

CONSULTING SERVICES



1. Who can benefit from CSTA Consulting Services?

CSTA Consulting Services are available to all CSTA members, including municipalities, destination marketing organizations, tourism bureaus, economic development agencies and sport event rights holders. This service is also available to the following organizations:

- Organizing committees of international sport events receiving public sector funding;
- National championship organizing committees under the umbrella of a rights holder organization;
- International, national, regional, and provincial bid/organizing committees that are supported by a CSTA member (e.g. municipality, economic development agency, convention bureau, tourism office);
- Provincial sport organizations and their affiliated clubs whose respective sport umbrella bodies (e.g. Sport Alliance of Ontario, Sports-Quebec) are CSTA members.

2. When and where can these services be accessed?

Consulting services are available on request, subject to the availability of a CSTA expert/consultant. Workshop and Speakers Bureau requests are also available.

CSTA promotes its Consulting Services via its website and at Sport Events Congress, where it provides an opportunity to its members to meet to discuss the available services. Once the scope of work is clarified, CSTA forwards a formal proposal/agreement to the member and identifies the consultant who would be assigned to the project.

3. What are the different services offered and at what cost?

Option 1: Providing a turnkey solution by producing a customized document¹ for a specific project.

Option 2: Advising CSTA members on how to produce a customized document for a specific project that can be adapted for future use.

Option 3: Provide strategic advice as per specific client needs.

3.1 CSTA Tools

The industry tools developed by CSTA include:

- Sport Tourism Planning Template (STPT)
- Bid Evaluation Model (BEM)
- Business Plan Template (BPT) including detailed budget
- Sustainable Sport Event Template (SSET)
- Sport Event Marketing Template (SEMT)
- Capital Scope of Work Template (CSWT)
- RFP Template for Sport Events (RFPT)
- Event Contract Template (ECT)
- Sport Event Bid Template (SEBT)
- Sport Tourism Economic Assessment Model (STEAM) and STEAM PRO

¹ Related to a CSTA tool in 3.1 or for other documents related to areas listed in 3.2



3.2 Other services

CSTA also offers services/strategic advice in the following areas:

- Strategic plan including hosting plan/matrix
- Feasibility studies
- Public funding requests/advice
- Legal services
- Dispute resolution advice
- National rights holder liaison
- International sport federation liaison
- Ticketing
- Human resources
- Communication
- Media measurement services
- Membership surveys
- Protocol
- Athletes' village
- Transportation
- Volunteer management
- Event registration/accreditation
- Results services
- Event presentation
- Broadcasting (TV and web)
- Venue construction, design, management and overlay
- Opening/closing ceremonies
- Pageantry

CSTA also provides strategic advice to:

- Bid committees
- Transition committees (between bid committees and organizing committees)
- Organizing committees

3.3 Costs

Option 1: Once the required scope of work is established, CSTA will forward a proposal with an outline of the services that could be provided, as well as the projected costs.

Options 2 and 3: \$125 per hour + travel expenses (if required).

Taxes not included. Contract and payment for these services will be administered directly by CSTA.

4. Who would provide these services?

CSTA has engaged a variety of sport event experts/consultants based in Canada to provide these services.

5. CSTA Workshop / Speakers Bureau

Workshop: A one-day sport tourism workshop is available that will include four subjects to be chosen by the client from the CSTA list of tools (see 3.1), in addition to a general presentation on sport tourism. Up to five experts/consultants would be available to deliver the workshop and to discuss the participants' future requirements.

Cost: \$5,000.00

Speakers Bureau: Presentations are available by one individual on a specific topic.

Cost: \$1,000.00

Taxes and travel costs not included².

6. How can I access these services?

Send an email to consulting@canadiansporttourism.com or call (613) 688-5843.

² Also not including room rental, audio visual and if necessary, lunch and refreshments for participants. The CSTA member would also be responsible for promoting the activity and managing the registration process.

Ce document est également disponible en français.



Canadian Sport Tourism Alliance
116 Lisgar Street, Suite 600
Ottawa, ON K2P 0C2
Tel (613) 688-5843
consulting@canadiansporttourism.com

