



Canadian Curling Trials

Roar of the Rings

Request for Proposal 2017

1. Objective

The Canadian Curling Association (CCA) is requesting proposals for the hosting of the 2017 Tim Hortons Canadian Curling Trials (Roar of the Rings).

2. Background

The Canadian Curling Association 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, the CCA provides programs and services to curlers of all ages.

The primary area of administration and the most financially consuming of the CCA's responsibilities are championships. On an annual basis, the Canadian Curling Association 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
- M & M Meat Shops Juniors
Canadian Junior Men's and Women's Curling Championships
- The Canadian Seniors
Canadian Senior Men's and Women's Curling Championships
- The Mixed
Canadian Mixed Curling Championships
- The Canadian Wheelchair Curling Championships
- CIS / CCA University Curling Championships
- Mixed Double Curling Trials

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

- Capital One Canada Cup
- World Financial Group Continental Cup
- Ford World Championships (held in Canada)
- Pre-trials – Road to the Roar

One event not listed above, and which occurs every four (4) years, is the Tim Hortons Canadian Curling Trials, otherwise known as the "Roar of the Rings". This prestigious curling event is the culminating piece to the Olympic quadrennial and the only event which ultimately determines Canada's men's and women's representatives for the Winter Olympic Games in the sport of curling.

Economic Impact Assessment

The 2013 Tim Hortons Roar of the Rings Canadian Curling Trials, presented by Monsanto was held at the MTS Centre in Winnipeg, Manitoba from December 1 to 8. Over the course of the week, eight men's and eight women's teams competed for the opportunity to represent Canada at the 2014 Olympic Winter Games in Sochi, Russia. Both the men's and women's teams featured many of the top curlers in the world, with many teams having significant international experience. In the end, Brad Jacob's team earned their first trip to the Olympics, while on the women's side Jennifer Jones's team won their first Roar of the Rings.

The competition was enjoyed by almost 140,000 spectators and was watched by approximately 8.5 million viewers on live television over the course of the event. Spectators attending the event from across the country, along with the expenditures of the event host committee, the Trials generated a substantial economic benefit for the City of Winnipeg and the Province of Manitoba as a whole.

The 2013 event was supported through the efforts of over 1,000 volunteers. The last time a formal third party economic impact assessment was performed on the Roar of the Rings was the 2009 event. At said event, visitor expenditures, combined with the operational expenditures and revenues of the host committee, members of the media, and others, totaled \$10.7 million, resulting in a net increase in economic activity of \$12.3 million throughout the Province, of which \$8.5 million occurred in the host city. The total industry output (or gross economic activity) supported by that event was a total of \$24.0 million (i.e. total economic impact).**

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

3. Proposal Evaluation Process and Award

The selection committee will consist of the following CCA representatives:

CCA Selection Committee Members:

Greg StremLaw, Chief Executive Officer

Warren Hansen, Director, Event Operations

Danny Lamoureux, Director, Championship Services & Curling Club Development

Resource Person:

Patricia Ray, Chief Operating Officer

Criteria:

- The Host City must be easily accessible by air.
- The Host City should be serviced by an international airport with adequate number of non-stop flights and passenger seats each day.
- Ideally, the venue will have an 8,000 seat arena or larger, with associated facilities in the 40,000 – 75,000 square foot range and another secondary facility in the 20,000 – 30,000 square foot range. This space shall preferably adjoin the arena or be in close proximity to the arena. The main space will be used for the CCA branded "Patch" area. The arena must have adequate lighting to meet national broadcast requirements. Special circumstances on space allocations will be considered if requested.
- Banquet facilities are required to host 700 – 1,000 people.

- Must have adequate hotel space and availability of rooms to establish host hotel(s) sites for the event and with conditions to the sole satisfaction of the Canadian Curling Association. For greater clarity, this will require a minimum of 1,500 hotel rooms, within the immediate catchment area, to accommodate athletes, media, sponsors, television production, and the followers of the various teams.
- Municipal and Provincial support is critical to the success of the chosen Host City (please see hosting fee section).
- Must have a Host Committee with the ability to assist in hosting the event, coordinating a significant amount of volunteers, and required to sign a hosting agreement which outlines the parameters for the host committee to assist in the organization and presentation of the event.
- Exclusive availability of the host arena and the applicable associated facilities during a two (2) week timeframe (i.e. early December, 2017). For greater clarity, arena availability will be required from November 27, 2017 thru December 11, 2017 for set-up, ice making, competition, and take-down.

4. Hosting Fee

In addition to the aforementioned macro-level criteria which will be required to host the Canadian Curling Trials, the CCA will require a one-time hosting fee for the specific right to host this event.

This hosting fee is the identical concept as outlined and initiated for both the 2009 and 2013 Roar of the Rings. As a matter of public record, Winnipeg, as the host of the most recent Roar of the Rings, utilized a multitude of funding partners to meet the hosting fee (ie: both government and corporate).

Some specific information about the hosting fee for the 2017 Roar of the Rings are as follows:

- For consideration of a fixed fee, the CCA will grant the winning bidder the exclusive right to host the event.
- Payment(s) to be payable to the Canadian Curling Association by March 1, 2015, at which time the official rights to host the event will be granted.
- Must be a formal written commitment for the rights to host the 2017 Canadian Curling Trials under the direction of the Canadian Curling Association (CCA).
- This hosting fee will not be part of the event budget and rather will be treated as hosting fee revenue to the CCA and therefore clear and distinct from the event and will not be part of any profits thereof.
- **Minimum hosting fee - \$800,000***
 - * Please note that the outlined hosting fee is the minimum amount required to be eligible for the right to host the 2017 Roar of the Rings. As part of the formal bid process, each venue is eligible to increase their hosting fee allocation as part of their bid package and as was seen for both the 2009 and 2013 events.
 - * Special circumstances will be considered should a candidate city have an alternative proposal.

5. Timelines

Availability of Request for Proposal Guidelines	Monday, January 20, 2014
Letter of Intent for bid Submission	Thursday, May 15, 2014
Deadline for submission of questions to CCA	Monday, June 16, 2014
Answers to questions provided individually by the CCA	Tuesday, July 15, 2014
Submission of final bid proposal (4 copies) to the Canadian Curling Association	Monday, September 1, 2014
Review of Proposals	September 1 - 30, 2014
a) CCA reserves the right to determine the proposal review and selection process. Upon receipt of the proposals, the Selection Committee shall assess the need for site visitation. If required, these will be set-up accordingly.	
b) The applicants will be notified accordingly of the decision of the CCA.	
Site selection finalized	October, 2014 (projected)
c) The site selection will be based on the decision of the Selection Committee.	
d) The decision of the CCA Selection Committee will be final.	
e) A public announcement of the site for the 2017 Tim Hortons Canadian Curling Trials will be made by the CCA communication methods and only following the completion of all contracts by the selected site (i.e.: host committee agreement, host hotel, venue, etc.).	Winter, 2014/15

6. Bid Packages

Bid packages will be treated with confidentiality and as a 'closed' bid process, given the multitude of stakeholders and diverse interests which may be represented.

The CCA reserves the right not to accept any of and/or all of the bids in its sole and unfettered discretion.

While the CCA 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. Four (4) copies of the final bid proposal are required for the review. In the unlikely event that a site visit is required, the CCA will be responsible for all related expenses. CCA reserves the right to disseminate further information to all candidates throughout the bid process.

Bid Submission Package Guidelines

If, after reviewing the attached information package, you are interested in submitting a bid to host the 2017 Tim Hortons Canadian Curling Trials – Roar of the Rings, we would ask that you advise the Canadian Curling Association directly.

Please submit by:

Monday, September 1, 2014

TO THE ATTENTION OF:

Greg Stremlaw
Chief Executive Officer
Canadian Curling Association
1660 Vimont Court
Orleans, Ontario K4A 4J4
gstremlaw@curling.ca
Phone: 613-834-2076 ext. 117
Fax: 613-834-0716

APPENDIX

The Canadian Curling Trials will be operated under the exclusive direction of the Canadian Curling Association and more specifically, the CCA's Event Operations Department. As such, some basic responsibilities will include but will not be limited to the following:

Canadian Curling Association Responsibilities

- Appoint Director, Event Operations for the event.
- Appoint a number of professional support staff to assist in the organization of the event.
- Be responsible for confirming eligibility of the respective team members and coaches, as appropriate.
- Maintain overall accountability for national marketing, sponsorship, promotion, TV direction and other matters pertaining to the mandate provided through its contract with the CCA.
- Retain all rights and overall responsibility associated with the creation and maintenance of the internet communications medium ("Internet") relative to the event.
- Retain the rights for any charitable fundraising initiatives conducted on-site or in conjunction with the event, including but not limited to the CCA's For the Love of Curling branded philanthropic program.
- Negotiate contracts for all required facilities seeking local support and influence when, or if, appropriate.
- Negotiate a contract with a ticket sales distributor for the provision of box office services.
- Negotiate contracts with a headquarters hotel.
- Develop a ticket marketing plan with the host committee for the event which recognizes the specific circumstances of the host facility and the event's catchment area.
- Plan an Opening Dinner for the first Friday, in cooperation with the host committee, for which tickets will be sold.
- Develop a Patron (local, event-specific) Sponsor Program designed to provide the local business community with an opportunity to be associated with the event.

- Coordinate all accommodation in conjunction with the host committee and arrange return air transportation for all competing team members to the event site's nearest major airport. Costs fully covered via event budget.
- Work with the host committee to develop a schedule of events for the event.
- Arrange for the applicable awards.
- Arrange for time clocks, stones, electronic handles and all equipment necessary for staging of the event.
- Arrange for scoreboards, standing boards, ice equipment and officiating equipment, including two-way radios.
- Provide an accreditation system for the event.
- Establish an event office in the host city and hire an Event Manager, Administrative Assistant and Sponsorship Fulfillment / Marketing Associate on a schedule and under terms to be established by the CCA in consultation with the host committee.
- Have final approval of a site specific event logo developed with the input from the merchandising agent, the host committee and the Ticket Sales and Event Marketing Coordinator. The associated costs will be included in the Event budget.
- Work closely with the CCA's Director, Communication & Media Relations relative to all event media releases and media conferences.
- Develop an event publicity and advertising campaign.
- Provide a template budget that will be used to develop the event budget with input from the host committee as applicable.

This event will require a local Host Committee which will be structured by the CCA and will fit within the CCA's existing event management model.

Host Organizing Committee Responsibilities

- The Host Committee will provide local human resources and local volunteer support as necessary to stage the event. The quantity of total volunteers to be decided by the CCA based on needs and scope of event.
- Provide local input during the planning of the event.
- Identify the incorporated, volunteer-governed, non-profit organizations that will benefit from the Host Committee's share of the net-profit from the event and the intended use of the financial legacy from this event by those groups.
- Assist the CCA in developing a schedule of events during the Canadian Curling Trials.
- Fulfill the various responsibilities outlined in the Host agreement including volunteer Vice Chair positions within the volunteer CCA's Event Management hierarchy.
- Retains the rights and all revenue pertaining to any 50/50 draws during the course of the event, except for the CCA's established administrative fee, and in accordance with all of the laws of the jurisdiction.