



**SENIORS  
CHAMPIONSHIPS**

**2018  
Canadian Senior  
Men's & Women's Curling  
Championships**

**Expression of Interest**

## 1. Objective

Curling Canada is requesting proposals for the hosting of the 2018 Canadian Senior Men's and Women's Curling Championships (Canadian Seniors), which is an event to determine Canada's national senior curling champions and who will represent Canada at the 2019 World Senior Curling Championships.

## 2. Background

Curling Canada is the national sport governing body responsible for the development, promotion and organization of curling in Canada. In cooperation with its Provincial and Territorial Member Associations across Canada, Curling Canada provides programs and services to curlers of all ages.

The primary area of administration and the most financially consuming of Curling Canada's responsibilities are championships. On an annual basis, Curling Canada sanctions and conducts 11 national curling championship events. Approximately 12,000 competitive curlers from all provinces and territories enter play at the curling club level with the hopes of becoming one of the Canadian Champions crowned annually. The Canadian Curling Championships are:

- Tim Hortons Brier - Canadian Men's Curling Championship
- The Scotties Tournament of Hearts - Canadian Women's Curling Championship
- The Canadian Juniors - Canadian Junior Men's and Women's Curling Championships
- Canadian Seniors - Canadian Senior Men's and Women's Curling Championships.
- The Mixed - Canadian Mixed Curling Championship
- The Canadian Wheelchair Curling Championship
- CIS / Curling Canada University Curling Championships
- Mixed Doubles Curling Championship

In addition to these Canadian Curling Championships, Curling Canada is also responsible for the following events:

- Home Hardware Canada Cup
- World Financial Group Continental Cup
- Ford World Championships (when held in Canada)
- Canadian Curling Pre-trials – Road to the Roar.
- Tim Hortons Canadian Curling Trials – Roar of the Rings

### **History of the Canadian Seniors**

In 1965, Leo Johnson of Manitoba, the 1934 Brier champion, became the first winner of the Seagram Stone, the newly-minted Canadian Senior Men's title. Along with Marno Fredericksen, Fred Smith and Cliff Wise, Johnson's victory helped solidify the concept of Seniors curling.

It wasn't until 1973 that a Senior Women's championship was added to the roster of Canadian events, and that year it was a British Columbia team, led by Ada Calles, with Ina Hansen, May Shaw, and Barbara Weir, who helped inaugurate the Senior Women's competition.

In 2000, Glasgow, Scotland, added a Seniors exhibition series to its hosting of the World Championships, and in 2002, the World Seniors Championships became an official part of the Worlds in Bismarck, North Dakota. Canada's Senior Women's Champions, skipped by Anne Dunn, won the inaugural event: the USA men (Larry Johnston) took the men's title.

All of these outstanding competitions were valid offspring of the Brier. All adopted the same format. All provided yearly-and worthy-champions. All are a part of Canada's curling history.

The following key benefits have been associated with the event:

- Potential regional broadcast coverage for the Host Committee to leverage.
- The Host Committee retains 100% of all ticket sales revenue and local sponsorship sales.
- The rights and profits to any 50/50 draws during the course of the event are 100% retained by the Host Committee.
- 112 athletes and 15 officials.
- A legacy from the event can be established for the benefit of curling in the region.
- Volunteer development and capacity enhancement for future events.
- Economic impact, as reported by previous host cities and EI assessments, is \$1.0 to \$1.5 million.

### 3. Proposal Evaluation Process and Award

The selection committee will consist of the following Curling Canada representatives:

