

Silhouettes of two hockey players in action, one skating and one shooting, positioned above the main title.

# Play On!

## 4ON4



# HOCKEY NIGHT IN CANADA'S PLAY ON!

NATIONAL CHAMPIONSHIP

THE REDWOOD CUP  
2017 RFP



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## 1/ Introduction:

As at Nov 1, 2016 Play On! Canada is extending the opportunity for Canadian communities to bid on the rights to host the Play On! 2017 National Street Hockey Championship (The Redwood Cup). Canada celebrates its 150<sup>th</sup> anniversary in 2017.

## 2/ Rights Holder:

### 2.1 Play On! Canada

Play On! Canada is a not for profit organization with a mandate "To promote the importance of play by producing and supporting events that provide Canadians with positive introductory sport experiences." Currently, the organization focuses solely on the Hockey Night in Canada's Play On! street hockey program, championing national unity and participation through the sport of street hockey, which is popular amongst so many young Canadians, but which is not yet recognized as an official sport in Canada.

The organization has the purpose to unify Canada, to help Canadians be healthy and active, and to encourage Canadians to keep playing (street hockey, ice hockey, and sport generally) when many national sport organizations are seeing participation decline.

The Hockey Night in Canada's Play On! is the largest tournament and sports festival of any kind in Canada and holds the Guinness World Record as the largest street hockey tournament. The program has attracted over two million Canadians to its events to date, and is supported by media partners CBC and Sportsnet. [https://en.wikipedia.org/wiki/Play\\_On!\\_\(tournament\)](https://en.wikipedia.org/wiki/Play_On!_(tournament))

The Redwood Cup is the name of both the national championship event and also the name of the trophy awarded to the winners of the national championship event. The trophy has previously been displayed in the Hockey Hall of Fame.





## 2.2 Description of Event

Play On! Canada and its partners will be organizing qualifying events across Canada during the May-June 2017 time frame. A total of sixteen qualifying events are expected to be held, and each event will generate fourteen qualifying teams who will have opportunity to attend. As a result, a total of 224 teams will be invited to the Redwood Cup National Championship event. The number of teams that actually attend the event will be a function of the event date, the event location, the amount of notice they have to prepare, the overall cost to attend, the prize award, and the financial support of their communities and event partners.

The Redwood Cup provides occasion for winners and finalists from qualifying tournaments (expected to represent over 100 Canadian communities) to gather to compete for the title of Canada's Greatest Street Hockey Players, as recognized on CBC television.

The tournament will include a two-hour, live television broadcast of the event to a national audience on CBC television.

Each team travelling to the event has historically included an average of 8 players and 16 spectators, for a total average group size of 24 individuals per team. We anticipate attracting a minimum of 100 teams to this event in 2017, so the estimated number of travelers, not including staff, referees, broadcast crew, and tournament sponsors, would be approximately 2400.

The tournament would ideally take place directly on a street, and would require three and one half days of full street closures. Day 1 (Wednesday) would be a day for event set-up. Day 2 (Thursday) and Day 3 (Friday) would be tournament competition. Day 4 (Saturday) would be final playoff rounds and the broadcast championship finals. The street closure would be required only for about half of that day.

One (1) 105ft x 40ft street rink would be constructed for every 10 teams that attends the event. If 100 teams attend, there would be 10 rinks constructed. If 150 teams attend, there would be 15 rinks constructed. For planning purposes, it is estimated that 1800ft of continuous (or proximal; could be four sides of a city block) street space (curbed, flat, smooth without cracks or potholes) would be required for this event. Additional space would be required for Play On! event trailers and broadcast trailers and related equipment, master scoreboard, and sponsor activations.

The proposed timing of the 2017 event is Aug 30 – Sept 2; there may be some date flexibility possible for good cause in the right event location.



## 2.3 Welcome Banquet

It is desirable that the bid include a facility to host, and an organizing committee / partners to provide a welcome Banquet/ Buffet Style Meal for all participants. (approx. 500 expected to attend) In addition to the meal, the banquet would include a video presentation about the community, a welcome from community leaders and sponsors, a greeting from the National Director, and (ideally) live entertainment. The bid should include covering all costs associated with this banquet. (Perhaps many provided in-kind)





### 3/ Obligations

#### 3.1 Mandatory Commitments

The following mandatory commitments from a bidding community are required:

- Bid application with answers to all questions and all requested appendices.
- Commitment letters signed by key partners outlining details of the type of support they will offer for the event;
- Support letter signed by the municipal and/or provincial funders;
- Bid communities accept that their responses to the bid application may be made public at the discretion of Play On! after the nomination of the hosting community;

#### 3.2 Obligations

For the event obligations, please refer to APPENDIX 2.







