



# APPLICATION FOR HOSTING

# 2027

**USPORTS / Curling Canada Canadian  
University Curling Championships**

**CCAA / Curling Canada Canadian College  
Curling Championships**

**FEBRUARY 22-26, 2027**



## 2027 USPORTS / Curling Canada Canadian University Curling Championships 2027 CCAA / Curling Canada Canadian College Curling Championships.

### 1. OBJECTIVE:

Curling Canada is requesting expressions of interest for the hosting of the **2027 USPORTS / Curling Canada Canadian University Curling Championships and 2027 CCAA / Curling Canada Canadian College Curling Championships February 22-26.**

### 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, 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 16+ national curling championship events. Thousands of 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 championships are:

#### Season of Champions Events

Brier, Canadian Men's Championship  
Tournament of Hearts, Canadian Women's Championship  
World Men's Championship & World Women's Championship (alternating years)  
PointsBet Invitational

#### Non-Season of Champions Events

Canadian Mixed (4-person) Championship  
Canadian Senior Men's and Women's Championships  
Canadian Under-18 Championships  
Canadian Wheelchair Curling Championship  
USPORTS / Curling Canada Canadian University Curling Championships  
Canadian Under-20 - Men's and Women's Championships  
CCAA / Curling Canada Canadian College Curling Championships  
Canadian Mixed Doubles Championship  
Canadian Under-21 Mixed Doubles Championship  
Canadian Curling Club Championships

#### Trials Events (once every four years)

Canadian Curling Pre-Trials  
Canadian Curling Trials  
Canadian Mixed Doubles Trials

### 3. EVENT OVERVIEW & ECONOMIC DEVELOPMENT:

- **Event Dates:**
  - **Access to ice:** February 20, 2027 at 01h00.
  - **Practice:** February 22, 2027.
  - **Competition dates:** February 22-26, 2027.
  - **Tear-down:** February 26, 2027.

- **Event Details:**
  - Five (5) days of competition.
  - Thirty-two (32) teams: 160 athletes, 32 coaches, 30-40 officials.
  - 75+ volunteers required.
- **Previous Communities That Have Hosted This Event:**
  - 2025: Lethbridge, AB.
  - 2024: Fredericton, NB.
  - 2023: Sudbury, ON.
- **Future Hosts:**
  - 2026: Regina, SK.
- **Details & Requirements:**
  - One (1) arena and a minimum four (4) sheet curling rink or a minimum of eight (8) sheets of curling rink ice.
  - Hotel rooms booked (not including fans/supporters) = 150+ rooms per night.
  - Seating capacity (minimum 250).
- **Benefits & Economic Impact:**
  - National streaming coverage.
  - Economic impact is approximately \$1,500,000.
  - The Host Committee retains 100% of all ticket sales revenue.
  - Host Committee retains 100% of any local sponsorship sales.
  - Host Committee retains 100% of any other revenues (i.e. 50/50 draws).
  - Volunteer engagement & development.
  - Legacy opportunities.
  - Grant funding (i.e. banquet grant, etc.).

#### 4. TIMELINES:

Please see **Page 15** for timelines for the bid process.

#### 5. BID PROCESS:

- Bid packages will be treated with confidentiality as a 'closed' process given the multitude of stake-holders and diverse interests which may be represented.
- Curling Canada reserves the right to not accept any or all of the bids at its discretion.
- While Curling Canada is seeking the best possible bid for this event, it is not obligated to accept the highest bid.
- As above, bids must be in the form of written presentation only. In the 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.
- This document must be fully completed as presented. We welcome other promotional/marketing documentation to support any bid, however, if this PDF is not completed, your bid will not be reviewed.
- Note: This document focuses on arena-based applications. If you are bidding representing a curling club, many of these questions may be irrelevant. If so, identify yourself as a curling club (not an arena) then complete those irrelevant questions as "N/R".

## **EVENT:**

Event Application pertains to the **2027 USPORTS / Curling Canada Canadian University Curling Championships and 2027 CCAA / Curling Canada Canadian College Curling Championships.**

Dates of proposed event: **February 22-26, 2027**

Is the venue you are proposing for this competition an arena?	Yes	No
Is the venue you are proposing for this competition a curling rink?	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 / events hosted in the past 5 years.

Note: Prior hosting does not preclude awarding of this event.

## HOST CITY INFORMATION:

Name of Host City:

List any major activities or events scheduled to take place in your city one year before and/or one year after the proposed dates of this Curling Canada competition (not exclusive to curling events). Please include any events where a bid has been submitted or are planning on submitting a bid where success is not currently known.

### EVENT

### DATES

**In preparing 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.
- Broad outreach within the community with significant involvement from local Indigenous peoples.
- 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 media.
- Leave a curling and economic 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 fee = **\$5,000.00.**

Bid fee is made up of the following:

**Value in kind.** Please describe any Value in Kind contributions.  
(For example, the venue rental is \$5,000.00 per day. We are offering a discount of \$1,000.00 per day.)