**Patricia Ray**, Acting Chief Executive Officer

**Gord McNabb**, Interim Director, Event Operations

**Danny Lamoureux**, Director, Championship Services & Curling Club Development

**Robyn Mattie**, Manager, Curling Club Championships

#### Criteria:

- A potential HOST may not necessarily be made up of representatives from a curling club but may be spearheaded by a Tourism organization, a municipal department or the management team of a specific arena complex. Any legacy, however, will remain with the local curling community.
- The Host City must be easily accessible by air and ground transportation. Ideally, an airport with an adequate number of flights and passenger seats should service the Host City each day.
- Ideally, the venue will be an arena with the ability to seat 500 people and a maximum seating capacity of 2,000 seats, and will have associated facilities that are able to fulfill the event requirements. However, a curling rink with a minimum of six (6) sheets of ice is also acceptable.
- Must have adequate hotel space and availability of rooms to establish a host hotel site for the event conditions to the satisfaction of Curling Canada. For greater clarity, this will require a minimum of 150 hotel rooms, within 15 kilometers of the catchment area, to accommodate athletes, media, sponsors and the followers of the various teams.
- Must have a Host Committee with the ability to assist in hosting many facets of the event, coordinating volunteers, and who is agreeable to signing a hosting agreement which outlines the parameters for the Host Committee (see appendix) to assist in the organization and presentation of the event.
- Exclusive availability of the host arena and the applicable associated facilities during a two-week timeframe. The arena availability will be required from March 12 thru March 24, 2018 for set-up, ice making, competition and takedown. If the submission is based on a curling rink, the ice must be available from March 16-25, 2018 inclusive.

### 4. Hosting Fee

In addition to the aforementioned criteria, which will be required to host the Canadian Seniors, Curling Canada will require a one-time hosting fee for the specific right to host this event.

Some specific information about the hosting fee for the 2018 Canadian Seniors:

- For consideration of a fixed fee, Curling Canada will grant the winning bidder the exclusive right to host the event.
- Payment(s) to Curling Canada is payable by September 1, 2016 at which time the official rights to host the event will be granted.
- Must be a formal written commitment for the rights to host the 2018 Canadian Seniors under the direction of Curling Canada.
- This hosting fee will not be part of any event budget, but will be treated as hosting fee revenue to Curling Canada and is clear and distinct from the event and will not be part of any profits or expenses.

- **Minimum hosting fee - \$15,000**

- \* *Please note that the outlined hosting fee is the minimum amount required to be eligible for the right to host the 2018 Canadian Seniors. As part of the process, each bidder may increase the hosting fee as part of their expression of interest.*
- \* *Special circumstances will be considered should a candidate wish to submit an alternate proposal.*

## 5. Timelines

Availability of Expression of Interest Guidelines	<b>February 21, 2016</b>
Letter of Intent for Expression of Interest	<b>March 31, 2016</b>
Deadline for submission of questions to Curling Canada	<b>April 30, 2016</b>
Answers to questions provided individually by Curling Canada	<b>May 31, 2016</b>
Submission of final bid proposal (4 copies) to Curling Canada	<b>June 30, 2016</b>
Review of proposals	<b>July 2016</b>
a) Curling Canada reserves the right to determine the proposal review and selection process. Upon receipt of the proposals, the Selection Committee shall assess the need for site visitation. If required, these will be set-up accordingly.	
b) The applicants will be notified accordingly of Curling Canada's decision.	
Site selection finalized	<b>August 30, 2016</b>
a) The site selection will be based on the decision of the Selection Committee. The decision of Curling Canada Selection Committee will be final.	
b) A public announcement of the site for the 2018 and/or Canadian Seniors will be made by Curling Canada communication methods following the completion of all contracts by the selected site (i.e.: host committee agreement, host hotel, venue, etc.)	

## 6. Bid Packages

Bid packages will be treated with confidentiality as a 'closed' bid process, given the multitude of stakeholders and diverse interests which may be represented. Curling Canada reserves the right to not accept any of and/or all of the bids in its sole unfettered discretion.

While Curling Canada is seeking the best possible bid for this prestigious event, it is not obligated to accept the highest bid. As above, bids must be in the form of written presentation only. Four (4) copies of the final bid proposals are required for the review. In the unlikely event that a site visit is required, Curling Canada will be responsible for all related expenses. Curling Canada reserves the right to disseminate further information to all candidates throughout the bid process.

## Bid Submission Package Guidelines

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If, after reviewing the attached information package, you are interested in submitting a bid to host the 2018 Canadian Seniors, we would ask that you advise Curling Canada directly.

