



APPLICATION FOR HOSTING

**2022
CANADIAN
MIXED**

November 7-13, 2021





2022 Canadian Mixed, November 7-13, 2021

1. Objective

Curling Canada is requesting expressions of interest for the hosting of the 2022 Canadian Mixed Curling Championship (it is named the 2022 championship even though it is held in 2021).

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:

- Brier - Canadian Men's Championship**
- Tournament of Hearts - Canadian Women's Championship**
- 4-person Mixed Championship Senior Men's and Women's Championships**
- Junior Men's and Women's Championships**
- Wheelchair Championship**
- USPORTS University Championships**
- CCAA College Championships**
- Mixed Doubles Championship**
- Under-18 Boy's & Girl's Championships**
- Club Championships for Men & Women**

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

- Canada Cup**
- Continental Cup**
- World Championships (when held in Canada)**
- Curling Pre-Trials**
- Curling Trials**
- Doubles Trials**

3. Economic Impact Assessment

The following key benefits have been associated with the event:

- Streaming 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 revenues (i.e. 50/50 draws) during the course of the event are 100% retained by the Host Committee.
- A legacy from the event should be established for the benefit of curling in the region.
- Volunteer development and capacity enhancement for future events.
- 56 athletes, 7 officials.
- Economic impact, as reported by previous host cities and EI assessments, is approximately \$400,000.
- Hotel rooms booked by Curling Canada (not including fans/supporters) = 280+ room nights

4. History of the Canadian Mixed

The Canadian Mixed Curling Championship began in 1964 in Toronto and was held at the Royal Canadian Curling Club. At that time, Carling O'Keefe Brewery was the event sponsor and remained so through the 1971 edition. In 1972 the Canadian Curling Association temporarily took over as the sponsor, but starting in 1973, Seagram Distillers came on board as the new title sponsor, after deciding to shift its existing curling sponsorship from the Senior's Men's championship to the Mixed. Seagram would remain the sponsor through 1983. From 1984-1994, the CCA once again assumed sponsorship of the Mixed, which was normally held in late March, one of the final events in the Canadian championship calendar. In 1995, some significant changes took place to the Mixed, which was staged that year in Sarnia. Unitel became the title sponsor and the event, now held in January, became the first one in the new 'Season of Champions', a marketing concept involving all of the televised Canadian and world curling championships. Unitel sponsored the Mixed in 1995 and 1996, before its parent company, AT&T took over for the 1997 and 1998 editions. The CCA assumed sponsorship of the national championship once again in 1999. In 2008, the city of Iqaluit in Nunavut staged the 2009 Canadian Mixed. It was the first time that the territory of Nunavut had hosted a national sporting championship of any kind. Currently, Alberta has won a leading eleven Canadian Mixed titles followed by Saskatchewan and Manitoba with nine. However, every province, plus Northern Ontario, has won at least one Mixed since 1964. 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.

5. Timelines

Please see **Page 9** 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: **2022 Canadian Mixed**

Dates of proposed event: **November 7-13, 2021**

Is the bid flexible with the year? (i.e. would you be interested in following year if unsuccessful for this bid?)

Yes	No
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Have you notified your Curling Member Association of bid?

Yes	No
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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 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:

- Operating a financially viable event
- 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 curling legacy for the Host Community



REVENUE GENERATION

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

BID FEE

Minimum bid requirement - \$5,000 ...\$

Bid fee is made up of the following:

Cash considerations ...\$

and / or value in kind - budget relief items:

	Type	Value
#1		...\$
#2		...\$
	TOTAL BID FEE	_____ \$



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. 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. Is the building equipped with dehumidifying system? Yes No
9. What is the strength of dehumidifying system?
10. What is the strength of the refrigeration system?
11. Provide estimate of number of hours required to remove netting, glass and support posts
12. Provide a lighting level within the arena
13. Number of dressing rooms in the rink
14. Can sponsored food / beverage be brought into the arena?
15. Is there free or paid parking? If no free parking lots available, what is the cost?
16. Is there a jumbotron? Please attach technical specifications
17. Approximate size of the concourse? Is it available to setup sponsor booths and kiosks for Curling Canada's corporate partners?
18. What is the strength and max upload and download speeds for WiFi?



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

Address

Contact Name

Contact Number

Email Address

Hotel website

Number and style of rooms available

Number of single rooms / rate

Number of double rooms / rate

Rates Guaranteed

Number of complimentary suites

List of available meeting rooms

Fitness centre / pool available?

Does the hotel have free WiFi?

Cost of parking?

Space for VIP car lineup (min. 10 cars)



HOTEL 1

HOTEL 2

Does the hotel have restaurants?

Restaurants hours of operation

EVENT DATES

Access to ice surface: **November 2 at 1:00AM**

Setup days: **November 2-6**

Practice day: **November 7**

Event days: **November 7-13**

Tear down and move out: **November 13-14 (no later than 12pm (noon) on the 14th**

PLEASE SUBMIT ELECTRONICALLY TO:

Danny Lamoureux
Director, Championship Services
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
JANUARY 1	Curling Canada provide all MA's with proposed dates (including setup and tear-down if necessary) for all events to that can be bid on for 2021-2022 Season	Summary of Events to be bid upon	Curling Canada
APRIL 30	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
MAY 15	Questions for Curling Canada to potential host cities		
JUNE 15	Answers to be provided by Curling Canada to potential host cities		
JUNE 30	All application packages due to Curling Canada	Complete Application Package Including: <ul style="list-style-type: none"> • Application to Host with attachments • Venue Terms and Agreement • Arena Advertising Waiver • Protected Sponsors Agreement • Hotel Proposal Confirmation 	Local Committee
JULY 1 to AUGUST 30	Site visits scheduled (only if necessary)		Curling Canada
SEPTEMBER 30	Decisions and notifications		Curling Canada
OCTOBER 15	Press release announcing all Curling Canada events for 2021-2022 Season		Curling Canada