	Cash	\$
	Value	\$
Description		\$
		\$
	TOTAL BID FEE	\$

**PLEASE DESCRIBE SOURCES OF FUNDING (for example, municipal, provincial government):**



## 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(s):
2. Daily rental fee for competition venue:
3. Address:
4. Facility Contact Name:
5. Facility Contact Mobile:
6. Facility Contact email address:
7. Owner / management company (if any):
8. Size of main competition surface:
9. Seating capacity of competition arena (attach seat map to bid):
10. Number of suites available for sale:
11. Two (2) complimentary suites available for Curling Canada (if any): Yes No
12. Is the building equipped with a dehumidifying system? Yes No
13. What is the strength of the dehumidifying system?
14. Is there an air exchange system? Yes No
15. What is the strength of the refrigeration system?
16. Provide an 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 a mobile broadcast truck within building or outside?
19. Number of dressing rooms:
20. Number of function rooms available:
21. Is there a functional room 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 the closest hospital.
25. Can sponsored food / beverage be brought into the arena?
26. Is there free or paid parking? If paid parking, what is the cost?
27. Curling Canada requires a maximum of 10 parking spots. Achievable?      Yes      No
28. Is there a Jumbotron? Please attach technical specifications:
29. Does the Jumbotron have an assigned operator available for the competition days?
30. Is the concourse available to setup sponsor booths and kiosks for Curling Canada's corporate partners?
31. Does the venue have free public WiFi available?      Yes      No
32. What is the approximate strength and upload and download speeds for WiFi?

**TICKETING, SERVICE FEES & ADVANCE PAYMENT TERMS (for Season of Champions events ONLY):**

Does the venue require the use of an exclusive ticketing provider? If so, please provide details regarding anticipated fees or fee ranges. Curling Canada may consider sourcing a third-party supplier 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. Further, Curling Canada acknowledges that many ticket fees are generated at the "per event" or "per game" level however, due to the number of draws in our full event and weekend packages, venue must agree to adjust the per game/event rate to a reduced package rate for all fee types, deemed reasonable by Curling Canada. 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 and only if applicable, provide estimated ticket fees for the following categories:

14 - 25 game packages: CRF or Facility Fee, Ticket Service Fee, Other (if applicable).

4 - 13 game packages, CRF or Facility Fee, Ticket Service Fee, Other (if applicable).

2 - 3 game packages, CRF or Facility Fee, Ticket Service Fee, Other (if applicable).

Single game tickets, CRF or Facility Fee, Ticket Service Fee, Other (if applicable).



Unless otherwise outlined in your bid, all suite ticket revenues will be added to the gross receipts of the event. As a condition of any bid being accepted, if pre-existing venue agreements with suite owners prevent the event from receiving all ticket revenue from suites, a negotiated buyout must be agreed to before the event is awarded. Please describe suite agreement details as it pertains to ticket revenue and identify the proposed buyout amount, if applicable.

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 a 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.

Exclusive Ticket Provider:

Contact Name:

Email:

Mobile:

## **VENUE MAP:**

**PLEASE PROVIDE A VENUE MAP OUTLINING ALL ROOMS ON ALL LEVELS AVAILABLE FOR USE.**

## **CONVENTION ROOM (for Season of Champions Events ONLY):**

- 1) Name of convention room(s) available for Entertainment Area?
- 2) What are the dimensions of available rooms? (please describe):
- 3) What is the daily rental fee for the room?
- 4) Distance from the 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 space have an assigned emergency medical services provider? If so outline?
- 10) Does the space have an assigned janitorial services provider? If so outline?
- 11) Does the space have in-house catering services? If so outline?
- 12) Can outside suppliers be brought in for any of the above services? Please outline details.

**CONVENTION ROOM MAP (for Season of Champions Events ONLY):**

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

## BASE RENTAL FEE FOR VENUE:

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

## BASE RENTAL FEE FOR CONVENTION SPACE:

Base rental fee for setup, tables, chairs, etc., and tear down is the following:

## COSTS TO BE INCLUDED IN BASE RENTAL FEE:

- IATSE costs in venue and convention space (if applicable).
- 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 lines (long distance included).
- Cleaning and custodial services.
- Use of ice resurfacing machines.
- Arena Public Address 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 on page 6 (10) & (11).
- **Additional Costs To Be Paid By Curling Canada Include:**
  - In-ice sponsor logos and curling rings.
  - Carpeting, pipe and drape.
  - Setup and tear-down of media bench.
  - All ice making.

## HOTEL INFORMATION:

Please complete the required general hotel information below for major hotels. An official and more detailed Hotel Request For Proposal will be sent to area hotels by **Frank Di Rocco**, Regional Director, Meeting Encore/Fuel Sports on behalf of Curling Canada. For all hotel related questions, please contact Frank DiRocco at [fdirocco@meetingencore.com](mailto:fdirocco@meetingencore.com).

Hotel #1 Name

Address

Distance in kilometres from venue

Contact Person

Email Address

Hotel website

Hotel #2 Name

Address

Distance in kilometres from venue

Contact Person

Email Address

Hotel website

Hotel #3 Name

Address

Distance in kilometres from venue

Contact Person

Email Address

Hotel website

**NOTE: THE INFORMATION ON PAGES 12-13 IS FOR SEASON OF CHAMPIONS EVENTS ONLY.**

### **MERCHANDISE:**

- 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.

