



**SCOTTIES TOURNAMENT OF HEARTS  
CANADIAN WOMEN'S CURLING CHAMPIONSHIP**

**Expression of Interest  
for 2018**

## 1. Objective

Curling Canada is requesting expressions of interest for the hosting of the 2018 Scotties Tournament of Hearts, the Canadian Women's Curling Championship.

## 2. Background

Curling Canada is the national sport governing body responsible for the development, promotion and organization of curling in Canada. In cooperation with its Provincial and Territorial Member Associations across Canada, Curling Canada provides programs and services to curlers of all ages.

The primary area of administration and the most financially consuming of Curling Canada's responsibilities are championships. On an annual basis, Curling Canada sanctions and conducts 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
- The Canadian Seniors - Canadian Senior Men's and Women's Curling Championships
- Canadian Juniors - Canadian Junior Men's and Women's Curling Championships
- The Canadian Wheelchair Curling Championship
- CIS / Curling Canada University 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 **Scotties Tournament of Hearts** is the annual Canadian women's curling championship. The Tournament of Hearts is regarded as the world's premier annual women's curling event and by far the best supported women's curling competition in terms of paid attendance and attracting large crowds in-venue and television audience. The event is supported through the efforts of on average 400 volunteers. The economic impact assessment varies on location at a minimum \$6M to \$12M\*. Visitor expenditures, combined with the operational expenditures and revenues of the host committee, members of the media, and others, contribute to a net increase in economic activity throughout the host Province.

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

## 4. Tournament of Hearts History

The 2018 Scotties Tournament of Hearts marks the thirty-seventh consecutive year of Kruger Products sponsorship of the Canadian Women's Curling Championship. Kruger Products is the longest national corporate

sponsor of amateur sport in Canada. It was in St. John's at the 1981 Lassie that Scott Paper Limited officially made the commitment to the Canadian Curling Association to sponsor the Canadian Women's Curling Championship.



Curling is one of the major sports in the country with over one million Canadians taking part every year. It is also popular among television viewers with a reach of more than three million for the Scotties championship final.

Over eleven million adult Canadians will watch curling on television this winter, representing more than a third of all Canadians. Canada has long distinguished itself as the number one curling nation in the world. Nowhere else is competition as keen, and the path to the top so strewn with obstacles, as it is here in Canada.

“Through Kruger Product’s long association with women’s curling, we have discovered that at the heart of curling is a real warmth founded on sportsmanship and camaraderie; but, sharpened by the keen spirit of competition,” says Mario Gosselin, Chief Operating Officer of Kruger Products. “We continue to be proud to be part of this truly great Canadian game.”

## 5. Proposal Evaluation Process and Award

The selection committee will consist of the following Curling Canada representatives:

**Patricia Ray**, Acting Chief Executive Officer

**Gord McNabb**, Interim, Director, Event Operations

**Danny Lamoureux**, Director, Championship Services & Curling Club Development

### Criteria:

- A potential HOST may not necessarily be made up of representatives from a curling club but may be spearheaded by a Tourism organization, a municipal department or the management team of a specific arena complex. Any legacy, however, will remain with the local curling community.
- The host city must be easily accessible by air, ideally serviced by an international airport with adequate number of non-stop flights and passenger seats each day.
- Ideally, the venue will have a minimum 3,500 seat arena or larger, with an associated facility in the 20,000 – 35,000 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 Curling Canada’s branded “HeartStop Lounge”. Special circumstances on space allocations will be considered if requested.
- The arena must have adequate lighting to meet national broadcast requirements.
- Must have adequate hotel space and availability of rooms to establish host hotel(s) sites for the event to the sole satisfaction of Curling Canada. For greater clarity, this will require a minimum of 600 hotel rooms per night 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. For greater clarity, arena availability will be required from January 28 thru to February 12, 2018 for set-up, ice making, competition, and takedown.

## 6. Host Funding

In addition to the aforementioned criteria required to host the Tournament of Hearts, Curling Canada will require a minimum dollar support to the event budget for the specific right to host this event.

Curling Canada also encourages any Bid Committee to consider undertaking a full event advance ticket drive in an effort to demonstrate community support to the Curling Canada in its bid process. The Bid Committee and/or host city would encourage its residents to commit to purchase a full event pass by posting a \$100 fully refundable deposit to a secure third party (bank, box office) prior to an established deadline. This concept was outlined and initiated for the 2017 Brier where the St. John's bid committee collected more than 2,000 pledges as part of their successful bid. (Details of this concept can be found on page 10-11.)

