

## 2020 Everest Canadian Seniors, March 23-28

### 1. Objective

Curling Canada is requesting expressions of interest for the hosting of the 2020 Everest Canadian Seniors.

### 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**

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

**The Canadian Wheelchair Curling Championship**

**USPORTS / CCAA Post-Secondary 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**

### 3. Economic Impact & Key Benefits

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 assessments, is \$1.0 to \$1.5 million
- Hotel rooms booked by Curling Canada (not including fans/supporters) = 550 room nights

## 4. 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.

## 5. Timelines

Please see **page 10** 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.

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.

# APPLICATION FOR HOSTING



## EVENT

Event Application pertains to: **2020 Canadian Seniors Championship**

Dates of proposed event: **March 23-28, 2020**

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 (\$10,000))

*Bid fee is made up of the following:*

Cash considerations

\$

Gifts in kind - budget relief items:

Type	Value	
<input type="text"/>	<input type="text"/>	\$ <input type="text"/>
<input type="text"/>	<input type="text"/>	\$ <input type="text"/>
TOTAL BID FEE		\$ <input type="text"/> 0.00

## 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 and World Curling Federation
12. Is the building equipped with dehumidifying system? Yes ☐ No ☐
13. What is the strength of dehumidifying system?
14. Is there an air exchange system? Yes ☐ No ☐
15. What is the strength of the refrigeration system?
16. Provide estimate of number of hours required to remove netting, glass and support posts
17. Provide a lighting level within the arena
18. Is there room for mobile broadcast truck within building or outside?
19. Number of dressing rooms in the rink
20. Number of function rooms available in facility  
(Minimum 10 rooms needed for questions 19/20)
21. Is there a functional room (separate of questions 19/20)  
with toilet access available to be used for Doping Control purposes?



# APPLICATION FOR HOSTING



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

## HOTEL INFORMATION

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

	HOTEL 1	HOTEL 2
Name	<input type="text"/>	<input type="text"/>
Address	<input type="text"/>	<input type="text"/>
Contact Name	<input type="text"/>	<input type="text"/>
Contact Number	<input type="text"/>	<input type="text"/>
Email Address	<input type="text"/>	<input type="text"/>
Hotel website	<input type="text"/>	<input type="text"/>
Number and style of rooms avail	<input type="text"/>	<input type="text"/>
Number of single rooms / rate	<input type="text"/>	<input type="text"/>
Number of double rooms / rate	<input type="text"/>	<input type="text"/>

# APPLICATION FOR HOSTING



## HOTEL 1

## HOTEL 2

Hotel Name

Rates Guaranteed

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





## EVENT DATES

Access to ice surface: **March 20, 2020**  
Setup days: **March 20-21, 2020**  
Practice days: **March 22-23, 2020**  
Event days: **March 23-28, 2020**  
Tear down and move out: **March 28-29, 2020**

## PLEASE SUBMIT ELECTRONICALLY TO:

Danny Lamoureux  
Director, Championship Services  
[danny@curling.ca](mailto:danny@curling.ca)  
613-878-3682

## 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 2019-2020 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: • Application to Host with attachments • Venue Terms and Agreement • Arena Advertising Waiver • Protected Sponsors Agreement • Hotel Proposal Confirmation	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 2019-2020 Season		Curling Canada