



## 2019 Scotties Tournament of Hearts, February 16-24

### 1. Objective

Curling Canada is requesting expressions of interest for the hosting of the 2019 Scotties Tournament of Hearts, the Canadian Women's Curling Championship.

### 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 Mixed - Canadian Mixed Curling Championship**

**Everest Canadian Seniors - Canadian Senior Men's and Women's Curling Championships**

**Canadian Juniors - Canadian Junior Men's and Women's Curling Championships**

**The Canadian Wheelchair Curling Championship**

**USPORTS / Curling Canada University 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**

### 3. Economic Impact Assessment

The Scotties Tournament of Hearts is the annual Canadian women's curling championship. The Tournament of Hearts is regarded as the world's premier annual women's curling event and by far the best supported women's curling competition in terms of paid attendance and attracting large crowds in-venue and television audience. The event is supported through the efforts of on average 400 volunteers. The economic impact assessment varies on location at a minimum \$6M to \$12M\*. Visitor expenditures, combined with the operational



expenditures and revenues of the host committee, members of the media, and others, contribute to a net increase in economic activity throughout the host Province.

\*\* Statistical data provided by the Canadian Sport Tourism Alliance (STEAM model)

Hotel rooms booked by Curling Canada (not including fans/supporters) = 1500 room nights

## 4. Tournament of Hearts History

The 2019 Scotties Tournament of Hearts marks the thirty-eighth consecutive year of Kruger Products sponsorship of the Canadian Women's Curling Championship. Kruger Products is the longest national corporate sponsor of amateur sport in Canada. It was in St. John's at the 1981 Lassie that Scott Paper Limited officially made the commitment to the Canadian Curling Association to sponsor the Canadian Women's Curling Championship.

Curling is one of the major sports in the country with over one million Canadians taking part every year. It is also popular among television viewers with a reach of more than three million for the Scotties championship final.

Over eleven million adult Canadians will watch curling on television this winter, representing more than a third of all Canadians. Canada has long distinguished itself as the number one curling nation in the world. Nowhere else is competition as keen, and the path to the top so strewn with obstacles, as it is here in Canada.

"Through Kruger Product's long association with women's curling, we have discovered that at the heart of curling is a real warmth founded on sportsmanship and camaraderie; but, sharpened by the keen spirit of competition," says Mario Gosselin, Chief Operating Officer of Kruger Products. "We continue to be proud to be part of this truly great Canadian game."

## 5. Timelines

Please see **Appendix 6** for timelines for the bid process

## 6. Bid process

Bid packages will be treated with confidentiality and as a 'closed' process, given the multitude of stakeholders and diverse interests which may be represented.

Curling Canada reserves the right not to accept any of and/or all of the bids at its sole and 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 proposal 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.



## EVENT

Event Application pertains to

Dates of proposed event

Is the bid flexible with the year?

(ie. Would you be interested in following year if unsuccessful for this bid?      Yes      No

Have you notified your Curling Member Association of bid?      Yes      No

## ORGANIZATION SUBMITTING BID

Name of Applicant

Contact person

Contact phone

Contact email

Signature

## MAJOR COMPETITIONS

List any major competitions hosted in the past 10 years (no prior hosting does not preclude awarding of event)



## HOST CITY INFORMATION

Name of Host City

List any major activities or events scheduled to take place in the host city within a one year period before or after the proposed dates of the Curling Canada competition (not exclusive to Curling events)

Please include any events that have submitted a bid on or are planning on submitting a bid including those which success is not currently known

**EVENT**

**DATES**

In preparing their proposals, applicants should consider how best to meet Curling Canada's objectives for this event:

- Ensure the ongoing sustainability of the event by operating a financially viable event
- A “Best in Class” event execution that supports athlete success
- Present a world-class event that showcases our athletes and presents Canada as a global leader in the sport
- Provide a superior entertainment experience for all spectators & viewers
- Maximize exposure of the event through the media, television, participants and spectators at the event
- Prominent promotion and exposure in local and national media
- Leave a legacy for the Host Community



## REVENUE GENERATION

Bid analysis by Curling Canada weights revenue generation as 50% of the strength of any bid

