ALL SPORT ONE CITY (ASOC) – Partner Overview

February 5-7, 2027

3 Days of Free Sport and Physical Activity for Calgarians

Someone in Calgary has been meaning to try your sport for years. February 5–7, they walk through your door.

All Sport One City is a free try-it weekend for Calgarians 16 and over. You run a beginner session. We handle registration, promotion and the follow-up email that turns first-timers into members.

Who's coming in 2027

- In **2027**, All Sport One City is for people **16 and over**.
- Participants register as a squad of three or more friends, or solo and get matched to a squad. Set your session capacity with groups in mind.

- All Sport One City is a great way for sport groups to recruit volunteers, fundraise and grow registration in their sport!
- Your sessions will introduce Calgarians to a new sport, physical activity, or facility, allow them to meet new people, and have a safe and fun experience.
- Sport organizations can include ASOC participants in an existing class or host a separate class for ASOC participants.
- Sessions must be geared towards **first-time or beginner-level** participants. All fitness levels are welcome, and any special skills/equipment/requirements must be clearly identified in advance.
- A session should begin with an overview and warm-up, followed by a minimum of 45 minutes of activity and concluded with a period for questions and information on how to get involved.
- The activities are presented by sport groups, organizations and facilities donating their time and equipment to instruct and host the event.
- As a sport partner, you choose the date and time(s) of your session(s).
- No space of your own? Sport Calgary can match you with a facility. Earlier requests get first pick.

For kids-only sessions, stay tuned for All Sport One Day, happening **June 12 and August 14, 2027.**

For winter sports looking to promote their sport to kids, please reach out to outreach@sportcalgary.ca

If you have questions or would like to discuss these exceptions, please email dchan@sportcalgary.ca or call Duncan at 403-984-0971.

Key Dates

Organizations Using Their Own Facility	Organizations Using Sport Calgary Partner Facility
November 18, 2026 – January 6, 2027 - Submit your **request to participate** - Sport Calgary follows-up via email - Sign and Return Partner Agreement - Submit session schedule and details	**November 18, 2026 – December 16, 2026** - Submit your **request to participate** - Sport Calgary follows-up via email - Sign and Return Partner Agreement - Submit Space Request Form - Submit session schedule and details
January 8, 2027 – DEADLINE - Submit session schedule **January 8 - 20, 2027** - Organization's schedules approved by Sport Calgary - Online registration tickets created by Sport Calgary	**December 9, 2026 – DEADLINE** - Submit Space Request Form (Orgs who submit this earlier receive priority when assigning facility space) **December 16, 2026 - DEADLINE** - Submit session schedule & details **December 9-16, 2026** - Facility options presented to sport group; schedules confirmed. Facility-specific info sent to sport group. **January 8-20, 2027** - Online registration tickets created by Sport Calgary

All Groups

January 18, 2027

- Deadline for participating groups to withdraw their session(s) from All Sport One City.

January 20, 2027

- Session schedule viewable on sportcalgary.ca/all-sport-one-city, web content and descriptions approved by sport organizations.
- Partner promo kit sent: sign template, social post and newsletter blurb.

January 25, 2027

- Online registration is open to the public (registrations close 24 hours before the start of the sessions)

February 5-7, 2027

- SC sends attendance lists 12-24 hours prior to session via email
- Completed attendance lists submitted to SC within 24 hrs of event (photo or scan is preferred)

February 8-12, 2027

- Send us your post event emails, we will send them to your participants by Feb. 17, 2027

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Key Roles:

Sport Calgary:

- Event planning and coordination
- Allocate session space to sport organizations
- Administrative support
- Communications, marketing and media
- Website updates
- Participant Registration via Relvo
- Follow up with all partners

Facility Partners:

- Provide some event space (e.g. *gym, pool, ice sheet, multipurpose room - any available space is appreciated!*) so Sport Calgary can invite an external sport organization to run session(s) in that "donated" space.
- Optional: Deliver in-house sessions of Discovery nature; **Note**: these sessions **MUST** be designed to introduce people new to the sport.
- To provide session equipment where possible
- Organize event day check-in location for sport orgs
- Brief front line staff on event and schedule
- Direct participants on event day to their various sessions
- Assist in the promotion of All Sport One City

Sport Organizations:

- Provide your own facility space or submit Space Request Form
- Provide equipment
- Deliver sessions of Discovery nature; **Note**: these sessions MUST be designed to introduce people new to the sport.
- Organize event day on-site check-in
- Meet all deadlines for completion and submission of all documents and agreements
- Assist in the promotion of All Sport One City, including printing and display of on-site signage to guide participants (Sport Calgary provides the sign templates)
- Provide post-event email message to be emailed by Sport Calgary to participants. Use this as an opportunity to thank people for coming, provide your upcoming schedule, tell them how to sign-up, or provide a special offer.

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What Calgarians said about All Sport One City 2026:

- *"Thank you for this opportunity to try new sports/become aware of different programs in the city."*
- *"All the sports we participated in were fantastic! Those who taught us were truly passionate about what they were teaching and that made the learning process very fun!"*
- *"All Sport One City created an opportunity for us to learn more about sports we wouldn't have otherwise tried. Thank you for organizing and providing the opportunity for my family and I to try different sports!"*
- *I look forward to these days in February, they are so much fun & so exciting!!*
- *"We really enjoyed our session. Lots of laughs and it was fun to do something new together. Can't wait for warmer weather to hit some of the disc golf courses around the city now that we know what to do!"*
- *"It was a great experience!"*

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