



Town of Okotoks
Okotoks, AB

Attention: Mayor Tanya Thorn
Okotoks Town Council
Elaine Vincent, CAO

Dear Town Council:

Re: The Road to Okotoks, National Baseball Championship 2026

I am writing to draw your attention to a major national event that the Dawgs will be hosting at Seaman Stadium and Tourmaline Field in Okotoks from July 14th to July 20th, 2026, and subsequently has been awarded for the next eight years to the Dawgs. The event, which is the result of a partnership between the Dawgs and Baseball Canada, the governing body for the sport in the country, is being billed as *The Road to Okotoks National Academy Championship*, baseball's version of hockey's Memorial Cup.

What is the *Road to Okotoks*, National Championship?

The Road to Okotoks is Baseball Canada's marquee event of the summer and will feature the sixteen top Academy programs, comprised of over 400 elite 19U players from across the country. 48 premier teams will battle to earn the right to participate through Regional Qualifying Tournaments being held in the Greater Toronto Area, Vancouver, BC, and Lethbridge, Alberta. The Dawgs' premier Academy Team, as host team, has qualified for the Championship.

The event has already attracted significant interest from fans across Canada, including numerous national social media platforms and conventional media outlets, and we conservatively estimate that, in addition to the 125,000+ Dawgs fans that annually attend our summer collegiate games each season, between 3,000 and 5,000 visitors from throughout the country will descend upon Okotoks and the greater Calgary area each day to attend the Championship.

Beyond attendance, the Championship delivers exceptional value in athlete development and exposure. Hundreds of Canada's top players and the future of Canadians in Major League Baseball will have the opportunity to showcase their skills in a first-class competitive environment before large crowds, prospective college coaches, and MLB professional scouts. Teams across the country have already structured their annual development plans around this event, recognizing the prestige and opportunity associated with competing for this historic



national title, branded the Morneau Cup, in recognition of former Canadian Major League MVP Justin Morneau, who has lent his support to the Championship.

How will it benefit the Town in a significant way?

The economic benefits to the Town of Okotoks, the Greater Calgary region, and the Province of Alberta will be significant. A recent study conducted by Sport Tourism Canada with the assistance of the Town’s Economic Development team estimates a total economic impact of **\$5,471,207** to Okotoks and **\$6,529,621** to the Province of Alberta. Local hotels, restaurants, retailers, and service providers will experience a significant influx of visitors, driving meaningful tourism and hospitality revenue throughout the region. It is important to note this will further add to the **over \$22 million** in direct and indirect economic impact the Dawgs program brings into our town on an annual basis.*

In addition to its immediate economic impact, hosting *The Road to Okotoks National Championship* will further elevate Okotoks and Alberta’s reputation as premier destinations for national sporting events. This increased national exposure supports long-term tourism growth and reinforces Okotoks’ leadership in hosting high-calibre championships.

How can the Town of Okotoks support this event?

The Dawgs acknowledge and appreciate the Town of Okotoks’ traditional funding approach for national-level events. However, given the unprecedented national scope of this championship—and the fact that the largest baseball national championship in Canadian history proudly bears the Town’s name—we are urging the Town to demonstrate its leadership and commitment by providing financial support of **\$50,000 in each of the next two years** with a plan to be reassessed before year 3 in 2028. These funds will be required to support overall event operations and dedicated to the overall promotion of ticket sales and tourism, umpires/staff and hosting fee. This investment will be instrumental in ensuring the success and sustainability of this landmark event. The pro forma budget for hosting *The Road to Okotoks* exceeds \$250,000, and as host, the Dawgs are solely responsible for covering these costs.

We strongly believe this national event represents a worthy investment for Okotoks and Alberta and aligns well with the town’s tourism short- and long-term strategy, objectives related to community impact, youth development, and economic benefit. Given the obvious

* The projected economic impact numbers are derived from the Sport Tourism Assessment Model (STEAM) which was employed by the Dawgs with the assistance of the Town’s Economic Development Team. As with any model the projections are based on key assumptions, including attendance, for which the Dawgs have a historical track record. However, like all projections based on models, however credible, they are not guaranteed outcomes.



positive impact on tourism, we have already engaged with provincial partners in this regard as well.