## 4/ Bid Procedure

The process of selecting the host community is focused on one primary objective: to select the best community to host the 2017 Hockey Night in Canada's Play On! National Championship (The Redwood Cup). Play On! reserves the right not to award the event to any bidding communities if they so decide.

November 1, 2016	Play On! opens candidature for the Hockey Night in Canada's Play On! 2017 National Championship by circulating the RFP to potential Bidding communities.
December 1, 2016	Deadline for potential bidding communities to send their letter of interest to Play On!. Play On! informs all bidding communities which have forwarded letter of interest that from this point forward, Play On! will respond to individual questions by potential bidding communities by sending responses to all bidding communities.
January 20, 2017	Deadline for bidding communities to send their bid document to Play On! by filling out the Bid application (see APPENDIX 3).
January 23, 2017	Play On! informs each bid community whether their bid has met the mandatory commitments and whether their bid is accepted or not.
January 24 - 27, 2017	Play On! Directors study the various bid proposals and score each topic of the bid application individually for each bid (see section 6).
January 30, 2017	Play On! Directors select the best community to host the 2017 Hockey Night in Canada's Play On! National Championship.
February 11, 2017	Proposed announcement of winning bid / selected host community during Hockey Night in Canada broadcast



## **5/ Bid Rules**

### **5.1 Confidentiality**

Confidential information is defined as any document marked “confidential” and which requires secure storage and limited reproduction and distribution. Potential bidding communities should not use the information for any purpose other than to prepare their bid for Hockey Night in Canada’s Play On! National Championship. Confidential information should not be transmitted to parties not involved in the process, including members of the media.

### **5.2 Guiding Principal**

Play On! believes the procedures for determining the host community, from the initial expression of interest in the bid to the selection of the host community, should be based on an open dialogue and fair process for all bidding communities. This process shall be conducted in an ethical manner, including but not limited to the following qualities: fairness, openness, transparency, equity and respect for all bidding communities.

### **5.3 Bid Document**

An electronic copy of the bid must be submitted.

The numbering within the bid application must be maintained and a table of contents must be included at the beginning of the bid application. The questions must be included in the bid application submitted to Play On!

### **5.4 Communication**

Potential bid communities must address all questions in writing to Jake Clarke [jclarke@playon.ca](mailto:jclarke@playon.ca) cc Scott Hill [shill@playon.ca](mailto:shill@playon.ca)





## 6/ Bid Evaluation

Play On! will nominate 3 staff members to make up the Bid Evaluation Committee and review all bids. Each staff member will review each bid application and score each topic individually.

		<b>Weighting</b>
		<b>%</b>
1	<b>Background</b>	5
2	<b>Support and partnerships</b>	15
3	<b>Facilities</b>	15
4	<b>Competition</b>	1
5	<b>Finance</b>	--
	5.1 Event Funds	25
6	<b>Communication, hosting services and other activities</b>	--
	6.1 Communication plan	2
	6.2 Hosting services (VIPs and sponsors)	2
	6.3 Other activities related to the event: Welcoming Banquet etc	10
7	<b>Operation</b>	--
	7.1 Accommodation	12
	7.2 Airport (including shuttle if necessary)	5
	7.3 Local Transportation	1
	7.4 Official languages	1
8	<b>Legacy</b>	3
9	<b>Overall Bid presentation</b>	3

## APPENDIX 1 – FACT SHEET

- The last Redwood Cup National Championship held under a structure as proposed herein was held in Yarmouth, Nova Scotia in 2013.
- The 2017 edition will take place in the period between late August and late September;
- The National Championship is planned and operated in full by the Play On! Canada national office under the direction of Scott Hill (National Program Director)
- The Redwood Cup will gather 700-1000 athletes from over 100 communities across 10 provinces;
- TV coverage of the Hockey Night in Canada's Play On! National Championship is expected to be broadcast at the national level by The Canadian Broadcasting Corporation. Total coverage of the previous event attained two hours of airtime in Canada. The broadcast can be seen here: <http://www.cbc.ca/player/Sports/Hockey/ID/2409171311/>
- Press coverage of the Hockey Night in Canada's Play On! is expected to generate one article per day during the event and one per week prior to the event;
- The Event website at the last edition reached 221,700 unique visitors
- The number of spectators from outside the host city normally expected to attend the Hockey Night in Canada's Play On! National Championship is 2500-3500





