



APPLICATION FOR HOSTING

2024
TOURNAMENT
OF HEARTS

February 16-25, 2024





2024 Scotties Tournament of Hearts, February 16-24

1. Objective

Curling Canada is requesting expressions of interest for the hosting of the 2024 Scotties Tournament of Hearts, the Canadian Women's Curling Championship.

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 or more national curling championships, 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.

3. Economic Impact Assessment

The Tournament of Hearts is the annual Canadian women's curling championship. It is regarded as the world's premier annual women's curling event and by far the best supported women's curling competition in terms of paid attendance and attracting large crowds in-venue and television audience.

The event is supported through the efforts of on average 400 volunteers. The economic impact assessment varies on location at a minimum \$6M to \$10M. Visitor expenditures, combined with the operational expenditures and revenues of the host committee, members of the media, and others, contribute to a net increase in economic activity throughout the host Province.

** Statistical data provided by the Canadian Sport Tourism Alliance (STEAM model)

Hotel rooms booked by Curling Canada (not including fans/supporters) = 1500 room nights



4. Tournament of Hearts History

The 2024 Scotties Tournament of Hearts marks the 43rd consecutive year of Kruger Products sponsorship of the Canadian Women's Curling Championship. Kruger Products is the longest national corporate sponsor of amateur sport in Canada. It was in St. John's at the 1981 Lassie that Scott Paper Limited officially made the commitment to the Canadian Curling Association to sponsor the Canadian Women's Curling Championship. Curling is one of the major sports in the country with close to two million Canadians taking part every year. It is also popular among television viewers with a reach of more than three million for the Scotties championship final. Over eleven million adult Canadians will watch curling on television, representing a third of all Canadians. Canada has long distinguished itself as the number one curling nation in the world. Nowhere else is competition as keen, and the path to the top so strewn with obstacles, as it is here in Canada. "Through Kruger Product's long association with women's curling, we have discovered that at the heart of curling is a real warmth founded on sportsmanship and camaraderie; but, sharpened by the keen spirit of competition," says Mario Gosselin, Former Chief Operating Officer of Kruger Products. "We continue to be proud to be part of this truly great Canadian game."

5. Timelines

Please see **APPENDIX 6** 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.

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EVENT

Event Application pertains to: **2024 Scotties Tournament of Hearts**

Dates of proposed event: **February 16-25, 2024**

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 10 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 |
|----------------------|----------------------|
| <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:

- 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.
- Provide a superior entertainment experience for all spectators & viewers.
- Maximize exposure of the event through the media, television, participants and spectators.
- 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 toward Curling Canada's event budget - **\$400,000** ...\$

Bid fee is made up of the following:

Cash considerations ...\$

and / or 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 | | | | <input type="text" value="0"/> |

TICKET SALE POTENTIAL

Number of people residing within 200km of venue

Number of registered curlers within 200km of venue

Describe any pre-sale ticket drive completed as part of bid

Total Tickets Sold

As a Percentage of Building Occupancy



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. Daily rental fee for competition venue
3. Address
4. Contact of facility rep
5. Telephone of facility rep
6. Email of facility rep
7. Owner / mgmt company (if any)
8. Size of main competition surface
9. Seating capacity of competition arena
10. Number of suites available for sale
11. Number of suites available for Curling Canada
12. Is the building equipped with dehumidifying system? Yes No
13. What is the strength of dehumidifying system?
14. Is there an air exchange system? Yes No
15. What is the strength of the refrigeration system?
16. Provide estimate of number of hours required to remove netting, glass and support posts
17. Provide a lighting level within the arena
18. Is there room for mobile broadcast truck within building or outside?
19. Number of dressing rooms in the rink
20. Number of function rooms available in facility
(Minimum 10 rooms needed for questions 19/20)
21. Is there a functional room (separate of questions 19/20)
with toilet access available to be used for Doping Control purposes?



- 22. Is there an existing medical / training room available?
- 23. What medical service provider does the venue currently use
- 24. Distance to closest hospital
- 25. Can sponsored food / beverage be brought into the arena?
- 26. Is there free or paid parking? If no free parking lots available, what is the cost?
- 27. How many complimentary spaces can be provided for use by the event?
- 28. Is there a jumbotron? Please attach technical specifications
- 29. Does the jumbotron have an assigned operator available for the competition days?
- 30. Approximate size of the concourse? Is it available to setup sponsor booths and kiosks for Curling Canada's corporate partners?
- 31. Does the arena have free public WiFi available? Yes No
- 32. What is the approx. strength and max upload and download speeds for WiFi?
- 33. Does the venue currently have an exclusive ticket service provider? Yes No
- 34. If so, what are the associated service fees attached to each ticket sold?

