

RBC Sports Day

A national celebration of sport in Canada

The event is an opportunity for all Canadians to celebrate the power of sport, build communities and national spirit and facilitate healthy and active living.



Location	Canada
Organisation	ParticipACTION
Start-end date	2010 – ongoing
Target group	All ages
Reach	Thousands of Canadians through over 1,800 events in the 2013 edition
Partners	Federal government, provincial governments and corporate funders, including RBC, CBC and True Sport
Key facts	47% of Canadians were aware of Sports Day in 2013, and 24% of Canadians aware of the programme participated in at least one way (e.g. playing a sport, attending an event, watching the broadcast).
For inspiration	www.participACTION.com www.cbcsports.ca/sportsday





Summary

RBC Sports Day in Canada is a national celebration of sport, from grassroots to high-performance levels, in communities across Canada. The event was presented by Canada's national sports broadcaster CBC, ParticipACTION, True Sport and RBC as title sponsor. The objectives of Sports Day are to create a more robust sport culture, encourage greater participation in sport and raise the appreciation level for the role that sport plays in fostering a better, stronger society. In order to support and promote local sport and recreation opportunities with the intention of increasing long-term participation, communities in every province and territory are engaged and mobilised to host events.

Keys to success

An event for all

The vision of RBC Sports Day is to reach out to all Canadians, young and old, to build, solidify and celebrate the role of sport in Canada. By engaging national and provincial sporting organisations and their networks of coaches, athletes and volunteers, school communities, recreation facilities, families, workplaces and community leaders, over 1,800 events are held annually.

A wide variety of events

In the week leading up to, and including RBC Sports Day, local organisations, communities and schools across Canada throw open their doors to celebrate sport at the local level, and help build momentum for Sports Day. On the ground, in communities across the country, organisers hold a blitz of "RBC Sports Day in Canada" events, with community-wide festivals, try-it days, open houses, games, competitions, meet-and-greets, tournaments, fun runs, spectator events and pep rallies.



Sport for All objectives

Promote sport and physical activity

Over the past two decades, sports participation rates in Canadian youth and adults dropped significantly. RBC Sports Day aims to create momentum to combat inactivity and promote physical activity.

Support active societies

RBC Sports Day seeks to connect Canadians with their local sport and recreation offerings with the intention of long-term participation and improving health.

How is the programme communicated?

The programme is promoted using a variety of communications channels, including television, radio, print, public relations, social media, e-newsletters, promotions, presentations, webinars, marketing collateral and community outreach. The programme also engages other sectors and organisations, such as the sport, physical activity, recreation and education sectors, workplaces, National Sport Organisations, Provincial Sport Organisations, municipalities and public health, to get involved and help promote the programme.

How is the programme evaluated?

The evaluation includes both process and outcome measures. The process measures provide information on programme delivery and reach to be used for ongoing improvements. The outcome measures evaluate what has occurred as a result of the programme and determine whether the programme has achieved its objectives.



“Boxing is great for improving fitness and with the popularity of mixed martial arts competitions and boxing, it is an activity that youth are excited to participate in. Thanks to the support of Sports Day in Canada, the Youth Centre is able to offer a regular boxing program to youth living in an isolated Northern community. A sport they might not otherwise have had the opportunity to try.”

Ali McConnell – Executive Director (Inuvik Youth Centre)

