# SPORT LEGACIES FOR GENERATIONS CAMPAIGN

SASKATOON SPORTS HALL OF FAME CASE FOR SUPPORT







"I am so proud to be part of the Saskatoon Hall of Fame and to share that honour with so many others who have made an impact in our community. The Hall of Fame is a way for me to say 'Thank You' to this great community."

Catriona Le May Doan,
Athlete Inductee,
three-time Olympic medalist,
Officer of the Order of Canada

# SPORT CHANGES LIVES AND COMMUNITIES

There are countless stories about the impact of sport on individuals and communities. Participating in sport teaches dedication, leadership, and teamwork in ways that leave a profound mark on everyone involved. Saskatoon's own Gordie Howe exemplifies these teachings and is a testament to the power of sport.

Born during the Great Depression, Howe was raised in a time where perseverance was necessary for survival. This perseverance transferred to sport and fueled his commitment to the game.

Hockey became Howe's escape. He would play all throughout the year, on and off the ice. He started off clumsy and shy but, over time, developed into an excellent skater and strong shooter with remarkable stickhandling skills. He did this despite rejection as a youth and adult. Dedicated to his sport, Howe would eventually become a top scorer and Most Valuable Player in the National Hockey League six times, lead his team to win the Stanley Cup four times, and be the only professional hockey player to play in six different decades. Howe's perseverance and dedication to sport changed his life and created a legacy that generations will benefit from.

Sport allowed Howe to become a leader, community builder, and live an active life that let him play hockey into his 60s. He went from being an awkward individual to a global powerhouse on the ice and one of Saskatoon's philanthropic heroes. The Gordie Howe Sports Complex is just one example of how his legacy continues to strengthen communities. As one of the first Saskatoon Sports Hall of Fame inductees, his legacy will continue to be told for generations to come. Being able to tell Howe's story is an honour for the Saskatoon Sports Hall of Fame. Through sport, Howe realized his dreams. Preserving his story along with countless others who have and continue to make up Saskatoon's legacy of sports excellence is an integral part of who we are as a community.

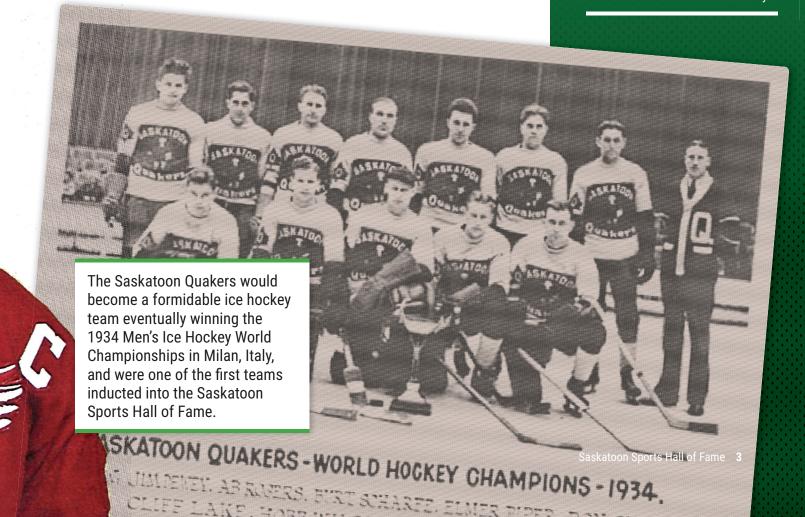
# MORE THAN 100 YEARS OF SPORT EXCELLENCE

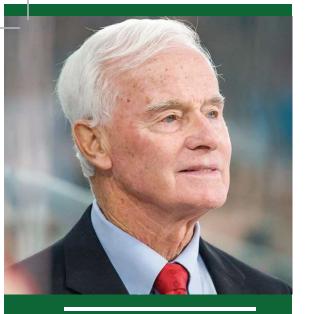
The year is 1914, the city of Saskatoon has just experienced a population boom reaching 20,000 people with numbers expected to climb even higher. This would mark the beginning of a legacy that would reach across the world. The University of Saskatchewan has just recently opened the doors of four new buildings to students establishing the future Home of the Huskies and the eventual founding of the Western Canada Intercollegiate Athletic Union, now the Canada West University Athletic Association. Meanwhile, at the newly built Cairns Field, not far from present-day downtown, over 6,400 people are gathered to watch the Saskatoon Quakers win the first ever baseball game played on the field. Over a decade later, in 1928, Ethel Catherwood, a high jumper christened The Saskatoon Lily, becomes the first Canadian woman to ever win an individual athletics Olympic gold medal — a feat that has not been achieved since. Fast forward to 2010, Michael Linklater leads the Huskies basketball team to their first CIS National Championship win and, in the following years, establishes himself as one of FIBA3X3 World's top professional basketball players, and is victorious with the newly created Saskatchewan Rattlers in 2019. For more than 100 years, Saskatoon has been achieving excellence in sports. The grip of our athletes and builders reaches around the world.