Appendix 1A – Sample Redwood Cup Site Map (Yarmouth, 2013)





## **Appendix 1B – Sample Operational Schedule**

### **Operational Schedule**

#### **MONDAY**

**8:00AM – 5:00PM – DIRECTOR’S SUMMIT**  
**7:00PM – 11:00PM – DIRECTOR’S SOCIAL FUNCTION**

**11:00AM – PLAY ON! EVENT TRAILER ARRIVES**

#### **TUESDAY**

**8:00AM – 5:00 PM – DIRECTOR’S SUMMIT**

#### **WEDNESDAY**

**6:00AM – ROAD CLOSURE BEGINS (BY CITY)**  
**6:00AM – ROAD TO BE SWEEP (BY CITY)**

**8:00AM – 8:00PM – EVENT SET UP**  
**8:00PM – 6:00AM (THURSDAY) – OVERNIGHT SECURITY**

**2:00PM – 10:00PM – PLAYER CHECK IN**  
**7:00PM – 10:00PM – WELCOMING BANQUET**

#### **THURSDAY**

**8:00AM – 6:00PM – GAMES ARE PLAYED**  
**7:00PM – 6:00AM (FRIDAY) – OVERNIGHT SECURITY**

#### **FRIDAY**

**8:00AM – 6:00PM – GAMES ARE PLAYED**  
**7:00PM – 6:00AM (SATURDAY) – OVERNIGHT SECURITY**

#### **SATURDAY**

**8:00AM – 6:00PM – GAMES ARE PLAYED**

**1:00PM – 2:00 PM – U17 FINALES**  
**2:00PM – 3:00PM – U19 FINALS**  
**3:00PM – 4:00PM – CELEBRITY GAME**  
**4:00PM – 5:00PM – WOMEN’S ELITE FINAL**  
**5:00PM – 6:00PM – MEN’S ELITE FINAL**

**6:00PM – 8:00PM - CLEAN UP**  
**9:00PM – ROADS REOPEN**





Note that a broadcast on CBC is expected but not guaranteed, the business case for the broadcast must still be justified but is important to all stakeholders. The following are logistical elements required for a national broadcast on CBC:

- Parking space for a 53ft production trailer
- Parking space for a 35ft satellite truck
- Parking space for a 20ft trailer generator
- At minimum, one (1) 8ft x 8ft riser (1ft high)
- At minimum, one (1) 16ft x 16ft riser (1ft high)
- One (1) scissor lift
- Space for bleachers for spectators
- Bleachers to hold up to 1500 spectators

The following is the minimum number of cameras provided by CBC for a national broadcast:

- One (1) 32ft jib camera
- One (1) center rink camera with a wide angle lens
- Two (2) corner cameras
- Three (3) handheld cameras

A national broadcast would also include the following:

- A high profile on site host (i.e. Scott Russell, or similar)
- Two (2) play-by-play commentators (i.e. Gord Stellick & Rob Snoek, or similar)







**Participants:**

*“On behalf of the St. John’s M-Fives, I would like to take this opportunity to thank you both for the outstanding event that you coordinated and pulled off last week.*

*Our team had the best vacation of our lives, and 3 of our players have visited Europe this year, while others have visited Florida and Jamaica this year alone. Each player indicated that he would prefer to partake in Play On! than be anywhere else in the world. Our 7 teammates were good friends before, but are now essentially best friends.*

*From the friends that we made from the rest of the country, to the hospitality in Yarmouth, we will forever remember our first national Play On! event with some of the fondest memories of our lives.”*

**- Darren Ryan, St. John’s M-Fives Team Captain, St. John’s, NL / 2013 Play On! National Championships in Yarmouth, NS**

*“I just wanted to thank you and everyone involved with Play On! for giving us the opportunity to play in the tournament. Everyone on my team was amazed at how well organized, structured and competitive the entire event was.*