TICKETING, SERVICE FEES & ADVANCE PAYMENT TERMS

Does the venue require dealing with an exclusive ticketing provider agreement? If so, please provide details regarding anticipated fees or fee ranges. Curling Canada may consider sourcing our own supplier and agreements if not required by the venue.

All fees related to ticketing including credit card charges will be considered payable by the customer over and above the advertised price and must be displayed to the customer at the time of purchase. Curling Canada acknowledges ticket related fees vary by venue and ticket service provider. As a condition of any bid being accepted, any and all fees must be agreed to before any announcement being made. Please list applicable ticket related fee categories and identify what it includes as applicable.



Where possible, provide estimated ticket fees for the following categories:

| | |
|-------------------------|----------------------|
| Packages of 14-25 games | <input type="text"/> |
| Packages of 4-13 games | <input type="text"/> |
| Packages of 2-3 games | <input type="text"/> |
| Single Game Tickets | <input type="text"/> |

In the event that your existing ticketing provider, if applicable, is unable to provide the necessary level of technology to meet Curling Canada’s package and reserved seating needs, or if your ticketing provider agreement is not exclusive or not applicable to our event, please advise what venue fees that would have to be applied in a situation that Curling Canada sources its own supplier.

Curling Canada will require advanced funds on ticket sales at minimum rate of 75% of face value. The understanding is retained funds will go towards paying rent and expenses. Venues must agree to advance funds on a mutually agreed to schedule as part of a venue agreement. That schedule will be no less than quarterly payments starting no more than 3 months after the initial on sale.

All ticket sales proceeds will be held in a trust account in the name of Curling Canada

VENUE MAP

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

CONVENTION CENTRE

1. Name of convention centre available for entertainment centre
2. What is the size of the available room?
3. What is the daily rental fee for the room?
4. Distance the main competition venue
5. Number of tables available for use?
6. Number of chairs available for use?
7. Number of coolers available for use?
8. Is the room equipped with a music and entertainment system?



9. Does the centre have an assigned emergency medical services provider? If so outline?

10. Does the centre have assigned janitorial services provider? If so outline?

11. Does the centre have in-house catering services? If so outline?

12. Can outside suppliers be brought in for any of the above services?

CONVENTION CENTRE MAP

PLEASE PROVIDE A CONVENTION CENTRE MAP OUTLINING ALL SPACE, RESTROOMS AND OTHER AREAS AVAILABLE FOR USE ON ALL LEVELS

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 3 |
|---------------------------------|----------------------|----------------------|----------------------|
| Hotel Name | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Address | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Contact Name | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Contact Number | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Email Address | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Hotel website | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Number and style of rooms avail | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Number of single rooms / rate | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Number of double rooms / rate | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Rates Guaranteed | <input type="text"/> | <input type="text"/> | <input type="text"/> |

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| | HOTEL 1 | HOTEL 2 | HOTEL 3 |
|--|---------|---------|---------|
| Number of suites | | | |
| 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? | | | |
| Cost of parking? | | | |
| Space for VIP car lineup (minimum 10 vehicles) | | | |
| Number of complimentary parking spots? | | | |
| 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: **1:00AM Sunday, February 11, 2024**
- Setup days: **February 11-15, 2024**
- Practice day: **February 16, 2024**
- Event days: **February, 16-24, 2024**
- Tear down and move out: **February 25 by noon, 2024**

BASE RENTAL FEE

Base rental fee for setup, official practice days, event days and tear down is the following:

\$

COSTS TO BE INCLUDED IN BASE RENTAL FEE (unless negotiated separately)

- Ushers
- Box office staff
- On-site manager for all days outlined
- IT support manager for all days outlined
- Spectator medical services
- Security
- Use of any building owned equipment (staging, tables, forklift, stanchions, fridges etc)
- Existing telephone and fax lines (long distance included)
- Cleaning and custodial services
- Use of ice resurfacing machines
- Arena PA system
- In-house video system / jumbotron
- Access to edit suite
- In house AV supervisor
- All dressing rooms (except major tenants)
- Utilities (including electricity, electrician, gas, lighting, water, heating, ventilation, air conditioning, hot / cold water facilities, waste removal, interior and shore power for event broadcaster)
- Costs associated with take down of any stanchions, posts, glass and removal of netting
- Use of suites and boxes as outlined in Application to Host



ADDITIONAL COSTS

Costs to be paid by Curling Canada include:

- Adding in-ice sponsor logos and curling rings
- Carpeting, pipe and drape
- Setup and teardown of media bench

MERCHANDISE AND CONCESSIONS

The venue will allow Curling Canada to setup kiosks for the sale of event related merchandise. All revenue generated from sale of event related merchandise will belong solely to Curling Canada. All concourse food and beverage concession sales revenue on official practice days and event days will be split 75 Venue / 25 Curling Canada unless otherwise negotiated.

