



HOCKEY CANADA
2424 University Drive NW, 2424, promenade University N.O., Calgary, AB T2N 3Y9
Phone/Tél : (403) 777-3636 Fax/Télé : (403) 777-3635 www.hockeycanada.ca



2013 ESSO Cup National Female Midget Championship

Hockey Canada Bid Guidelines

TABLE OF CONTENTS

1.	INTRODUCTION	3
2.	BID APPLICATION PROCESS	4
	Availability of Bid Guidelines	4
	Letter of Intent for Bid Submission	4
	Submission of Bid Presentation to Host Branch	4
	Submission of Bid Presentation to Hockey Canada Calgary office	4
	Review of Bid Applications	5
	Site Selection Finalized	5
3.	HOSTING STANDARDS	6
4.	EVENT STRUCTURE AND PARTNERSHIPS	6
	a) Steering Committee	6
	b) Host Organizing Committee	7
5.	SITE SELECTION CONSIDERATIONS	7
	a) Community Overview	7
	b) Business Plan	8
	c) Finances	8
	Host Organizing Committee Financial Obligations	9
	Host Branch Financial Obligations	10
	Hockey Canada Financial Obligations	10
	d) Arena Facilities	11
	e) Hotel Accommodation	12
	f) Transportation	12
	g) Marketing & Sales	13
	• Ticket Sales & Ticket Management	14
	h) Media Services	16
	i) Protocol	17
	j) Accreditation and Security	18
	k) Special Events	18
	l) Bilingual Language Services	18
	m) Medical Facilities and Emergency Services	19
6.	APPENDICES	20
	Overview Check List	
	Draft Schedule	
	Draft Budget Items	
	TV Requirements	
	National Events Rinkboard Template	



1. Introduction

Hockey Canada is now in the process of accepting bids for the 2013 Esso Cup - National Female Midget Championship.

The 2013 Esso Cup is scheduled to be held between the dates of **April 21st-27th, 2013**, with a tournament format including a single round robin schedule followed by two (2) semi final games, a bronze medal and a gold medal championship game for a total of nineteen (19) games.

The Esso Cup will be comprised of six (6) teams, the Host team that will be joined by the five (5) Regional Championship teams representing the following regional championships.

- Pacific
- West
- Ontario
- Quebec
- Atlantic

The attached document is a detailed information package for prospective Host Organizing Committees. The package contains information to assist potential host groups in building their bid documents for presentation, including an overview of Hockey Canada and Host Organizing Committee responsibilities.

If you have questions with the information detailed within the bid guideline package, please contact the Hockey Canada staff resource person for this event.

Dean McIntosh
dmcintosh@hockeycanada.ca
(403) 777-3643

The 2011 ESSO Cup will be hosted in St. Albert, AB on April 17th – 23rd, 2011. This event is being hosted in partnership with Hockey Alberta, St. Albert Minor Hockey Association, the Host Organizing Committee and Hockey Canada.

The 2012 ESSO Cup will be hosted in Charlottetown, P.E.I. on April 15th – 21st, 2012. This event is being hosted in partnership with Hockey P.E.I., City of Charlottetown and Charlottetown/Sherwood Minor Hockey Association, the Host Organizing Committee and Hockey Canada.



2. Bid Application Process

The foregoing Bid Guidelines have been developed by Hockey Canada strictly for the purpose of facilitating the selection of the site for the 2013 Esso Cup - National Female Midget Championship. Hockey Canada and its designated Site Selection Committee reserves the right to make changes to the bid criteria as may be deemed necessary and to request additional information from the potential host sites concerning any aspect of the application.

All bid applications must be submitted through the respective member Branch Association of Hockey Canada on behalf of the organizing committee for the potential host site. The bids shall be submitted in accordance with the following procedures:

a) February 9th, 2011

Availability of Bid Guidelines

Bid Guidelines distributed to member Branch Hockey Associations

b) March 11th, 2011

Letter of Intent for Bid Submission

- i) Deadline for submission of a letter of intent by the Host Committee indicating a bid application will be forthcoming. The letter of intent is to be received by Hockey Canada, Attention: Director Marketing Services and Events, Calgary office (2424 University Drive NW, Calgary, AB T2N 3Y9) by the deadline date indicated. A copy of the letter must be copied to the applicable Hockey Canada Branch Office.

Note:

- i) Branches may submit more than one bid.
- ii) All bids must be endorsed by the Branch prior to submission.
- iii) Upon receipt of the Letter of Intent, Hockey Canada will send a copy of the Event Contract to the Bid Committee for review. The Event Contract is to be signed and then submitted with the official Bid Application.
- iv) Signed Hotel, Arena, as well as any other facility contracts must also be submitted with the Bid Application.

c) April 1st, 2011

Submission of Bid Presentation to Host Branch

- i) All bid applicants must submit one (1) copy of their written bid presentations plus a CD with all bid documents in Adobe (PDF) file format to their respective Hockey Canada Branch for review and written approval or support. Bids are to arrive not later than 5:00 p.m. local time on the date indicated above.

d) April 15th, 2011

Submission of Bid Presentation to Hockey Canada Calgary office

- i) Respective Branches on behalf of bid applicants must submit one (1) of their written presentations with written Branch approval, plus a CD with all bid documents in Adobe (PDF) file format, **the signed Event Contract (signed by the Branch and the Bid Committee), and copies of all other signed contracts, including Hotel and Arena, to the:**



Selection Committee – National Female Midget Championship
Hockey Canada
2424 University Drive N.W.
Calgary, AB T2N 3Y9

Bids are to arrive not later than 5:00 p.m. (MT) on April 1st, 2011

e) April 2011

Review of Bid Applications

- i) Hockey Canada reserves the right to determine the bid review and selection process. On receipt of the bids the Selection Committee shall assess the need for an in-person presentation or site visitation. The Selection Committee shall review its findings with Hockey Canada's Female Council. Hockey Canada Female Council shall in turn recommend a site to Hockey Canada Board of Directors.
- ii) The applicants will be notified accordingly of the decision of Hockey Canada.
- iii) The bid applicant should be aware that gifting for the Site Selection Committee, members of Female Council, or members of the Hockey Canada Board of Directors will not be permitted.

f) May 2011

Site Selection Finalized

- i) Hockey Canada Board of Directors or their designate will approve the site of the National Female Midget Championship. The site selection will be based on the recommendation made by the Site Selection Committee and Hockey Canada Female Council.
- ii) In submitting their applications to host, the bid applicants have acknowledged that the decision to award the hosting of the National Female Midget Championship rests solely with Hockey Canada.

A public announcement on the site for the National Female Midget Championship will be made following the site selection with the completion of all contracts.

It is understood that the Site Selection Committee will make its recommendation to Hockey Canada Board of Directors or their designate based on information contained in the bid presentation. As a result, the bid applicant must be in a position to ensure the information is presented accurately, particularly in the financial area, as Hockey Canada will expect the Host Organizing Committee to deliver accordingly.



3. Hosting Standards

In order for a community to be considered as a potential host of this National Championship, the site must meet the following minimum hosting standards:

- i) The host community must demonstrate a strong affiliation with local minor hockey organizations.
- ii) The host community must have demonstrated the ability to stage major national or international sports events in a highly successful manner, both financially and logistically.
- iii) The host community and partner sites must have a sufficient population base from which to market and promote the event;
- iv) The host site must have a strong volunteer base within the business and hockey community from which to draw on for leadership, both at the host site and the satellite locations. The bid should outline plans for recruitment and training of volunteers;
- v) The host community must have an arena complex which would be suitable to serve as the main site for key games;
- vi) The Host Organizing Committee is encouraged to extend the excitement of hosting this National Championship as broadly as possible throughout the host community and surrounding areas. The bid should include host plans for community involvement, together with any special events or social activities which would add a festival-like atmosphere to the hosting arrangements;
- vii) The event must be priced in such a way to ensure the individual games are family affordable. This will allow spectators of all ages the opportunity to experience an event of this magnitude. At the same time, the ticket pricing must be structured to enable the Host Organizing Committee to achieve revenue projections.
- viii) The bid must identify the host team in their bid submission. This is to be communicated to the host team in advance of the bid submission so that they are aware of the obligation in advance.

4. Event Structure and Partnerships

Hockey Canada is responsible to its membership for the staging of the 2013 Esso Cup - National Female Midget Championship. To ensure the event is conducted in the most successful manner possible, Hockey Canada will form a partnership overseeing the operation of the event with the Host Branch Association and the Host Organizing Committee. This partnership will ensure that all of the hockey organizations contributing to the successful hosting of the event at the local, regional and national levels will benefit directly from the staging of this prestigious competition.

To ensure the event is conducted in accordance with acceptable standards, committees will be structured to manage the event as follows:

a) Steering Committee

The Steering Committee, on behalf of Hockey Canada, and its member Branches, will oversee the operation of the event, including the activities of the Host Organizing Committee.

The members of the Steering Committee will be as follows:



Chair:

Director, Marketing Services & Events

Members:

- Host Branch Association, President or designate
- Host Organizing Committee, Chair
- Hockey Canada Female Council Director

Staff Resource Person:

Hockey Canada Event Manager

The above parties will oversee the operation of the event, including the activities of the Host Organizing Committee, on behalf of Hockey Canada and its member Branches.

The Steering Committee will ensure all elements of the Event Contract are fulfilled. Any variations to the Event Contract must be approved by the Steering Committee.

The above parties will approve the operating budget and organizational guidelines for the Host Organizing Committee and make policy decisions regarding the event, as required.

During the event, the above parties will liaise with the Host Organizing Committee to ensure all aspects of the event are conducted in accordance with Hockey Canada standards and regulations.

b) Host Organizing Committee

Reporting to the Steering Committee, the Host Organizing Committee will be responsible for the promotion and staging of the event and to ensure the event is operated consistent with Hockey Canada's event Hosting manual.

The Host Organizing Committee will be made up of representatives from the local hockey programs, the Host Branch Association of Hockey Canada, the local business community and local government officials.

5. Site Selection Considerations

The bid presentation should contain certain components in order for the Site Selection Committee to make a detailed evaluation of the potential host sites for this event. Each bid presentation should address the following areas:

a) Community Overview

The bid presentation should contain an overview of the host community and region, as well as any other unique characteristics which may enhance the bid:

- i) Rationale for the bid by the potential host community and region;
- ii) Overview of the characteristics of the community and surrounding region (i.e. demographics);
- ii) Map of the host community indicating locations of the key facilities (i.e. arenas, hotels and ancillary facilities);



- iv) Introduction of the key personnel which will potentially serve on the Host Organizing Committee. The Host Organizing Committee should be in a position to demonstrate a strong affiliation to local amateur hockey.

b) Business Plan

The bid presentation should include a comprehensive Business Plan which will serve as a primary guide for the organization and the financing of the event. The Business Plan should include the following information:

- i) Host Organizing Committee mandate and objectives;
- ii) Financial forecast reflecting, an itemized list that identifies, all potential revenues and expenditures associated with the staging of the event;
- iii) Proposed organizational chart of the Host Organizing Committee;
- iv) Sales and Promotional Plan outlining the advertising and promotional strategy, for ticketing sales;
- v) Sponsorship Sales Plan detailing the sponsorship package that you will sell to local corporations. Ensure that Hockey Canada Sponsor Exclusivity Guidelines are maintained. Also the package must respect Hockey Canada sponsor levels – Premier, International and National Marketing Partners versus local Event Sponsors;
- v) Critical path for the organization of the event.

c) Finances

- i) The bid presentation must include a detailed financial forecast which demonstrates to what level net proceeds can be achieved;
- ii) The bid presentation must indicate the steps that will be taken to ensure that the Host Organizing Committee does not incur a deficit and a plan for managing the deficit should one occur;
- iii) The bid presentation must indicate the steps that will be taken to ensure that the Host Organizing Committee does not incur a deficit and a plan for managing the deficit should one occur. Provision of an event guarantor in writing, should a deficit occur, is required.
- iv) The net proceeds from the operation of the event will remain with the Host Organizing Committee.
- v) A sample of budget areas is included as an Appendix.
- vi) Host Organizing Committee Revenue Opportunities
 - i) Game Ticket Sales
 - ii) Event Program Sales
 - iii) Merchandise (Percent of sales to be provided by Hockey Canada)
 - iv) Local Sponsorship
 - v) Revenue from special events (banquet, interactive areas, etc.)
 - vi) Other sources as outlined in bid presentation.



vii) Host Organizing Committee Financial Obligations

The Host Organizing Committee's obligations for event expenses shall include the following items:

- i) Hotel accommodations, travel, and per diem for game officials, and one officials supervisor (Championship Referee in Chief);
- ii) Ground transportation for participating team delegations, game officials, VIPs, and Hockey Canada Representatives from the closest airport. If team travels to the event via ground transportation (ie. Bus), the host shall be responsible for costs associated during the tournament portion only;
 - Closest airport is defined as closest airport that can facilitate team travel, including equipment.
- iii) Arena facilities including ice costs, necessary building staffing (including full game operations staffing) , on-ice officials game fees, minor (off-ice) officials, security, meeting space, first aid medical, use of score clock, use of video score clock, use of electronic signage, installation of Hockey Canada vinyl-mesh ice logos & ice preparation, signage displays and all costs with providing "clean building".
 - "Clean Building" – ice, boards and in camera signage (as determined by Hockey Canada) free of any sponsor marks unless otherwise agreed upon.
- iv) Any required signage at secondary facilities including production, installation and removal costs (e.g. rink boards, ice logos, banners) as decided upon by Hockey Canada.
- v) Local marketing, promotional and public relations expenses;
- vi) Laundry and towel services for the competing teams;
- vii) Media services and related expenses;
- viii) Ceremonies (opening & closing) and hospitality centres;
- ix) Various event administration expenses, including staffing (including volunteer costs), offices and meetings;
- x) Awards Program tickets for participating team delegations, officiating team, and Tournament Directorate;
- xi) Any costs associated with development initiatives or demonstrations (i.e. ice time, game tickets for parent(s), clinicians, etc.);
- xii) Event cancellation insurance;
- xiii) The Host Organizing Committee will be responsible for the production costs of any rinkboards sold by the Committee. Approximate cost is \$250 per board; 2 boards required for each advertiser, 1 for preliminary games, 1 for televised final, therefore \$500 should be budgeted for each advertiser;
- xiv) Costs associated with any ancillary events in conjunction with the Esso Cup - National Female Midget Championship. All ancillary events must respect the sponsor exclusivity guidelines.



vii) The Host Branch Financial Obligations:

- i) The Host Branch shall guarantee the financial success of the event by ensuring that the Host Organizing Committee meets the financial obligations of the bid;
- ii) The Host Branch accepts responsibility for any loss reported by the Host Organizing Committee in its financial statement submitted to Hockey Canada, as adjusted by Hockey Canada following its audit (if any) in accordance with this agreement, and agrees to pay within 60 days of the end of the event any amounts owing to all creditors, organizations, agencies, teams or individuals arising from or relating to the hosting of the National Female Midget Championship to the extent such amounts are not otherwise paid with monies received by the Host Organizing Committee as a result of hosting the National Female Midget Championship.
- iii) The Host Branch shall assign a representative to work with the Host Organizing Committee to assist with the Championship preparations and to ensure all parties' interests are maintained;
- iv) The Host Branch shall assign a Championship Referee In Chief and be responsible for the costs associated with any additional official supervisors assigned by the Branch. The Championship Referee in Chief's expenses is paid for by the Host Organizing Committee, as agreed upon with the Host Branch.
- v) The Host Branch shall work with the area Hockey Canada Regional Centre (where applicable) to ensure that various development initiatives and activities are conducted during the Championship

ix) Hockey Canada Financial Obligations:

- i) The cost associated with air travel to the event of the participating teams will be the responsibility of Hockey Canada. Hockey Canada will be responsible to make flight arrangements to the designated major airport that can accommodate team travel, including equipment, after which time the teams become the responsibility of the Host Organizing Committee;
- ii) Hockey Canada will assign an event manager to assist with event preparations and oversee the management of the Championship;
- iii) Hockey Canada will be responsible for the costs of television production and broadcast where applicable providing facility meets minimum standards as stated in the Appendices;
- iv) Hockey Canada will coordinate and pay for the production of the souvenir event program (up to 1,000 programs provided);
- v) Hockey Canada will assign and pay the expenses of a Hockey Canada Representative to oversee the conduct of the Championship;
- vi) Hockey Canada will provide the Championship trophy, 6 individual awards and player of the game awards
- vii) Hockey Canada will provide gold, silver, and bronze medallions (max. 35 each);
- viii) Hockey Canada will provide approximately 240 pucks for the Host Organizing Committee to use as player gifting and/or game pucks;
- ix) Hockey Canada will provide approximately 1000 event posters, event banners, promotional materials (print, video, etc.) as agreed to with the Host Organizing Committee.



d) Arena Facilities

The Host Organizing Committee must have facility agreements in place prior to the bid being awarded.

To host an event of this magnitude, minimum arena facility standards must be met. These standards are as follows:

- i) The main host arena(s) must be available on an **exclusive** basis to the Host Organizing Committee for the Esso Cup - National Female Midget Championship for the period of **April 21st - 27th, 2013**. This means that no other tenants or clients shall have use of the arena facility for the entire duration of the Championship, and also ensure that adequate time is given for the installation and removal of Hockey Canada and local sponsor rinkboards, banners, bench boards, in ice logos etc.
- ii) Host Organizing Committee must ensure all host ice surfaces confirm to the new Hockey Canada Guidelines for ice markings. If they do not, Hockey Canada has the right to move the event to another venue/city.
- iii) Consideration will be given to the use of secondary (or satellite) venues for games. Bid applicants should clearly outline the distances and the overall number of secondary venues. The final decision on the use of secondary venues and the schedule will be made by Hockey Canada.
- ii) The Host Arena(s) must meet the following minimum standards:
 - Minimum spectator capacity of 1500 seats and 500 seats at secondary venues;
 - Regulation size artificial ice surface (recommended 100'x 200' See Hockey Canada rule book, Rule 1.2 & 1.3 Page 13 with diagram on Page 71)
 - Minimum 4 dressing rooms (ideally one for each participating team (6)). Adequate and secure separate storage and drying facilities must be provided if each team is not allocated their own dressing room;
 - Daily laundry, towel service, and equipment repair services are to be made available to participating teams. Equipment repair costs would be at the respective team's expense.
 - Approval to display sponsors' advertising throughout the arena, including, but not limited to exclusive use of rinkboards, benchboards and ice logos;
 - Exclusive right for Host and Hockey Canada to sell event merchandise, souvenir programs, and photographs with no percentage of sales back to venue;
 - Right to display trophies and other awards in lobby or concourse of arena;
 - Suitable television and radio broadcast facilities (including broadcast booths for television commentators) and interview areas (refer to Appendices);
 - Media press box facilities capable of hosting 10 local and national media representatives;
 - Acceptable television camera position and arena lighting for live television broadcasts (minimum 100 foot candle rating);
 - Acceptable hospitality areas/rooms for media results and hospitality;
 - Acceptable hospitality areas/rooms for VIPs and other accredited officials;



- The arena must be a clean building, that is; host must be able to cover existing advertising on the rinkboards, bench boards, penalty box area and in-ice logos.
- Opportunity for Molson to have the exclusive pouring rights in appropriate areas (hospitality, VIP etc.). As a hockey event involving minors, alcohol will be restricted to areas such as the aforementioned. Advertising of alcoholic products will be restricted to the venues mentioned above and will not be included in the Event Programs.

e) Hotel Accommodation

The Host Organizing Committee must have hotel agreements in place prior to the bid being awarded.

The Host Organizing Committee will be responsible to meet the following hotel requirements at the host site:

- i) Provide a minimum of 120 hotel rooms (or residence with 200 beds) to house the participating teams, officials, VIPs and media;
- ii) Hotels must be of acceptable standards to Hockey Canada and should have full-service restaurants, banquet facilities and in-house security services. Hotels or other outlets must also be in a position to provide special meal services to the participating teams (i.e. late post-game meals and take-out orders);
- iii) Hotels must be within reasonable proximity of the main host arena (maximum 25 km);
- iv) Preferred hotel room rates must be negotiated by the Host Organizing Committee, all teams are responsible for their own accommodation costs and rooms should be able to accommodate up to 4 per room based on team requests;
- v) Each participating team delegation will consist of 26 persons (including the Branch representative) with daily room requirements anticipated to be a minimum 6 doubles and 2 singles to a max 12 doubles and 2 singles. Teams are responsible for their own costs so will have different requirements based on their team budgets
- vi) Consideration should be given to the accommodations for parents, scouts, agents, and other spectators of this event.

f) Transportation

The Host Organizing Committee will be responsible to provide the following transportation services:

- i) Bus transportation for each of the 6 (six) participating teams, including transfers of teams and their equipment from the closest airport that can accommodate team travel (including equipment) on arrival and departure, (ideally the Host Organizing Committee shall provide for a bus and/or cargo van dedicated to each team) for the duration of the tournament;
- ii) In some cases, teams may travel by bus (no air travel). Cost for the bus will be split appropriately between Hockey Canada and the Host Organizing Committee. Travel cost to be approved in advance by Hockey Canada and the Host Organizing Committee.
- iii) Special local shuttle service for officials and VIPs;
- iv) Provide emergency transportation assistance from arenas and hotels, as required;



- v) Outline a daily transportation itinerary for all participating teams and officials in accordance with the official game schedule.
- vi) Provide complimentary parking at hotel and facility for shuttle vehicles, team vehicles, VIPs, and special guests.

g) Marketing & Sales

- i) In order for the event to achieve its financial objectives, the Host Organizing Committee must generate substantial support from a variety of sources. To accomplish this, the Host Organizing Committee should develop a comprehensive marketing and sales strategy which includes media advertising and ticket sales plans, as well as the manner in which support can be secured from the public and private sectors.
- ii) More specifically, the bid presentation should include an outline on the degree of support the host organization anticipates from the following sources:
 - i. Ticket sales plans should outline the strategy for the pricing, packaging and distribution of ticket sales for the overall event;
 - ii. Local/regional sponsorships plans should outline the market potential for cash and contra sponsorships which are non-conflicting with Hockey Canada sponsors (See Appendices);
 - iii. Provincial and municipal support available should also be addressed, including major financial contributions for hosting events.
 - iv. Other contributions, such as in-kind donations and services, should also be included in the bid (i.e. office space, staffing, equipment and other services). A detailed listing of the equipment requirements for the event will be provided to the Host Organizing Committee in the Hosting Manual.
- iii) It should be noted that every effort to maximize the cost efficiencies surrounding the staging of the event will be taken into account in the bid presentation. For instance, the Host Organizing Committee's ability to obtain support in the area of advertising and promotion, hotel rates, transportation services and other facility subsidies could significantly enhance the financial success of the event
- iv) With respect to the ability for the Host Organizing Committee to generate additional revenue through sponsorship, the following restrictions may apply.
 - i. As a Hockey Canada event, there are certain national sponsorship and television agreements which will extend to the hosting of the 2013 Esso Cup - National Female Midget Championship. At the present time, it is anticipated that sponsorships associated with this event will include Hockey Canada Premier Sponsors, Imperial Oil, RBC, TELUS, and Nike while the official broadcaster will be TSN/RDS. There are also other Hockey Canada Sponsor agreements that will extend into the hosting of this event as listed in the Appendices. It is anticipated that a minimum of one (1) game will be nationally televised on the TSN and RDS networks
 - ii. With respect to the national sponsorships, it should be understood that certain exclusivity guidelines apply to this event. As a result, local event sponsorships must be non-conflicting and comply with the national sponsorship guidelines. The current exclusivity guidelines which apply to the national sponsorships are enclosed in the Appendices. It should also be noted that the sponsorship and television guidelines may be subject to change. Further detail regarding the marketing rights will be contained in the Hosting Manual.



- iii. It is anticipated that a total of 20 rinkboards in TV view and 14 in non-TV view will be reserved exclusively for national sponsors of Hockey Canada, while 2 TV view and 2 non-TV view rinkboard advertisements will be available for local/regional sponsors secured by the Host Organizing Committee. The Host Organizing Committee will be responsible for the production costs of any rinkboards sold by the Committee. Approximate cost is \$250 per board; 2 boards required for each advertiser, 1 for preliminary games, 1 for televised final, therefore \$500 should be budgeted for each advertiser.
- v) Hockey Canada holds the vendor and merchandising rights for the event. This includes in-venue, mail-order, internet e-commerce and all other forms of commerce;
 - i) All venues are to be free and clear of any encumbrances as it relates to the vending, sale, distribution, advertising and promotion of event related or Hockey Canada licensed product;
 - ii) No other party shall be permitted to conduct sales or distribute licensed products, or non-event related merchandise in the venue(s) at any time during the event;
 - iii) Each facility to offer the opportunity to utilize existing vending retail space, should such facilities exist, at no additional cost to the event;
 - iv) All facility contracts should accurately reflect the vending and merchandising rights of Hockey Canada in order to ensure no breach of any contractual or other obligation to any third party entered into by Hockey Canada;
 - v) Hockey Canada shall seek out and assign vending rights to the venue(s) in exchange for a commission on the sale of the licensed products. The commission is to remain with the event as a part of the revenue stream;
 - vi) Venue sales plans should indicate the level of sales which can be achieved at the arena venues in the merchandise and souvenir program product categories, as well as any other revenue potential that may be available;
 - vii) The event licensed merchandise program shall be administered by Hockey Canada in conjunction with Event Manager and the Host Organizing Committee. This would include, but is not limited to quality control, royalty reporting & collection, product selection, etc.

The bid presentation should include an outline of the proposed media advertising and publicity campaign for the event. The campaign should describe anticipated contributions from local/regional media leading up to the event, as well as the overall budget for advertising and promotional activities. It is anticipated the Host Organizing Committee will be in a position to secure advertising contributions from local/regional print and electronic media. In addition, publicity must be extensive in the various host markets leading up to the event.

Ticket Sales & Ticket Management

Key facts & information

- i) Ticket sales represent the primary source of revenue for the Championship;
- ii) Hockey Canada has a fully functional ticketing service that will serve as the primary and exclusive ticket agency for the Championship;
- iii) This includes game tickets and any other events that require ticketing;



- iv) Hockey Canada provides all ticketing equipment including: software, box office equipment, ticket stock, printers, scanners for use during your event
- v) In addition to technical & sales support, Hockey Canada will also train staff and volunteers
- vi) All tickets are GST and HST exempt;
- vii) An outline of service fees for ticket packages is included at the end of this section;
- viii) On top of service fees, the host may add a fee not to exceed \$5 per full ticket package sold that will be a further revenue source for the host. Fees for other ticket packages may be considered by the Steering Committee based on the ticket packing model used.

Benefits of Hockey Canada Tickets System

- i) Ability to sell event tickets online through Hockey Canada Ticket Web Presence.
- ii) Full customer resource management database
- iii) Special offers, promotional code and email correspondence capability
- iv) Over 40 standard comprehensive reports, and the ability to create fully customizable reports
- v) Fully customizable product options including fixed, bundle, flexible and single offers
 - a. Can also package tickets with merchandise, special events, concessions, parking, etc.
- vi) Hockey Canada will set up arena manifest, event & products within GetTix.Net system.
- vii) Tickets go on sale
 - a. Staggered product offerings
 - b. Ongoing promotions & special offers
- viii) Hockey Canada will assist in the development of a box office prior to the event

Host requirements & obligations

- i. The host will need to confirm that Hockey Canada will be the primary ticketing service utilized for the event. The ticket agency for the venue(s) may be provided a portion of ticket to sell. The allocation of tickets to these other agencies will be negotiated and approved by the Steering Committee;
- ii) The host is required to provide to Hockey Canada 250 complimentary tickets to each game of the Championship;
- iii) Reserve a section of seats (total 180) as a Players seating tribune for accredited team members to enter with their accreditation and watch all games including the Bronze and Gold medal games;
- iv) Reserve a section of seats (total 20) as an Officials seating tribune for accredited non-working on ice officials to enter with their accreditation and watch all games including the Bronze and Gold medal games;
- v) Reserve a total of 8 seats in a secure area, press box or private suite for Team Canada personnel for all tournament games;



Required information

- i) The bid will need to detail all available ticket inventory including special seating in both arena venues.
- ii) The bid will need to include general information regarding current ticket sales and management practices at each venue, from the agency relationship, facility or city service fees, systems and available databases that can be utilized to assist our ticket sales efforts.
- iii) The bid will need to include a detailed outline of proposed ticket packages and pricing models, with evidence provided to support the rationale for the packaging and pricing models presented in the bid. This includes sales strategies, targets and key phases of the ticket sales campaign.
- iv) The bid is to include a full ticket manifest for each proposed venue, with an outline of suite locations, the number of seats in the suite, the complimentary seat locations, and normal required seat kills for TV and photography purposes (note that the seat kills will be reviewed and possibly adjusted following a site visit by the broadcaster and Hockey Canada).

h) Media Services

The Host Organizing Committee will be directly responsible for the servicing of all media, including official television and radio broadcasters, during the event. The Host Organizing Committee, therefore, will be responsible to provide the following equipment and services:

i) Telecommunications Equipment

- i) Main Host Arena – Press Box – minimum one (1) telephone line with long distance capabilities (credit / calling card phones), one (1) laptop computer with high speed internet for real time stats system, one (1) laser printer, a minimum of two (2) high speed internet connections and one (1) photocopier.
- ii) Main Host Arena – Media Room – minimum one (1) telephone line with long distance capabilities (credit / calling card phones), two (2) computers with internet and email capabilities with high speed, one (1) photocopier, one fax machine with its own fax line, minimum two (2) high speed internet connections and one (1) laser printer.
- iii) Secondary (Satellite) Venue (s) – there needs to be high speed internet, one (1) laptop, one (1) laser printer, one (1) phone line with long distance capabilities and one (1) fax machine with dedicated fax line.
- iv) All necessary supplies for printers etc. should also be included i.e. paper, toner, ink cartridges and other supplies associated with those items.

ii) Information Services

- i) A media kit consisting of pertinent event information should be provided upon arrival, including team rosters, game schedule, as well as details on special events.

iii) Media Facilities

- i) In addition to press box facilities, the Host Organizing Committee must provide a results room and interview area for the media. Hospitality should be available in the results room.

iv) Statistics / Results

- i) Hockey Canada will supply the online real time stats system for the event and will have their coordinator of media relations oversee this area. The Host is required to designate a minimum of 2 volunteers to operate the stats



systems (training to be provided). Statistics must be completed at all venues (high speed internet connection required).

v) Hockey Canada Website

- i) The Host Organizing Committee shall ensure that the only official website for the Esso Cup - National Female Midget Championship shall be hosted on the Hockey Canada website. The site address shall be advertised on all electronic, printed, audio, and visual Championship promotional and communication pieces. There is also a possibility of web casting with all rights being controlled by the Hockey Canada.

vi) Photography/Strobe Lights

- i) Hockey Canada has the sole right to all photography at all venues for the Championship. Hockey Canada must approve all photography credentials for all games and all venues. If approved, all photographers must sign a legal waiver prior to receiving media credentials;
- ii) The Host Organizing Committee and the venues for all games must provide Hockey Canada access to catwalks, etc. to install photography strobe lights at all games/venues;
- iii) Hockey Canada shall control and issue access to strobe lights installed within the venue, the Host Organizing Committee will provide full strobe light access to Hockey Canada at no charge;
- iv) The Host Organizing Committee agrees that broadcasters and photographers may require certain areas where seats exist. Final locations and the exact number of seats needed to be reserved for this purpose will be determined by Hockey Canada after a site visitation is complete. Hockey Canada requirements will take precedent and all efforts will be made to minimize the number of seats that may be required.

i) Protocol

The Host Organizing Committee will be responsible to coordinate all Protocol arrangements for the event in accordance with guidelines provided by Hockey Canada. This will ensure activities such as opening and closing ceremonies, special receptions and hospitality arrangements are conducted in accordance with Hockey Canada responsibilities.

In this regard, the Host Organizing Committee will be responsible for the following at the main host arena:

i) Game Tickets

- i) Reserve a total of two hundred (250) best-available event packages (complimentary) for Hockey Canada dignitaries and sponsors for all tournament games. Tickets must be available on a per game, per seat basis. (i.e. Day or Event passes may not be used, each game, each seat must have its own ticket)

ii) VIP Hospitality

- i) Provide complimentary VIP hospitality area and passes for a maximum one hundred and fifty (150) persons per game to be used prior to, during and following each game.

iii) Ceremonies

- i) All scripts and format for the opening and closing festivities for each game will be subject to the approval of Hockey Canada. Detailed ceremony guidelines will be provided upon confirmation of the host site. During TSN/RDS televised games, there will be no opening ceremonies.



iv) Awards Banquet

- i) The Host Organizing Committee will be responsible for the organization and cost of the Esso Cup - National Female Midget Championship Awards Banquet. This includes facility cost, entertainment and meal costs for all team members and officials.
- ii) Sales of banquet tickets to other groups and sponsors are encouraged.

In order to facilitate access to the various hospitality areas, the Host Organizing Committee will provide accreditation to Hockey Canada dignitaries and sponsors in accordance with Hockey Canada guidelines and policies.

j) Accreditation and Security

The Host Organizing Committee will be responsible to provide the following:

- i) An accreditation system which includes a registration package and identification card for participating teams, officials, media, VIPs and other dignitaries approved through the Protocol guidelines for the event;
- ii) A system must be established to ensure all participating teams and visiting VIPs are provided with adequate security.

k) Special Events

- i) The Host Organizing Committee is encouraged to expand the event into the community to the furthest extent possible through the staging of various special events. The plan for special events should be outlined in general terms through the bid application. The revenue generated from the special events should be considered and outlined in the Bid Submission.

l) Bilingual Language Services

The official languages of the Esso Cup - National Female Midget Championship are English and French. Therefore, the guidelines listed below are requirements, which the Host Organizing Committee must agree to comply with in order to meet its responsibilities.

- i) The Host Organizing Committee will ensure that all promotional material and information intended for the general public, during and after the Esso Cup - National Female Midget Championship shall be made available in both official languages. This will include media releases, logos, posters, souvenirs, etc;
- ii) The Host Organizing Committee responsible for media and public relations shall include a sufficient number of people who are fluently bilingual such that the requirements outlined above can be met. In addition to the media services, all information must be provided in both official languages to the local community upon request;
- iii) Official event programs, identification passes, invitations and tickets shall be bilingual and will be included and the responsibility of the Host Organizing Committee;
- iv) Event related directional signage within venues – arena, hotel, etc. shall be bilingual;
- v) Written material produced by the Host Organizing Committee for participants – handbooks, manuals, instructional guidelines, etc. shall be available in both official languages, depending on location of Championship, some adjustments may be made;
- vi) A component of the Opening and Closing Ceremonies shall be bilingual; the national anthem shall be sung in its bilingual version.



m) Medical Facilities and Emergency Services

- i) Medical staffing and plans for medical personnel to be present at all practices and games.
 - Facility EAPs and an AED on-site are required.

DRAFT



6. APPENDICES

Budget Reference Items

REVENUE

Tickets
Sponsorship
Gov't Funding
Program Sales
Fundraising
Ancillary Events
Banquet
Volunteer
Other

Total

EXPENSE

Travel
Accommodations
Facility Rentals
Officials Cost (fees)
Operations
Ticket service fees
Printing Costs
Legal & Insurance
Protocol
Special Events
Banquet
Volunteer Services
Administration
Advertising
Promotional Materials

Sponsor Servicing
Media/Communications
Bid Costs
Other

Total

**Excess of Revenue
Over Expense**



Sample Tournament Schedule

Gm #	Time	Game	Round
Sunday April 18, 2010			
01	12:00pm EST	QUE – ATL	Preliminary
02	04:00pm EST	WST – PAC	Preliminary
03	08:00pm EST	ONT – HST	Preliminary
Monday April 19, 2010			
04	12:00pm EST	QUE – WST	Preliminary
05	04:00pm EST	PAC – ONT	Preliminary
06	07:30pm EST	ATL – HST	Preliminary
Tuesday April 20, 2010			
07	12:00pm EST	ONT – QUE	Preliminary
08	04:00pm EST	WST – ATL	Preliminary
09	07:30pm EST	HST – PAC	Preliminary
Wednesday April 21, 2010			
10	12:00pm EST	ATL – ONT	Preliminary
11	04:00pm EST	PAC – QUE	Preliminary
12	07:30pm EST	HST – WST	Preliminary
Thursday April 22, 2010			
13	09:30am EST	ATL – PAC	Preliminary
14	01:00pm EST	WST – ONT	Preliminary
15	04:30pm EST	HST – QUE	Preliminary
Friday April 23, 2010			
16	02:00pm EST	TBD	Semi – Final
17	07:30pm EST	TBD	Semi – Final
Saturday April 24, 2010			
18	10:00am EST	TBD	Bronze Medal
19	04:00pm EST	TBD	Gold Medal



Hockey Canada National Sponsor List

Premier Marketing Partners

Nike
Imperial Oil Ltd. (Esso)
RBC
TELUS

Official Broadcaster

TSN/RDS

Official Retailer

SportChek

Official Equipment Provider

Bauer Hockey

International Marketing Partners

3M
Air Canada
Boston Pizza
General Mills
General Motors
Kraft
Konica Minolta
Lowe's
Molson
McDonald's
Pepsi
Proctor & Gamble
Samsung
Tim-Br Mart

National Marketing Partners

Crown Royal
Hankook
Mars Canada
Under Armour

Official Suppliers

Blademaster
Jet Ice
Timex

Official Hotel

Starwood Canada

PREMIER SPONSOR PROMOTIONAL BENEFITS

- Exclusive co-presenters of all Hockey Canada National Championships and International events hosted in Canada including National Men's and Women's team games and tournaments.
- Exclusive presenters of national television broadcasts produced by Hockey Canada.
- Exclusive right to use Hockey Canada trademark in the product category.
- Inclusion in all Hockey Canada National and International event promotional activities.

EXCLUSIVITY APPLICABLE TO ALL HOCKEY CANADA PROGRAMS, EVENTS AND FACILITIES

Industry exclusivity guidelines apply to rink boards, ice resurfaces, signage, (in camera view) in-ice logos, power ring, print material (including posters, newspaper advertising, event programs, line-up inserts, news releases and letterhead), print media partners, radio and television advertising and broadcasts. Exclusivity guidelines do not apply to permanent venue signage, i.e.: back-lit arena signage, and fixed wall signage, and score clock, subject to Hockey Canada approval.



Television and Radio Broadcast Facility Requirements

1. Lighting

- Between 100 and 150 foot candles;
- Flat lighting - one colour temperature.

2. Power

- 200 amp / 208 volts / 3 PH (3 phase) - 400 amp is ideal;
- Power source should be within 150 feet of the mobile parking position;
- Adequate house power in both the press box and the designated studio area;
- House power should be 30 amps / 110 volts.

3. Cable Access

- Easy cable access into the building, i.e. through cable hatch or door left open;
- Cable access same side as mobile parking or easy access to press box side.

4. Press Box

- Minimum size for press box is 12 feet in length by 8 feet in depth;
- Must accommodate two sets of commentators (TSN and RDS);
- Adequate distance from near boards to cameras 1 and 2, i.e. at least 24 feet from the near boards to the main play-by-play and tight follow positions, otherwise a camera position (scaffold or platform) would have to be built which may result in several seat cancellations;
- Arena should have penalty and shot clock - viewable from press box.
- High speed internet line (minimum one)

5. Camera Positions

- Cameras 1 and 2 - tight follow and play-by-play - should be placed in the press box (if press box cannot accommodate the two cameras, this could result in seat cancellations at the back row of seating on a platform on either the lower level or, where applicable, the upper level seating);
- There is the possibility of a third camera (iso) positioned next to cameras 1 and 2 in the press box or higher position;
- Camera 3 - high end zone/hard - will result in seat cancellations or, depending upon the venue, placement could be at the back of a row on a 2 foot riser. May also require room for a platform for the on-camera host position that may result in further seat cancellations;
- Camera 4 - opposite low - hand held at ice level. Possible seat cancellations;
- Camera 5 - opposite low - at ice level. Possible seat cancellations;
- If there are split benches - hard reverse angle camera at the top opposite concourse;
- Studio requirements (size of referee's room or First Aid room would be acceptable) for intermissions and voice-overs;
- It is to everyone's advantage if the arena has catwalks over the ice for rigging of overhead cameras and microphones.

NOTE: If an arena falls short of any of the above mentioned minimal requirements, a survey at that venue could serve to establish adjustments which could be made to bring the venue up to an acceptable level.



Media Services Requirements

Media Workroom and Results Room

- Photocopiers – high speed, high capacity copier with legal and letter capabilities
- Legal and letter paper supplies
- Fax machine
- International (using a calling card) and local telephone lines with handsets
- Appropriate work area (table and chairs)
- Computers with internet access (high speed) or wireless
- Laser printers accessible through wireless hub or a minimum one computer station
- Supplies and equipment to organize and distribute statistics and line-up sheets for all games
- Proper lighting

Main Venue Press Box Facilities

- Computer laser printer – that can be plug and play with a laptop
- 2 laptops for real time stats set up, these laptops will require a dedicated internet line
- Photocopier
- Minimum of ten (10) telephone lines with long distance capabilities – available upon request
- High speed internet access for media that request this service
- Space for webcast crew, 3 spots with dedicated internet line
- Space for real time stats, website and Hockey Canada media staff – 4 spots
- Remaining space allocated to media with Hockey Canada approval – min 6 spots for local media

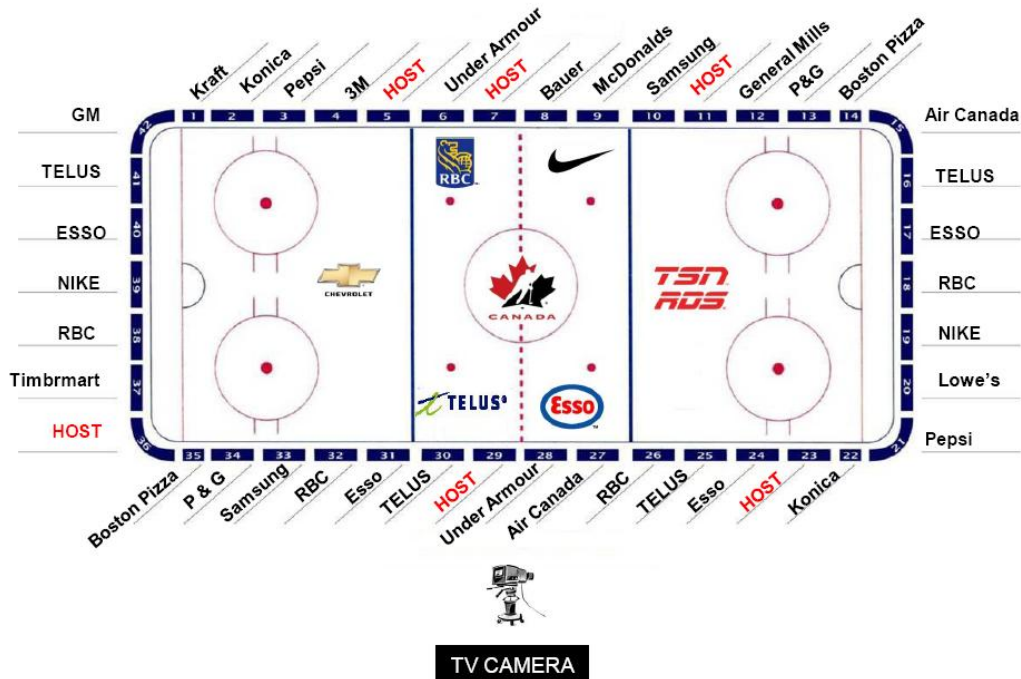
Satellite Venue Press Box Facilities

- Appropriate number of telephone lines (with Hockey Canada approval)
- Computer printer
- Photocopiers
- High speed internet
- 2 laptops for real time stats



Overview of Local Marketing Rights & Opportunities

1. Hockey Canada through the Event Manager, must approve all marketing materials including use of official logos, promotional materials and elements of any sponsorship packages.
2. Hockey Canada marketing partners, as outlined in the Appendices have exclusive rights to the event. No other sponsors in competing categories can have any promotional rights at Hockey Canada events.
3. Hockey Canada controls all ice level signage and provides the local host committee with up to 4 positions on rinkboards. There is no other inventory available to Host Committees. The diagram below included in the Appendices illustrates signage at National Events (2010-2011 versions).
4. Marketing availability for local host committee to involve non-conflicting community businesses and other interest groups includes but are not limited to the following:
 - a. Game sponsorships (for Hockey Canada feature games)
 - b. In venue presence (banners, video, PA announcements)
 - c. Game tickets / hospitality options
 - d. Special event sponsorships eg. Fan Fest, Parent reception, banquet
 - e. Rinkboard inventory (4 positions, as per Rinkboard schematic appendix)
 - f. Volunteer program sponsor
 - g. Event program advertising
 - h. Logo ID on event website
 - i. Logo ID on approved promotional materials (e.g. pocket schedules, local advertising, etc.)
 - j. Recognition at public events (eg. Press conferences, news releases, etc.)



Bid Guidelines Check List

The following items are required for any bid to be considered by the site selection committee. Omission of any one of these items will result in an incomplete bid.

- Involve Branch and League from day one of bidding process
- Highlight your relationship with Minor Hockey
- Facility Agreement – include a copy of the potential facility agreement showing the facility is available and what type of business agreement your potential host group would be entering into with the facility, this should also outline how many seats are available to sell, seats, standing room, suites, etc..
- Hotel Agreement – include a copy of the potential hotel agreement(s)
- List of Current Facility Sponsors
- List of Current Host Team Sponsors
- Host Team Attendance figures over last 3 years
- Win/Loss Record of Host Team over last 3 years
- Arena Diagram – with room measurements documented as well as how your group plans to use the various rooms
- Mandate of Host Committee – what is your goal in hosting the World Jr A Challenge
- Host Committee Org Chart – who are your key members and what are their roles
- Detailed Business plan – to include, but not limited to:
 - Ticket Sales plan – highlighting timelines, prices, success indicators and overall sales strategy, where and when packages and single tickets will be sold and what background do you have to support this strategy
 - Sponsorship plan – timelines, prospects, proposed sales package, pricing structure, goals, and plans to work with Hockey Canada exclusivities and partners
 - Legacy plan – detailed plan for all potential profits of the event
 - Deficit plan – detailed plan for all potential deficits from the event
 - Media plan and Promotional Strategy – including potential partners and timelines, who is on board and how will they be supporting
 - Advertising plan – including potential partners and budget and how any advertising will be used to meet your goals
 - Overall marketing plan highlighting how your ticket sales, sponsorship, media and advertising plan are integrated to help you achieve your goals
 - Detailed Budget – outlining full budget based on your event projections and detail on how your projected budget is going to be met
 - Break Event budget – outline based on your expenses and your revenue plans a break event budget. Worst Case scenario
- Logistics plan – detailed plan on how teams, officials, VIP's, branch reps will be looked after from arrival to departure i.e. accommodation, meals, transportation plan and ability to handle all teams and delegates, dressing rooms
- Athlete Experience – what are you going to do as a committee to give the athletes the best experience possible
- Facility – does arena meet minimum standards as outlined in the bid guidelines for the RBC Cup, if not how do you plan to meet these?
- Letter of Guarantee – who is going to be the financial guarantor for your event?
- Complete the contact sheet outlining who the main contact(s) will be for the Host Organizing Committee.



**FOR MORE INFORMATION
PLEASE CONTACT:**

HOCKEY CANADA
2424 University Drive N.W.
Calgary, Alberta
T2N 3Y9

Dean McIntosh
Director, Marketing Services and Events

Telephone: (403) 777-3643

Fax: (403) 777-3635

Email: dmcintosh@hockeycanada.ca

Website: www.hockeycanada.ca