*We had an unbelievable three days. We really appreciate being given the opportunity to participate in the tourney. It will be the highlight of my year.*

*I am amazed to see how much the tourney continues to grow every year and very much look forward to qualifying next year and hopefully attending nationals again. “*

**- Mark Goodman, Regina Shothawks Team Member, Regina, SK / 2013 Play On! National Championships in Yarmouth, NS**

*“Just wanted to drop a line to everyone in Yarmouth to say thanks for being such fantastic hosts for the Redwood Cup!! Our boys played in the 19 and under division (grinders) and even though they went 1 and 6, they had the best time!*

*Our boys were outmatched in every game, but always came away smiling, so happy to be discovering a part of the country they may never have seen if it weren't for this tournament. And after their experience during the Redwood Cup, I'm sure you'll see them back in your area as soon as they can get there!!*

*Yarmouth! A great town with even greater people!!  
Hats off to you! And thanks!”*

**- Wendy Godfrey (mother of the Captain of the Estevan Crazy Boys!), Estevan, SK / 2013 Play On! National Championships in Yarmouth, NS**

**Hosts:**

*“I would be remiss if I did not pass on my thoughts about the Play On! tournament. We were very pleased and proud to have been able to provide some assets in support of this amazing event. In the 30 years I have lived here I cannot recall anything that has had such a positive impact on our community. While I expect that the economic impact will be impressive, that is secondary to the impact it had on the attitude of our citizens. People were walking with a little more bounce in their step, were smiling a little more often, and complaining a lot less. It was like everyone was at a big party and they were all having fun. It even prompted some community pride as people pitched in and cleaned up Main Street. You have inspired us to look for more reasons to shut down Main Street and for that we all owe you a THANK YOU!”*

**- Gil Dares, General Manager of the Mariners Centre, Yarmouth, NS / 2013 Play On! National Championships in Yarmouth, NS**

*“My apprehension [about shutting down Main St. for 4 days] disappeared the [first] day of the play downs, it was a wonderful sight. Lots of people on the street, people coming in and people smiling. It was an absolutely wonderful event. On a scale of one to 10 – 10 being good – this was a 20. “*

**- Jim MacLeod, Deputy Mayor, Yarmouth, NS / 2013 Play On! National Championships in Yarmouth, NS**







**Media:**

***Heartbreaking Loss in Semifinal for “Hometown” Team***

<http://www.thevanguard.ca/Sports/Hockey/2013-09-28/article-3410933/Heartbreak-loss-in-semifinal-for-hometown-team/1>

***Yarmouth Praised as Redwood Cup Host***

<http://www.thevanguard.ca/Sports/Hockey/2013-09-28/article-3411012/Yarmouth-praised-as-Redwood-Cup-host/1>

***Business Community Give High Marks to Play On! Tournament***

<http://www.thevanguard.ca/Business/2013-10-07/article-3420269/Business-commu%20nity-gives-high-marks-to-Play-On!-tournament/1>





## Appendix 1E – Video & Photos

### Video:

**2013 National Championship Broadcast – Yarmouth, NS**

<http://www.cbc.ca/player/Sports/Hockey/ID/2409171311/>

### Photos:

A gallery of more photos is available below:

2013 Redwood Cup in Yarmouth, NS: <http://www.flickr.com/photos/107001699@N03/page1/>

Women's Final: <http://kenslens.ca/p548523489>

Men's Final: <http://kenslens.ca/p388600352>

2012 Redwood Cup in Niagara Falls, ON:

[http://www.flickr.com/photos/ryan\\_tir/sets/7215763169061368](http://www.flickr.com/photos/ryan_tir/sets/7215763169061368)





## **APPENDIX 2 – BID COMMUNITY OBLIGATIONS**

### **1 GENERAL INFORMATION**

The bidding community must demonstrate its desire to host the Hockey Night in Canada's Play On! National Championship and that it is capable of hosting such an event.

### **2 SUPPORT AND PARTNERSHIPS**

Please note that in order to be considered, a host proposal will require the collaboration between a Tourism authority, municipality, downtown business association (if applicable) and the local hotel community. Play On! requires one project lead and one point of contact with each of the tourism authority, the municipality, and the hotel partner(s). It also requires one designated project lead for the entire project.