**Please submit Expressions of Interest by:**

March 31, 2016

**TO THE ATTENTION OF:**

Director, Championship Services  
Curling Canada  
1660 Vimont Court  
Orleans, Ontario K4A 4J4  
[danny@curling.ca](mailto:danny@curling.ca)  
613-878-3682 (cell)

## APPENDIX

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The Canadian Seniors will be operated under the exclusive direction of Curling Canada and will be awarded subject to organizational requirements outlined by Curling Canada through terms and conditions set out in a Hosting Agreement. As such, some basic responsibilities will include but not be limited to the following:

### **Curling Canada Responsibilities**

- Have final authority with regard to all competitive elements and technical details of the Canadian Seniors competition.
- Name a Chief Umpire and game umpires as required, and is fully responsible for the compensation of same.
- Be responsible for providing the draw schedule and for the establishment of all draw times in consultation with the Host Committee.
- Play a role in investigating transportation details for all the competing teams, Curling Canada officials and other special guests, in close liaison with the Host Committee
- Be responsible for subsidization of team transportation (a provincial/territorial team shall consist of four members) to and from to and from the gateway cities identified by Curling Canada.
- Negotiate contracts with a headquarters hotel. Curling Canada may use the services of a third-party to source hotels contracts.
- Be responsible for certifying the eligibility of all provincial/territorial team members and shall notify the Host Committee as soon as they are declared.
- Be responsible for purchasing public liability insurance for all provincial/territorial team members, all Curling Canada Governors and staff, and all Curling Canada officials, including the Chief Umpire and all other game umpires named by the Curling Canada.
- Provide the Host Committee with two complete sets of provincial/territorial flags with poles for use in the opening, daily and closing ceremonies.
- Provide the winning team with the champion's banner, chevrons and trophy. Provide gold, silver and bronze medallions and keeper trophies for each of the three respective finalist teams.
- Provide the equipment and administrative support material to meet officiating and statistics requirements.
- Provide a reasonable bilingual presence at all official functions and bilingual services to athletes who prefer to communicate in French.
- Indemnify and hold harmless the Host Committee together with its affiliates, directors, officers, employees and authorized representatives from and against any costs, expenses, claims, suits or actions for loss, injury or damage resulting from or arising directly or indirectly out of a breach by Curling Canada of any of its obligations under this Agreement regarding the operation of the Canadian Seniors unless such loss, injury or damage results from negligent acts of the Host Committee or its authorized representatives.

This event will require a local Host Committee, which will be responsible for numerous aspects of the Canadian Seniors and the costs associated to those specific areas.

### **Host Organizing Committee Responsibilities (Host Committee)**

The Host Committee shall be responsible for the cost associated with all items listed below unless otherwise specified.

- The organization of the Canadian Seniors in co-operation with Curling Canada and agrees to accept specific responsibility for the following:
  - a) The facility and ice for competition. This will include installing and preparing a minimum of six (6) sheets for competition.
  - b) Appoint a Chief Ice Technician and be fully responsible for their compensation.
  - c) The provision of a minimum of matched stones of proven quality, which must be approved by Curling Canada and such equipment necessary to ensure good ice (apart from the equipment provided by Curling Canada).
  - d) Be responsible for appointing a Chief Statistician who shall be responsible for compiling, issuing and retaining all statistics relating to the Canadian Seniors. The Chief Statistician will be trained by Curling Canada at its cost.
  - e) Arrange media viewing area and media workroom as required. Curling Canada will approve all media arrangements.
  - f) Extending best efforts to provide all telecommunication services, photocopying/scanning equipment, two (2) high-speed Internet connections (10MB down & 1MB up) and other such equipment for use in the media room. Where equipment is unable to be accessed the Curling Canada and the Host Committee shall determine the remaining needs and agree upon a budget to acquire such equipment.
  - g) All aspects of security during the championship week including the competitors' dressing rooms.
  - h) The provision of drivers and vehicles for local transportation needs of all provincial/territorial team members, identified officials and special guests to and from the airport, the host hotel(s) and the playing venue for the duration of the championship.
  - i) A minimum of three (3) male and three (3) female top-quality curlers, aged 50 and over as of December 31, 2017, to act as alternates, in accordance with Curling Canada's rules for this competition.
  - j) Prepare and distribute all accreditation to the provincial/territorial team members, officials, special guests and host committee members, following the instructions of Curling Canada.
  - k) The printing, distribution and sale of entrance tickets for the Canadian Seniors. Any and all revenues remain the property of the Host Committee.
  - l) Hosting an opening social function / activity that shall be held on the first Friday or Saturday evening. The Host Committee is responsible for any costs.
  - m) The provision of emergency medical and dental services for all provincial / territorial teams, as well as officials of Curling Canada and sponsors attending the Canadian Seniors. Medical services will be provided to team members for normal fees and all competitors will have their provincial / territorial health card.
  - n) The provision of one (1) Time Clock Operator per game played whom Curling Canada's Chief Umpire shall supervise. Training to be provided at no cost to the Host Committee or volunteers.

