



# SPECTATOR GUIDE





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# CW25 SPECTATOR GUIDE OVERVIEW

Welcome to **2025 CEBL Championship Weekend (CW25)** in Winnipeg - the biggest celebration of Canadian professional basketball, culture, and community!

This guide is your all-in-one resource for everything happening throughout the weekend. Whether you're here to cheer on your team, soak up the festival atmosphere, or experience the energy of the CEBL live, this guide will help you navigate it all with ease.

Inside, you'll find [event schedules](#), [venue maps](#), [ticketing info](#), [festival highlights](#), [local recommendations](#), and more, all designed to help you make the most of your CW25 experience in Winnipeg.

From courtside action to outdoor entertainment, this is your go-to reference for a weekend packed with unforgettable moments.

# WELCOME TO CW25

To All CW25 Attendees,

Welcome to the 2025 CEBL Championship Weekend in Winnipeg!

This city lives and breathes basketball, and there's no better place to close out the season than right here — surrounded by passionate fans, an electric atmosphere, and a community that truly shows up for the game.

This season has been nothing short of extraordinary. We reached major milestones: our 500th game, the longest season in league history, and what many are calling the highest level of talent the CEBL has ever seen. With over 15 players bringing NBA experience, the return of fan favourites, and a wave of elite newcomers, the action on the court has reached new heights.

But this league has always been about more than just numbers — it's about the people. CEBL fandom is at an all-time high, with 5.5 million Canadians engaging with the league annually — that's 23% of the population aged 13 to 64. That kind of support doesn't happen by chance. It's a reflection of a coast-to-coast community that believes in what we're building together: a league that's proudly Canadian and fueled by its fans.

And now, it all comes down to this weekend — the final games, the biggest moments, and the celebration we've all been waiting for.

Whether you're arriving in Winnipeg or already call it home, you'll feel the buzz in the city — the energy, the excitement, the pride. Together with the host Sea Bears and tremendous support by the City of Winnipeg and Province of Manitoba, we've curated a weekend packed with elite basketball, live music, a vibrant fan festival, and countless opportunities to connect with the people who make this league so special — our players, coaches, staff, partners, and most importantly, you.

If this is your first Championship Weekend or you've been with us from the start, we're thrilled to have you here. Thank you for being part of this journey. We'll see you at the games, at the festival, and out and about enjoying everything this incredible city has to offer.

Let's make CW25 one to remember.

Warm regards,

A stylized, handwritten signature in gold ink, likely belonging to Mike Morreale, positioned above his name and title.

Mike Morreale  
Commissioner & Co-Founder  
Canadian Elite Basketball League



**PREMIER  
OF MANITOBA**

Legislative Building  
Winnipeg, Manitoba R3C 0V8  
CANADA

**A MESSAGE FROM THE PREMIER**

*Welcome to Manitoba! On behalf of our province and people, we are thrilled to be hosting the 2025 CEBL Championship Weekend right here in Winnipeg.*

*This weekend is an opportunity to gather not just as basketball fans, but as Canadians united in our love of our country's amazing sports communities. On that note, I want to give a special shout out to our home team. The Sea Bears have brought so much to our province in the past two years. By giving Manitobans a team to cheer for and giving back to the community every day, we are proud to call the Sea Bears Winnipeg's very own.*

*No matter who you're cheering for, it's going to be an awesome weekend, and a true celebration of Canadian basketball. With a street festival, concerts, and activities, there's something for everyone. To all those attending, stay safe, have fun, and enjoy the Manitoba hospitality we're famous for. And of course, Go Sea Bears!*

A stylized, handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke extending to the right.

**The Honourable Wab Kinew  
Premier of Manitoba**



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**PREMIER MINISTRE**

Palais législatif  
Winnipeg (Manitoba) CANADA  
R3C 0V8

**MESSAGE DU PREMIER MINISTRE**

*Bienvenue au Manitoba! Au nom de notre province et de nos concitoyens, nous sommes ravis d'accueillir la fin de semaine du Championnat de la LECB 2025 ici même à Winnipeg.*

*Cette fin de semaine est l'occasion de se rassembler non seulement en tant qu'amateurs de basket-ball, mais aussi en tant que Canadiens unis dans l'amour des formidables communautés sportives de notre pays. À cet égard, je tiens à saluer tout particulièrement notre équipe locale. Les Sea Bears ont beaucoup apporté à notre province au cours des deux dernières années. En offrant aux Manitobains une équipe à encourager et qui redonne chaque jour à la communauté, les Sea Bears de Winnipeg font notre fierté.*

*Peu importe l'équipe que vous soutenez, ce sera une fin de semaine extraordinaire et une véritable célébration du basket-ball canadien. Festival de rue, concerts et activités; il y en a pour tous les goûts. Je souhaite à tous les participants de s'amuser en toute sécurité et de profiter de l'hospitalité manitobaine qui fait notre réputation. Et bien sûr, allez les Sea Bears!*

A stylized, handwritten signature in black ink, which appears to read "Wab Kinew".