### **CONCESSIONS:**

- All concourse food and all beverage and suite concession sales revenue (alcoholic and non-alcoholic) on official practice day and event days will be split 75% Venue / 25% Curling Canada unless otherwise negotiated.

### **SPONSORSHIP AND SIGNAGE:**

- The building 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.
- The building will allow sponsors of Curling Canada to setup kiosks which may include serving and brewing food or beverage products for sale.
- The building will provide a list of all current sponsor signage and placement in the venue (below):

We hereby confirm that, except for advertising allowed by Curling Canada, the arena will be free from all advertising during the **2027 USPORTS / Curling Canada Canadian University Curling Championships** and **2027 CCAA / Curling Canada Canadian College Curling Championships**

**ARENA MANAGEMENT REPRESENTATIVE:**

Name:

Date:

Email Address:

Mobile:

Signature:

**CONTACT INFORMATION**

Name of Building:

Signing Authority (name):

Email address:

Mobile:

I have the authority to bind the Corporation

Signature:



## 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 a separate document** to the application package (**two pages or less**) answering the following questions.

- Why does your city want to host this championship?
- If your bid is successful, what are the committee's plans to market the championship to local residents?
- If your bid is successful, what are the committee's plans to engage local sponsorship in support of this event?
- Most events of this magnitude require a minimum number of volunteers. If your bid is successful, what are the committee's plans to engage local citizens to volunteer for this event?
- Curling Canada invites organizations that support our mission of more curlers, curling better, more fans and in particular, bringing diversity to our sport. Please outline your organization's plan to support this initiative, how you currently conduct your business, and how you would help us with our mandate.
- If your bid is successful, how will you engage with local Indigenous communities in a meaningful way, both leading up to and during the event?

**Submitted by:**

**Organization:**

**E-mail:**

**Phone:**

**Signature**

## SUBMIT ONE (1) ELECTRONIC COPY TO:

**Tanya Colburne**  
**Curling Canada, Senior Manager, Event Operations**  
[tanya.colburne@curling.ca](mailto:tanya.colburne@curling.ca)  
**902-599-1155**

## TIMELINES FOR THE BIDDING PROCESS

DEADLINE	DELIVERABLE	NECESSARY DOCUMENTS	WHO TO PREPARE
<b>February 5, 2025</b>	Release all Bid Opportunities for the 2026-2027 curling season.	2026-2027 Curling Canada Bid Document	Curling Canada
<b>February 5, 2025 to March 31, 2025</b>	Question Period	Questions can be submitted to <a href="mailto:tanya.colburne@curling.ca">tanya.colburne@curling.ca</a>	Local Bid Committee
<b>April 30, 2025</b>	All application packages due to Curling Canada	Completed Application Form	Local Bid Committee
<b>September 30, 2025</b>	Decisions & Notifications		Curling Canada
<b>Fall 2025</b>	Announcements		Curling Canada

# DRAFT HOSTING AGREEMENT

---

EVENT



**DATES**

**HOST COMMITTEE**

**CITY, PROVINCE**

- 1) **Agreement:** THE CANADIAN CURLING ASSOCIATION (operating as Curling Canada or referred to as “ASSOCIATION”) a non-profit amateur sport body duly incorporated under the laws of the Dominion of Canada, and the **HOST COMMITTEE** (referred to as **HOST COMMITTEE**, or “HOST”), a non-profit organization in the Province of INSERT.
- 2) WHEREAS CURLING CANADA has the overall responsibility for the **EVENT** to be held **MONTH, DAYS, YEAR**, and Curling Canada, as the governing body for curling in Canada, has final authority for all technical aspects of the EVENT.
- 3) AND WHEREAS the **HOST COMMITTEE** was awarded the right to host the **EVENT** and has further agreed to host the event subject to organizational requirements outlined by Curling Canada and on the terms and conditions hereinafter set out.
- 4) Any matters not specified in this contract will be resolved through discussion between the parties.
- 5) The official name of the event is the “**EVENT**”. Curling Canada shall provide approval of the event mark (i.e. logo) and any merchandising applications.
- 6) **Grant of rights:** Curling Canada hereby grants to the **HOST COMMITTEE**, which accepts, the exclusive right to organize and administer the **EVENT** in accordance with the terms and conditions hereinafter set forth. Without limiting the generality of the foregoing, Curling Canada acknowledges and agrees that the grant of rights made hereunder includes the right of the **HOST COMMITTEE** to use the mark as well as various other rights as defined. This grant does not include television, interactive television and webcasting rights, or the right to sell advertisement on team clothing, which are retained by Curling Canada unless otherwise stated.
- 7) **Representations and warranties of the HOST COMMITTEE:** The **HOST COMMITTEE** shall organize and administer the **EVENT** in accordance with the terms and conditions of this agreement and in a manner that will add prestige to the event itself, to Curling Canada as the governing body of Canadian curling, and the sport of curling in general. Curling Canada reserves the unilateral right to revoke this Agreement at any time prior to the event, without further consequence to itself, financial or other, if, in its sole judgment, it considers that the **HOST COMMITTEE** is unlikely to meet the high standards associated with its name. Revocation of this Agreement shall take immediate effect on receipt by the **HOST COMMITTEE** of such notice.

8) **Dates:** The **EVENT** will take place on **MONTH-DAYS-YEAR**.

