***

***"THANK YOU FOR THE AMAZING DAY! IT WAS BY FAR ONE OF THE BEST DAYS OF MY LIFE, INCREDIBLY MEMORABLE."***

***"I LIKED THE COMBINED NATURE OF THE EVENT AND THAT ALL ATHLETES WERE INCLUDED, NOT JUST MEDAL WINNERS. I HAVE BEEN TO THREE PREVIOUS EVENTS AS A MEDAL WINNER, BUT THIS WAS MORE FUN SOMEHOW."***

***"AWESOME TO HAVE PARALYMPIANS AND OLYMPIANS TOGETHER."***





## **CHEF DE MISSION ANNOUNCEMENT PYEONGCHANG 2018**

**ON JAN. 24, 2017, WE WERE PLEASED TO ANNOUNCE THAT FIVE-TIME PARALYMPIAN IN PARA ICE HOCKEY (FORMERLY KNOWN AS SLEDGE HOCKEY) TODD NICHOLSON HAD BEEN NAMED TEAM CANADA'S CHEF DE MISSION FOR THE 2018 PARALYMPIC WINTER GAMES IN PYEONGCHANG, SOUTH KOREA.**

**THE ICE-LEVEL ANNOUNCEMENT AT AN OTTAWA ARENA GATHERED TOGETHER FRIENDS, FAMILY, SUPPORTERS AND MEDIA AS WELL AS ATHLETES FROM A LOCAL SLEDGE HOCKEY CLUB WHO HELPED MEDIA TRY OUT THE SPORT. MEDIA COVERAGE OF THE NEWS WAS WIDESPREAD AND POSITIVE, BOTH LOCALLY AND NATIONALLY – AND WAS THE MOST EVER GARNERED FOR A CPC CHEF DE MISSION ANNOUNCEMENT.**



## **MOVING FORWARD, WE ARE AIMING FOR...**

**INCREASED INVESTMENT IN OUR  
ONGOING CONTENT STRATEGY;**

**GROWING PARTNERSHIP WITH SOCIAL PLATFORM  
MEDIA PARTNERS (FACEBOOK, TWITTER);**

**CONTINUED LEADERSHIP IN PARALYMPIC GAMES  
COVERAGE WITH ENHANCED MODEL FOCUSED ON  
FURTHER DEVELOPING A DIRECT-TO-FAN STRATEGY.**



# REVENUE GENERATION & CORPORATE SERVICES

THE HIGHLIGHT OF 2016 FOR THE PARTNERSHIPS AND REVENUE GENERATION TEAM WAS UNQUESTIONABLY THE RIO 2016 PARALYMPIC GAMES AND THE EXCITING OPPORTUNITIES THESE GAMES PRESENTED FOR HIGH-IMPACT HOSPITALITY, SPONSOR ACTIVATIONS AND EXPERIENCES, FUNDRAISING AND PROMOTIONS.

#FlyTheFlag 

*Proud to fly Team Canada to Rio.*





# **RIO 2016 PARALYMPIC GAMES HOSPITALITY PROGRAM**

CPC hosted a successful executive hospitality program during the Rio 2016 Paralympic Games. Over 25 corporate partners, Paralympic Foundation of Canada donors and government partners attended during the two hospitality waves throughout the awe-inspiring Games in Rio. Attendees included representatives from the Government of Canada, Pfizer, Petro-Canada, Canadian Tire, Bell, Air Canada, Hudson's Bay Company and Fasken Martineau. The action-packed program consisted of attendance at sporting events, cultural tours, a reception at the Canadian Consulate and an Athletes' Village tour.





# PETRO-CANADA FAMILY & FRIENDS RECEPTION IN RIO

THE CPC AND PETRO-CANADA HOSTED THE FAMILY AND FRIENDS RECEPTION AT CANADA PARALYMPIC HOUSE DURING THE FIRST WEEK OF THE GAMES IN RIO.

The evening was a resounding success with over 200 families, friends and athletes in attendance. The gathering also included the official announcement of the renewed eight-year sponsorship agreement between our organizations.

The agreement extends Petro-Canada and the Canadian Paralympic Committee's partnership through to 2024, supporting the Canadian Paralympic Team through upcoming Games, including PyeongChang 2018, Tokyo 2020, Beijing 2022 and the Games in 2024.