**Wab Kinew**

**Premier ministre du Manitoba**



## A MESSAGE FROM THE MAYOR

As Mayor of Winnipeg, I am thrilled to welcome you to our city for the CEBL's Championship Weekend, Canada's premier annual basketball event.

This marks the first time Winnipeg has hosted this incredible national celebration, and we couldn't be prouder. From the electric atmosphere of the CW25 Street Festival to the roar of the crowd at Canada Life Centre, this weekend is about more than just basketball — it's about community, culture, and connection.

For the first time, Winnipeggers will have the chance to cheer on our very own Winnipeg Sea Bears in a Western Conference Final, right here at home. It's a moment of pride for our city and a milestone for basketball fans across Manitoba.

The CW25 Street Festival will bring Graham Avenue to life with music, local food, 3x3 basketball, and the unmistakable energy of our community. As we reimagine Graham as a vibrant, pedestrian-friendly destination, this festival offers an exciting glimpse into the future of our downtown.

A heartfelt thank you to the Winnipeg Sea Bears organization for their leadership in bringing Championship Weekend to our city. Let's come together to celebrate the game, the culture, and everything that makes Winnipeg special.

To all our guests, from across Manitoba and beyond, welcome. We're so glad you're here. Enjoy every moment of Championship Weekend in Winnipeg!

Sincerely,

A handwritten signature in blue ink, appearing to read 'Scott Gillingham', is positioned below the word 'Sincerely,'.

Scott Gillingham  
Mayor  
City of Winnipeg





## MESSAGE DU MAIRE

En tant que maire de Winnipeg, je suis ravi de vous accueillir dans notre ville à l'occasion du week-end du Championnat de la LECB, la plus grande fête annuelle du basketball au Canada.

C'est la première fois que cette incroyable célébration nationale a lieu à Winnipeg, et nous ne pourrions être plus fiers. De l'atmosphère électrique du CW25 Street Festival aux exclamations des spectateurs dans le Canada Life Centre, la portée de cette fin de semaine dépasse celle du basketball – il s'agit d'une célébration de la communauté, de la culture et de l'établissement des liens.

Pour la première fois, les Winnipegois pourront applaudir les Sea Bears de Winnipeg lors d'une finale de la l'Association de l'Ouest, et ce, dans leur propre ville. Il s'agit d'un moment de fierté pour notre ville et d'un événement important pour les amateurs de basketball de tout le Manitoba.

Le CW25 Street Festival animera l'avenue Graham grâce à la musique, la nourriture locale, le basketball à trois et l'énergie qui caractérise notre communauté. Alors que nous repensons l'avenue Graham en vue de la transformer en lieu dynamique et accueillant pour les piétons, ce festival nous donne un aperçu attrayant de l'avenir de notre centre-ville.

Nous remercions sincèrement l'organisme des Sea Bears de Winnipeg du leadership dont il a fait preuve pour faire en sorte que le week-end du Championnat ait lieu dans notre ville. Rassemblons-nous pour célébrer le sport, la culture et tout ce qui rend Winnipeg si spécial.

Bienvenue à toutes les personnes venues des quatre coins du Manitoba et de l'extérieur de la province. Nous sommes ravis de vous compter parmi nous. Profitez de chaque moment du week-end du Championnat à Winnipeg!

Veuillez agréer l'expression de mes sentiments distingués.

A blue ink signature of Scott Gillingham, the Mayor of Winnipeg, is written in a cursive style.

Le maire de Winnipeg,  
Scott Gillingham

# TRAVEL & ACCOMMODATION TIPS

## AIRPORT INFORMATION

Winnipeg James Armstrong Richardson Airport (IATA: YWG; ICAO: CYWG), known as Winnipeg Airport, is the main international airport serving Winnipeg, Manitoba, in Canada.

Winnipeg Airport is located 8 km from Winnipeg city centre.

249-2000 Wellington Avenue  
Winnipeg, MB R3H 1C2  
CANADA

[OFFICIAL WEBSITE](#)[TRAVEL INFORMATION](#)[GETTING AROUND](#)

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## WHERE TO STAY

Click the links below to access exclusive CW25 partner hotel group rates.

*Limited availability; Reserve your hotel room soon to ensure preferred rates and location.*

[DELTA HOTEL WINNIPEG](#)[ALT HOTEL WINNIPEG](#)

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## EXPLORE WINNIPEG

Between the excitement of the games and the energy of the CW25 Festival, there's plenty of time to discover all that Winnipeg has to offer. Whether you're a foodie, history buff, art lover, or just looking for something new to explore — this vibrant city has something for everyone.

Thanks to our friends at Tourism Winnipeg, we've gathered some of the best ideas for things to do, places to eat, and must-see attractions during your stay. From iconic spots like The Forks and the Canadian Museum for Human Rights, to hidden local gems, you'll find plenty to fill your free time in unforgettable ways.

*Check out the links below for travel tips, local guides, and things to do while you're in town.*

[PLACES TO EAT & DRINK IN WINNIPEG](#)[THINGS TO DO](#)

# EVENTS SCHEDULE

## CW25 SCHEDULE

### CEBL AWARDS

Thursday, August 21, 2025 - 6:00PM Doors, 7:15PM Start

The Metropolitan Entertainment Centre

The annual CEBL Awards at The MET will be the first official event of CW25. Eight awards will be on the line, including the league's MVP, Coach of the Year and Canadian Player of the Year. Ticket purchase includes access to the event plus food and two complimentary drinks.

SOLD OUT

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### THE PLAYNOW STREET FESTIVAL

Friday, August 22 to Sunday, August 24, 2025

Downtown Winnipeg (Graham Avenue)

A free, three-day fan-friendly street festival featuring live music, food trucks, 3x3 Basketball, the Champions Market Powered By Third + Bird and more, will take place in True North Square and on Graham Avenue between Edmonton St. and Donald St.

## FESTIVAL VENDORS & EATS

### Festival Hours of Operation

Friday, August 22, 2025 .....	3:00 PM - 11:00 PM
Saturday, August 23, 2025 .....	12:00 PM - 11:00 PM
Sunday, August 24, 2025 .....	12:00 PM - 8:00 PM



## LEGEND



## Live Music at the CW25 PlayNow Street Festival

The CW25 Festival, presented by PlayNow, will feature a dynamic lineup of Canadian talent headlined by Shawn Desman, with performances by Haviah Mighty, The Funk Hunters, The Free Label, Roman Clarke, YSN Fab, Boogey the Beat, Ami Cheon, Snackie + Courtney Fox, Jérémie & the Delicious Hounds, and the Wackydoodle Dance Party. All performances will take place on the Princess Auto Main Stage at the corner of Graham and Carlton in Downtown Winnipeg.

## CW25 PLAYNOW STREET FESTIVAL - PERFORMANCE SCHEDULE



## Kal Tire CW25 3x3 Tournament Powered By Peg City

August 22-24, 2025

True North Square & Graham Avenue

[REGISTER FOR CW3X3 2025](#)

### 3x3 Open Tournament

- Competitive division 19+ with cash prize (TBA)

### 3x3 Community Tournament

- Rec division 19+ with cash prize (TBA)
- Wheelchair division
- Youth divisions Ages 11-18
- Masters Division 35+

### Feature Events

- Dunk Contest
- The Matt Loewen Legacy Shootout





# COMMISSIONER'S LUNCHEON

*Connecting Brands with the Power of Sports*

**Friday, August 22, 2025**  
**The RBC Convention Centre**



**Mike Morreale**

*Commissioner & Co-Founder  
CEBL*



**Cheryl Sebastian**

*Associate Vice President, Global Partnerships  
NBA*



**Norva Riddell**

*Sr. Vice President, Sales & Chief Revenue Officer  
True North Sports & Entertainment*



**Stephanie Withall**

*Vice President, Business & Marketing Operations  
Canada Basketball*



**Mark Loewen**

*President & General Manager  
Telpay*



[CEBL.ca/CW25/Tickets](https://CEBL.ca/CW25/Tickets)

HOSTED IN PARTNERSHIP WITH



**The Chamber**  
The Winnipeg Chamber of Commerce

## CONFERENCE FINALS DOUBLEHEADER

Friday, August 22, 2025

Eastern Conference Finals - 5:00 PM

Western Conference Finals - 7:30 PM

Canada Life Centre

The penultimate game day of the 2025 CEBL Playoffs will feature a Conference Finals doubleheader, with the host team Winnipeg Sea Bears playing in the Western Conference Final.