- For consideration of a financial contribution and/or pre-bid sales, Curling Canada will grant the successful bid the exclusive right to host the event.
- Deadline for payment payable to Curling Canada will be September 1, 2017.
- A formal written commitment for the rights to host the 2018 Tournament of Hearts under the direction of Curling Canada will be signed 18 months prior to the event.
- **Minimum dollar contribution to the event budget - \$300,000**
  - \* *Please note that the outlined fee is the minimum amount required to be eligible for the right to host the 2018 Tournament of Hearts. As part of the formal bid process, each bidder is eligible to increase their contribution as part of their bid package.*
  - \* *Special circumstances will be considered should a candidate city have an alternative proposal.*

## 7. Timelines

Availability of Expression of Interest Guidelines	<b>February 21, 2016</b>
Letter of Intent for Expression of Interest	<b>March 31, 2016</b>
Deadline for submission of questions to Curling Canada	<b>April 30, 2016</b>
Answers to questions provided individually by Curling Canada	<b>May 31, 2016</b>
Submission of final bid proposal (4 copies) to Curling Canada	<b>June 30, 2016</b>
Review of proposals	<b>July 2016</b>
a) Curling Canada 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 Curling Canada's decision.	
Site selection finalized	<b>August 30, 2016</b>
a) The site selection will be based on the decision of the Selection Committee. The decision of Curling Canada Selection Committee will be final.	
b) A public announcement of the site for the 2018 Tournament of Hearts will be made by Curling Canada communication methods following the completion of all contracts by the selected site (i.e.: host committee agreement, host hotel, venue, etc.	

## 8. Expressions of Interest Packages

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. Four (4) copies of the final bid proposal are required for the review. 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.

## Bid Submission Package Guidelines

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After reviewing the attached information package, if you are interested in submitting a bid to host the 2018 Tournament of Hearts, we would ask that you advise Curling Canada directly.

**Please submit an Expression of Interest by:**

March 31, 2016

**TO THE ATTENTION OF:**

Director, Championship Services  
Curling Canada  
1660 Vimont Court  
Orleans, Ontario K4A 4J4  
[danny@curling.ca](mailto:danny@curling.ca)  
613-878-3682 (cell)

## APPENDIX

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

### **Curling Canada Responsibilities**

- (1) Appoint the Event Manager.
- (2) Appoint a number of professional support staff to assist in the organization of the event.
- (3) Be responsible for confirming eligibility of the respective team members and coaches, as appropriate.
- (4) Maintain overall accountability for national marketing, sponsorship, promotion, television broadcaster and other matters pertaining to the mandate provided through its contract with Curling Canada.
- (5) Retain all rights and overall responsibility associated with the creation and maintenance of the Internet communications medium ("Internet") relative to the event.
- (6) Retain the rights for any charitable fundraising initiatives conducted on-site or in conjunction with the event, including but not limited to the Curling Canada Foundation.
- (7) Negotiate contracts for all required facilities seeking local support and influence when, or if, appropriate.
- (8) Negotiate a contract with a ticket sales distributor for the provision of box office services.
- (9) Negotiate contracts with a headquarters hotel. Curling Canada may use the services of a third-party to source hotels contracts.
- (10) Develop a ticket-marketing plan with the host committee recognizing the specific circumstances of the host facility and the event's catchment area.
- (11) Plan an opening reception/function for the first Friday, in cooperation with the host committee, for which tickets will be sold.
- (12) Develop a Patron Sponsor Program (local & event-specific) designed to provide the local business community with an opportunity to be associated with the event.
- (13) Coordinate all accommodation and arrange return air transportation for all competing team members to the nearest major airport. Costs fully covered via event budget.
- (14) Work with the host committee to develop a schedule of events for the event.
- (15) Arrange for the applicable awards.
- (16) Arrange for time clocks, stones, electronic handles and all equipment necessary for staging of the event.
- (17) Arrange for scoreboards, standing boards, ice equipment and officiating equipment, including two-way radios.
- (18) Provide an accreditation system for the event.

- (19) 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 established by Curling Canada.
- (20) Have final approval of the event logo. The associated costs will be included in the Event budget.
- (21) Work closely with Curling Canada's Director, Communication & Media Relations relative to all event media releases and media conferences.
- (22) Develop an event publicity and advertising campaign.
- (23) Provide a template budget that will be used to develop the event budget.