In exchange for the Town of Okotoks’ financial support, the Dawgs commit to delivering a clear and visible partnership that maximizes the Town’s return on investment and showcases Okotoks as a premier destination for national sporting events. Working collaboratively with the Town, this partnership would include the following recognition and activation opportunities throughout the Championship:

- Prominent and ongoing promotion of the Town of Okotoks as host community throughout the Championship, including branding that reinforce the Town’s leadership role in delivering Canada’s premier national baseball event;
- Positive national social and traditional media recognition by major channels. Some examples so far are:
 - The Globe and Mail
 - Baseball Canada
 - World Baseball Softball Confederation
 - www.TheRoadToOkotoks.ca
 - Canadian Baseball Network
 - Alberta Dugout Stories
 - Sport Information Resource
- Periodic mentions of the Town of Okotoks via the public address system during games and key tournament moments, ensuring consistent exposure to fans, teams, and visiting families;
- Collaboration with the Town’s Economic Development department and other relevant Town of Okotoks’ business centers to include targeted promotional materials, offers, or itineraries within player and coach welcome packages;
- Strategic opportunities to drive visitor traffic to local businesses, attractions, restaurants, and amenities, encouraging extended stays and increased spending throughout Okotoks during the Championship week.

Thank you for your support and consideration. We hope you see the value, national recognition, and lasting impact this event will have on our amazing community for years to come.

Sincerely,

Tyler Hollick
President, Baseball Operations
Okotoks Dawgs Baseball Club



BASEBALL CANADA LAUNCHES “THE ROAD TO OKOTOKS”

The Event

The Canadian National Championship of the Top Sixteen (16) Academy Teams in Canada. The Championship will offer the highest level of youth baseball in Canada and will feature the top 300 players in the country including members of Canada’s Junior National Team. Teams will vie for a spot in the Championship through three (3) Regional Qualifying Tournaments to be held in Langley, BC, Lethbridge, AB and Toronto, ON. The Okotoks Dawgs 18U Black, recently ranked as the 2nd top academy in travel team in North America by the highly regarded U.S. scouting service, Perfect Game, has earned an automatic bid in the Championship. With more Canadian players than ever now being selected every year in the MLB draft, the Championship will showcase the future stars of Canadian baseball. Please see attached Press Release from Baseball Canada.

The Dates

The Championship will take place from Tuesday, July 14th to Monday, July 20th, 2026.

The Location

The Championship will be held at the Seaman Stadium Complex in Okotoks, Alberta. The facility, including Seaman Stadium, Tourmaline Field and the Duvernay Fieldhouse, offers what is widely regarded as the premium amateur baseball and training facilities in the country.

The Host Partners

The Championship marks the collaboration between Baseball Canada and the host, Okotoks Dawgs Baseball Club & Academy (the “Dawgs”). Baseball Canada is the national governing body for baseball in Canada and is made up of 10 provincial associations representing players, coaches and umpires nationwide. Baseball Canada is a member of both the Canadian Olympic Committee and the World Baseball Softball





Confederation (WBSC). The Dawgs are widely regarded as the premier summer collegiate club in Canada and with attendance averaging more than 4500 fans per game, has been consistently ranked among the three top draws in North America. The Dawgs Academy is regarded as the #1 youth program in the country.

Audience & Reach

- Projected strong attendance with baseball fans, families, and youth athletes locally, regionally and nationally.
- National broadcast/streaming exposure plus extensive digital and social media reach.
- Engaged demographic of community-minded sports enthusiasts.

Economic & Community Impact

- Substantial visitor spending on hotels, dining, and local businesses.
- Boosts national and regional profile and strengthens community pride.
- Volunteer opportunities and youth participation enhance local engagement.
- Builds a legacy event that unites communities across the country through sport.

Sponsorship/Supporter Benefits

- High-value brand visibility on a local, regional and national stage (in-stadium signage, broadcast features, digital and media exposure).
- Opportunities for naming rights and activation (title sponsor, awards, hospitality zones).
- Association with health, youth, sport, and community values.

Contact Information

For more information please contact:

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Baseball Canada Launches THE ROAD TO OKOTOKS – A New Era in Canadian Amateur Baseball

OTTAWA – Baseball Canada is proud to announce the launch of THE ROAD TO OKOTOKS, a premier Baseball Canada National Championship culminating in the crowning of a champion from July 14–19, 2026, in Okotoks, Alberta.