**“ THE HIGHLIGHTS OF PETRO-CANADA’S UNWAVERING SUPPORT OF OUR ATHLETES AND COACHES ARE MANY. WHETHER IT’S THE FACE GRANTS FOR ATHLETES AND COACHES, FREE TICKETS FOR LOVED ONES TO WATCH THEIR ATHLETES COMPETE, OR THE NEW PETRO-POINTS FAMILY & FRIENDS PROGRAM, PETRO-CANADA HAS EARNED A GOLD MEDAL IN OUR BOOKS FOR THEIR INVESTMENT IN CANADIAN SPORT.**

**ON BEHALF OF TEAM CANADA, THANK YOU TO PETRO-CANADA AND WE LOOK FORWARD TO WORKING TOGETHER TO ADVANCE THE PARALYMPIC MOVEMENT TOGETHER IN FUTURE YEARS. ”**

**- GAÉTAN TARDIF, PRESIDENT, CPC**





## ***CIBC WELCOME HOME EVENTS***

**FOLLOWING THE RIO 2016 PARALYMPIC GAMES, OUR CANADIAN PARALYMPIANS WERE CELEBRATED BY CIBC UPON THEIR RETURN HOME TO CANADA AT SEVEN LIVELY COMMUNITY EVENTS ACROSS THE COUNTRY.**

Over 65 athletes participated at celebrations in Toronto, Ottawa, Montreal, Halifax, Edmonton, Calgary and Vancouver. Each event was hosted at a local CIBC branch where families, friends, school kids, members of the public and local media gathered to recognize the accomplishments of our Paralympians.





## **@PFIZER.CANADA 20 YEARS OF PARTNERSHIP**

Pfizer Canada and the CPC were thrilled to celebrate 20 years of proud partnership in 2016. In the lead up to the Rio Paralympic 2016 Paralympic Games, to celebrate this milestone, the CPC and Pfizer Canada shared 20 highlights from the past two decades on both organizations' social media platforms.

From the 1996 Paralympic Games in Atlanta to the 2016 Paralympic Games in Rio, Pfizer was there to support our Canadian Paralympic athletes. Those 20 historic moments would not be possible without the support of Pfizer Canada.





# REVENUE GENERATION THROUGH THE PARALYMPIC FOUNDATION OF CANADA



In May 2016, Hudson's Bay Company launched its first-ever Paralympic Foundation of Canada fundraising item, the Para Flip-Flops, sold in Hudson's Bay stores across Canada and online at thebay.com. HBC's official Paralympic retail collection for Rio also included a graphic t-shirt for men and women, a beach towel, a ball cap and a tote bag.

The Para Flip-Flops were priced at \$15, with 30% from the sale of each pair donated to the Paralympic Foundation of Canada. Both CPC and HBC were thrilled with sales, which raised more than \$80,000. The Paralympic flip-flop initiative is poised to continue with 2017 and 2018 versions.

Our annual fall fundraising campaign, "Giving all kids a sporting chance," took place in November and December 2016, with proceeds directed to the Parasport Jumpstart Fund. The fund helps support the costs of sports and recreational programs for children with a disability aged four to 18 who are financially disadvantaged. Thanks to generous donors and \$25,000 in matching funds by Canadian Tire, the campaign raised \$51,340 for the Parasport Jumpstart Fund.





# ***CORPORATE SERVICES***

## **A FOCUS ON DIVERSITY AND INCLUSION**

**Canadian Paralympic Committee corporate services continued to advance the organization through ensuring financial management and oversight, capacity building, risk management, governance and strategic planning.**

Integral to its Forward with Purpose 2022 Strategic Framework, the CPC has undertaken a commitment to mobilize its vision of safe, welcoming and inclusive environments for all in parasport, both on and off the field of play. This full participation should occur regardless of race, ethnicity, gender identity, sexual orientation, ability or language. We are advancing with a staff working group to further shape, frame and operationalize the safe, welcoming and inclusive work environment at the CPC.

# FINANCIAL STATEMENTS

*\*IN PROGRESS AT THE TIME OF PRODUCTION OF THIS REPORT.*



FUNDING PARTNER



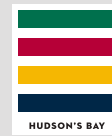
SPORT PARTNERS



PARALYMPIC SPORT MEMBERS



PREMIER PARTNERS



OFFICIAL PARTNERS



OFFICIAL SUPPLIERS



PARALYMPIC SPORT MEMBERS