- (a) Set-up:
- (b) Team arrivals:
- (c) Practice:
- (d) Competition:
- (e) Tear-down:

9) **Finance**

- (a) The hosting fee of **\$5,000** is payable to Curling Canada on or before **MONTH-DAY-YEAR**.
- (b) **Insurance:** The **HOST COMMITTEE** is responsible for the provision of \$5 million dollars of Public Liability and Cancellation Insurance for the **EVENT**. Liability coverage should extend to cover all individuals appointed by the **HOST COMMITTEE** to assist with the delivery of the **EVENT** whether contracted or volunteers. Curling Canada shall hold no responsibility for any losses made by the **HOST COMMITTEE** in the delivery of the **EVENT**. Guidance and further information on these requirements are available from Curling Canada. Proof of coverage to be supplied to Curling Canada Office at least two (2) months prior to the start of the **EVENT**.
- (c) Curling Canada will be responsible for providing \$5 million dollars of public liability insurance for all provincial/territorial team members, all **ASSOCIATION** Governors and staff and all **ASSOCIATION** officials, including the Chief Umpire and all other game umpires named by Curling Canada. Curling Canada will indemnify and hold harmless the **HOST COMMITTEE** together with its affiliates, directors, officers, employees and authorized representatives from and against any costs, expenses, claims, suits or actions for loss, injury or damage resulting from or arising directly or indirectly out of a breach by Curling Canada of any of its obligations under this Agreement regarding the operation of the **EVENT** unless such loss, injury or damage results from negligent acts of the **HOST COMMITTEE** or its authorized representatives.

- 10) Facilities & Equipment** - Items of equipment provided by Curling Canada (see Appendix 1):
- (a) The **HOST COMMITTEE** shall ensure any equipment provided by Curling Canada is stored securely at the **HOST COMMITTEE's** expense.
  - (b) The **HOST COMMITTEE** will provide, at no charge to Curling Canada, the appropriate ice and associated facilities required to deliver the event.
  - (c) **Ice:** Exclusive access to the ice facilities must be available to allow for the proper installation of championship quality ice. The preparation of the ice surface is the responsibility of the **HOST COMMITTEE's** Chief Ice Technician and his or her staff.
  - (d) **Stones:** Curling Canada is responsible for approving the stones to be used at the **EVENT** in consultation with the Chief Ice Technician. If required, Curling Canada will supply stones and/or electronic handles. The date for the delivery of this equipment shall be mutually agreed between Curling Canada and the **HOST COMMITTEE**.
  - (e) **Ice Making Equipment:** Where possible, the **HOST COMMITTEE** shall provide suitable ice making equipment. If this is not possible, Curling Canada can supply an Ice Technician box, one (1) ice scraper, and two (2) blades (if applicable). Curling Canada and the **HOST COMMITTEE** will agree to the date for delivery of this equipment.
- 11) Umpiring Equipment:** Curling Canada shall be responsible for providing suitable umpiring equipment for the **EVENT**. This will include radios and digital measuring devices.
- 12) Scoreboards:** Unless otherwise agreed, Curling Canada will provide the scoreboards. Curling Canada and the **HOST COMMITTEE** will agree to the date for delivery of this equipment.
- 13) Advertising Boards:** Unless otherwise agreed, Curling Canada will provide sponsor advertising boards. Curling Canada and the **HOST COMMITTEE** will agree to the date for delivery of this equipment. The costs for any local sponsor boards for **HOST COMMITTEE** generated sponsors will be the responsibility of the **HOST COMMITTEE**.



- 14) **Game Timing System:** Curling Canada shall provide a Game Timing system (clocks). Curling Canada and the **HOST COMMITTEE** will agree to the date for delivery of this equipment.
- 15) **Coach and Media Bench:** If deemed necessary, the **HOST COMMITTEE** shall construct, at their expense, a Coach and Media Bench to the specifications of Curling Canada. The design of this Bench will be agreed between Curling Canada and the **HOST COMMITTEE** following a formal site visit:
- (a) **Coaches Bench:** The Coaches Bench will provide space for two (2) people - one from each team - to sit behind each sheet of ice. Depending on the venue and design of the bench, it may also provide seating for identified Time Clock Operators and Game Statisticians. A minimum of two (2) 15-amp power outlets, per sheet, will be available on this Bench. A secure, reliable Wi-Fi signal / connection must be provided to the Coaches Bench at the **HOST COMMITTEE's** expense.
  - (b) **Media Bench:** The size and scale of the Media Bench will depend on the expected Broadcast demands on the **EVENT**. The detailed design of the bench will be finalized during the site survey. Broadcast and Media personnel using the Bench will have access to necessary power and secure Wi-Fi supplied at the **HOST COMMITTEE** expense.
  - (c) **TV Platform and Positions:** Curling Canada shall, if required, provide at their expense, overhead camera platforms at the home and away end of the chosen sheet for broadcast. If required, one camera position may be built at the opposite end of the arena.
  - (d) **Timing Positions:** One (1) time clock operator is required per game. A suitable station for Time Clock Operators will be determined during the site survey.
  - (e) **Game Statistician Positions:** If required, one (1) statistician per game is needed. A suitable station for Game Statisticians-will be determined at the site survey.
- 16) **Lighting for Television:** If necessary, a minimum lighting standard of 900 lux with even light over the entire ice surface shall be provided, unless otherwise agreed in writing with the **HOST COMMITTEE**. Curling Canada is responsible for the cost of any upgrades required to bring the lighting up to the standard required by the Broadcaster (if applicable).

