



# **CANADA**

## **BASKETBALL**

HOSTING  
RFI

ROAD TO THE FIBA WORLD CUP  
2017 - 2019 WORLD CUP QUALIFYING GAMES

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## 1. INTRODUCTION

Canada Basketball is seeking interest from potential hosting partners for the Road to 2019 FIBA World Cup (2017-2019).

The host organizations will be responsible for working with Canada Basketball to host basketball games featuring Canada's men's national team. Responsibilities in conjunction with Canada Basketball will include; hosting Canada, its opponent, game officials and delegates, comprised of local transportation, accommodations and meals; facility operations; event presentation; communications; hosting services; and other activities.

As part of the request for interest process, Canada Basketball is welcoming different types of proposals for the partnership arrangement and hosting model. For more information regarding the event please refer to appendices 1 and 2.

## 2. ABOUT CANADA BASKETBALL

Canada Basketball (CB) is the national sporting organization for the sport of basketball in Canada. Canada Basketball is respected throughout the world and is recognized by the International Amateur Basketball Federation (FIBA) and the Government of Canada as the sole governing body of the sport of amateur basketball in Canada.

Canada Basketball represents all basketball interests, provides leadership, coordination and direction in all areas of the sport of basketball. Canada Basketball is a not-for-profit organization run under a sound business model by a volunteer board of directors and dedicated full-time professional staff. The membership of CB consists of 13 provincial and territorial sports organizations (PTSO) that provide leadership for basketball in each province and territory.

### **Our Mission**

*We aspire to excellence in leading the growth and development of the game at home, and in pursuing medal performances on the international stage.*

### **Our Vision**

*To be recognized as a world leader in all aspects of basketball, and consistently reaching the podium in FIBA competitions and the Olympic Games.*

### **Our Values**

- Nation
- Team
- Purpose
- Excellence

Basketball has strong roots in Canada. The game was invented 125 years ago by a Canadian, Dr. James Naismith. Canadian amateur teams have participated in international competitions since the turn of the century, including one of the most storied amateur teams in the sport's history, the Edmonton Grads. Canada was also part of the origins of the NBA over 50 years ago when the first Basketball Association of America

(predecessor to the NBA) game was played in Toronto between the Toronto Huskies and New York Knickerbockers.

Today, the sport of basketball is experiencing an incredible surge in participation and popularity. Over 60% of 3-17 years olds play basketball casually making it the second most participated in team sport among youth (after soccer, ahead of hockey). Participation in the sport comes from all regions of the country with over 350,000 youth participating in organized basketball. (*Canadian Youth Sports Report 2013*)

Simultaneously, Canada's national teams are achieving greater levels of success on the international stage. As a nation, Canada now ranks 7<sup>th</sup> in the FIBA Combined Rankings (ranking that combines both men's and women's teams in all age categories). The women's national team were double gold medalists in 2015 (Pan Am Games and FIBA Americas Women's Championship) and are now the 6<sup>th</sup> ranked team in the world following the Rio Olympics. The men's national team feature more NBA players than any country in the world outside of the USA and continue to climb the FIBA rankings heading toward the 2019 World Cup. At the age group level, Canada's boy's and girls teams are ranked 3<sup>rd</sup> in the world and represent a strong pipeline of future senior national team players.

### **3. CANADA BASKETBALL HOSTING OBJECTIVES**

In the summer of 2015, Canada hosted the FIBA Americas Women's Championship in Edmonton. It was the first FIBA tournament hosted by CB in over a decade. The wildly successful event saw record crowds and television audiences cheer on Team Canada to a gold-medal finish and an Olympic berth.

Building off the growing momentum of the sport, CB has developed a multi-year hosting plan that targets major FIBA events, integrates the new men's World Cup qualifying structure and aims to develop the roster of domestic national championship events. As part of the hosting plan Canada Basketball is seeking to engage stakeholders and partners to help develop outstanding events on Canadian soil.

The objectives of Canada Basketball's hosting plan are to:

1. Showcase and enhance the sport of basketball;
2. Create excitement and build the CB brand;
3. Engage the community and grassroots basketball;
4. Maximize exposure through media, broadcasting and spectators in attendance;
5. Operate financially viable events that are commercially successful and revenue generating;
6. Continue to build momentum for the sport and deliver a legacy of health and wellness for all Canadians.

### **4. ABOUT THE EVENT**

#### **4.1 Mission and Mandate of the Event**

The new system aims to promote the growth of national basketball teams through regular games, played throughout the year, in front of each team's home fans. The new and

improved structure will bring increased media exposure and promotion through enhanced commercial and media partnerships.

Aside from the results on the court, this event represents a chance to make a meaningful investment in getting sports fans and the general public excited about basketball and physical activity, while offering an immense opportunity to achieve a lasting legacy for the sport of basketball in the host communities and across the country.

FIBA Road to the World Cup Video:

<https://www.youtube.com/watch?v=fpvjnn0uzws>

## 4.2 Participants

The FIBA Road to the World Cup will see Canada's best players from the NBA, Euro League and Canadian Interuniversity Sport, including superstars like Cory Joseph, Tristan Thompson, Kelly Olynyk, Andrew Wiggins, Jamal Murray, among others, don the red and white to take on countries from throughout the FIBA Americas Zone.

The following countries compete in the FIBA Americas Zone:

United States	Belize	Grenada
Argentina	Guatemala	Guyana
Bolivia	Honduras	Haiti
Chile	Mexico	Jamaica
Colombia	Nicaragua	Montserrat
Ecuador	Panama	Puerto Rico
Paraguay	Antigua & Barbuda	Saint Kitts and Nevis
Peru	Aruba	Saint Lucia
Uruguay	Bahamas	Saint Vincent and the Grenadines
Venezuela	Barbados	Suirname
Costa Rica	Bermuda	Trinidad and Tobago
El Salvador	British Virgin Islands	Turks and Caicos Islands
Dominican Republic	Cayman Islands	US Virgin Island
Cuba	Dominica	

## 4.3 Competition Format

The Road to the 2019 FIBA World Cup is a new qualifying process that will see 140 teams from around the world vying to be one of 32 teams headed to China for the World Cup in 2019.

Teams will compete within their geographic FIBA Zone consisting of Africa, Americas, Europe and Asia/Oceania.

Taking place over 15-months, beginning in November 2017, each team will play a series of home and road games during six different windows. Each window will be nine days, starting on a Monday and finishing on Tuesday of the following week:

- November 20 – 28, 2017

- February 19 – 27, 2018
- June 25 – July 3, 2018
- September 10 – 18, 2018
- November 26 – Dec 4, 2018
- February 18 – 28, 2019

Team Canada will take on other teams from the FIBA Americas Zone (listed above) for one of seven FIBA Americas spots in the World Cup.

Canada will play two games during each window with the assigning of games and opponents to be determined by a draw that will take place in the spring of 2017. The potential hosting rotation during the windows could be any of the following:

- Home and Road
- Home and Home
- Road and Road

#### **4.4 Other Activities Related to the Event**

The following are other related activities that Canada Basketball will be exploring as components of hosting the FIBA Road to the World Cup:

- Team training camp;
- Social functions;
- Clinics and workshops related to coach and officials development;
- Steve Nash Youth Basketball programming;
- 3x3 competitions;
- Youth tournaments.

#### **4.5 Host City Benefits**

By hosting a FIBA Road to the World Cup game in partnership with CB, the local host organization will help further the sport of basketball at the local, provincial and national level.

Canada Basketball encourages bidders to share in the rewards and risks of hosting this event and encourages bidders to propose profit/loss sharing frameworks between the host and CB for the hosting of the event. Canada Basketball will also entertain models that include the contracting of event rights to a potential host, financial compensation for contracted staff and services, straight rental arrangements and other possible solutions.