### Conference Finals Halftime Entertainment

This year's CW25 Conference Finals bring the energy off the court and onto the stage with two incredible halftime performances. Don't miss these high-impact sets from homegrown Winnipeg talent:

#### Western Conference Final Halftime Performer - The Lytics

- A fan-favourite hip hop collective from Winnipeg
- Known for their vibrant live shows and smooth, soulful beats
- [@thelytics](#) on Instagram & X

#### Eastern Conference Final Halftime Performer - Boogey the Beat

- Indigenous DJ/producer fusing ancestral sounds with contemporary beats
- A captivating performance celebrating culture, rhythm, and resilience
- [@boogeythebeat](#) on Instagram & X

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## CW25 CEBL COACHES CLINIC, PRESENTED BY FOX40

Saturday, August 23, 2025 - 9:00 AM - 3:00 PM

The RBC Convention Centre

Hosted in partnership with the RBC Convention Centre, the all-day event will include exclusive presentations by CEBL coaches from the six teams not competing at CW25 and a lunch break with food provided for all participants. Registered local coaches from minor club, high school, CCAA and U SPORTS will receive first-hand experiences to learn and understand best practices and coaching techniques to further their own development.

REGISTER



## CHAMPIONSHIP FINAL SUNDAY

Sunday, August 24, 2025 - 6:00 PM - 8:30 PM

Canada Life Centre

The 2025 CEBL Playoffs will come to a thrilling conclusion as the Conference Champions go head-to-head for the ultimate title - CEBL Champion.

### Championship Final – Halftime Performer - k-os

- Canadian hip hop legend with hits like Crabbuckit and Man I Used to Be
- Known for blending rap, rock, funk, and reggae into unforgettable live performances
- [@kosmusic](https://www.instagram.com/kosmusic)





# TICKETING INFORMATION

*Visit the links below to purchase game and CW25 event tickets*

**PURCHASE CW25 TOURNAMENT PACKS HERE**

**PURCHASE CW25 CONFERENCE FINAL TICKETS HERE**

**PURCHASE CW25 CHAMPIONSHIP FINAL TICKETS HERE**

**PURCHASE COMMISSIONER'S LUNCHEON TICKETS HERE**



# GAME VENUE MAPS & DETAILS: CANADA LIFE CENTRE

Home of the 2025 CEBL Conference Finals and CEBL Championship Final, Canada Life Centre is the premier sports and entertainment venue located in the heart of downtown Winnipeg. In the winter months, the arena serves as the home for the city's major hockey teams – the NHL's Winnipeg Jets and the AHL's Manitoba Moose – but in the summer, it becomes home court for the CEBL's newest franchise, the Winnipeg Sea Bears.

[DIRECTIONS](#)[ARENA MAPS](#)[SEATING](#)[FAN CODE OF CONDUCT](#)[IN-ARENA FOOD & BEVERAGE OPTIONS](#)



# CW25 SPONSORS

## THANK YOU TO OUR CW25 SPONSORS

On behalf of the Canadian Elite Basketball League and the Winnipeg Sea Bears, we proudly recognize and thank the incredible partners who have made Championship Weekend 2025 possible.

Through their support, we are able to bring fans from across the country an unforgettable basketball experience - on the court, in the community, and throughout the city of Winnipeg.

From the Festival to the Championship Final, these sponsors play a key role in helping us elevate every moment of CW25.

We encourage all fans to learn more about and engage with the valued partners listed on the following pages. Championship Weekend wouldn't be what it is without them.

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## CW25 FUNDING PARTNERS

**Manitoba**



**WINNIPEG**  
— CANADA —



## CW25 FESTIVAL PARTNERS



**Foot Locker**



## CW25 TRAVEL & HOSPITALITY PARTNERS



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## SUPPLIERS



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## MEDIA PARTNERS





# OFFICIAL CW25 MERCHANDISE

## THE IN-ARENA SHOP - CW25 MERCH

Official CEBL, CW25, and Winnipeg Sea Bears merchandise will be available for purchase at merchandise stands located throughout Canada Life Centre during the Conference Finals and Championship Game. A merchandise trailer will also be located at the festival market.

Browse exclusive CW25 apparel, team gear, and collectible items to commemorate your experience.

Official Merchandise is available online:

<https://truenorthshop.com/pages/sea-bears>

Festival Merchandise Trailer Hours:

Friday .....	3pm - 8pm
Saturday .....	Noon - 6pm
Sunday .....	Noon - 6pm



WINNIPEG  
**SEA BEARS**



BECOME A SEA BEARS INSIDER



**CEBL**



BECOME A CEBL INSIDER

[CEBL.CA/CW25](https://cebl.ca/cw25)