This new competition for players 19 years of age and under will feature 16 elite teams from across the country, all vying for the prestigious Morneau Cup, named in honour of Justin Morneau, the former American League MVP, Canadian Baseball Hall of Famer, and Minnesota Twins legend.

“It’s an honour to have my name attached to an event that brings together the top amateur talent in the country,” said Justin Morneau. “Competing in a high-stakes national championship like this pushes athletes to rise to the occasion and take pride in representing their teams and communities. I’m proud to support an initiative that celebrates excellence and helps grow the game across Canada.”

Hosted by the Okotoks Dawgs, the 2026 Baseball Canada National Championship will be staged at one of the country’s premier amateur baseball facilities.

Seaman Stadium will serve as the primary venue, with additional games played at the adjacent Tourmaline Field. Home to the Okotoks Dawgs of the Western Canadian Baseball League (WCBL), Seaman Stadium is widely regarded as one of the top amateur baseball venues in North America. The 5,200-seat stadium regularly welcomes capacity crowds and was ranked by U.S. publication *Ballpark Digest* as the #1 overall baseball draw in Alberta, the top summer collegiate baseball draw in Canada, and among the top three summer collegiate draws in North America.

“The Dawgs are thrilled to host the very best of youth baseball from across the country,” said Okotoks Dawgs Founding/Managing Director John Ircandia. “There is no better venue than the Seaman Stadium Complex, and as demonstrated by the sold-out crowds we experience every summer, no better fan base than Okotoks, the communities of the Foothills and the Greater Calgary Area. Rather than have our most elite teams go to tournaments in the United States, it is a game changer that Baseball Canada will provide a format in our own country where the best can meet the best. We cannot wait.”

THE ROAD TO OKOTOKS officially begins in May and June 2026, with three Regional Qualifiers hosted by some of the top amateur programs in Canada. These events will determine the 16 teams advancing to the national championship in Okotoks, Alberta, where one team will raise the inaugural Morneau Cup following six days of intense competition.

Regional Qualifier hosts:

BC - Langley Blaze and White Rock Tritons

Alberta - Prairie Baseball Academy and Vauxhall Academy

*All games will be held in Lethbridge

Ontario - Mississauga Tigers HPP, Ontario Blue Jays, Ontario Nationals and Ontario Terriers

“THE ROAD TO OKOTOKS is a bold new chapter for amateur baseball in Canada,” said Baseball Canada CEO Jason Dickson. “We’re creating a platform that not only celebrates elite competition but also supports player development and exposure. Just as importantly, this event helps unify our baseball community from coast to coast by bringing the best together on a national stage. We’re thrilled to launch this with support from the Okotoks Dawgs, Justin Morneau, and some of the most respected amateur programs in the country.”

To ensure Canada’s top amateur talent is represented at the national event, all 16 qualifying teams will participate in a one-round draft ahead of the championship in Okotoks. The draft allows teams the opportunity to strengthen their rosters by selecting athletes who meet eligibility criteria.

This unique format not only elevates the level of competition but also creates opportunities for standout players from across the country to compete on the national stage while showcasing their abilities to professional, college and Junior National Team evaluators.

“This event represents a major step forward in providing elite Canadian amateur players with meaningful, high-level competition,” said Greg Hamilton, Baseball Canada’s Director of National Teams and Head Coach of the Junior National Team. “THE ROAD TO OKOTOKS will deliver a true best-on-best environment with national bragging rights on the line — a setting that challenges our top athletes and prepares them for the next level. It’s an exciting initiative that will elevate amateur baseball in Canada.”

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MEDIA CONTACTS:

Baseball Canada

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ACADEMY NATIONAL CHAMPIONSHIP

“This event helps unify our baseball community from coast to coast by bringing the best together on a national stage.”

-Jason Dickson
Baseball Canada CEO



Anticipated Economic Impact
\$5,739,696



“MEMORIAL CUP OF BASEBALL”

JULY 14-19, 2026

THE FUTURE OF CANADIAN BASEBALL!

