



**APPLICATION FOR HOSTING**

**2021  
CANADIAN  
JUNIORS**

**January 23-31, 2021**





## 2021 Canadian Juniors, January 23-31

### 1. Objective

Curling Canada is requesting expressions of interest for the hosting of the 2021 Canadian Juniors.

### 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 following key benefits have been associated with the event:

- A minimum of fourteen (14) live hours of national broadcast time on both TSN and RDS.
- Approximately 2.4 million total viewers watch the event.
- 100% of all ticket sales revenue and 100% of all local sponsorship sales are retained by the Host Committee.
- Rights and profits to any 50/50 draws are retained by the Host Committee.
- 140 coaches & athletes plus 20 officials
- Legacy from the event can be established for the benefit of curling in the region.
- Volunteer development and capacity enhancement for future events.
- Host community is intimately tied to events throughout the season (Canada Cup, Continental Cup held prior to the Canadian Juniors and other Season of Champions events following the Canadian Juniors).
- Economic impact, as reported by previous host cities and EI assessments, is between \$1.5 to \$3.0 million.
- Hotel rooms booked by Curling Canada (not including fans/supporters) = 1100 room nights

### 4. Juniors History

The Canadian junior men's curling championship began in 1950 in Quebec City, whilst the Canadian junior women's curling championship began in 1971 in Vancouver. The men's and women's championships were contested separately until being combined in 1987 in Prince Albert, Saskatchewan.

Over the past couple of years, the Canadian Juniors has had 14 teams in each gender (representing each of the 10 provinces, in addition to Northern Ontario, the Northwest Territories, Yukon and Nunavut) split into two seven-team pools, with seeding based on win-loss records at the previous year's Canadian Juniors. Teams play a round robin within their pool, leading to a championship pool, which has then led to the weekend playoffs. Teams that don't qualify for the championship pool play in a seeding pool to determine rankings for the next season's Canadian Juniors. Additionally, the non-playoff teams have participated in an unofficial mixed doubles competition.

The winners of the prestigious Canadian Juniors represent Canada at the World Junior Curling Championships. Canada has won a leading 19 world junior men's titles since 1975 and a leading eleven women's crowns since 1988.

### 5. Timelines

Please see **Appendix 3** 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.



## EVENT

Event Application pertains to: **2021 Canadian Juniors Championship**

Dates of proposed event: **January 23-31, 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 Community



## REVENUE GENERATION

Bid analysis by Curling Canada weighs revenue generation as **40% of the strength of any bid.**

## BID FEE

Minimum bid requirement toward Curling Canada's event budget - \$20,000 ...\$

*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 .....				<u><input type="text" value="0"/></u>



## COST CONTROL AND ATHLETE SERVICES

Bid analysis by Curling Canada weighs Cost Controls and Athlete Services as 50% of the strength of any bid.

## VENUE INFORMATION

1. Name of venue
2. Address
3. Contact of facility rep
4. Telephone of facility rep
5. Email of facility rep
6. Size of main competition surface
7. Seating capacity of competition arena
8. Number of suites available for Curling Canada
9. Is the building equipped with dehumidifying system? Yes  No
10. What is the strength of dehumidifying system?
11. Is there an air exchange system? Yes  No
12. What is the strength of the refrigeration system?
13. Provide estimate of number of hours required to remove netting, glass and support posts
14. Number of dressing rooms in the rink
15. Distance to closest hospital
16. Can sponsored food / beverage be brought into the arena?
17. Is there free or paid parking? If no free parking lots available, what is the cost?
18. Is there a jumbotron? Please attach technical specifications
19. Does the arena have free public WiFi available?  Yes  No



## VENUE MAP

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

## 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 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"/>
Rates Guaranteed	<input type="text"/>	<input type="text"/>
Number of complimentary suites	<input type="text"/>	<input type="text"/>
List of available meeting rooms	<input type="text"/>	<input type="text"/>
Will the hotel provide and meeting spaces on a complimentary basis?	<input type="text"/>	<input type="text"/>
Fitness centre / pool available?	<input type="text"/>	<input type="text"/>
Does the hotel have free WiFi? If WiFi is paid, what is the daily cost?	<input type="text"/>	<input type="text"/>
Guest parking available?	<input type="text"/>	<input type="text"/>





## HOTEL 1

## HOTEL 2

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



## Competition requires one arena + 3 sheets curling ice

### EVENT DATES

### ARENA

### CURLING RINK

Access to ice surface: **March 19, 2021 at 1:00AM**

**March 20, 2021**

Setup days: **March 19-21, 2021**

**March 20-21, 2021**

Practice day: **March 21, 2021**

**March 21, 2021**

Event days: **March 22-28, 2021**

**March 22-28, 2021**

Tear down and move out: **March 29, 2021 by Noon**

**March 29, 2021 by Noon**



## 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 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?

**Submitted by:**

**Organization:**

**E-mail:**

**Phone:**

## PLEASE SUBMIT ELECTRONICALLY TO:

Danny Lamoureux  
Director, Championship Services  
[danny@curling.ca](mailto:danny@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	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 by 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>• 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