

**IT'S ALL HERE**



# EVENT OVERVIEW

**Community, Hockey, Experience**

# WHAT IS THE MEMORIAL CUP

The **Memorial Cup** is the national championship of the Canadian Hockey League (CHL), which is the top level of junior hockey in Canada (and parts of the US).

The CHL is made up of three regional leagues:

- Western Hockey League (WHL)
- Ontario Hockey League (OHL)
- Quebec Maritimes Junior Hockey League (QMJHL)

**4 teams compete** in the Memorial Cup, the three league champions plus the host team.

The teams begin by playing a round-robin tournament followed by semifinals and a final.

**There are 8 games in total, with a potential 9th tie breaker game.**



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# KEY EVENT DETAILS

- **Official Event Name:** 2026 Memorial Cup presented by Kubota
- **Event Location:** All games are held at Prospera Place
- **Event Dates:** Friday May 22 to Sunday May 31
- **Game Times:** 6:00 P.M. to approx. 8:30/9:00 P.M.
- **Championship:** Sunday, May 31st: 4:00 P.M. to 6:30/7:00 P.M.
- **Game Attendance:** Games are 90% sold. All games expected to be sold out. 6000 seats in the arena.
- **Team announcements:** Teams confirmed the week before the event.
- **Event Theme:** It's All Here. Community, Hockey, Experience

DATE	GAME
FRIDAY MAY 22	 VS 
SATURDAY MAY 23	 VS 
SUNDAY MAY 24	 VS 
MONDAY MAY 25	 VS 
TUESDAY MAY 26	 VS 
WEDNESDAY MAY 27	 VS 
THURSDAY MAY 28	TIE-BREAKER (IF NECESSARY)
FRIDAY MAY 29	SEMI-FINAL
SUNDAY MAY 31	CHAMPIONSHIP

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**2026 MEMORIAL CUP**

**MAY 21-31, 2026**



**Prospera Place**

**REMAX Power Play Lounge**

**Real Canadian Superstore  
Hockey Hub**

**Delta Grand  
Okanagan Resort,  
Host Hotel**

**Hockey Hall of Fame  
presented by Pushor Mitchell**

**Memorial Arena**

**Canco Family Zone**

WATER ST

CLEMENT AVE

CORONATION AVE

CAWSTON AVE

WATER ST

ELLIS ST

ST PAUL ST

BERTRAM ST

DOYLE AVE

BERNARD AVE

EVENT DETAILS



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# MEMORIAL CUP BEYOND THE RINK

The Memorial Cup is not just celebrated inside the arena. It's a **10-day celebration** that will include activations throughout and around the city.



## ARRIVAL OF THE CUP PARADE + KICK OFF FESTIVAL

Stuart Park | Thursday, May 21 4:30pm to 8:30pm

The arrival of the cup parade is a symbolic opening celebration, formally welcoming the Memorial Cup. Parade: 4:30pm to 5:00 pm Formal program: 5:00 pm to 5:30 pm. Festival: 5:30 pm to 8:30 pm

## CANCO FAMILY ZONE

Stuart Park | Weekends 12pm – 6pm | Weekdays 3pm – 6pm

The ultimate destination for fans of all ages. The Canco Family Zone is an interactive space that will be open in the lead up to game time. The area will include a variety of engaging games, sponsor activations, and local food trucks, creating a fun environment for families and hockey fans alike.

## FAN FESTIVAL ZONE

Real Canadian Superstore Hockey Hub & REMAX Power Play Lounge

Prospera Place Parking Lot | 4pm – 10pm/11pm on Game Days

Championship Sunday Open at 2pm

The zone features dedicated VIP hospitality area sponsored by REMAX and the main entertainment and beer tent, presented by the Real Canadian Superstore, will include live entertainment, game broadcasts, and a lively festival atmosphere before and after games.

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# MEMORIAL CUP BEYOND THE RINK



## HOCKEY HALL OF FAME

Laurel Packinghouse | Weekends 12:00pm – 6:00pm | Weekdays 3:00pm – 6:00pm

Immersive space that celebrates the rich legacy of Canadian hockey with interactive exhibits, memorabilia, and storytelling that highlight the game's most iconic moments and legendary players. Fans of all ages can explore the sport's heritage, participate in school programming, and engage with hands-on activities that bring hockey's history to life. The Hockey Hall of Fame will serve as a central gathering point for the community, connecting fans to the traditions, milestones, and stories that make the game an enduring part of Canadian culture.