### BID FEE

Minimum bid requirement towards Curling Canada's event budget \$

Bid fee is made up of the following

Cash considerations \$

Gifts in kind - budget relief items

Type	Value
------	-------

\$

\$

TOTAL BID FEE

\$

### TICKET SALE POTENTIAL

Number of people residing within 200km of venue

Number of registered curlers within 200km of venue

Outline any pre-sale ticket drive completed as part of bid

Total tickets sold

As % of building



## COST CONTROL AND ATHLETE SERVICES

*Bid analysis by Curling Canada weights Cost Controls and Athlete Services as 40% of the strength of any bid.*

## VENUE INFORMATION

- 1 Name of venue
- 2 Daily rental fee for competition venue
- 3 Address
- 4 Contact of facility rep
- 5 Telephone of facility rep
- 6 Email of facility rep
- 7 Owner / mgmt company (if any)
- 8 Size of main competition surface
- 9 Seating capacity of competition arena
- 10 Number of suites available for sale
- 11 Number of suites available for Curling Canada
- 12 Would we have access to an operator during ice installation process?
- 13 Is the building equipped with a dehumidifying system?                      Yes                      No
- 14 Is there a heated air exchange system?                      Yes                      No
- 15 What is the strength of the re Fridgeration system?
- 16 Provide estimate of number of hours required to remove netting, glass and support posts
- 17 Number of dressing rooms in the rink
- 18 Number of function rooms available in facility
- 19 Is there an existing medical / training room available?
- 20 What medical service provider does the venue currently use



- 21 Distance to closest hospital
- 22 Can sponsored food / beverage be brought into the arena?
- 23 Is there free or paid parking? If no free parking lots available, what is the cost?
- 24 How many complimentary spaces can be provided for use by Curling Canada?
- 25 Is there a jumbotron? Please attach technical specifications
- 26 Does the jumbotron have an assigned operator available for the competition days?
- 27 Approximate size of the concourse? Is it available to setup sponsor booths and kiosks for Curling Canada's corporate partners?
- 28 Does the arena have free public WiFi available?                      Yes                      No
- 29 Does the venue currently have an exclusive ticket service provider?                      Yes                      No
- 30 If so, what are the associated service fees attached to each ticket sold?

## VENUE MAP

PLEASE ALSO PROVIDE A VENUE MAP OUTLINING ALL ROOMS AVAILABLE FOR USE DURING THE EVENT

## CONVENTION CENTRE

- 1 Name of convention centre available for Patch
- 2 What is the size of the available room?
- 3 What is the daily rental fee for the room?
- 4 Distance from main competition venue
- 5 Number of tables available for use?
- 6 Number of chairs available for use?
- 7 Number of coolers available for use?
- 8 Is the room equipped with a music and entertainment system?
- 9 Does the centre have an assigned emergency medical services provider? If so outline?



10 Does the centre have assigned janitorial services provider? If so outline?

11 Does the centre have in-house catering services? If so outline?

12 Can outside suppliers be brought in for any of the above services?

## CONVENTION CENTRE MAP

PLEASE ALSO PROVIDE A CONVENTION CENTRE MAP OUTLINING ALL SPACE, RESTROOMS AND OTHER AREAS AVAILABLE FOR USE

## HOTEL INFORMATION

*Curling Canada reserves the right to further negotiate all or parts of the following hotel offers as it sees fit.*

	<b>HOTEL 1</b>	<b>HOTEL 2</b>	<b>HOTEL 3</b>
Name			
Address			
Contact Name			
Contact Number			
Email Address			
Hotel website			
Number and style of rooms avail			
Number of single rooms / rate			
Number of double rooms / rate			
Number of triple rooms / rate			
Rates Guaranteed			





## HOTEL 1

## HOTEL 2

## HOTEL 3

Number of suites

Number of complimentary suites

List of available meeting rooms

Will the hotel provide and meeting spaces on a complimentary basis?

Fitness centre / pool available?

Does the hotel have free WiFi?  
If WiFi is paid, what is the daily cost?

Guest parking available?

Cost of parking?

Space for VIP car lineup  
(minimum 10 vehicles)

Number of complimentary parking spots?

Does the hotel have restaurants?

