

A STEAMPRO study delivers a comprehensive, evidence-based analysis of the economic impact of sport events hosted in Canadian communities.

Each **STEAMPRO** study combines primary, on-site data collected at sport events with verified event expenditures, including operating budgets, capital investments, and attendance figures, to measure the true economic contribution of a specific event in a specific Canadian community.

Every **STEAMPRO** study is led by Sport Tourism Canada's Economic Impact (EI) team, working directly with event organizers, host destinations, and venues to collect and analyze actual spending data. Each study is fully customized based on event type, scale, and location, ensuring results that are accurate, relevant, and defensible. Pricing varies based on scope of work and event complexity, including single-sport and multi-sport events.

STEAMPRO is the economic impact measurement standard for sport events in Canada. Built specifically for the Canadian sport ecosystem, the model is made in Canada, designed for Canadian sport events, and powered by Canadian data, ensuring results reflect local market conditions, spending patterns, and economic realities with accuracy and credibility.



READY TO MEASURE THE ECONOMIC IMPACT OF YOUR SPORT EVENT USING REAL DATA IN REAL TIME?

STEAMPRO gives you the confidence to plan strategically, advocate effectively, and demonstrate measurable value to funders, partners, and communities.


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Sport Tourism Canada's Economic Impact Assessment Pro Model (**STEAMPRO**) is an in-depth and technical analysis that allows event organizers to accurately measure the actual economic impact of a sport event that was held in a specific location in Canada.

SERVICE	INCLUDES	STC MEMBERS 	NON-MEMBERS
ECONOMIC IMPACT (EI) ANALYSIS	<ul style="list-style-type: none"> Standard event Single sport / multi-sport Single venue 	BEST! Starting at \$8,800	Starting at \$11,000
BASIC EI SERVICE	<ul style="list-style-type: none"> Needs analysis Questionnaire development Programming Expenditure / revenue / attendance worksheets Data analysis Spending calculations STEAMPRO model usage Customized report production Data collection packages (see below) 		
DATA COLLECTION PACKAGES	Packages are customized to meet the needs of the event and the budget of the client.		
QR CODE	<ul style="list-style-type: none"> QR Code with Linktree for onsite promotions 	INCLUDED	\$500
EMAIL BLAST TO DATABASE	<ul style="list-style-type: none"> Custom link to send to client's email list / database 	INCLUDED	\$500
TABLET/ EQUIPMENT RENTAL	<ul style="list-style-type: none"> Tablet and/or banner rental (user training included) 	TBD*	TBD*
FULL SERVICE AVAILABLE	<ul style="list-style-type: none"> On-site STC field supervisor(s) Data collection kiosks Tablets Banners Set-up & tear-down 	TBD*	TBD*
ADDITIONAL COSTS	<ul style="list-style-type: none"> Volunteer surveyor training and support Additional questions / modules Report presentation, etc. 	TBD*	TBD*
DIRECT COSTS	<ul style="list-style-type: none"> Transportation Accommodations, Shipping, etc. 	BILLED AT COST	BILLED AT COST + 15%

*Final pricing for items marked **TBD** will be established following a consultation call to assess scope, requirements, and implementation details for each.