"It's important for Saskatoon to have a Sports Hall of Fame because people in the sporting world need to be recognized for their contributions and accomplishments. It will help inspire the next generation of people to achieve their own goals.

Michael Linklater,
Athlete Inductee,
FIBA 3X3 Canada's #1 Ranked
Professional Basketball Player





"I often look back at team pictures and remember all the camaraderie and togetherness that we shared and realize it is not the championships you remember, it is the relationships that made it so much fun. It is important for Saskatoon to have a Sports Hall of Fame where young and old alike can see and sense the amazing history of sport."

– Dave King, Builder Inductee, four-time Olympic Hockey Coach, seven-time IIHF World Championship Coach

# A LEGACY WORTH RECOGNIZING

The Saskatoon Sports Hall of Fame has been stewarding the stories of Saskatoon's excellence in sport since 1986. Established by Dr. Howard Nixon, the Hall of Fame has honoured and recognized over 2,000 athletes, sports builders, and teams who have excelled in 54 different sports. The Hall's physical presence began as a display case and photographs in the Saskatoon Field House. Unfortunately, this space has been limited over time due to renovations in the building, leaving many incredible stories untold and unseen. The legacy of sports in Saskatoon deserves to be shared. **Your investment will tell these stories for generations.** 

The hallway the Hall of Fame occupies struggles to honour the sheer breadth and diversity of Saskatoon's athletes, builders, and teams in general. In July of this year alone, the Saskatoon Field House will shut its doors completely to the public for renovations making the Hall of Fame inaccessible to everyone. The Hall of Fame is the only one of its kind in Saskatoon with the role of honouring and

There are over 69,300 players, coaches, officials, and volunteers in Saskatoon annually with these numbers expected to grow. Almost 25% of Saskatoon's population is involved with sports – how many will be nominated to the Hall of Fame next?

carrying the stories that make up Saskatoon's sports legacy. Without it, a vital part of Saskatoon's history is lost. Generations of sports excellence is forgotten. The Friends of the Bowl Foundation has taken the lead in preserving the legacy, generously giving almost 4,000 square feet of space to create a new home for the Hall of Fame at the Gordie Howe Sports Complex. For the first time in its history, the Hall of Fame will have its very own location with the opportunity to engage residents, visitors, and future sports champions like never before. With plans to become an interpretive centre that provides a unique and interactive storytelling experience, the Hall of Fame will be able to do justice to the stories of Saskatoon's athletes, builders, and teams it celebrates.

We have the vision and location. Your investment makes it a reality.



### **INSPIRING GENERATIONS TO COME**

The Saskatoon Sports Hall of Fame Interpretive Centre will be inside the entrance of the Multi-Sport Indoor Athletic Performance and Training Centre at the Gordie Howe Sports Complex located at 1525 Avenue P South.

The building and interpretive planning of the exhibits will be developed by Tall Order Communications and Double Dare Designs, who have expertise in designing of interpretive centres.

The plan for the Hall of Fame Interpretive Centre, to be confirmed later, consists of operating as a nonprofit organization with admission free of charge to

#### **CELEBRATE Saskatoon's inductees** in the Sports Hall of Fame

With over 2,000 inductees creating the legacy of sports excellence in Saskatoon, the Centre will showcase each of their stories through permanent exhibits and a feature wall with digital database.

#### INSPIRE families, and especially children, to get involved in sport

The permanent exhibits will engage visitors through multi-media and interactive displays with the opportunity to create a virtual reality activity that will encourage working together to explore the Centre.

#### **CONNECT TO CURRICULUM so it** becomes a destination for school groups

With interactive exhibits that focus on stories about athletes, physical abilities, community building and connecting as a team, the Centre will be a place for Social Studies and Physical Education teachers to use.

