

OTTAWA SPORT COUNCIL WEBINAR



SIRC
Sport Research
Intelligence sportive

Bidding & Hosting Sport Events 101



We believe that there should only be positive experiences in sport

Nous croyons que seules les expériences positive ont leur place dans le sport

Ottawa Sport Council

- Non-profit membership based service organization
- Established 2013 in response to demand for assistance from community sporting organizations
- Key Activities:
 - Municipal Sport Strategy – in partnership with City Staff –
 - Support of Community Sporting Organizations
 - Build organizational capacity
 - Assist with challenges:
 - Establish common vision, cohesive approach for sport



Marcia Morris
ED, Ottawa Sport Council



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Key Programs

- Ottawa Sport Council Foundation-endowment fund to support community sporting organizations thru grants
- Lunchtime online webinar series-February/March 2015
 - Nutrition for Athletes
 - Hosting of Sporting Events
 - Legal Obligations for Coaches
 - Social Media Demystified
- Ottawa Sport Council Annual Summit – November 1 2014
 - over 100 attendees,
 - key note speakers included Ian Mendes (TSN), Adrian Harewood (CBC), Ottawa Sports and Entertainment Group (OSEG) (sponsorship team), Ottawa Senators social media team



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Today's Speaker



Jason Robinson, BHK - Jason is a seasoned sport executive who specializes in event management, marketing and branding, and also offers strategic services in planning, communications and organizational effectiveness. He is well-known for hosting world-class events which include the finest attention to detail and a strong focus on the athlete experience. These events include municipal, provincial, national, and international championships. Jason has also assisted organizations in developing and enhancing successful marketing plans, fundraising initiatives, strategic partnerships and organizational effectiveness. A sport management (honours) graduate from the University of Windsor, Jason has a competitive sport background and is known for his leadership skills both on the field of play and in the board room.

Contact: jer@sportlaw.ca @sportarchitect

Sport Law & Strategy Group



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Webinar Agenda

- Introductions
- Benefits to local clubs and communities to hosting a sport event
- Why the bid is such an important step in attaining success
- Questions to ask when preparing a bid
- Critical elements to building a successful sport event bid
- Case Study
- Identifying what it means to be a great host

Benefits to Hosting a Sports Event











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Why the Bid is Important

- Familiarizes the rights holder with your organization
- Shows compliance with the hosting standards
- Reflects your organization and your core values
- Helps you identify challenges and hurdles early
- Forces you to garner support well in advance
- Shows community commitment & motivation
- The right holder's reputation is on the line
- Shows you are serious about hosting the event
- Shares the critical elements of success
- Starts you off on the right foot



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The bid is the start of your planning cycle!

- Establishes your infrastructure
- Transitions to the planning stage
- Identifies risks in advance
- Asks the important questions

If you can't take the time to prepare a good bid, then you can't take the time to prepare and host a good event.

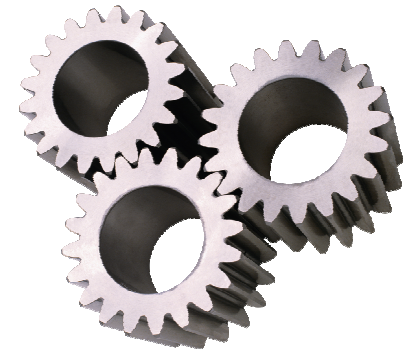


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Questions to Ask When Preparing a Bid

- Is this the right event for us?
- Does the timing work for us? Are there any conflicts?
- Do we have the facilities?
- Do we have the resources?
- Do we have the capacity?
- Who are our leaders? Do we have the right people?
- What are the challenges we face up front?
- Internal & external factors?
- What is our timeline for preparing the bid?
- Who is writing the bid? Reviewing the bid?
- Who can support us? Help us?





