



**TO:** Member Institutions  
Sport Tourism Canada Members

**FROM:** Matthew Davies  
Chief Sport Officer, U SPORTS

**DATE:** Tuesday, May 20, 2025

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Conference Offices

**SUBJECT:** Call for Interest to Host the 2031, 2033 or 2035 FISU World University Winter Games

Dear valued members and community partners,

U SPORTS is evaluating the feasibility of submitting a Canadian candidature to host a FISU World University Winter Games. We are now seeking expressions of interest to bid in partnership with U SPORTS for the hosting rights to either the 2031, 2033 or 2035 edition of the FISU World University Winter Games (WUG).

Staged every two years, the FISU World University Games (the Games) are a celebration of international university sports and culture. With several thousand student-athletes competing across 9+ sports, the Winter Games is among the worlds' largest multi-sport competitions and is the largest global multi-sport event for Student-Athletes, aside from FISU's Summer Games.

<b>Basic Details:</b>
10 compulsory sports + 3 Optional Sports
11 competition days
2,500+ student-athletes and officials from over 50 countries
2,500 volunteers and more than 200 staff
170+ hours of broadcasting

The attached presentation provides more details about the Games.





**Subject to FISU's changes, the key milestone and timelines are as follows.**

*Please note that U SPORTS was made aware of these Bid timelines in May 2025.*

**June 10, 2025** – An information meeting will be held virtually on Tuesday, June 10<sup>th</sup> at 1:30 PM ET for all interested communities and members. Please confirm your interest in participating in this session by June 4, 2025 with Jennifer Smart at [jsmart@usports.ca](mailto:jsmart@usports.ca)

**June 27, 2025** – Expressions of interest (EOI) letters are due to U SPORTS by 11:59 PM ET on June 27, 2025 and shall be submitted via email to Jennifer Smart at [jsmart@usports.ca](mailto:jsmart@usports.ca). Submitting an EOI letter does not constitute an obligation to bid for the Games.

### **July/August 2025**

**In early July 2025**, U SPORTS will send each community/group that submitted an EOI an outline for a Bid Concept that each community will be required to put together over the summer months and early Fall.

**During the week of July 7-11, 2025**, U SPORTS will hold a meeting with all interested communities. This will be a planning session regarding the requirements and tasks to fulfill for the preparation of the Bid Concept phase.

Over the summer months, U SPORTS will work with the interested communities, who may request individualized meetings to prepare their Bid Concept document. When needed, U SPORTS can consult FISU to clarify the Bid requirements.

**September 2025** – The interested communities shall file their Bid Concept proposals with U SPORTS by 11:59 PM ET on September 12, 2025 via email to Jennifer Smart at [jsmart@usports.ca](mailto:jsmart@usports.ca). The U SPORTS bid evaluation team will then review the Bid Concept proposals and determine which communities can pursue the Bid process with FISU. The Bid Concept proposals approved by U SPORTS shall be filed with FISU by September 30, 2025

**By December 31, 2025** – The approved communities will then move to the next phase of the Bid process consisting of preparing a full detailed Bid Dossier submission for FISU by December 31, 2025. U SPORTS will continue to work with the approved communities to prepare their bid submission during this phase.

**January to May 2026** – FISU will conduct site visits and meet with the communities under consideration for hosting. A Memorandum of Understanding between the Host community/organizing group and U SPORTS and a FISU interim hosting contract will have to be signed with the communities in advance of the first FISU site visit in case that community is awarded the Games.

**Fall 2026** – FISU to select the Host community and award the hosting rights for the Games.

U SPORTS strives to inspire passion, development and success in our student-athletes and communities across the country through delivery of exceptional university sport experiences. It is our belief that hosting a world class international Games on Canadian soil will help U SPORTS





to expand the role and reach of university sport both at home and around the globe, giving the Games and all its participants a uniquely Canadian experience.

There are outstanding student-athletes in Canada and this is our opportunity to share their stories with the world and highlight Canadian university sport, our great institutions and the communities we call home.

Enclosed you will find an overview of the Legacy Pillars for FISU host cities, as well as an overview of the FISU World University Winter Games, including some of the major requirements. We hope you will consider submitting an Expression of Interest letter for this exciting opportunity. Should you have questions please don't hesitate to reach out to Jennifer Smart at [jsmart@usports.ca](mailto:jsmart@usports.ca).

Kind Regards,

Matthew Davies  
Chief Sport Officer





## LEGACY OF HOSTING A MAJOR MULTI-SPORT EVENT

By hosting a major multi-sport event, your city will unlock unparalleled opportunities to showcase its strengths to the world. It's more than just an event—it's a transformative journey that brings lasting benefits across infrastructure, economy, culture, and community. It's an opportunity to create a thriving, dynamic city that stands as a beacon of excellence, unity, and progress.

Considering the legacy scope and main goals of the City host, there are specific legacy pillars that offer long-term benefits from urban development to global recognition, social cohesion, and economic growth.:

### Key Legacy Pillars:

#### 1. Infrastructure and Urban Development:

Major sporting events serve as a catalyst for the improvement and creation of world-class infrastructure. This includes state-of-the-art sports venues, transportation networks, and community facilities, which remain long after the event concludes, benefiting local residents and future generations.

#### 2. Economic Impact:

Hosting such an event provides a significant economic boost. The influx of visitors, sponsorships, media coverage, and job creation drives growth in tourism, hospitality, retail, and construction sectors. Additionally, the event leaves a lasting economic impact through the continued use of venues and facilities.

#### 3. Global Recognition and Tourism:

A successful multi-sport event puts the host city on the global map, attracting international attention and investment. It positions the city as a key player in the international arena, boosting tourism both during the event and in the years to come as visitors return to explore the city's new offerings.

#### 4. Social and Cultural Integration:

These events bring people together from diverse cultures and backgrounds, fostering social cohesion and international understanding. They promote the values of peace, friendship, and respect, leaving a cultural imprint that strengthens community ties.

#### 5. Youth Engagement, Sports Development, and Volunteering:

Major multi-sport events inspire and engage young people, offering them the chance to witness world-class athletes in action. This fosters increased participation in sports, particularly at the grassroots level, and leaves a lasting legacy of stronger sports programs. Furthermore, volunteering plays a pivotal role in the success of these events. It provides opportunities for individuals, especially youth, to contribute to something larger than themselves, develop invaluable skills, and engage in their community. Volunteers leave with a sense of pride, while their involvement builds stronger social networks and leadership opportunities that persist long after the event.





**6. Environmental Sustainability:**

A growing trend is the emphasis on sustainability. Hosting the event offers an opportunity to advance green initiatives, such as eco-friendly infrastructure, waste reduction programs, and carbon footprint minimization, ensuring that the legacy of the games contributes to a more sustainable future.

**7. Governance and Public Administration:**

Hosting a major multi-sport event presents an opportunity for local governance and public administration to streamline procedures and identify new opportunities for efficiency. In the process of acquiring goods and services, managing teams, and coordinating logistics, public entities can improve their operational frameworks, modernize procurement processes, and refine public service delivery. The skills developed during the event—such as team management, resource allocation, and crisis management—can lead to long-term improvements in governance and the administration of public services.