The following **CITY SERVICES** must be provided at no cost to Hockey Night in Canada's Play On!:

- All permits (i.e. there should be no charge to the event organizers for permit applications)
- Road usage (i.e. there should be no charge to the event organizers for use of the street or parking lot venues)
- Street sweeping/paving (i.e. cracks & potholes patched up) in advance of the event, if necessary at no charge to the organizers.
- Streets closures (i.e. closing of the street to be implemented by the City at no charge to the event)
- Detour signage (i.e. any traffic signage created or used to communicate road closure and detour details in advance of and during the event are to be provided by the City at no charge to the event organizers).
- Water access
- Waste management (Trash cans and 20-yard dumpster)
- If the City prescribes need for any additional City services for its own purposes, preferences, or to maintain its own bylaws, (for example, a requirement for paid duty policing) these services should be provided at no cost to Hockey Night in Canada's Play On!

### **3 FACILITIES**

There are three possible venue options for this event. They are:

- A. All rinks will be built on an on street location in a high profile area.
- B. Rinks will be built on a combination of on street and parking lot space in a high profile area
- C. All rinks will be built in a parking lot space in a high profile area.

Since this is a street hockey program and in order to increase the awareness and build the hype surrounding the event, it is **STRONGLY PREFERRED** to use a high profile, on street location. Play On! will consider all three venue options. However, to reflect the on street preference, each option will be graded differently according to the following scale:

- Option A can receive a grade of 15 out of 15
- Option B can receive a grade of 13 out of 15
- Option C can receive a grade of 11 out of 15



## **Footprint Requirements:**

### **Option A:**

Playing surfaces will be held right on the street. Footprint requirements are:

- 1800 ft\* (675m) of continuous street space is required in order to house the 15 street rinks (each rink approx. 105 x 45) that would be constructed directly on the street for this event. Street must be:
  - Flat, clean and well maintained (no large cracks or potholes)
  - Between 40 ft. and 55ft in width\* at all points, with 45ft being an ideal width
  - Be curbed, or at least mostly curbed, on each side
  - Have large sidewalks on either side to allow for fans to watch as well as foot traffic.
  - Street must drain well. If it rains, there can't be any pooling water that will affect play and safety.
  - Be in a high profile location (i.e. downtown setting)
- Road closure must be full and complete (with no interruptions), from curb to curb, for the duration of the event. Road cannot be opened to traffic during the event
- 10,000 sq. ft.\* of adjacent green space for tournament headquarters and event sponsor activation.
- Must identify the location of the "feature rink" where the championship games will be held. The feature rink can ideally be surrounded by bleachers for spectator seating.

\*All measurements are approximate and should be used as a guideline.

### **Option B:**

Rinks will be held in a combination of on street space and parking lot space in a high profile area. Footprint requirements for the on street portion are as outlined in Option A. Note that since less rinks will be right on the street, the length of the street required can be reduced accordingly. The footprint requirements for the parking lot space are as follows:

- As a rule of thumb, each rink requires 6500 sq. ft.\* of space. This accounts for space in between rinks to separate adjacent rinks and provide room to walk between rinks safely.
- Parking lot surface must be flat, clean and well maintained (no large cracks or potholes)
- Parking lot must drain well. If it rains, there can't be any pooling water that will affect play and safety.
- Parking lot closure must be full and complete (with no interruptions), for the duration of the event. Parking lot cannot be opened to traffic during the event.
- 10,000 sq. ft.\* of adjacent green space for tournament headquarters and event sponsor activation.
- Must identify the location of the "feature rink" where the championship games will be held. The rink can ideally be surrounded by bleachers for spectator seating.

\*All measurements are approximate and should be used as a guideline.

### **Option C:**

All rinks to be held in a parking lot location. Footprint requirements are as outlined in the parking lot section of Option B above.





## **4 COMPETITION**

Play On! will require 25 quality referees to be available for the entire event. Some of these referees will need to be sourced locally. Valid accreditation will be a valuable asset. However, Play On! will provide additional training as Play On! has its own unique set of rules. Play On! requires one point of contact who will help source local referees, volunteers and liaise with the local hockey community on Play On!'s behalf.

## **5 FINANCES**

### **5.1 Finances**

Play On! retains complete control of event sponsors and media partners. Therefore, any funding for the bid must come from the City, Province, Regional or Local Tourism Organizations, Economic Development, related sources, Hotel Community. Outside of these organizations, sponsors who are not in the financial, automotive, telecommunications, beverage, sporting goods or hardware retail, hockey industry, courier, fruit smoothie, rail, airline, or apparel industries may be approached locally.

