

**CANADIAN
CURLING
ASSOCIATION
CANADIENNE
DE CURLING**



**2017
Canadian Senior
Men's & Women's Curling
Championships**

Request for Proposal

1. Objective

The Canadian Curling Association (CCA) is requesting proposals for the hosting of the 2017 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 2017 World Senior Curling Championships.

2. Background

The Canadian Curling Association 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, the CCA provides programs and services to curlers of all ages.

The primary area of administration and the most financially consuming of the CCA's responsibilities are championships. On an annual basis, the Canadian Curling Association 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
- The Mixed
Canadian Mixed Curling Championships
- The Canadian Wheelchair Curling Championships
- CIS / CCA University Curling Championships
- Mixed Doubles Curling Trials

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

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

One combined event not listed above, but which makes up part of the CCA's overall event portfolio is the Canadian Senior Men's and Women's Curling Championships.

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.
- All ticket sales revenue and local sponsorship sales are retained by the Host Committee.
- The rights and profits to any 50/50 draws during the course of the event are retained by the Host Committee.
- 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 between \$1.0 to \$1.5 million.

3. Proposal Evaluation Process and Award

The selection committee will consist of the following CCA representatives:

CCA Selection Committee Members:

Greg Stremmlaw, Chief Executive Officer

Danny Lamoureux, Director, Championship Services & Curling Club Development

Paul Noble, Manager Event Administration

Resource Person:

Patricia Ray, Chief Operating Officer

Criteria:

- The Host City must be easily accessible by air and ground transportation.
- Ideally, the Host City should be serviced by an airport with an adequate number of flights and passenger seats 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 the Canadian Curling Association. For greater clarity, this will require a minimum of 150 hotel rooms, within 25 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 (i.e. March, 2017). For greater clarity, arena availability will be required from March 11, 2017 thru March 25, 2017 for set-up, ice making, competition and take-down. If the submission is based on a curling rink, the ice must be available from March 16-25, 2017 inclusive.

4. Hosting Fee

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

Some specific information about the hosting fee for the 2017 Canadian Seniors:

- For consideration of a fixed fee, the CCA will grant the winning bidder the exclusive right to host the event.
- Payment(s) to the Canadian Curling Association are payable by April 15, 2015, 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 2017 Canadian Seniors under the direction of the Canadian Curling Association (CCA).
- This hosting fee will not be part of any event budget but, rather, will be treated as hosting fee revenue to the CCA and, therefore is clear and distinct from the event and will not be part of any profits or expenses thereof.
- 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 2017 Canadian Seniors. As part of the formal bid process, each venue is eligible to increase their hosting fee allocation as part of their bid package.
 - * Special circumstances will be considered should a candidate city have an alternate proposal.

5. Timelines

Availability of Request for Proposal Guidelines	Thursday, May 22, 2014
Letter of Intent for bid Submission	Wednesday, October 15, 2014
Deadline for submission of questions to CCA	Friday, November 14, 2014
Answers to questions provided individually by the CCA	Monday, December 15, 2014

Submission of final bid proposal (4 copies) to the Canadian Curling Association

Friday, January 30, 2015

Review of Proposals

February 1 - 28, 2015

- a) CCA 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 the CCA's decision.

Site selection finalized

March, 2015

- c) The site selection will be based on the decision of the Selection Committee.
- d) The decision of the CCA Selection Committee will be final.
- e) A public announcement of the site for the 2017 Canadian Seniors will be made by the CCA communication methods following the completion of all contracts by the selected site (i.e.: host committee agreement, host hotel, venue, etc.).

April, 2015

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.

The CCA reserves the right to not accept any of and/or all of the bids in its sole unfettered discretion.

While the CCA 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, the CCA will be responsible for all related expenses. CCA reserves the right to disseminate further information to all candidates throughout the bid process.

Bid Submission Package Guidelines

If, after reviewing the attached information package, you are interested in submitting a bid to host the 2017 Canadian Seniors, we would ask that you advise the Canadian Curling Association directly.

Please submit by:

Friday, January 30, 2015

TO THE ATTENTION OF:

Greg StremLaw
Chief Executive Officer
Canadian Curling Association
1660 Vimont Court
Orleans, Ontario K4A 4J4
gstremLaw@curling.ca
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APPENDIX

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

Canadian Curling Association 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 be 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, CCA 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 the CCA.
- 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 CCA Governors and staff, and all CCA officials, including the Chief Umpire and all other game umpires named by the CCA.
- 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 the CCA 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 the CCA 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 ninety six (96) matched stones of proven quality which must be approved by the CCA and such equipment as may be necessary to ensure good ice (apart from the equipment provided by the CCA).
 - 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 the CCA at its cost.
 - e) Arrange media viewing area and media workroom as required. The CCA will approve all media arrangements.
 - f) Extending best efforts to provide all telecommunication services, photocopying/scanning equipment, telephones, 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 CCA 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, 2016, to act as alternates, in accordance with the CCA'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 the Canadian Curling Association.

- 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 the CCA 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 who shall be supervised by the CCA's Chief Umpire. 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 (competition and social events) for CCA officials, staff and special guests (maximum 20). This will include a maximum of two (2) prime seats.
 - r) Appoint and be fully responsible for the compensation of the official photographer. Provide the CCA with one (1) team photo of each province / territory from the pre-qualifying event, from the pre-competition practice, four (4) quality "action" photographs per day for the CCA's website, provide two (2) action photos from all tie breaker and playoff games, and provide one (1) photo of both winning teams, 1st and 2nd all-star team and sportsmanship award winners.
- To indemnify and hold harmless the CCA 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 the CCA or its authorized representatives.
 - The implementation of all opening and closing ceremonies as coordinated by the CCA.
 - 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 the CCA. The final authority with regard to all ceremonies belongs to the CCA.
 - The Host Committee shall consult with the CCA on all promotional materials, advertisements and posters for the Seniors and they shall be approved by the CCA.

- The Host Committee shall get a letter or email of endorsement from the CCA'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 the CCA. The CCA agrees that all contractees within such additional commercial agreements (Patron program) shall be referred to as official suppliers of the Canadian Curling Association.
- 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 the CCA.
 - a) All revenues from Diamond, Gold, Silver, Bronze & Friends sponsorship program belong 100% to the Host Committee. The CCA retains the rights to market the Title position at any time.
 - b) If the title sponsorship is sold, the CCA is responsible for and shall provide fulfillment signage.
 - c) If the Host Committee is able to secure a Title Sponsorship position (with agreement from the CCA), the CCA shall provide a negotiated finder's fee to the Host Committee.
- The CCA 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.