## BALL HOCKEY TOURNAMENT

Memorial Arena – Saturday May 23 | 9:00am – 3:00pm

On Saturday, May 23, more than 200 Grade 5 and younger players from 13 local schools will compete in a high-energy tournament inspired by the WHL, OHL, and QMJHL leagues. The competition begins with a jamboree on May 8 at three local schools to determine which teams advance to the playoffs, culminating in a full day of ball hockey action.

Each participating school will be paired with a WHL, OHL, or QMJHL team, with jerseys featuring the league logos, Memorial Cup branding, and sponsor recognition.

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# EVENT SCHEDULE



	THURS	FRI	SAT	SUN	MON	TUES	WED	THURS	FRI	SAT	SUN
	21-May	22-May	23-May	24-May	25-May	26-May	27-May	28-May	29-May	30-May	31-May
<b>Games</b>		Game #1 6:00pm	Game #2 6:00pm	Game #3 6:00pm	Game #4 6:00pm	Game #5 6:00pm	Game #6 6:00pm	Game #7 6:00pm*	Semi-Final 6:00pm		Final 4:00pm
<b>Teams</b>		OHL @ Rockets	WHL @ QMJHL	<b>Rockets</b> @ QMJHL	WHL @ OHL	QMJHL @ OHL	<b>Rockets</b> @ WHL	*Tiebreaker if needed	TBA		TBA
<b>Fan Festival Zone</b> <i>(Prospera Place Parking Lot)</i>		4pm -11pm	4pm -11pm	4pm -10pm	4pm -10pm	4pm -10pm	4pm -10pm	4pm -10pm*	4pm -11pm	CLOSED	2pm - 10pm
<b>Canco Family Zone</b> <i>(Stuart Park)</i>	5:30-8:30pm	3pm - 6pm	12pm-6pm	12pm -6pm	3pm - 6pm	3pm - 6pm	3pm - 6pm	3pm - 6pm	3pm - 6pm	12pm - 6pm	12pm-6pm
<b>HHOF Presented by Pushor Mitchell</b> <i>(Laurel Packinghouse)</i>		3pm - 6pm	12pm-6pm	12pm-6pm	3pm - 6pm	3pm - 6pm	3pm - 6pm	3pm - 6pm	3pm - 6pm	12pm-6pm	12pm-4pm
<b>Special Events</b>	Arrival of the Cup Parade 4:30 - 5:30pm  Kick Off Festival 5:30 - 8:30pm  VIP Welcome Reception 6 - 8pm		Youth Ball Hockey Tournament 9am - 3pm					*If no tie- breaker is needed, above locations will be closed.		Legends & Legacy Event 6pm - 9pm	

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# WHY GETTING INVOLVED MATTERS

**Engaging with the event isn't just a "nice to have", it's a real opportunity to grow your business:**

- **Drive traffic to your door**  
Fans are actively looking for places that feel part of the experience.
- **Turn visitors into repeat customers**  
A great first impression during Memorial Cup can turn into long-term loyalty.
- **Get discovered by new audiences**  
Both visitors and locals will be exploring Downtown in a different way.

**This is your chance to be part of the experience;  
not just watch it happen!**



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# IDEAS ON HOW TO GET INVOLVED

**First things first: You do not need a big budget!**

This is about small, intentional touches that make your business feel part of the moment.



<b>Set the Scene</b>	<ul style="list-style-type: none"><li>▪ Hockey-themed displays, window paintings, or decals</li><li>▪ Team colours, sticks, pucks, simple visual touches</li></ul>
<b>Bring It Into Your Offering</b>	<ul style="list-style-type: none"><li>▪ Feature a themed drink, menu item, or retail display</li><li>▪ Rename something fun for the event</li></ul>
<b>Create a Fan-Friendly Atmosphere</b>	<ul style="list-style-type: none"><li>▪ Play the games on your TVs</li><li>▪ Welcome fans with simple signage (“Go Rockets!”)</li></ul>
<b>Add a Light Interaction</b>	<ul style="list-style-type: none"><li>▪ Game predictions</li><li>▪ “Pick the winner” contests</li><li>▪ Anything easy and fun for customers to engage with</li></ul>