Restaurants hours of operation

Type of menu / price range

Is there room service

Room service times

Number of restaurants within 2km of hotel

## TRANSPORTATION INFORMATION

Name of nearest airport

Is it an international airport?

Major airlines serviced



## DISTANCE AND TRAVEL TIME NON-PEAK PERIODS

	Arena	Airport	Convention Centre	Hotel 1	Hotel 2	Hotel 3
Arena		km min	km min	km min	km min	km min
Airport	km min		km min	km min	km min	km min
Convention Centre	km min	km min		km min	km min	km min
Hotel 1	km min	km min	km min			
Hotel 2	km min	km min	km min			
Hotel 3	km min	km min	km min			

## DISTANCE AND TRAVEL TIME PEAK PERIODS

	Arena	Airport	Convention Centre	Hotel 1	Hotel 2	Hotel 3
Arena		km min	km min	km min	km min	km min
Airport	km min		km min	km min	km min	km min
Convention Centre	km min	km min		km min	km min	km min
Hotel 1	km min	km min	km min			
Hotel 2	km min	km min	km min			
Hotel 3	km min	km min	km min			

What are the potential traffic problems from travelling between the venue and hotels?



## AREA MAP

Please provide an area map showing the airport, venue, convention centre, proposed hotels and nearby restaurants.

## COMMUNITY INVOLVEMENT

Bid analysis by Curling Canada weights Community Involvement and desire as 10% of the strength of any bid.

Please attach to the application package in two pages or less answers to the following questions.

- 1 Why does your city want to host this championship?
- 2 If your bid is successful, what is the committee's plan to market the championship to local patrons
- 3 If your bid is successful, what is the committee's plan to engage local sponsorship in support of this event
- 4 Most events of this magnitude require a minimum number of volunteers, if your bid is successful, what is the committee's plan to engage local citizens to volunteer for this event



## ISSUE DATE:

## LICENSED AREA:

The license agreement in this Agreement shall be for the following areas of the facility (listed):

### MAIN ARENA

- Dressing rooms outlined in arena map
- Meeting rooms (specify)
- Medical room
- Press box
- Suites and boxes (specify)
- Ice making room
- Other areas available for use

(Please outline area/rooms that cannot be accessed)

### CONVENTION CENTRE

- Rooms available for festival (specify)
- Meeting rooms
- Audio / Visual
- Other areas available for use

### EVENT DATES (Curling Canada to fill in for Applications to be sent)

- Access to ice surface
- Setup days
- Practice days
- Event days
- Tear down and move out



## BASE RENTAL FEE

Base rental fee for setup, official practice days, event days and tear down is the following:

\$

## COSTS TO BE INCLUDED IN BASE RENTAL FEE (unless negotiated separately)

- Ushers
- Box office staff
- On-site manager for all days outlined
- IT support manager for all days outlined
- Spectator medical services
- Security
- Use of any building owned equipment (staging, tables, forklift, stanchions, fridges etc)
- Existing telephone and fax lines (long distance included)
- Cleaning and custodial services
- Use of ice resurfacing machines
- Arena PA system
- In-house video system / jumbotron
- Access to edit suite
- In house AV supervisor
- All dressing rooms (except major tenants)
- Utilities (including electricity, electrician, gas, lighting, water, heating, ventilation, air conditioning, hot / cold water facilities, waste removal, interior and shore power for event broadcaster)
- Costs associated with take down of any stanchions, posts, glass and removal of netting
- Use of suites and boxes as outlined in Application to Host

## ADDITIONAL COSTS

Costs to be paid by Curling Canada include:

- Adding in-ice sponsor logos and curling rings
- Carpeting, pipe and drape
- Setup and teardown of media bench



## MERCHANDISE AND CONCESSIONS

The venue will allow the licensee to setup kiosks for the sale of event related merchandise.

All revenue generated from sale of event related merchandise will belong solely to the licensee.

All concourse food and beverage concession sales revenue on official practice days as well as event days will be split 75 licensor / 25 licensee unless otherwise negotiated.

## SPONSORSHIP AND SIGNAGE

Licensee retains all rights, revenues and responsibility for the cost of covering the existing rink board signage and will arrange for rink board covering to be installed featuring only the event sponsors.

Licensor will allow, with no additional charge, sponsors to donate food and beverage for distribution to volunteers, sponsors, media, athletes and officials for use throughout the venue including on the field of play.