#### **DRAW CONNECTIONS** between the value of sport and building community

The Centre will highlight the role of inductees beyond their commitment to sport by sharing the amazing things they have done in Saskatoon and beyond.

visitors. Operations will be managed by one part-time employee, who will also be available for scheduled educational tours. The Hall of Fame Interpretive Centre will provide families visiting the Gordie Howe Sports Complex a space to explore and be inspired between games and practices. Student groups will have a place to experience and learn from the new exhibits and attend workshops or presentations in the nearby classrooms of the Sports Complex. Former athletes will feel welcomed and recognized as they see themselves in the exhibits. All of this is captured in the interpretive plans which will:

#### Share with visitors the BREADTH OF SPORTS and the DIVERSITY OF COMPETITORS

The variety of stories and perspectives on inductees will reflect the diversity of backgrounds, abilities, and interests of everyone who visits the Centre so they can see themselves in the exhibits.

#### **Encourage visitors to consider the VALUE OF AN ACTIVE LIFE for themselves and their families**

There is space in the Centre for school groups and tours to participate in team-building exercises encouraged by the exhibits, along with interactive challenges for people of all ages.

#### **Encourage visitors to MAKE NOMINATIONS** to the Saskatoon Sports Hall of Fame

Before leaving the Centre, visitors will be invited to become a part of the Hall of Fame and learn about the nomination and awards process.

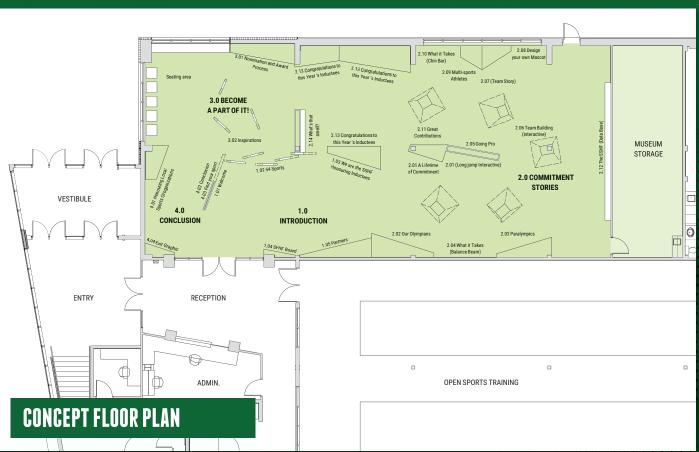
#### **RAISE THE PROFILE of the** Saskatoon Sports Hall of Fame

The Centre will be a place to revel in the memories of Saskatoon's legacy and inspire a commitment to sport for generations to come.

There are 13 sports active in the Gordie Howe Sports Complex, over 10 provincial, national, and international events held, and over 175,000 anticipated visitors to the park annually.

# HALL OF FAME DISPLAY CONCEPTS





## **YOU CAN BE A PART OF** SASKATOON'S LEGACY

The goal for the Hall of Fame Interpretive Centre is \$2.4M. The Friends of the Bowl Foundation has provided the location and an anonymous donor has committed \$200,000 to start the interpretive planning and assist in the operations of the Hall of Fame for the next 20 years. Your investment brings the interpretive plans and exhibits to life. You can ensure Saskatoon's legacy is told for generations.

Exhibit design and implementation costs	
Implementation Costs (Installation, etc.)	\$1.5M
Soft Costs (Design, interpretive planning, etc.)	\$500,000
Other (Taxes, contingency)	\$400,000
TOTAL	\$2.4M

Where else can you learn about locals like Ethel Catherwood and the Saskatoon Quakers, a world championship hockey team?

Where else can the stories of Dr. Howard Nixon and Gordie Howe be experienced?

Where else will future stories of Saskatoon's legacy of excellence be kept for the generations to come?

With its prime location at the Gordie Howe Sports Complex, the time to make a home worthy of the legacy of sport in Saskatoon is now.

**Your investment in the Saskatoon Sports Hall of Fame Interpretive Centre** will give teams, coaches, sports builders, and fans from all over the globe the chance to learn about and experience Saskatoon's legacy of sports excellence.

### PLEASE JOIN US IN OUR PLANS TO CONTINUE HONOURING AND RECOGNIZING THE LEGACY OF SPORTS EXCELLENCE IN SASKATOON.

"The new home of the Saskatoon Sports Hall of Fame will be a tribute to all who have achieved and gone before us and to those who will continue to succeed."

> - Ned Powers, Builder Inductee, Sports Journalist, Sports History Author, Past Hall of Fame Director



"The hundreds of thousands from Saskatoon who have participated in sport over the vears are some of the best in the world and Canada. Their success on the track, the field, in the pools, on the ice, and on the courts have put Saskatoon on the world stage of sporting excellence. We need these role models for our youth. We need to hear their stories. I hope you will make it happen."

> - Diane Jones Konihowski, CM LLD (Hon). Athlete Inductee, five-time Olympian, Officer of the Order of Canada