**If it feels fun, easy, and hockey-inspired, you’re doing it right!**

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# ACTIVATE RESPONSIBLY

We want everyone to take part, while respecting the event guidelines

## YOU CAN

- Use hockey themes, colours, and general imagery
- Lean into hockey language and fan energy in your promotions
- Create your own in-store fan-friendly experiences tied to the hockey excitement

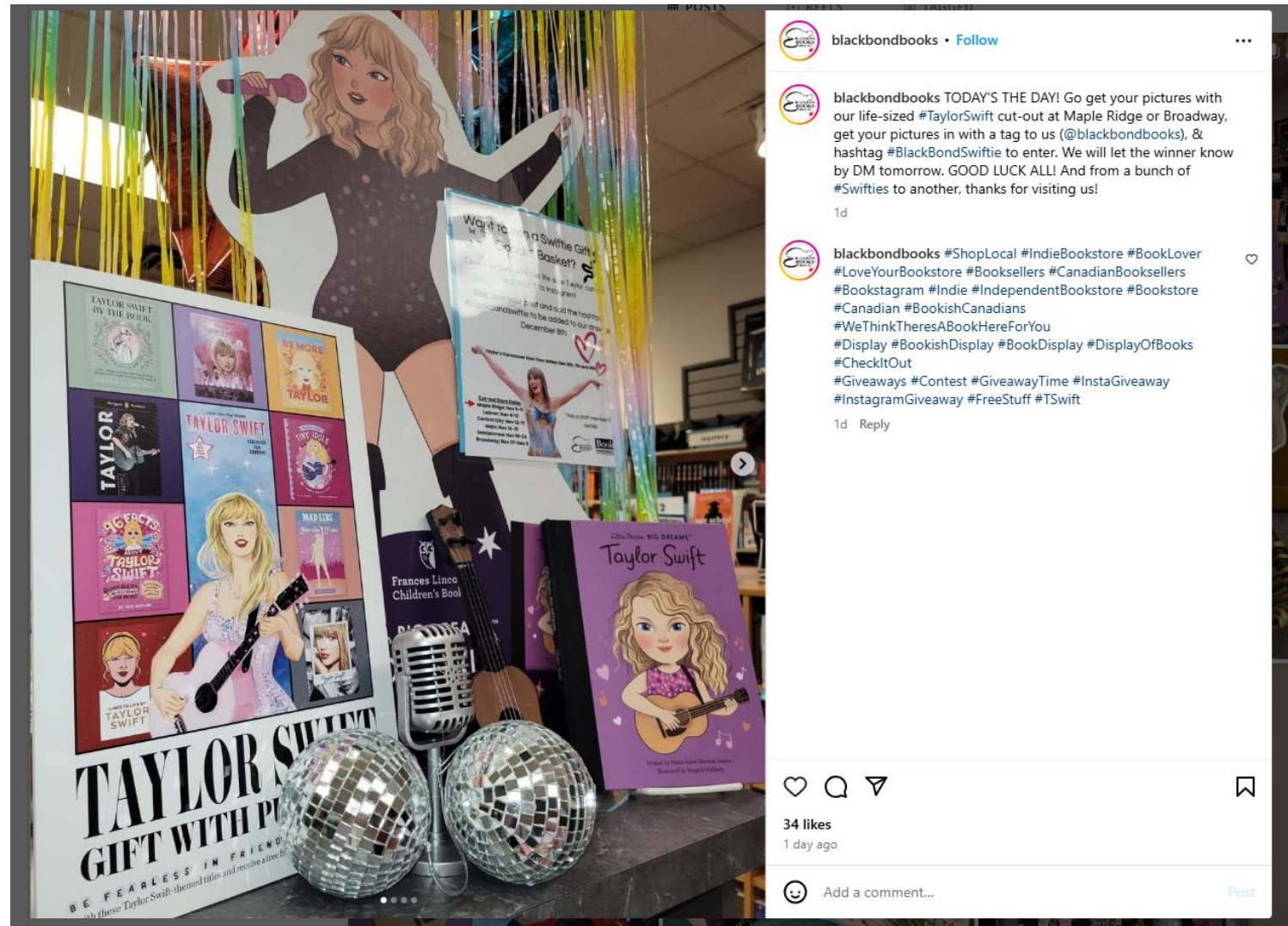
## PLEASE AVOID

- **Using official Memorial Cup logo** on your promotions without permission
- Calling your event/promotion “**official**”, “**partner**”, “**sponsored by Memorial Cup**”, etc.
- Suggesting any **formal affiliation** to the Memorial Cup.
- Using protected event branding in signage, advertising, menus, or social content without approval.