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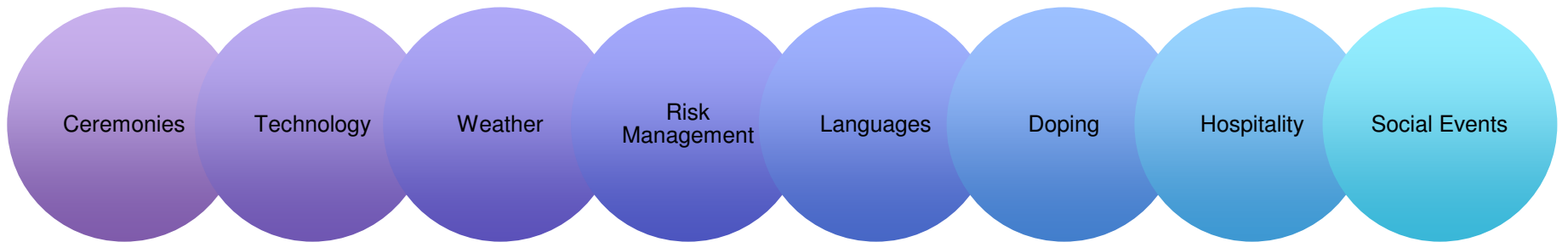
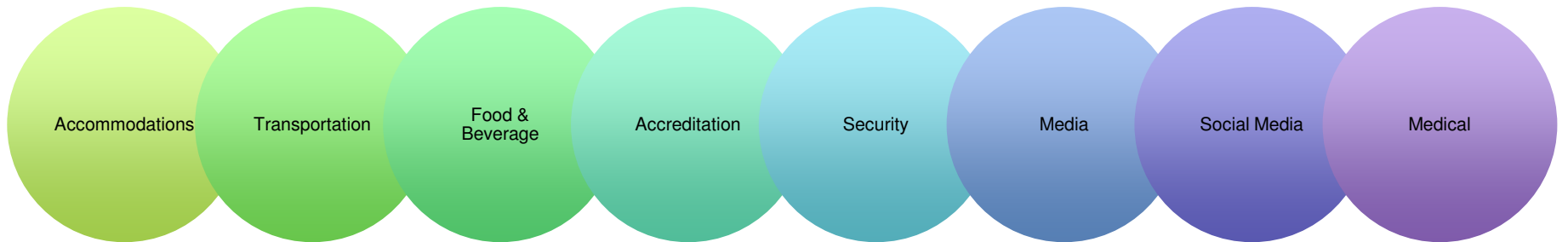
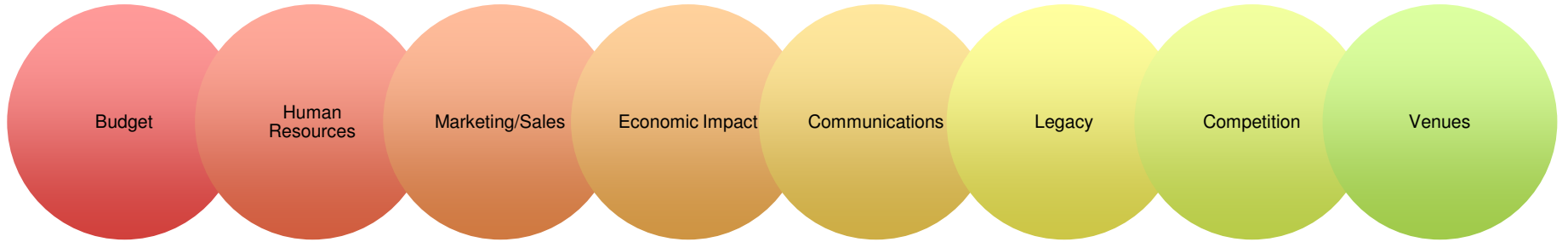
Poll & Questions?



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What is our Plan???





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Critical Elements to Building a Successful Bid

- Choose the right event!
 - Event aligns with your goals and values
 - Resource capacity
 - Venues!
- Enlist the right people and a strong leadership group
 - What makes a good leader?
- Build a plan of attack
 - Identify key areas
 - Script, timelines
 - Project management tools



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What the Rights Holder is Looking For

- Realistic KSA's (Knowledge, Skills, Abilities/Assets)
- A clear strategy and plan
- Venues!
- Fiscal responsibility and contingency planning
- Community buy-in
- Strong stakeholder experience
- Alignment with their guidelines
- Risk management
- Learn from past mistakes





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Questions?



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Case Study

Bid to host 2013 World Under-23 Ultimate Championships
York University, July 22-28, 2013





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The Bid Decision

- Strategic Plan
- Which event did we want to pursue?
- Gauging Board interest
- Leadership team
- Review the guidelines
- Asking the questions
 - Can we do this?
 - How will this impact our club?





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Bid Preparation

- Scrutinize guidelines
- Preliminary discussions with rights holder
- Timeline for bid preparation
- Sharing of duties
- Internal & external factors
 - Create bid checklist
- Review previous bids & events
- Focus on the critical elements





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Bid Submission

- Add graphics, final touch-ups
- Submit to Board for final review
- Submit early to impress rights holder
- Express mail hard copy to rights holder headquarters
- Low-res PDF attachment and link to high-res PDF
- Questions from rights holder and response



BID PROPOSAL
2013 WFDF UNDER-23 WORLD CHAMPIONSHIPS
TORONTO, CANADA
JULY 22-28, 2013



1. PROPOSAL STATEMENT

1.1 Name of Event

WFDF 2013 World Under-23
Ultimate Championships



1.2 Organization

Once awarded to the City of Toronto, the 2013 World Under-23 Ultimate Championships (WU23C) will be organized by the Toronto Ultimate Club (TUC), which will act as the Tournament Organizing Committee (TOC) for the purposes of working with WFDF to host the event. TUC has been running Ultimate events in Toronto since 1991 and prides itself on executing tournaments that are professional and player-focused. Past major Ultimate events hosted in Toronto include:

- 1988 Canadian Ultimate Championships
- 1991 WFDF World Ultimate Club Championships
- 1996 Canadian Ultimate Championships
- 2007 Canadian Ultimate Championships
- 2011 Canadian High School Ultimate Championships

Working with TUC on this project will be Ultimate Canada, our national governing body, as well as Tourism Toronto, York University, the City of Toronto, and the Toronto Sports Council (see letters of support). These partners will be able to provide further support to WU23C 2013 and we are excited to work alongside them.

The Toronto Ultimate Club (TUC) is a not-for-profit sports organization that organizes Ultimate leagues, tournaments and events for players in the greater Toronto community. TUC was formally incorporated in 1995 and celebrated its 30th Anniversary in 2010.

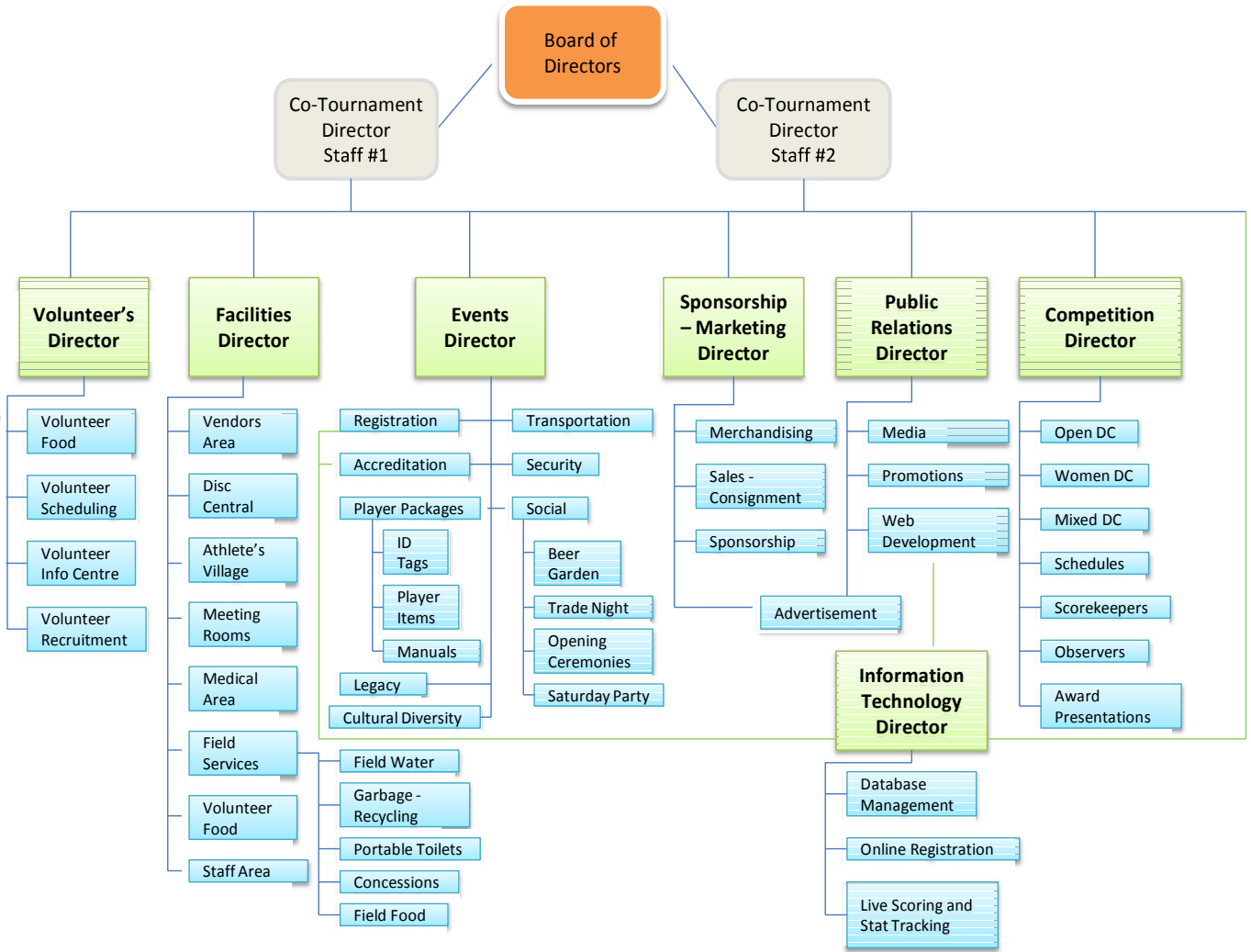
TUC currently has over 3500 members playing on roughly 500 teams each year.



4. Tournament Organizing Committee

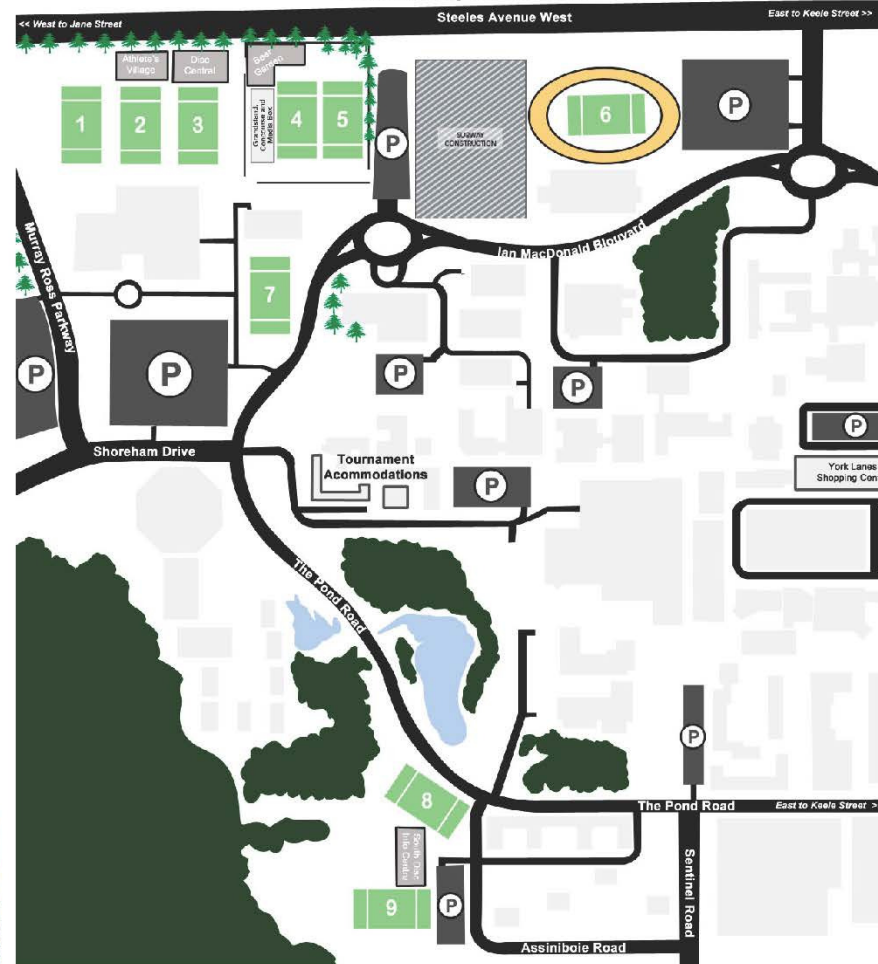
4.1 WU23TOC Structure

2013 WFDF Under 23 – Tournament Organizing Committee Structure



3.4 Map of Field Site

WFDF 2013 Under 23 World Ultimate Championships Proposed Site Location
- York University Toronto, Canada





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What it Means to Be a Great Host

- Great hosting comes from great leadership
- Achieve stakeholder buy-in and participation
- Strong focus on legacy
- Success is quantified well in advance
- Culture of transparency
- United volunteers and feeling of importance and teamwork
- Positive athlete, coach, spectator experience!
- High standard of care and safety
- Create an emotional event (or several)







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You Can Do It!

- Intimidated yet???
- Resources available
- Convince your Board why this is good for everyone
- Support of Ottawa Sport Council & Events Ottawa
- Sport Law & Strategy Group
 - Bid preparation
 - Bid template
 - Budgeting
 - Event Management & Hosting



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Get in touch



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Sport Information Resource Centre sirc.ca



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Webinar Archives

If you didn't have a chance to catch the previous webinar in this series, here's your chance:

Coaches – Nutrition and your Team



Speaker: Kim Gutler

Watch the recorded version of the webinar on the [Ottawa Sport Council](http://sportottawa.ca) or [SIRC](http://sirc.ca) website

Ottawa Sport Council: <http://sportottawa.ca/coaches-nutrition-and-your-team/>

SIRC: <http://sirc.ca/webinar/coaches-nutrition-and-your-team>



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Thank you

Next webinar: Wednesday, March 25

OTTAWA SPORT COUNCIL WEBINAR



*I'm a Coach- Now What?
Understanding Your Legal Obligations*

<http://sirc.ca/events/webinars>