- 17) **Power Supply:** The **HOST COMMITTEE** is responsible for ensuring that there is an appropriate power supply available for the **EVENT** at no cost to Curling Canada, which will cover both the competition and broadcast requirements. This will be identified during the site visit.
- 18) **Existing Venue Obligations:** The **HOST COMMITTEE** shall act reasonably to ensure that Curling Canada is free from any **HOST COMMITTEE** franchise obligations and / or restrictions in relation but not limited to catering, product sampling, and merchandising within the venue. If permanent advertising exists in the venue, then this shall be covered at the **HOST COMMITTEE's** expense, if deemed necessary by Curling Canada.
- 19) **Off-ice Facilities:** The following rooms are required for the operation of the **EVENT** and will be provided at the **HOST COMMITTEE** expense:
- (a) **Team Changing Facilities:** The **HOST COMMITTEE** will provide adequate, secure changing facilities for all participating teams (by gender) at the competition venue including ready access to washrooms.
  - (b) **Curling Canada Staff:** A room for staff to prepare reports and hold meetings in privacy shall be provided. It should have a table big enough to hold meetings of up to six (6) people and have at least two (2) desks with access to power and secure, reliable Wi-Fi supplied at the **HOST COMMITTEE** expense.
  - (c) **Chief Umpire's Office:** A room for officiating personnel to change, prepare reports, and hold meetings in privacy shall be provided. It should have a table big enough to hold meetings of up to six (6) people and have at least one desk with access to power and secure, reliable Wi-Fi supplied at the **HOST COMMITTEE** expense.
  - (d) Suitable space shall be identified during one of the official site visits where post-game interviews (**scrum area**) can be conducted. Curling Canada and the **HOST COMMITTEE** shall agree on this space.
- 20) **VIP Area:** If available in the venue, a VIP area will be provided to Curling Canada. This will be made available at no cost to Curling Canada.

- 21) **Public Catering:** Public catering must be provided on a scale appropriate to the expected number of spectators. The **HOST COMMITTEE** will provide this on a user-pay basis.
- 22) **Communications:** Curling Canada must have access to a public address system, covering the Field of Play, to allow game announcements to be made by the Technical Officials. Where possible, a wireless microphone will be provided to Curling Canada to access this system.
- 23) **Photographer:** The **HOST COMMITTEE** will be responsible for appointing the Official Photographer, to be vetted by Curling Canada. Curling Canada shall be responsible for the compensation and expenses of the Official Photographer.
- 24) **Results and Statistics:** Curling Canada shall be responsible for the provision of a results and statistics software package and hardware solution at no cost to the **HOST COMMITTEE**. If required, the **HOST COMMITTEE** shall provide Curling Canada with two (2) volunteers per draw to assist in the production of statistics and content for the web at the cost of the **HOST COMMITTEE**.
- 25) **Decorations, Flags, Anthems and Leader Boards:**
- (a) Curling Canada will provide flags, placards and leader boards.
  - (b) The **HOST COMMITTEE** will provide suitable decorations for the arena and warm area(s) in consultation with Curling Canada. All advertising / promotions should incorporate the name of the **EVENT** and Curling Canada.
- 26) **Telecommunication Facilities:** The **HOST COMMITTEE** is responsible for ensuring a suitable broadband Internet connection is accessible in the venue for teams and Curling Canada personnel (Officials, Media, Statisticians, etc.,) to effectively carry out their work. The **HOST COMMITTEE** is required to provide Curling Canada with details of the existing broadband Internet capacity in the venue and details of any plans to increase capacity to meet the needs of the **EVENT**. The **HOST COMMITTEE** is responsible for the cost of any upgrade to existing facilities.
- 27) **Parking:** The number of parking spaces required, and their location will be identified during the site survey.

**28) Accreditation:**

- (a) Curling Canada will provide accreditation material: lanyards, pouches, card stock. The **HOST COMMITTEE** will manage accreditation, using Curling Canada's accreditation system. Curling Canada will confirm all team, officials and staff accreditation needs, at least two weeks prior to the event.

**29) Teams:**

- (a) **Accommodations:** Curling Canada shall arrange accommodations for competing players, **ASSOCIATION** officials, and broadcast personnel at a suitable hotel in consultation with the **HOST COMMITTEE**.
- (b) **Transportation:** The **HOST COMMITTEE** is **not** responsible for the cost of travel for the teams from their homes to the nearest airport(s) to CITY. The **HOST COMMITTEE**, however, is responsible for providing, at no cost, a VIP shuttle (up to five vehicles) to transport athletes to and from the hotel to the venue, during all competition days, including practice days and evenings and to any official functions.

**30) Technical Officials:** Curling Canada appoints all officials. **The HOST COMMITTEE** volunteer requirements are as follows: one (1) time clock operator per scheduled game, one (1) game statistician per scheduled game (if required).