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# DURING EVENT(S)



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blackbondbooks TODAY'S THE DAY! Go get your pictures with our life-sized #TaylorSwift cut-out at Maple Ridge or Broadway, get your pictures in with a tag to us (@blackbondbooks), & hashtag #BlackBondSwiftie to enter. We will let the winner know by DM tomorrow. GOOD LUCK ALL! And from a bunch of #Swifties to another, thanks for visiting us!

1d

blackbondbooks #ShopLocal #IndieBookstore #BookLover #LoveYourBookstore #Booksellers #CanadianBooksellers #Bookstagram #Indie #IndependentBookstore #Bookstore #Canadian #BookishCanadians #WeThinkTheresABookHereForYou #Display #BookishDisplay #BookDisplay #DisplayOfBooks #CheckItOut #Giveaways #Contest #GiveawayTime #InstaGiveaway #InstagramGiveaway #FreeStuff #TSwift

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34 likes  
1 day ago

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leesdonuts.ca Calling all Swifties!

Celebrate Taylor Swift's arrival with our limited-edition donuts, inspired by her iconic eras! Available December 2-7, these sweet creations are as memorable as her hits.

Don't miss out! Head to one of our three locations and grab your favorites before they're gone.

Who's ready to taste the magic of Taylor's eras in every bite?

#LeesDonuts #Donut #Doughnut #Doughnuts #Donuts #Vancouver #VancouverNews #VancouverFood #VancouverFoodie #Foodie #Food #Vancity #YVR #VancouverEats #DonutShop #DoughnutShop #gastown #granvilleisland #bentallcentre #taylorswift #swifties #erastour #tayloration

3d

nashcottage And Langley? 3d Reply

View replies (1)

joeyaufray Any in Steveston? 1d Reply

ninounderscorem 3d Reply

theadrianangelo\_ 2d Reply

339 likes  
3 days ago

Add a comment...



paige.cyr • Follow

paige.cyr The end of an Era 🌟 #tayloration #swiftcover #erastour

18h

nicoleharris\_25 Seen her in Toronto and it was SO much fun! 18h 1 like Reply

View replies (4)

ambermaeparke Currently watching the livestream to the last show 🥰 I had the best daysss with you ❤️❤️❤️ 17h Reply

aliciadhowse First pic 🥰 prettiest! 18h 1 like Reply

View replies (1)

andreafeinty Love your dress!! 16h Reply

katynicolea there's glitter on the floor after the party 🌟 17h Reply

yesbywhattayaat Beautiful 🥰❤️ 15h Reply

winkyrides Awesome 🥰 17h Reply

234 likes  
18 hours ago

Add a comment...

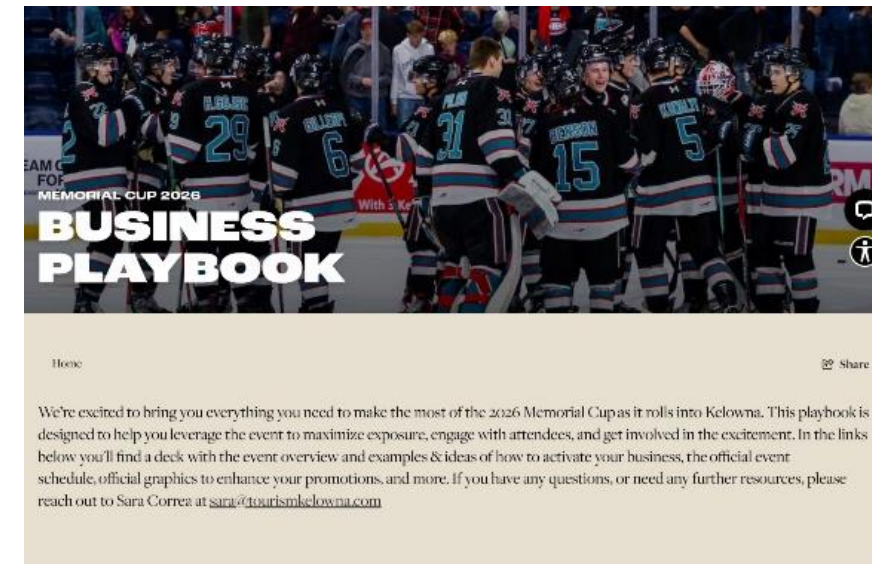
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# DURING EVENT(S)



