



**APPLICATION FOR HOSTING**

**2021  
CANADIAN  
SENIORS**

**December 6-11, 2021**





## 2021 Canadian Seniors, December 6-11, 2021

### 1. Objective

Curling Canada is requesting expressions of interest for the hosting of the 2021 Canadian Senior Men & Women's Championships

### 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 & Key Benefits

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, local sponsorship sales and food & beverage.
- 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 10-15 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 \$750,000
- Hotel rooms booked by Curling Canada (not including fans/supporters) = 500+ 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 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. 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 Seniors Championships**

Dates of proposed event: **December 6-11, 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 one year **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 **40% 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 Gifts in kind - budget relief items:

	Type	Value
Gift #1		...\$
Gift #2		...\$
		<hr/>
TOTAL BID FEE .....		\$ <hr/>



## 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. Provide a lighting level within the arena
15. Number of dressing rooms in the rink
16. Distance to closest hospital
17. Can sponsored food / beverage be brought into the arena?
18. Is there free or paid parking? If no free parking lots available, what is the cost?
19. Is there a jumbotron? Please attach technical specifications
20. Approximate size of the concourse? Is it available to setup sponsor booths and kiosks for Curling Canada's corporate partners?
21. Does the arena have free public WiFi available?                      Yes                      No
22. What is the approx. 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

Does the hotel have free WiFi?

Cost of parking?

Space for VIP car lineup (min. 10 vehicles)





## HOTEL 1

## HOTEL 2

Does the hotel have restaurants?

Restaurants hours of operation

## EVENT DATES

## ARENA

## CURLING RINK

Access to ice surface:	<b>December 2, 2021 at 1:00AM</b>	<b>December 4, 2021</b>
Setup days:	<b>December 2-5, 2021</b>	<b>December 2-5, 2021</b>
Practice day:	<b>December 5, 2021</b>	<b>December 5, 2021</b>
Event days:	<b>December 6-11, 2021</b>	<b>December 6-11, 2021</b>
Tear down and move out:	<b>December 12, 2021 by Noon</b>	<b>December 12, 2021 by Noon</b>

## 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 2021-2022 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 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: <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 2021-2022 Season		Curling Canada