



WINTERFEST

WINTERFEST 2024

- 86 teams across 14 divisions
- Total profit of **\$20,638** which is instrumental to providing programming and additional training to athletes
- Increased tournament fees to be on par with other associations
- Sent out post tournament survey with almost all positive results (only minor suggestions for improvement) despite a huge snowstorm & a Sunday morning power outage
- Partnered again with Pierogi House with a discount code that was extremely successful
- A big need for increased volunteer support
- Held a waitlist of 20 teams at various divisions
 - Could not secure any additional ice to accommodate these teams

WINTERFEST 2025

January 9-12

- Ice secured at RIM, AMC, Moses and St. Jacobs
- Potential opportunity to also use Columbia Ice Fields as an additional venue
- Sanctioned Event application submitted to RO
- Goals:
 - Secure lottery license so that we can run 50/50 etc.
 - This could have a huge impact on our revenues
 - Increase volunteer support by mandating slots to teams
 - Have all Waterloo teams attend our home tournament – this request has been made to RO
 - Continue with NRL and University games and other fun and interactive elements during the weekend
 - Increase community buy in