# ONLINE PLAYBOOK AVAILABLE

- The playbook is an online resource to help businesses engage with the event.
- The online playbook includes:
  - I Speak Hockey deck
  - Game schedule
  - Graphics and social media overlays
  - Fan events schedule
  - Decal requests
  - Upload promotions or special offers
  - Upload any hockey themed events or specials you offer



### MEMORIAL CUP PLAYBOOK

- MEMORIAL CUP EVENT INFORMATION**  
Download the Memorial Toolkit for the full information about the event and ideas on how to leverage the event. [DOWNLOAD HERE](#)
- OFFICIAL GAME SCHEDULE**  
Click here for the detailed game day event schedule. [DOWNLOAD HERE](#)
- FULL FESTIVAL SCHEDULE**  
Get all the information on the Memorial Cup Festival. [DOWNLOAD HERE](#)
- READY TO USE SOCIAL MEDIA GRAPHICS & MESSAGING**  
Use these pre-made social media graphics & overlays to welcome hockey fans and promote your offers. [DOWNLOAD HERE](#)
- UPLOAD YOUR HOCKEY THEMED EVENTS TO THE TOURISM KELOWNA WEBSITE**  
Promote your events by uploading them to the Tourism Kelowna website. [DOWNLOAD HERE](#)
- UPLOAD YOUR HOCKEY THEMED OFFERS**  
Drive traffic to your business by offering discounts, added values, during the event. Upload your offers directly to our website. [DOWNLOAD HERE](#)
- WINDOW DECALS WILL BE AVAILABLE**  
Hockey themed "Welcome to Kelowna" window decals will be available for businesses to display during Memorial Cup. Stay tuned for for... [DOWNLOAD HERE](#)
- HOCKEY LINGO 101**  
Brush up on your hockey lingo to help theme your activities or services. Click on the link below to access key hockey words and... [DOWNLOAD HERE](#)



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# ONLINE PLAYBOOK – EVENT INFO