**31) Honoraria and Per Diems:** Curling Canada is responsible for any honoraria payments made to **ASSOCIATION** appointed officials.

**32) Broadcast and Webcast Rights:** Curling Canada will work in conjunction with **HOST COMMITTEE** to provide the maximum possible broadcast coverage from the **EVENT** at Curling Canada's expense.

**33) Media Relations Support:** The **HOST COMMITTEE** shall appoint a volunteer who will work with Curling Canada's media team. It is preferable that this person has some experience working with the media and social media in particular. This appointment needs to be confirmed with Curling Canada at least three (3) months before the start of the **EVENT**.

**34) Spectators:** Curling Canada will hold an appropriate number of rooms at suitable hotels for spectators coming to the **EVENT**. Information on how to book hotels will be provided via the **EVENT** website and sent to participating Member Associations through Curling Canada's Competitors' Guide.

**35) Functions and Ceremonies:**

- (a) The **HOST COMMITTEE** will organize Opening and Closing Ceremonies. Scripts and contents for these Ceremonies will be provided by Curling Canada. Curling Canada will approve all elements of the **EVENT** Ceremonies.
- (b) The **HOST COMMITTEE** will organize the daily ceremony for each draw. Curling Canada will approve all elements of the daily ceremonies.
- (c) The **HOST COMMITTEE** is responsible for the Master of Ceremonies for all ceremonies. Curling Canada will approve the **HOST COMMITTEE's** choice for the Master of Ceremonies.
- (d) The **HOST COMMITTEE** shall provide, at their own expense, an opening social function/activity that would be held on the first Sunday evening. The social should include a cocktail / snack menu provided by the **HOST COMMITTEE**, with a cash bar. Curling Canada will provide a grant of **\$2,500.00** towards these costs. The **HOST COMMITTEE** should plan for sixty-four (64) competitors and Curling Canada's allocation of no more than twelve (12) additional guests. The **HOST COMMITTEE** shall organize this reception with menu approval by Curling Canada.
- (e) Opening and closing ceremonies are important elements of the **EVENT** and planning for both must be done in complete consultation between the **HOST COMMITTEE** and Curling Canada. The final authority regarding all ceremonies belongs to Curling Canada.

### 36) Competition Arrangements

- (a) Curling Canada will prepare a draw. Precise game times shall be agreed to between Curling Canada and the **HOST COMMITTEE** having regard for participating teams, television, venue, and **HOST COMMITTEE** needs.
- (b) **Practice and Training:** The venue must also be available for the official training day and all other official training sessions.

### 37) Marketing and Promotion:

- (a) The **HOST COMMITTEE**, using the Guidelines supplied by Curling Canada, may design a unique local **EVENT** logo. It shall be submitted to Curling Canada and its Marketing Agent for approval at least six (6) months prior to the start of the event unless otherwise agreed to between Curling Canada, the **HOST COMMITTEE**, and Curling Canada's Marketing Agent.
- (b) Curling Canada shall provide competitors' cresting.
- (c) **Pins:** Curling Canada shall produce a competitor heart pin. Any surplus competitor's pins will be shared with the **HOST COMMITTEE**.

### 38) Poster, Programme, and other Printed Material:

- (a) The **HOST COMMITTEE** may, at its discretion, be responsible for the cost and the production of the programme and shall receive all revenues from the sales of advertising therein. Curling Canada shall receive up to two (2) pages at no charge for use by its sponsors, etc. All such advertisements should be in the possession of the **HOST COMMITTEE** by a date mutually agreed to between Curling Canada and the **HOST COMMITTEE**, after which date the pages revert to the **HOST COMMITTEE** for its use. All revenues from the sale of programmes shall accrue to the **HOST COMMITTEE**.
- (b) The **HOST COMMITTEE** may, at its discretion, produce the official event poster, which must display the **EVENT** logo and sponsor bar and shall be approved by Curling Canada and its



Marketing Agent. The production costs of the **EVENT** poster shall be the responsibility of the **HOST COMMITTEE**.

- (c) The **EVENT** title, along with sponsor names, logos etc. shall be featured in prominent positions on every official print document, such as but not limited to, the event programme, tickets, press releases, results and statistics sheets, competition releases etc.

**39) Website:** Curling Canada will be responsible for the set up and design of the **EVENT** website and social media accounts. The **HOST COMMITTEE** will be responsible for providing local content (see Appendix 2). No alternative websites or social media accounts should be set up for the **EVENT** without the written permission of Curling Canada's Director, Communications and Media Relations.

**40) Ticketing:** Tickets must be made available to the public at least three (3) months prior to the **EVENT**. All costs related to ticketing are the responsibility of the **HOST COMMITTEE**. The **HOST COMMITTEE** will receive 100% of ticket revenue. The **HOST COMMITTEE** will supply a maximum of ten (10) ticket packages to Curling Canada for its use.

- (a) The **HOST COMMITTEE** shall reserve four (4) additional tickets for each of the draws for use by the Title Sponsor. The tickets - provided at no cost to the Title Sponsor - will be for use only by the Title Partner for the draws on the days for which the people using the tickets are on site.
- (b) If required, the **HOST COMMITTEE** shall also provide tickets for Curling Canada National Sponsors. Where possible, the actual number will be confirmed by Curling Canada at least one month prior to the **EVENT**.