- o) The provision of one (1) Game Statistician per game who shall be supervised by the Chief Statistician. Training to be provided at no cost to the Host Committee or volunteers.
  - p) The arrangement and payment for all bands and pipers for all banquets and official functions, including the opening and closing ceremonies.
  - q) The provision of complimentary ticket packages for Curling Canada officials, staff and special guests (maximum 50). This will include a maximum of four (4) prime seats.
  - r) Appoint and be fully responsible for the compensation of the official photographer. Provide Curling Canada with one (1) team photo of each province / territory from the pre-competition practice, four (4) quality "action" photographs per day for Curling Canada's website, provide two (2) action photos from all tie breaker and playoff games, and provide one (1) photo of both winning teams, all-star teams and sportsmanship award winners.
- To indemnify and hold harmless Curling Canada together with its affiliates, directors, officers, employees, and authorized representatives from and against any costs, expenses, claims, suits or actions for loss, injury, or damage resulting from or arising directly or indirectly out of a breach by the Host Committee of any of its obligations under this Agreement regarding the operation of the Canadian Seniors unless such loss, injury or damage results from the negligent acts of Curling Canada or its authorized representatives.
  - The implementation of all opening and closing ceremonies as coordinated by Curling Canada.
  - Opening and closing ceremonies are important elements of the Canadian Seniors and planning for both must be done in complete consultation between the Host Committee and Curling Canada. The final authority with regard to all ceremonies belongs to Curling Canada.
  - The Host Committee shall consult with Curling Canada on all promotional materials, advertisements and posters for the Seniors and they shall be approved by Curling Canada.
  - The Host Committee shall get a letter or email of endorsement from Curling Canada's Member Association in the applicable jurisdiction where the event will be staged prior to the event being awarded.
  - All commercial agreements involving the supplying of goods and/or services for the Canadian Seniors must be negotiated by, through or with the knowledge and approval of Curling Canada. Curling Canada that all contractees within such additional commercial agreements (Patron program) shall be referred to as official suppliers of Curling Canada.
  - The Host Committee is encouraged to seek local corporate/business support through a Diamond, Gold, Silver, Bronze & Friends sponsorship program. Sponsorship fulfillment signage is the responsibility of the Host Committee, following direction from Curling Canada.
    - a) All revenues from Diamond, Gold, Silver, Bronze & Friends sponsorship program belong 100% to the Host Committee. Curling Canada retains the rights to market the Title position at any time.
    - b) If the title sponsorship is sold, Curling Canada is responsible for and shall provide fulfillment signage.
    - c) If the Host Committee is able to secure a Title Sponsorship position (with agreement from Curling Canada), Curling Canada shall provide a minimum 25% negotiated finder's fee to the Host Committee.
  - Curling Canada shall provide approval of the Event Mark (i.e. logo) and merchandising applications.
  - Retains the rights and all revenue pertaining to any 50/50 draws during the course of the event and in accordance with all laws of the jurisdiction.