## MEMORIAL CUP EVENT INFORMATION

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## OFFICIAL GAME SCHEDULE

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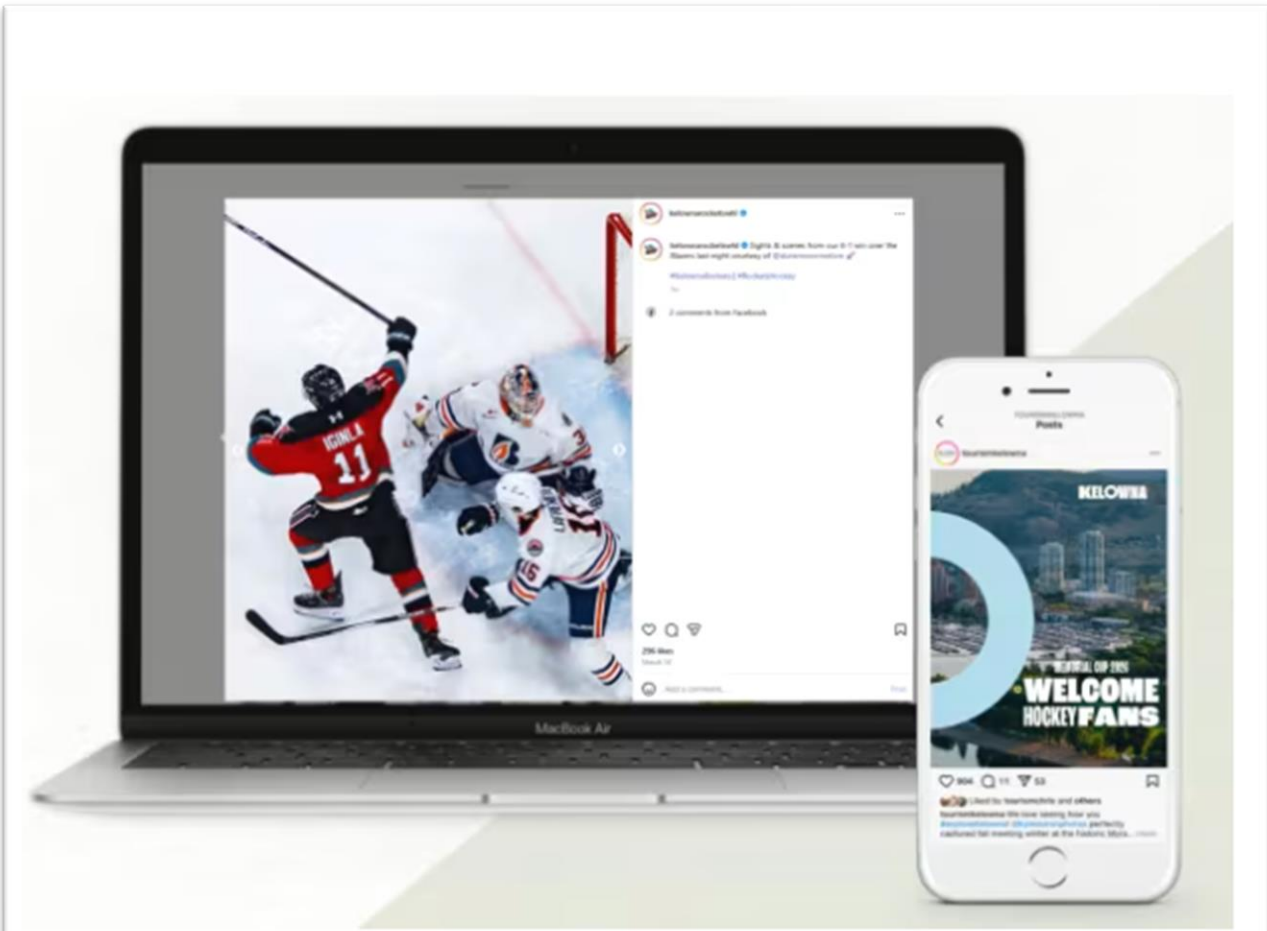
[DOWNLOAD HERE](#) →

## FULL FESTIVAL SCHEDULE

Get all the information on the Memorial Cup Festival.

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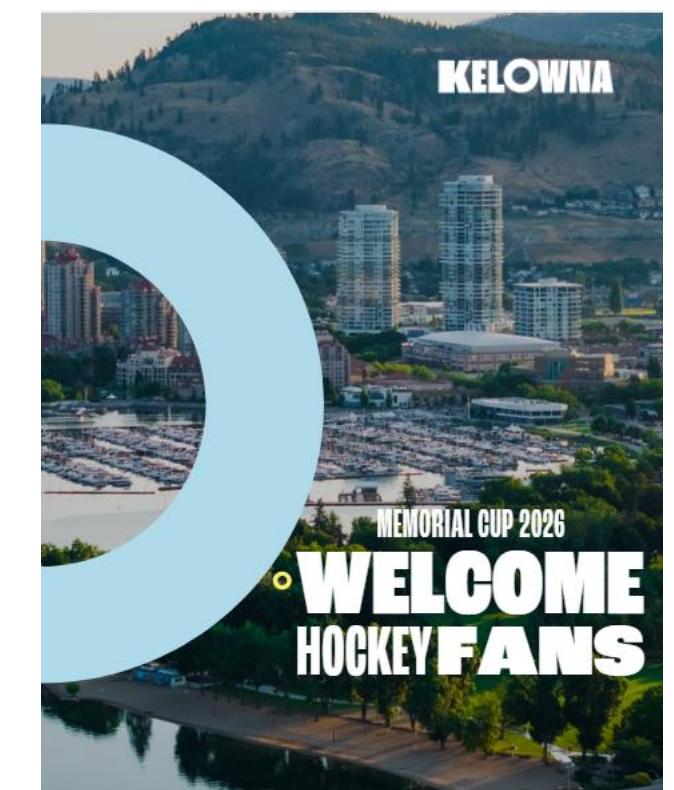
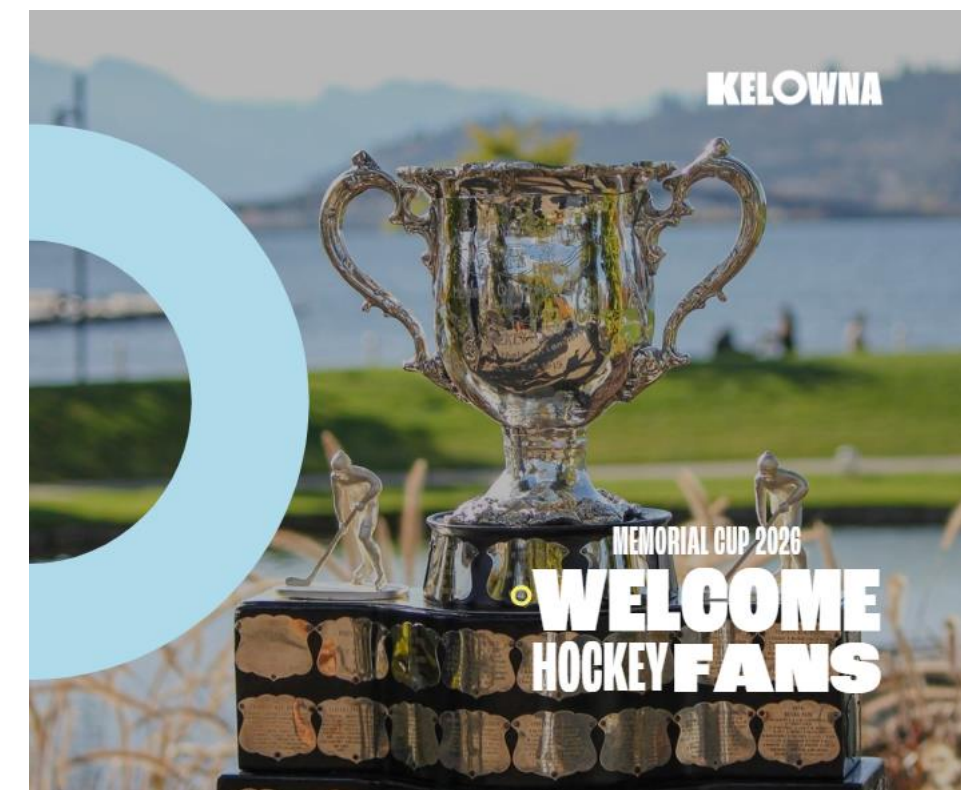
# ONLINE PLAYBOOK - SOCIAL MEDIA GRAPHICS & MESSAGING



## READY TO USE SOCIAL MEDIA GRAPHICS & MESSAGING

Use these pre-made social media graphics & overlays to welcome hockey fans and promote your offers.

[DOWNLOAD HERE](#) →



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# ONLINE PLAYBOOK HOCKEY DECALS & LINGO



## Hockey 101 – Lingo

Term	Definition
Backcheck	Attempt by a forward on the way back to the defending zone to regain the puck
Barn	Hockey arena
Biscuit	Hockey puck
Biscuit in the basket	The puck going into the net for a goal
Body Check	Using the hip and/or shoulder to slow or stop an opponent with the puck
Breakaway	The puck carrier getting in front of all opponents except the goalkeeper
Breakout	When a team comes out of its defensive zone and starts up the ice toward the opponent's goal
Celly	Celebration after a goal
Cherry picking	Staying behind the play waiting for a breakaway pass
Chicklets	Teeth
Chippy	Players are getting irritated with one another
Coast to coast	Carrying the puck from one end to the other
Deke	Faking an opponent out of position
Drop Pass	Puck carrier leaves the puck behind for a trailing teammate to pick up
Dump and chase	Shooting the puck into the offensive zone and pursuing it
Five hole	Shot between the goalie's legs

## WINDOW DECALS WILL BE AVAILABLE

Hockey themed "Welcome to Kelowna" window decals will be available for businesses to display during Memorial Cup. Stay tuned for for...