Along with the prestige of hosting the national team as part of one of the premier international single sport competitions, all parties involved will benefit from a variety of economic impacts:

- A large spectrum of fans composed of both adults and children;
- The opportunity for the host community to gain national and international visibility through exposure on various media platforms, including television, print, web, and social media;
- Engagement with the local volunteer community from which the event will need to recruit volunteers;

- Engagement and development of the local community through events accompanying the competition itself such as: social functions, clinics and workshops, 3x3 competitions and youth tournaments.

## 5. PROCEDURE FOR SUBMISSION OF INTEREST

The following organizations are invited to submit letters of interest which can be submitted in collaboration or independently:

- Municipal Governments including local Tourism Boards or Sport Tourism Associations
- Facility Owner Operators
- Canada Basketball PTSOs
- Canada Basketball Members
- CIS or CCAA Institutions
- Sport and Entertainment Organizations

The process and timeline for selecting host communities for each of the six qualifying games will be open; until such time that a host is determined for each event. The sole objective of Canada Basketball will be the selection of the best locations for CB to partner with for the hosting of these events.

Those interested in exploring the hosting of any of these qualifying games should submit their letter of interest to Canada Basketball via email to:

Bryan Crawford  
Senior Director, Operations  
[bcrawford@basketball.ca](mailto:bcrawford@basketball.ca)

Letters of interest should include an outline of the proposed hosting location and venue along with details about the local basketball community and the organization(s) leading the hosting bid.

Once a letter of interest has been received, Canada Basketball will respond to begin direct exploratory discussions.

## 6. EVALUATION

Canada Basketball will assess all potential hosts according to the following criteria:

- **Financial:** what is the proposed financial commitment, expenses and revenue model?
- **Venue Compliance:** does the venue satisfy or exceed the requirements?
- **Organizational Capacity:** what is the experience of the local host committee and their ability to meet the organizational requirements?
- **Potential for Exposure:** what is the potential to maximize exposure of the event in terms of spectator attendance, media coverage and brand engagement?
- **Fit with Hosting Plan:** how does the potential site fit with the Canada Basketball hosting plan objectives?

## APPENDIX 1 – FACT SHEET

- Canada Basketball will aim to host World Cup qualifying games throughout Canada in a variety of communities and provinces.
- The qualifying process will see 6 different countries play games in Canada.
- Each game hosted in Canada will be transmitted through CB's broadcast partner nationally and internationally through FIBA.
- Each event will also be webstreamed through FIBA and CB's digital platforms (FIBA Live, YouTube, Facebook, Twitter, etc.).
- Representatives from Canada's media outlets are expected to cover the games and generate articles, features and other content throughout the course of the qualifying process.
- Minimum attendance is anticipated to be 4,000 with spectators attending from both the local community as well as from outside the host city.
- The event is expected to generate numerous direct and indirect legacies for the host committee including: city visibility, event hosting experience, volunteer engagement, community development, coaching development, youth programming, and basketball equipment.



## APPENDIX 2 – HOSTING OBLIGATIONS

### 1. GENERAL INFORMATION

- Canada Basketball welcomes different types of proposals for the partnership arrangement and hosting model for the events. For more information regarding the event please refer to the remainder of the host obligations.
- As part of the final contract for the hosting of the event, CB will retain complete ownership and oversight of the event and will be responsible for managing all aspects of the competition in accordance FIBA requirements.

### 2. SUPPORT AND PARTNERSHIPS

- Canada Basketball will work with host stakeholders to form an organizing committee and develop the necessary human resources, both contracted and voluntary, to support the event.
- Canada Basketball will be pursuing Sport Canada Hosting Program support for each event and will serve as the primary point of contact for all discussions and agreements on support from the Federal Government.
- Local hosts should be able to commit public funding (provincial/municipal) toward supporting the event. Support includes both cash and/or VIK that will provide budget relief required to stage the event, such as rental and facility operational costs.
- All marketing rights to the event will be retained by CB and FIBA. Canada Basketball will lead the sales of all available sponsorship inventories for the event and will work with the host to promote commercialization opportunities for local sponsorship.
- Canada Basketball encourages bidders to share in the rewards and risks of hosting these events including profit/loss sharing frameworks between the host and CB for the hosting of the event.

### 3. FACILITIES

#### 3.1 Sporting Facilities

##### *a) Capacity*

- The minimum capacity is 4,000 spectators for games in November and February. Private suites and club levels are preferred although not mandatory.
- Minimum capacity is 8,000+ for games in June and September. Private suites and club levels are mandatory.

##### *b) Court Area and Flooring*

- The court must be a FIBA-lined court that is clear of any other marks, stickers

or other adhesive material (advertising or logos). Canada Basketball understands that most floors will not meet these specifications and will work with the host on a solution for an appropriate floor.

c) *Backboards*

- Each venue must have two portable backboard units along with one additional backup unit. The units must level 1 and have a 3.25M projection.

d) *General Requirements*

- Air Conditioned.
- Clear of any advertising from at least one day before the start of the event.
- Equipped with basketball equipment fully in line with the official basketball rules (sourcing of some equipment will be handled in conjunction with CB through FIBA-approved manufacturers).
- Light intensity of a minimum 1500 lux (approximately 140 candles).
- Sound system for music and announcers.
- Video Scoreboard
- LED signage (required) and ribbon boards (preferred).
- WIFI throughout the building.

e) *Change Rooms*

- A minimum total of 5 change rooms are required:
  - 2 for teams with washroom and shower facilities
  - 1 for referees with washroom and shower facilities (2 if there are male and female referees)
  - 1 for sport presentation and entertainment
  - 1 secure anti-doping room with washroom facilities
- A minimum total of 7 additional rooms are required including:
  - 1 for press conferences
  - 1 press working room with internet connection and international phone lines
  - 1 for the organizing committee
  - 1 VIP lounge
  - 1 volunteer and staff room
  - 1 television broadcast operations room
  - 1 medical first aid room

f) *Media*

- Clearly defined media areas shall include:
  - 1 mixed zone and flash interview area
  - 1 media working room with catering capacity
  - 1 press conference room with minimum 20 person capacity
- The media section of the tribunes must have an unobstructed view of the court and provide easy access to the media area. Final capacity is to be determined with a maximum capacity of approximately 100 persons.

g) *Television and Webcasting*

- Provision and setup of all required infrastructure in and around the competition venues including but not limited to:
  - The necessary space required for the installation of cameras

- Construction of any camera platforms as required
- Secured parking for the TV compound large enough to accommodate all vehicles
- Fully redundant power supply for the TV compound
- Space for television studios with a good view of the court
- Commentary positions that offer a perfect view over the court and easy access to the courtside area for pre and post-game interviews
- Transmission capabilities such as fibre lines used for transmitting high definition television signals to the networks are preferred, however; satellite trucks can be brought in
- Audio and video infrastructure such as HD video tie lines, XLR audio tie lines, Fibre, Triax, data, phone lines are preferred
- CB, with FIBA, maintains responsibility for the host broadcasting and webcasting.

*h) Hospitality*

- A dedicated VIP area with controlled easy and exclusive access for FIBA and host VIP guests.

*i) Information Technology*

- Internet/WiFi access throughout the building.
- Team video area with power from an elevated view of the court.

*j) Equipment*

- Forklift and operator.
- Industrial laundry machines.
- Ice machines.
- Refrigerators.
- Procurement of additional event delivery equipment such as stanchions (for crowd control), pipe and drape and a minimum 60 6' – 8' tables and 120 chairs.

*k) Medical Services*

- Venue should have a permanent medical or first-aid room available on-site or a temporary medical area would need to be created; with taping tables, hot tubs and ice baths.

*l) Other Requirements*

- Security Services (see 8.8 Security).

*m) Parking*

- Dedicated free parking for staff, officials and volunteers.
- Suitable onsite or local parking for guests and/or suitable shuttle transportation.

*n) Dressing*

- Venue dressing will be the responsibility of CB in partnership with the host.

### **3.2 Sporting Facilities (training)**

- Team Canada may require additional training facilities for a training camp and practices in advance of the competition.

### **3.3 Non-Sporting Facilities (for accommodation see 7.1)**

Facilities will be required for event components such as social functions, clinics and workshops, youth programming, 3x3 competitions and youth tournaments.

## **4. FINANCES INCLUDING REVENUE GENERATION**

### **4.1 Budget**

- Canada Basketball has developed a detailed preliminary budget for the hosting of the event which will be finalized in consultation with the host.
- In partnership with the host, CB will manage all aspects of the event budget and approve all expenditures.
- The profit/loss framework will depend on the agreement reached by CB and the host.

### **4.2 Ticketing**

- In agreement with, or approved by CB, the host will be responsible for developing and executing a ticketing system for the local and regional market that ensures a well-attended event.

## **5. MARKETING AND BROADCASTING**

### **5.1 Marketing**

- Canada Basketball will work with the host partner to develop and execute a detailed local and regional marketing plan and engage in an aggressive marketing campaign utilizing local, regional, national and international assets.
- Canada Basketball with FIBA will create the design concept for all event branding including: venue dressing and signage, official documents and marketing materials.

### **5.2 Broadcasting**

- All games are to be broadcast and Canada Basketball will negotiate with FIBA which maintains all rights and responsibilities for the broadcasting of the event.
- The host will be required to provide the necessary setup of all required infrastructure in and around the competition venues as listed above in 3.1.

## **6. COMMUNICATION, HOSTING SERVICES AND OTHER ACTIVITIES**

### **6.1 Communications and Media Services**

- Canada Basketball will work directly with a host media coordinator to generate media awareness for the event and maximize local coverage while maintaining sole responsibility for generating national media engagement and awareness.
- The host will be responsible for working with CB to generate local media interest for the event, including print, radio, television, and social media.

- Canada Basketball will provide the host media coordinator with event specific stories, athlete/team information and other information to support local media interest.
- During the event, media services for local, national and international media will be required as listed above in 3.1.

## **6.2 Hosting Services (VIPs and Sponsors)**

- Canada Basketball will work with the host partner to engage VIPs and sponsors, and provide servicing associated with the event for local, national and international VIPs, guests and dignitaries.

## **6.3 Other activities related to the event**

- The host will be asked to assist in the organization of other potential events and activities related to the event such as social functions, clinics and workshops, youth programming, and 3x3 competitions.

## **7. OPERATIONS**

- Canada Basketball shall be responsible for the guarantee of unconditional issuance of entry visas for all team delegations, the FIBA officiating team and FIBA delegation, FIBA commercial partners, broadcast partners, IT partners and other service providers, as well as to all media representatives and any other party working or participating in the event.
- Canada Basketball shall also be responsible for the communication with FIBA and the competing national federations including the development of team bulletins and team handbooks, along with the hosting of technical meetings.

## **7.1 Local Organizing Committee (LOC)**

- In order to ensure a successful plan and execute an event of this scale, an experienced and competent local organizing committee is required. The members of this committee should have previous experience organizing large scale sporting events and ideally experience with basketball events.
- Canada Basketball will work with the host partners to form an organizing committee and develop the necessary human resources, both contracted and voluntary to support the event.
- The committee should be made up of people with expertise and knowledge in a variety of different areas and fields. The members can come from various organizations, including the Provincial/Territorial Sport Organizations (PTSO), local tourism board, local sports tourism agency, local basketball clubs, local college or university programs, facility staff, and others.
- As a national sport organization, CB is committed to offering services in both official languages. It is recommended that fluently bilingual staff members or volunteers be on-site at all times to help assure that this commitment is met. As an international tournament, staff and volunteers fluent in other languages such as Spanish is also an asset.
- Organization of specific professional event staff including: officials, table officials, statisticians, sport presentation, and others as applicable, will be the responsibility of CB.