## CURLING CANADA SPONSOR DELIVERABLES

Licensor will allow sponsors of the licensee to setup kiosks which may include serving and brewing food or beverage products for sale.

## INTERNET ACCESS

Curling Canada requires that Internet connectivity be made available in all assigned areas of the venue (e.g. offices, broadcast areas, consumer areas, logistics). Please indicate whether you can provide secured private wifi and wired connectivity (speeds similar to high speed internet available from national carriers). Please indicate whether this is included in the price of venue rental.

## INSURANCE LANGUAGE TO BE INSERTED

LICENSOR

Corporation

Name

Have the authority to bind the Corporation



We hereby confirm that except for advertising allowed by Curling Canada the arena will be free from all advertising during the

The arena means the whole of the inside of the rink that can be viewed within TV sightlines (ten rows of seats). Curling Canada withholds the rights, at their cost, to drape any signage outside of TV sightlines that they deem necessary

Licensor will provide a list of all current sponsor signage and placement in the venue

## ARENA MANAGEMENT REPRESENTATIVE:

Name

Date

Signature



, the applicant organization, acknowledges that the sponsors listed below are current national sponsors of Curling Canada and as such hold contractual rights as outlined in agreements between each sponsor and Curling Canada. The applicant organization will honour the contractual agreements and will not solicit or enter into agreements with companies within the protected categories. All local sponsorships require Curling Canada approval and protected categories are subject to change.

Name

Date

Signature

I have the authority to bind the applicant organization

## Current Curling Canada National Partnerships Lists and Protected Categories

<b>Tim Hortons</b>	Quick service restaurant
<b>Ford of Canada</b>	Automotive new and used vehicle sales Parts and service provider
<b>Kruger Products</b>	Industrial paper and packaging products Consumer paper products
<b>New Holland</b>	Agriculture and farm machinery Farm machinery parts and service New construction equipment sales Construction parts and service
<b>Travelers</b>	Insurance
<b>Home Hardware</b>	Hardware, home improvement, house services and seasonal product
<b>DuPont Pioneer</b>	Agricultural seed and chemical products
<b>World Financial Group</b>	Financial products and services
<b>AMJ Campbell</b>	Home and business moving and storage services



# HOTEL CONFIRMATION



The accommodation rate(s), room availability, food & beverage estimates, meeting room availability & rates and all the information included in the proposal to host "the championship" is valid for the duration of the event.

Hotel Name:

Hotel Address:

Date:

Name: (Please Print)

Title:

Signature:

I have authority to bind the Corporation.



## TIMELINES FOR EACH SEASON'S BIDDING PROCESS FOR ALL OF OUR EVENTS

DEADLINE	DELIVERABLE	NECESSARY DOCUMENTS	WHO TO PREPARE
<b>JANUARY 1</b>	Curling Canada provide all MA's with proposed dates (including setup and teardown if necessary) for all events to that can be bid on for 2018-2019 Season	Summary of Events to be bid upon	Curling Canada
<b>APRIL 30</b>	Potential host cities deadline to provide an expression of interest in particular events	Letter of Interest (including letter of support from Venue)	Local Committee
<b>APRIL 30</b>	Curling Canada will provide Application to Host for each expression of interest within one week of obtaining an EOI from a committee	Application to Host	Curling Canada
<b>MAY 15</b>	Questions to be provided to Curling Canada to potential host cities		
<b>JUNE 15</b>	Answers to be provided by Curling Canada to potential host cities		
<b>JUNE 30</b>	All application packages due to Curling Canada	Complete Application Package Including: <ul style="list-style-type: none"> <li>• Application to Host with attachments</li> <li>• Venue Terms and Agreement</li> <li>• Arena Advertising Waiver</li> <li>• Protected Sponsors Agreement</li> <li>• Hotel Proposal Confirmation</li> </ul>	Local Committee
<b>JULY 1 to AUGUST 30</b>	Site visits scheduled (if necessary)		Curling Canada
<b>SEPTEMBER 30</b>	Decisions and notifications		Curling Canada
<b>OCTOBER 15</b>	Press release announcing all Curling Canada events for 2018-2019 Season		Curling Canada