**41) Sponsorship and Marketing Rights:**

- a) All matters relating to Sponsorship, Marketing and Association Rights shall be subject to the review and approval of Curling Canada.
- b) Curling Canada retains the rights to market the Title and Presenter positions for the **EVENT**.

- c) Should Curling Canada secure a Title and/or Presenter Sponsorship for the **EVENT**, Curling Canada would be responsible for the costs and provision of fulfillment, with support of the **HOST COMMITTEE** in execution, under Curling Canada's direction.
- d) Curling Canada shall provide 10% of the cash sponsorship investment to the **HOST COMMITTEE** for fulfillment support.
- e) Should the **HOST COMMITTEE** help facilitate the sale of the Title and/or Presenter Sponsorship (with approval from Curling Canada), Curling Canada shall provide a negotiated finder's fee of 40% of the cash sponsorship investment to the **HOST COMMITTEE**.
- f) Curling Canada would remain responsible for costs and provision of fulfillment, with support of the **HOST COMMITTEE**, should the **HOST COMMITTEE** secure a Title and/or Presenter Sponsorship position as contemplated above.
- g) The **HOST COMMITTEE** is encouraged to seek community level corporate/business partnership through, as example, Diamond, Gold, Silver, Bronze & Friends sponsorship packages. All revenues from Diamond, Gold, Silver, Bronze & Friends sponsorship packages belong 100% to the **HOST COMMITTEE**.
- h) Costs associated with, and the provision of, sponsorship fulfillment for Diamond, Gold, Silver, Bronze & Friends sponsorship packages is the responsibility of the **HOST COMMITTEE**, following direction from Curling Canada.
- i) All sponsors, at all levels, including those supplying goods and/or services (VIK) for the **EVENT**, must be pre-approved by Curling Canada's Partnership team before any contract is finalized.
- j) All creative materials supporting sponsorship and/or using **EVENT**/logos/I.P. cannot conflict with CCA Sponsor exclusivities, as identified in **Appendix 3** attached here to.

**42) Site Visits:** Curling Canada will conduct site visits and meetings with the **HOST COMMITTEE** as deemed appropriate by Curling Canada and agreed to by the **HOST COMMITTEE**. The travel,

accommodation and per diem costs of Curling Canada during these site visits are the responsibility of Curling Canada, however any costs incurred by the **HOST COMMITTEE** in attending or participating in these site visits are the responsibility of the **HOST COMMITTEE**.

**43) Security:** The **HOST COMMITTEE** shall take all necessary measures to assure the personal security of all participants at the venue during the event at no cost to Curling Canada.

**44) Trophies and Medals:**

(a) Curling Canada will provide a Championship Trophy for the Winners. The trophy can be made available to the **HOST COMMITTEE**, at their expense, in advance of the event for promotional purposes, if requested.

(b) Curling Canada will provide one medal for each player of gold, silver and bronze medal winning teams and their coach as listed on the original team line up form at its cost.

**45) HOST COMMITTEE and Volunteer Clothing:** Should the **HOST COMMITTEE** wish to provide Volunteers or Staff with uniform clothing, the design and any sponsor / supplier branding shall be submitted to Curling Canada for approval prior to any agreement being reached. As a rule, for uniform clothing branding, any sponsor / supplier identification shall be equal to or less than any branding of the Title Sponsor or the Curling Canada emblem. The Official **EVENT** logo shall be displayed on all official clothing. First right of refusal for volunteer uniforms shall be negotiated with Curling Canada's third-party merchandiser.

**46)** In exercising its rights or performing its obligations under this Agreement, each party hereto shall comply with all applicable laws, regulations and other measures having the force or effect of laws, and nothing contained in this Agreement shall be interpreted to require any party to fail to comply with or breach any such laws, regulations or other measures.

**47)** By signing this agreement, the authorized signing officers acknowledge their respective organization's understanding and acceptance of the terms and conditions contained within it.

**48) FORCE MAJEURE**

If this License Agreement becomes impossible to perform due to events outside the Parties' reasonable control, including but not limited to acts of God, fires, floods, explosions, riots, wars, hurricane, vandalism, accident, restraint of government, catastrophic widespread disease and other like events (but excluding for certainty any strike or labor dispute) which prevents the availability and use of the Venue because of destruction or damage to the Venue and/or unfitness of the Venue for occupancy ("Force Majeure"), the Parties' performance under this License Agreement shall be suspended for the period of Force Majeure, or entirely where it will be impossible for Curling Canada, in its sole determination acting reasonably, to stage the **EVENT**. Where Force Majeure makes it impossible for Curling Canada, in its sole determination acting reasonably to stage the event, **HOST** shall return to Curling Canada any fee, deposit, advance payment or any payments made whatsoever to **HOST**, without any further liability or obligation on the part of either Curling Canada or **HOST**.

- 49) Any Other Matters:** The requirements of this contract may be altered if agreed to by both parties in writing.

IN WITNESS WHEREOF Curling Canada has affixed its corporate seal attested to by the hands of its duly authorized signing officers this \_\_\_\_ day of \_\_\_\_ A.D. 20\_\_.

CANADIAN CURLING ASSOCIATION

Per	_____
Title	_____
Signature	_____
Per	_____
Title	_____
Signature	_____

IN WITNESS WHEREOF the **HOST COMMITTEE** affixed its corporate seal attested to by the hands of its duly authorized signing officers this\_\_\_\_day of\_\_\_\_\_, A.D. 20\_\_.

COMMITTEE

Per	_____
Title	_____
Signature	_____
Per	_____
Title	_____
Signature	_____



## APPENDIX 1

### Photographers:

The host committee is responsible for enlisting the services of a photographer for the entirety of the event.

The photographer will be responsible for:

- Both still and action shots throughout the week (see below list of required photos).
- Uploading high resolution photos (approximately 2-5MB) to Curling Canada's photo gallery (Third Light) or arranging for an alternate option to provide photos to Curling Canada during the event.
- Getting in touch with Danielle Inglis, Coordinator, Social Media & Web Content, at [dinglis@curling.ca](mailto:dinglis@curling.ca) to arrange for access to Third Light gallery/any Third Light troubleshooting issues.
- Coordinating timing for photo uploads with the daily web news writer to correspond with daily game stories. Please note that photographers will need to supply a selection of photographs before or at the conclusion of each draw.
- Arranging for high resolution images to be copied to a disk, or sent to Curling Canada via Dropbox or Google Drive for our archives.

Required photos:

- Teams in front of name sign (pictured L-R skip, third, second, lead, alternate, coach or in the case of mixed doubles, female on left and male on right).
- Headshot of each player.
- Group shot after opening ceremonies.
- Action shots of each player (frontal facing).
- Various action shots (landscape orientation photos required each day for news stories).
- Trophy shot of winners.
- Medal winning team.
- Award winners at closing banquet.
- Stock photos for website.



Examples of Action Photos:



## **Social Media:**

Any social media content for Curling Canada events is to be done via Curling Canada's official social media accounts (Facebook, Twitter, Instagram, YouTube).

The host committee should coordinate with Al Cameron at [acameron@curling.ca](mailto:acameron@curling.ca) and Danielle Inglis at [dinglis@curling.ca](mailto:dinglis@curling.ca) on the creation and timing of content for the social media posts, as well as the official event hashtag.

We encourage the host committee and all volunteers to promote the event using social media. For ideas and suggestions on how to best use social media for promotion, please get in touch with Al and Danielle.

## **Website:**

The event website will be built and maintained by Curling Canada. Please get in touch with Danielle Inglis at [dinglis@curling.ca](mailto:dinglis@curling.ca) on the creation and information population of the website.

The following website content is required for the event websites.

### *Tickets:*

- Ticket package name (i.e. "All-Event Pass", "Single Draw Tickets", etc.).
- Price for ticket package.
- Between 1-3 quick bullet points (or one sentence) of details of ticket package (i.e. "Access to all matches including playoff games").
- Link to buy tickets.
- If required, any other brief details about the tickets that should be on the website in an FAQ section.

### *Visitor Information:*

- Host hotel/accommodations in the area.
- Host hotel/accommodations contact information.
- If applicable, information on group rates.
- Venue website.
- Photos of the venue/accommodations to be used if there is any specific photo that should be used (otherwise we will pull photos from the respective websites).
- If applicable, information from the local tourism bureau.

### *Volunteers:*

- Form to be filled out by potential volunteers.
- Who the volunteer contact is.

### *Sponsors:*

- Local sponsor logos.
- Links to sponsor websites.
- Level of sponsor (i.e. Gold Sponsor, Vehicle Sponsor, etc.) and order of sponsor categories as it should appear on the website.

### *Host Committee (optional)*

- List of committee members
- Contact information for your committee (if desired)

## APPENDIX 2

PARTNER	CATEGORY
AMJ Campbell	Moving / Storage
Montana's	Casual Dining Restaurant
BKT Tires	Tires and Tire Manufacturing product/service category.
PointsBet Canada	Sport Betting
Home Hardware	Retail Hardware
New Holland	Agricultural & Construction Equipment
Kruger Products	<p>Consumer sanitary and away-from-home paper products (including facial tissue, paper towels, bathroom tissue, and moist wipes);</p> <p>Incontinence products and diapers;</p> <p>Forest and Wood Products (including lumber, wood panels, and floor and subfloor systems);</p> <p>Newsprint;</p> <p>Coated Paper;</p> <p>Super-calendared Paper;</p> <p>Directory Paper;</p> <p>Paperboard, Container Board and Packaging Products;</p> <p>Any product or service that may be reasonably considered to be competitive with or a substitute for any of the foregoing.</p>
Goldline	Athletic Apparel
Everest Funeral Concierge	Funeral Concierge

*\*The above lists of Curling Canada Sponsors and Licensees is subject to change and additions.*

*\*\*Please direct any questions on business categories exclusivities and possible partners to Curling Canada's partnership team.*

*\*\*\* Should the [venue] wish to consider granting sponsorship rights and benefits to a prospective partner where there could reasonably be a disagreement about whether or not the prospective partner's offerings fall within or outside an exclusive category, please bring the opportunity forward to Curling Canada's partnership team for review and consideration, as some business/product/service category nuances may apply.*