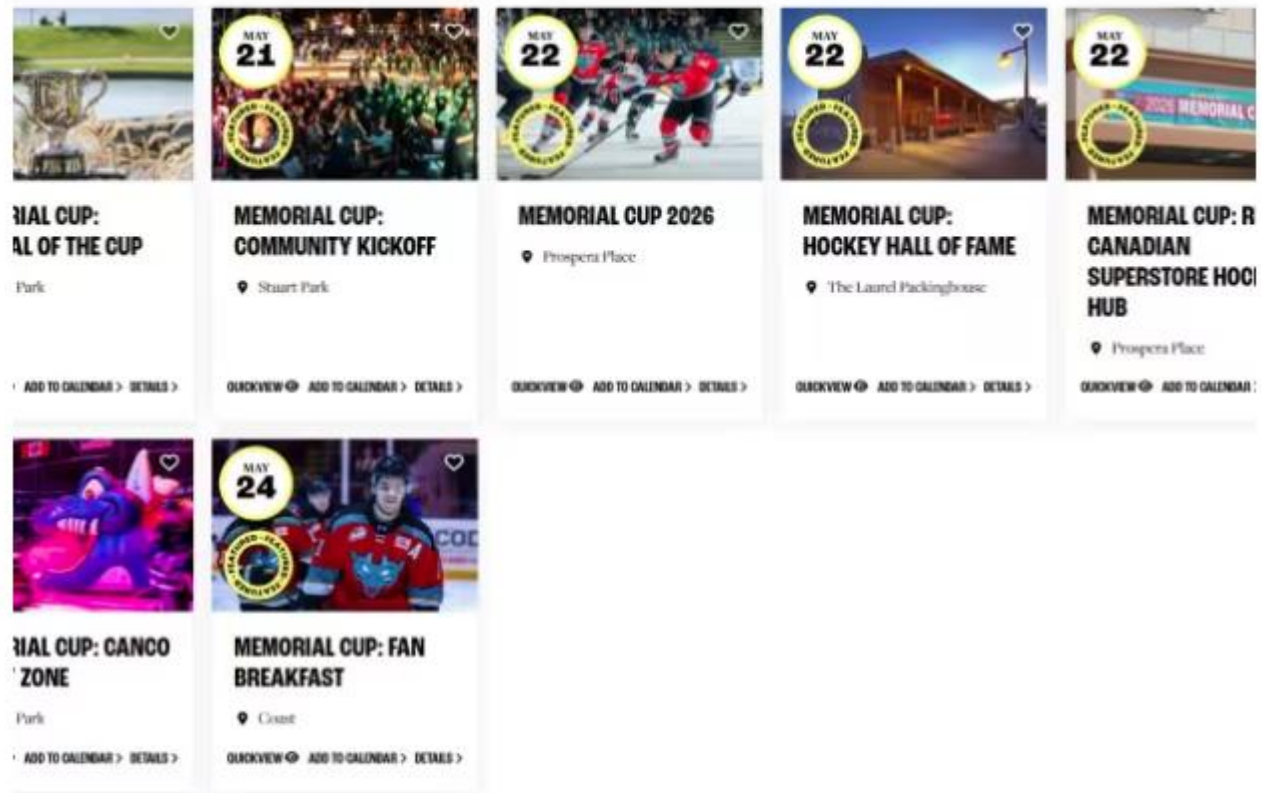
## HOCKEY LINGO 101

Brush up on your hockey lingo to help theme your activities or services. Click on the link below to access key hockey words and...

CLICK HERE [→](#)

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# ONLINE PLAYBOOK UPLOAD YOUR OFFERS



## UPLOAD YOUR HOCKEY THEMED EVENTS TO THE TOURISM KELOWNA WEBSITE

Promote your events by uploading them to the Tourism Kelowna website.

[CLICK HERE](#) →

## UPLOAD YOUR HOCKEY THEMED OFFERS

Drive traffic to your business by offering discounts, added values, during the event. Upload your offers directly to our website

[CLICK HERE](#) →

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# KEY CONTACTS



- Memorial Cup Event Manager | **Jillian Haller** | [jillian@memorialcup2026.ca](mailto:jillian@memorialcup2026.ca)
- Memorial Cup Co-Chairs | **David Rush & Steve Thomson**
- Official Sponsorship Opportunities | **Kim McKechnie** | [kim@memorialcup2026.ca](mailto:kim@memorialcup2026.ca)
- Volunteer Opportunities | **Alisa & Lauren** | [volunteers@memorialcup2026.ca](mailto:volunteers@memorialcup2026.ca)
- Downtown Kelowna Association | **Cassandra Wysochansky** | [cassandra@downtownkelowna.com](mailto:cassandra@downtownkelowna.com)
- Tourism Kelowna | **Sara Correa Haslehurst** | [sara@tourismkelowna.com](mailto:sara@tourismkelowna.com)

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**THANK YOU!**

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