



APPLICATION FOR HOSTING

**2022
EVEREST
CURLING CLUB
CHAMPIONSHIPS**

November 19-25, 2022





2022 EVEREST Curling Club Championships, November 19-25, 2022

1. Objective

Curling Canada is requesting expressions of interest for the hosting of the 2022 Curling Club 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 19 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 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 at the club.
- Volunteer development and capacity enhancement for future events.
- 112 athletes, 12-15 officials.
- Economic impact, as reported by previous host cities and EI assessments, is approximately \$650,000.
- Hotel rooms booked by Curling Canada (not including fans/supporters) = 500+ room nights

4. History of the Curling Club Championships

The EVEREST Canadian Curling Club Championships (previously Travelers Curling Club Championship and The Dominion Curling Club Championship) is an annual curling tournament held in Canada. The tournament features the top "club level" curlers from every province and territory in Canada, plus Northern Ontario.

5. The first event was held in 2009. Each province and territory holds a series of playdowns where only one team per curling club is allowed an entry. Each curling club selects their teams independently with many choosing their respective club champions.
6. The event features only "club level" curlers. This means that top curling teams are barred from entry. Teams can only have one player who has played in a provincial men's, women's or seniors event that season or the previous season or in a Grand Slam of Curling event that year or in the previous year.

7. Timelines

Please see **Page 9** for timelines for the bid process

8. 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 Curling Club Championships**
Dates of proposed event: **November 20-26, 2022**

Is the bid flexible with the year? (i.e. 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 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. 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. Number of dressing rooms in the rink
14. Distance to closest hospital

Yes No



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 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?

Cost of parking?

Space for VIP car lineup (min. 10 vehicles)



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

EVENT DATES

Access to ice surface: **November 18 at 1:00AM**

Setup days: **November 18-19**

Practice day: **November 19**

Event days: **November 20-26, 2022**

Tear down and move out: **November 26**

PLEASE SUBMIT ELECTRONICALLY TO:

Danny Lamoureux
Director, Event Operations
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 2022-2023 Season	Summary of Events to be bid upon	Curling Canada
JUNE 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
JULY 15	Questions for Curling Canada to potential host cities		
JULY 22	Answers to be provided by Curling Canada to potential host cities		
AUGUST 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
SEPTEMBER	Site visits scheduled (only if necessary)		Curling Canada
SEPTEMBER 30	Decisions and notifications		Curling Canada
OCTOBER 15	Press release announcing all Curling Canada		Curling Canada