



**APPLICATION FOR HOSTING**

**2021  
TIM HORTONS  
BRIER**

**March 6–14, 2021**





## 2021 Tim Hortons Brier, March 6 - 14, 2021

### 1. Objective

Curling Canada is requesting expressions of interest for the hosting of the 2021 Tim Hortons Brier, the Canadian Men'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 17 national curling championship events. Approximately 10,000 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 Championship**

**The Scotties Tournament of Hearts - Canadian Women's Championship**

**The Mixed - Canadian Mixed Championship**

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

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

**Curling Club Championships**

**The Canadian Wheelchair Championship**

**USPORTS / CCAA Post-Secondary Championships**

**Mixed Doubles Championship**

**Under-18 Boy's & Girl's Championships**

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**

**Pioneer World Championships (when held in Canada)**

**Canadian Curling Pre-trials**

**Tim Hortons Canadian Curling Trials**

### 3. Economic Impact Assessment

The Tim Hortons Brier is the annual Canadian men's curling championship. The Brier is regarded as the world's premier curling event and by far the best supported 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 500 volunteers. The economic impact assessment varies on location at a minimum \$8M to \$15M\*. 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 Community.

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

Hotel rooms booked by Curling Canada (not including fans/supporters) = 2250 room nights

## 4. Brier History

The Tim Hortons Brier, or simply and more commonly the Brier, is the annual Canadian men's curling championship, sanctioned by Curling Canada. The Brier has been held since 1927, traditionally during the month of March. The winner of the Brier goes on to represent

Canada at the World Curling Championships of the same year. The Brier is regarded by most curlers as the world's premier curling championship. Many Canadian teams feel it is more of a privilege to win the Brier than the World Championship. The Brier is by far the best supported curling competition in terms of paid attendance, attracting crowds far larger than even those for World Championships held in Canada.

Curling is one of the major sports in the country with close to 2 million Canadians taking part every year. It is also popular among television viewers with over eleven million adult Canadians watching curling on television this winter, representing 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.

## 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. 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: **2021 Tim Horton's Brier**

Dates of proposed event: **March 6 - 14, 2021**

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 5 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
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

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 Curling Community



## REVENUE GENERATION

Bid analysis by Curling Canada weighs revenue generation as **50% of the strength of any bid.**

### BID FEE

Minimum bid requirement toward Curling Canada's event budget - \$750,000 ...\$

*Bid fee is made up of the following:*

Cash considerations ...\$

*Gifts in kind - budget relief items:*

	Type	Value		
Gift #1	<input type="text"/>	<input type="text"/>	...\$	<input type="text" value="0"/>
Gift #2	<input type="text"/>	<input type="text"/>	...\$	<input type="text" value="0"/>
TOTAL BID FEE .....				<input type="text" value="0"/>

### 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 a Percentage of Building Occupancy



## COST CONTROL AND ATHLETE SERVICES

Bid analysis by Curling Canada weighs 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. 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. 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?

## TICKETING, SERVICE FEES & ADVANCE PAYMENT TERMS

Does the venue require dealing with an exclusive ticketing provider agreement? If so, please provide details regarding anticipated fees or fee ranges. Curling Canada may consider sourcing our own supplier and agreements if not required by the venue.

All fees related to ticketing including credit card charges will be considered payable by the customer over and above the advertised price and must be displayed to the customer at the time of purchase. Curling Canada acknowledges ticket related fees vary by venue and ticket service provider. As a condition of any bid being accepted, any and all fees must be agreed to before any announcement being made. Please list applicable ticket related fee categories and identify what it includes as applicable.





Where possible, provide estimated ticket fees for the following categories:

14 - 25 Game Packages (where applicable)	<input type="text"/>
4 - 13 Game Packages	<input type="text"/>
2 - 3 Game Packages	<input type="text"/>
Single Game Tickets	<input type="text"/>

In the event that your existing ticketing provider, if applicable, is unable to provide the necessary level of technology to meet Curling Canada’s package and reserved seating needs, or if your ticketing provider agreement is not exclusive or not applicable to our event, please advise what venue fees that would have to be applied in a situation that Curling Canada sources its own supplier.

Curling Canada will require advanced funds on ticket sales at minimum rate of 75% of face value. The understanding is retained funds will go towards paying rent and expenses. Venues must agree to advance funds on a mutually agreed to schedule as part of a venue agreement. That schedule will be no less than quarterly payments starting no more than 3 months after the initial on sale.

All ticket sales proceeds will be held in a trust account in the name of Curling Canada

## VENUE MAP

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

## CONVENTION CENTRE

1. Name of convention centre available for entertainment area
2. What is the size of the available room?
3. What is the daily rental fee for the room?
4. Distance from the 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 PROVIDE A CONVENTION CENTRE MAP OUTLINING ALL SPACE, RESTROOMS AND OTHER AREAS AVAILABLE FOR USE ON ALL LEVELS

## 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	HOTEL 3
Hotel Name	<input type="text"/>	<input type="text"/>	<input type="text"/>
Address	<input type="text"/>	<input type="text"/>	<input type="text"/>
Contact Name	<input type="text"/>	<input type="text"/>	<input type="text"/>
Contact Number	<input type="text"/>	<input type="text"/>	<input type="text"/>
Email Address	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hotel website	<input type="text"/>	<input type="text"/>	<input type="text"/>
Number and style of rooms avail	<input type="text"/>	<input type="text"/>	<input type="text"/>
Number of single rooms / rate	<input type="text"/>	<input type="text"/>	<input type="text"/>
Number of double rooms / rate	<input type="text"/>	<input type="text"/>	<input type="text"/>
Rates Guaranteed	<input type="text"/>	<input type="text"/>	<input type="text"/>

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	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			

# VENUE TERMS OF AGREEMENT



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

- Access to ice surface: **Sunday, February 28 @ 1:00AM**
- Setup days: **February 28 - March 4, 2021**
- Practice day: **March 5, 2021**
- Event days: **March 6 - 14, 2021**
- Tear down and move out: **Complete from Arena 2:00 AM March 15, 2021**  
**Complete from Building 4:00 PM March 15, 2021**

## 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 Curling Canada to setup kiosks for the sale of event related merchandise.

All revenue generated from sale of event related merchandise will belong solely to Curling Canada.

All concourse food and beverage concession sales revenue on official practice days and 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 **2021 Tim Horton's Brier**.

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.

Licensors 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>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>Home Hardware</b>	Hardware, home improvement, house services and seasonal product
<b>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



## COMMUNITY INVOLVEMENT

Bid analysis by Curling Canada weighs 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 residents?
- 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?

<b>Submitted by:</b>	<input type="text"/>
<b>Organization:</b>	<input type="text"/>
<b>E-mail:</b>	<input type="text"/>
<b>Phone:</b>	<input type="text"/>

## SUBMIT ONE (1) ELECTRONIC COPY TO:

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





## TIMELINES FOR THE 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 2020-2021 Season	Summary of Events to be bid upon	Curling Canada
<b>APRIL 30</b>	Deadline for potential host cities to provide an expression of interest in particular events	Letter of Interest (including letter of support from Venue)	Local Committee
	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 for Curling Canada to potential host cities		
<b>JUNE 15</b>	Answers to be provided by Curling Canada by 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 (only if necessary)		Curling Canada
<b>SEPTEMBER 30</b>	Decisions and notifications		Curling Canada
<b>OCTOBER 15 ONWARD</b>	Press release announcing all Curling Canada events for 2020-2021 Season		Curling Canada