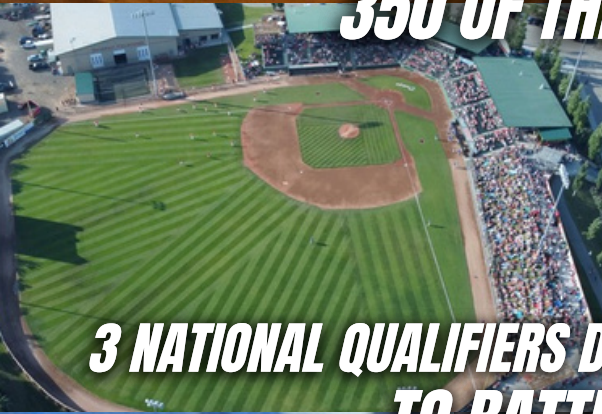
INFO & TICKETS:



dawgsbaseball.ca
theroadtookotoks.ca



350 OF THE BEST PLAYERS IN CANADA



3 NATIONAL QUALIFIERS DETERMINE CANADA'S TOP 16 ACADEMY TEAMS TO BATTLE FOR THE MORNEAU CUP



FUTURE STARS IN THE MAKING



TOP AMATEUR FACILITIES IN CANADA

Youth Development

OVER
\$10
MILLION
Scholarships
Awarded

100%
Graduation
Rate

OVER
2,700
Yearly Hours of
Volunteerism

OVER
1,000
Organizations
Supported

OVER
50,000
Kids in
Camps/Clinics



Recognition to Okotoks

61
MLB Draft
Picks

SEAMAN STADIUM
HOME OF THE DAWGS
Voted Best Ballpark
In North America

#2
North America
Academy Ranking

400+
Team Alberta
Selections

45
Members of Canada's
Junior National Team

The Okotoks Ec Dev Team: Legacy and Long-Term Benefits

Through the Dawgs Academy, young athletes gain access to elite training, post-secondary opportunities, and scholarship pathways that inspire excellence both on and off the field. Many families have relocated to Okotoks to take part in the program, contributing to population growth, school enrolment, and local spending.

The continued success strengthens Okotoks' reputation as a center for sport and community pride. The Dawgs' presence cultivates belonging, leadership, and opportunity qualities that have shaped Okotoks into the vibrant community it is today.

Dawgs 2025 SEASON



121,279

TOTAL ATTENDANCE



4,042

ATTENDANCE PER GAME



#4

**SUMMER LEAGUE ATTENDANCE
IN NORTH AMERICA**



15%

**INCREASE ACROSS ALL
SOCIAL MEDIA CHANNELS**



BASEBALL CANADA NATIONAL CHAMPIONSHIP: “The Road to Okotoks”

Pro Forma Budget

<u>Item</u>	<u>Cost</u>
Advertising & Promotion	\$15,000
Baseballs	\$10,000
Broadcast	\$63,000
Coaches Entrance Package	\$5,000
Concession Products	\$15,000
Concession Wages	\$10,000
Dignitaries Banquet Dinner	\$5,000
Equipment	\$5,000
Event Staff + Maintenance Crew	\$7,500
Field Supplies	\$5,000
Honorary Guests & VIPs	\$5,000
Hosting Fee	\$15,000
Hotels/Accommodation	\$10,000
Insurance	\$5,000
Medical Team	\$6,000
Player Awards	\$4,000
Player Entrance Package	\$30,000
Security	\$6,000
Stadium Cleaning	\$10,000
Team Entry Fees	\$20,000
Ticketing	\$7,500
Umpires	\$17,500
Total:	\$276,500.00





OKOTOKS DAWGS

BASEBALL CLUB

MEDIA LINKS

<https://www.instagram.com/reel/DUJ-Ub8krxo/?igsh=bjJhcWwxnhdvN240>

<https://www.instagram.com/reel/DT07HdzkVPn/?igsh=MTd4am94OWFkdTBneg==>

<https://www.instagram.com/reel/DTBbg48DjE2/?igsh=MTUybG84eThhemF4bQ==>

<https://www.theroadtookotoks.ca/>

<https://albertadugoutstories.com/2026/01/29/road-to-okotoks-generating-buzz/>

<https://albertadugoutstories.com/2025/09/25/opinion-the-road-to-okotoks/>

<https://www.canadianbaseballnetwork.com/canadian-baseball-network-articles/wilson-road-to-okotoks-generating-buzz>

<https://www.theglobeandmail.com/opinion/editorials/article-how-canadian-baseball-can-find-its-bounce/>