This event will require a local Host Committee structured by Curling Canada within Curling Canada's existing event management model.

### **Host Organizing Committee Responsibilities**

- The Organizing Committee will provide local human resources and local volunteer support to stage the event. The number of volunteers will be decided by Curling Canada based on needs and scope of the 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. The Organizing Committee will receive 10% of ticket sales net of box office fees regardless of the bottom line of the event budget.
- Assist Curling Canada in developing a schedule of events during the Tournament of Hearts.
- Fulfill the various responsibilities outlined in the host agreement including volunteer Vice-Chair positions within Curling Canada's Event Management structure.
- Retains 100% of the rights and revenues from any 50/50 draws during the event in accordance with all of the laws of the jurisdiction.

## DRAFT MEMORANDUM OF UNDERSTANDING FOR PRE-BID ADVANCE SALE OF TICKETS

This agreement is made as of (month/day/year) by and between the Curling Canada, the national sport governing body responsible for the development, promotion and organization of curling throughout Canada, and **TBD** ("Bid Committee"), an entity desiring to host the 2018 Scotties Tournament of Hearts, with reference to the following facts:

**WHEREAS** the identified Bid Committee wishes to bid on the 2018 Scotties Tournament of Hearts.

**WHEREAS** the CURLING CANADA owns, operates and manages the Scotties Tournament of Hearts and ultimately makes all decisions related to the awarding of rights and site selection for the Scotties Tournament of Hearts,

**WHEREAS** the Bid Committee wishes to undertake a pre-sale of full event tickets in an advance drive demonstrating community support to the CURLING CANADA in its bid process.

**WHEREAS** the CURLING CANADA has permitted the Bid Committee to use a pre-sale of full event tickets through a non-refundable model as part of the bid. If the bid is successful, the pre-sale deposits are non-refundable. Anyone choosing not to pay the full amount will relinquish his or her deposit.

**NOW THEREFORE**, the following principles are formally agreed to in an effort to permit any of the aforementioned principles to occur:

- 1) Under no circumstance does this advance ticket drive of full event passes guarantee the City of **TBD** the 2018 Scotties Tournament of Hearts. It is simply a tool utilized to demonstrate community support to the Curling Canada.
- 2) Curling Canada will have absolutely no legal obligation, risk or costs related to this advance ticket drive in support of the **TBD** bid. All legal obligations and costs will be borne by the Bid Committee. The Bid Committee therefore indemnifies Curling Canada for any and all activities related to its bid. The Bid Committee will also collect all non-refundable deposits directly.
- 3) No Curling Canada marks, proprietary names, images or video footage are to be used without the authorized written consent of Curling Canada by an authority that can bind the corporation.
- 4) In the event that the City of **TBD** does not win the bid to host the 2018 Scotties Tournament of Hearts, the Bid Committee will refund 100% of all guaranteed deposits back in full, at its cost and direct administrative support, back to the customer who placed said deposit(s).
- 5) Should the City of **TBD** be successful in its bid to host the 2018 Scotties Tournament of Hearts, it will, upon the event being publically awarded to the City of **TBD**, forward 100% of all collected deposits to Curling Canada. Both parties understand that the guaranteed deposit per seat for a full event pass will be **\$100**. These deposits are guaranteed and therefore will not be refunded under any circumstance to the individual / customer if the City of **TBD** wins the bid. Instead, the **\$100** guaranteed deposit would be deducted from the full cost of a full event pass, at the rate, which Curling Canada, in its sole unfettered discretion, will establish. If the individual / customer decided not to pay the **\$100**, then they will forfeit their deposit in full (i.e.: non-refundable) and Curling Canada would return the seat to the Box Office for sale.

It is understood that the Bid Committee has been provided with the opportunity to use the above outlined concept in its pursuit of securing the rights to host the 2018 Scotties Tournament of Hearts. No other obligations

or commitments by Curling Canada in any form have been granted and Curling Canada has acted in the utmost good faith.

**IN WITNESS WHEREOF**, the parties here to have caused this agreement to be executed effective [the month], [day] and [year] first written above:

**CURLING CANADA**

Signature:

Name:

Title:

Signature:

Name:

Title:

**BID COMMITTEE**

Signature:

Name:

Title:

Signature:

Name:

Title: