



## 2020 Canadian Mixed, November 4-9, 2019

### 1. Objective

Curling Canada is requesting expressions of interest for the hosting of the 2020 Canadian Mixed 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 11 national curling championship events. Approximately 12,000 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:

**Tim Hortons Brier - Canadian Men's Curling Championship**

**The Scotties Tournament of Hearts - Canadian Women's Curling Championship**

**The Mixed - Canadian Mixed Curling Championship**

**Everest Canadian Seniors - Canadian Senior Men's and Women's Curling Championships**

**New Holland Canadian Juniors - Canadian Junior Men's and Women's Curling Championships**

**The Canadian Wheelchair Curling Championship**

**USPORTS / CCAA Post-Secondary Curling Championships**

**Mixed Doubles Curling Championship**

In addition to these Canadian Curling Championships, Curling Canada is also responsible for the following events:

**Home Hardware Canada Cup**

**World Financial Group Continental Cup**

**Ford World Championships (when held in Canada)**

**Canadian Curling Pre-trials – Road to the Roar.**

**Tim Hortons Canadian Curling Trials – Roar of the Rings**

### 3. Economic Impact Assessment

The following key benefits have been associated with the event:

- Potential regional broadcast or 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 can be established for the benefit of curling in the region.
- Volunteer development and capacity enhancement for future events.
- 56 athletes, 7 officials.
- Economic impact, as reported by previous host cities and EI assessments, is approximately \$400,000.
- Hotel rooms booked by Curling Canada (not including fans/supporters) = 280 room nights

## 4. History of the Canadian Mixed

The Canadian Mixed Curling Championship began in 1964 in Toronto and was held at the Royal Canadian Curling Club. At that time, Carling O'Keefe Brewery was the event sponsor and remained so through the 1971 edition. In 1972 the Canadian Curling Association temporarily took over as the sponsor, but starting in 1973, Seagram Distillers came on board as the new title sponsor, after deciding to shift its existing curling sponsorship from the Senior's Men's championship to the Mixed. Seagram would remain the sponsor through 1983.

From 1984-1994, the CCA once again assumed sponsorship of the Mixed, which was normally held in late March, one of the final events in the Canadian championship calendar. In 1995, some significant changes took place to the Mixed, which was staged that year in Sarnia. Unitel became the title sponsor and the event, now held in January, became the first one in the new 'Season of Champions', a marketing concept involving all of the televised Canadian and world curling championships.

Unitel sponsored the Mixed in 1995 and 1996, before its parent company, AT&T took over for the 1997 and 1998 editions. The CCA assumed sponsorship of the national championship once again in 1999.

In 2008, the city of Iqaluit in Nunavut staged the 2009 Canadian Mixed. It was the first time that the territory of Nunavut had hosted a national sporting championship of any kind.

Currently, Alberta has won a leading ten Canadian Mixed titles followed by Saskatchewan with nine, then Manitoba with eight wins. However, every province, plus Northern Ontario, has won at least one Mixed since 1964.

All of these outstanding competitions were valid offspring of the Brier. All adopted the same format. All provided yearly-and worthy-champions. All are a part of Canada's curling history.

## 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: **2020 Canadian Mixed**

Dates of proposed event: **November 4-9, 2019**

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 a 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:

- Ensure the ongoing sustainability of the event by operating a financially viable event
- A “Best in Class” 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 legacy for the Host Community



## REVENUE GENERATION

Bid analysis by Curling Canada weights revenue generation as **50% of the strength of any bid.**

### BID FEE

\$

(Minimum bid requirement towards Curling Canada's event budget (\$5,000))

*Bid fee is made up of the following:*

Cash considerations

\$

Gifts in kind - budget relief items:

Type

Value

\$

\$

TOTAL BID FEE

\$



## COST CONTROL AND ATHLETE SERVICES

*Bid analysis by Curling Canada weights 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. Number of dressing rooms in the rink
18. Number of function rooms available in facility
19. Is there an existing medical / training room available?
20. What medical service provider does the venue currently use



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

## 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



## HOTEL 1

## HOTEL 2

Hotel Name

Rates Guaranteed

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: **Friday, November 1, 2019 at 1:00AM**
- Setup days: **November 1-3, 2020**
- Practice days: **November 4, 2020**
- Event days: **November 4-9, 2020**
- Tear down and move out: **November 9-10, 2020**

## AREA MAP

Please provide an area map showing the airport, venue, convention centre, proposed hotels and nearby restaurants.

## 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](mailto:danny@curling.ca)  
613-878-3682



## TIMELINES FOR EACH SEASON'S BIDDING PROCESS FOR ALL OF OUR EVENTS

DEADLINE	DELIVERABLE	NECESSARY DOCUMENTS	WHO TO PREPARE
<b>JANUARY 1</b>	Curling Canada provide all MA's with proposed dates (including setup and teardown if necessary) for all events to that can be bid on for 2019-2020 Season	Summary of Events to be bid upon	Curling Canada
<b>APRIL 30</b>	Potential host cities deadline to provide an expression of interest in particular events	Letter of Interest (including letter of support from Venue)	Local Committee
<b>APRIL 30</b>	Curling Canada will provide Application to Host for each expression of interest within one week of obtaining an EOI from a committee	Application to Host	Curling Canada
<b>MAY 15</b>	Questions to be provided to Curling Canada to potential host cities		
<b>JUNE 15</b>	Answers to be provided by Curling Canada to potential host cities		
<b>JUNE 30</b>	All application packages due to Curling Canada	Complete Application Package Including: <ul style="list-style-type: none"> <li>• Application to Host with attachments</li> <li>• Venue Terms and Agreement</li> <li>• Arena Advertising Waiver</li> <li>• Protected Sponsors Agreement</li> <li>• Hotel Proposal Confirmation</li> </ul>	Local Committee
<b>JULY 1 to AUGUST 30</b>	Site visits scheduled (if necessary)		Curling Canada
<b>SEPTEMBER 30</b>	Decisions and notifications		Curling Canada
<b>OCTOBER 15</b>	Press release announcing all Curling Canada events for 2019-2020 Season		Curling Canada