



APPLICATION FOR HOSTING

**2022
CANADIAN
JUNIORS**

March 19-27, 2022





2022 Canadian Juniors, March 19-27

1. Objective

Curling Canada is requesting expressions of interest for the hosting of the 2022 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:

- 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:

- Curling Canada will stream one game per draw for the entire event at their cost.
- 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.
- 180 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.
- Economic impact, as reported by previous host cities and EI assessments, is between \$1.0 to \$2.0 million.
- Hotel rooms booked by Curling Canada (not including fans/supporters) = 1400 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. In 2021 and beyond, there will be a new format with 36 teams. The winners of this prestigious Canadian Juniors represent Canada at the World Junior Curling Championships the following season. Canada has won a leading 20 world junior men's titles since 1975 and a leading twelve 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: **2022 Under-21 Championships**
Dates of proposed event: **March 19-27**

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

Bid fee is made up of the following:

Cash considerations ...\$

Value in kind - budget relief items:

Type	Value
#1	...\$
#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. 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

Address

Contact Name

Contact Number

Email Address

Hotel website

Number and style of rooms avail

Number of single rooms / rate

Number of double rooms / rate

Rates Guaranteed

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?



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 14 at 1:00AM**

March 17

Setup days: **March 14-18**

March 17-18

Practice day: **March 19,**

March 18

Event days: **March 19-27**

March 19-2

Tear down and move out: **March 27 by midnight**

March 27 by midnight



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
613-878-3682



TIMELINES FOR THE 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 by 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 • 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 ONWARD	Press release announcing all Curling Canada events for 2021-2022 Season		Curling Canada