SPONSORSHIP AND SIGNAGE

Curling Canada retains all rights, revenues and responsibility for the cost of covering the existing rink board signage and will arrange for rink board covering to be installed featuring only the event sponsors.

Venue will allow, with no additional charge, sponsors to donate food and beverage for distribution to volunteers, sponsors, media, athletes and officials for use throughout the venue including on the field of play.

CURLING CANADA SPONSOR DELIVERABLES

Venue will allow sponsors of Curling Canada to setup kiosks which may include serving and brewing food or beverage products for sale.

INTERNET ACCESS

Curling Canada requires that Internet connectivity be made available in all assigned areas of the venue (e.g. offices, broadcast areas, consumer areas, logistics). Please indicate whether you can provide secured private wifi and wired connectivity (speeds similar to high speed internet available from national carriers). Please indicate whether this is included in the price of venue rental.

INSURANCE

Name of venue

Name of corporation owning venue

Name of insurer

Have the authority to bind the Corporation



We hereby confirm that except for advertising allowed by Curling Canada the arena will be free from all advertising during the **2024 Tournament of Hearts**.

The arena means the whole of the inside of the rink that can be viewed within TV sight-lines (ten rows of seats). Curling Canada withholds the rights, at their cost, to drape any signage outside of TV sight-lines that they deem necessary

Curling Canada will provide a list of all current sponsor signage and placement in the venue

ARENA MANAGEMENT REPRESENTATIVE:

Name

Date

Signature

PROTECTED PARTNERSHIPS AGREEMENT



, the applicant organization, acknowledges that the sponsors listed below are current national sponsors of Curling Canada and as such hold contractual rights as outlined in agreements between each sponsor and Curling Canada. The applicant organization will honour the contractual agreements and will not solicit or enter into agreements with companies within the protected categories. All local sponsorships require Curling Canada approval and protected categories are subject to change.

Name

Date

Signature

I have the authority to bind the applicant organization

Current Curling Canada National Partnerships Lists and Protected Categories (as of 2022)

Kruger Paper Products L.P. - "Competitor of KRUGER" means any person, firm or corporation as identified by KRUGER from time to time which directly or indirectly manufactures or markets in Canada paper products, personal hygiene paper products, sanitary paper products, or any other products described below:

- Forest and Wood Products (including lumber, wood panels, and floor and subfloor systems);
- Newsprint;
- Coated Paper;
- Supercalendered Paper;
- Directory Paper;
- Paperboard, Container Board and Packaging Products;
- Consumer sanitary and Away-From-Home paper products (including facial tissue, paper towels, bathroom tissue, and moist wipes);
- Incontinence products and diapers;
- Consumer products that are sold or promoted through drugstore, grocery, mass merchandiser or club retailers;

Tim Hortons: - Quick Service Restaurants & Baked Goods/Coffee

AMJ Campbell: Moving, Transportation & Storage

Home Hardware: Retail Hardware

New Holland: Agricultural Seed, Nutrients and Crop Protection and Digital Agriculture Software Services and Applications. CNH Industrial/New Holland: Agricultural and Construction Equipment

Dynasty: Athletic Apparel

OK Tire & BKT Tires: Auto Service, Auto Repair and Tires (including Tire Manufacturers)

AGI - Agricultural Infrastructure, Storage, Handling & Technology Solutions (Tim Hortons Trials & Tim Hortons Brier only)

Sports Betting - online gaming & betting, sportsbooks and associated software/platforms. For clarity, the Sports Betting category does not include casino games offered by land-based casino operators and lottery services and products offered by provincial lottery corporations. For example, the Sports Betting category shall not include lottery products offered by the Ontario Lottery and Gaming Corporation ("OLG"), but shall include the OLG's PROLINE+ Sports Betting products.

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COMMUNITY INVOLVEMENT

Bid analysis by Curling Canada weighs 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?
- 5 Curling Canada invites organizations that support our mission of more curlers, curling better, more fans and in particular wishes to bring a diversity of Canadians to our sport. Would you like to make a statement on your organization's wish to support this initiative and how you currently conduct your business and how you could help us with our mandate?

PLEASE SUBMIT ELECTRONICALLY TO:

Danny Lamoureux
Director, Curler Experience
danny@curling.ca
613-878-3682

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TIMELINES FOR THE BIDDING PROCESS FOR ALL OF OUR EVENTS

| DEADLINE | DELIVERABLE | NECESSARY DOCUMENTS | WHO TO PREPARE |
|----------------------|--|--|-----------------|
| JANUARY 10 | 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 15 | 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 |
| APRIL 30 | Questions for Curling Canada by potential host cities | | |
| MAY 15 | Answers to be provided by Curling Canada to potential host cities | | |
| MAY 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 |
| JUNE 30 | Decisions and notifications | | Curling Canada |
| July 1 ONWARD | Press release announcing all Curling Canada events for 2023-2024 Season | | Curling Canada |