## **7.2 Accommodation**

- Accommodations for the event are the responsibility of each participating team, however; it is expected that the host assist in arranging accommodations and meals.
- As such, accommodations must be a minimum 4-star hotel.
- The following are the minimum required rooms for the entire tournament:
  - Teams – 20 rooms x min 2 days (additional rooms could be required to accommodate a training camp or pre-event training)
  - Officials – 4 rooms x 2 days
  - Staff Rooms – 5 rooms x 2 days
  - Television Crew – 10 rooms x 2 days
- Official's accommodations must be at a separate hotel from the teams.
- Hotels must be located within close proximity to the competition venue.
- Additional accommodations will be required for guests, media and other participants.
- In addition to guest rooms, the following space will also be required:
  - A team meeting room able to accommodate a minimum of 20 people are required for each team.
  - Meal room for teams.
- Free WiFi access throughout the hotel should also be available.
- Canada Basketball does not currently have a partnership with a hotel brand, however; it will maintain the right to negotiate a partnership for an official hotel for the event that may be outside of the proposed accommodations in the winning bid.
- CB will manage and provide rooming and accommodations lists.

### **7.3 Food Services**

- Food services for the event are the responsibility of each participating team, however; it is expected that the host assist in arranging food services.
- As such, it is expected that food is of sufficient quantity and of adequate quality for athletes. The following are the minimum required meals for the entire tournament:
  - Team – 40 people x 2 days
  - Team – snacks 36 people pre and post-game
  - Officials – 4 people x 2 days
  - LOC & Staff Meals – approx. 20 people x 2 days
- Meals will also be required at the venue for volunteers, media and VIP.

### **7.4 Registration and Accreditation**

- The host will be required to work with CB to implement and manage all aspects of an accreditation system including the printing and distribution of badges.

### **7.5 Airport**

- An airport with regular international flights must be within reasonably close proximity to the host destination.

### **7.6 Local Transportation**

- Local transportation is the responsibility of each team, however; it is expected that the host assist in arranging local transportation required for the duration

of the event by means of cars, buses, mini vans, etc., including airport shuttles.

#### **7.7 Medical**

- The host is required to ensure comprehensive medical services including emergency assistance for all participants as well as the general public.
- The coordination of all anti-doping control requirements will be handled by the CCES and the World Anti-Doping Agency.

#### **7.8 Security**

- The host must ensure that the venue is fully compliant with safety and security regulations and shall prepare and deliver a security plan and crisis management plan contingent on the local security conditions, including all appropriate and required security measures at the teams and officials hotels, competition and training venues as well as any social events (as applicable).

#### **7.9 Event Presentation**

- The host will be expected to work with CB on all aspects of event presentation including entertainment, contests, fan engagement, and other components of the event.

#### **7.10 Official Languages**

- As a national sport organization, CB is committed to offering services in both official languages. It is required that both official languages be built into the hosting of the events.

#### **7.11 Environmental Sustainability**

- The host will be expected to implement appropriate policies and procedures to reduce/minimize the environmental impact of the event.

#### **7.12 Equipment**

- In addition to required venue equipment, the host will also be expected to procure products and services that will be needed to help run the event including office supplies to be used on-site such as: photocopiers, printers, computers, and telephones.

### **8. LEGACY**

- Developing a legacy for basketball at the local and national level is an important aspect of the hosting the FIBA Road to the World Cup. As such, the host will be required to work with CB to ensure that this objective is achieved.