Major expenses associated with this event include:

- Staffing & Travel
- Marketing & Promotions
- Programming Development / Creative Design
- Event Assets (Rinks, Nets, Sound, Signage, Bleachers, Feature Rink, etc.)
- Insurance (\$10M CGL)

Minimum Financial Request

\$400,000

## **6 COMMUNICATION, HOSTING SERVICES AND OTHER ACTIVITIES**

### **6.1 Communications**

An adequate communication plan is required to engage the community and get them excited about the event.

### **6.2 Hosting services (VIPs and sponsors)**

Participants and their friends/families, Play On! Directors and event sponsors should enjoy the hospitality of the community. What sort of attractions and activities are available to the players outside of the event when they are not playing?

### 6.3 Other activities related to the event such as the welcoming banquet, and other:

#### Welcoming Banquet (Mandatory):

- A banquet hall (Capacity 500) for Check-in and Welcome Banquet.
  - Play On! will require help planning the Welcome Banquet and in most cases it is encouraged that the host community take a lead role in planning this activity so that it can present the unique qualities of the host community.
  - For example, the host community will be asked to help source local vendors, entertainers and local food options so that the participants experience the hospitality of the host community.

#### Other (Optional):

- Any other activities used to showcase the uniqueness of the community, attract more spectators from the surrounding region or enhance the event in general are welcome and encouraged. However, as these activities are above and beyond the tournament, a greater financial investment by the bidding community will be required to cover the added costs of such activities.
- For example, in 2013, CCMA Male Artist of the Year Dean Brody performed live (free to spectators) during the event, drawing greater crowds from throughout the region.



## 7 OPERATIONS

### 7.1 Accommodation

The following **HOTEL REQUIREMENTS** must be met to properly host this event:

- Host City must have enough hotel rooms in close proximity to the event site to house all event staff (40) Production staff (50) and tournament participants/supporters (estimated 550 room nights for 4 nights – approximately 2200 total room nights)
- Hockey Night in Canada's Play On! requires an exclusive hotel partnership with at least one and up to a maximum of four (4) marquee hotels\* with the understanding that the participants/supporters travelling from more than 200km away are obligated to stay at the host hotels. The host hotel(s) will be recognized as and receive all the benefits of being a full event partner (including feature during national TV broadcast) in exchange for:
  - 100 complimentary room nights (including complimentary parking and internet) to be used at the sole discretion of event organizers (for event staff)
  - \$1000 In-hotel Food Credit (no alcohol) for use by Event organizers (Per hotel)
  - A competitive (fair market) rate for tournament participants/spectators
  - One complimentary Premium Executive Suite for 7 nights (Tournament headquarters)
  - Hotel(s) assistance in receiving and securely storing some event assets that will arrive event week. Items will include things like boxed apparel, rink banners, prizes, balls, and electronics.

### 7.2 Airport

Host City must be reasonably accessible by a major Canadian airport.

### 7.3 Local Transportation

If there is significant distance between the event site, the hotels and the facilities for check in, welcoming banquet, and closing awards banquet, a local transportation plan may be required.

### 7.4 Official languages

English and French







## **APPENDIX 3 – BID APPLICATION TO BE RETURNED TO PLAY ON!**

Bidding communities will submit a proposal (in writing via electronic email attachment) to Hockey Night in Canada's Play On! – Attn: Jake Clarke and Scott Hill.

Note: there is no formal application form. however, more comprehensive bids will be given greater consideration. Bids must also:

- Be submitted as a single PDF document
- Be less than 3MB
- Be less than 12 pages (not including maps, pictures and letters of support)

Bidding communities will be evaluated by Play On! on the basis of each of the topics below. Certain topics will have more importance than others; please see section 6 (Bid Evaluation) for more information.

### **1 BACKGROUND**

- 1.1 Please describe your bidding community.
- 1.2 Please outline the meteorological climate for the proposed event date.
- 1.3 Which sporting events and non-sporting events has your bidding community hosted recently?
- 1.4 Please comment on your community's desire to host this event and what sort of local support can the tournament expect. Will the community rally around this event and join in the festivities?
- 1.5 Please describe your hockey community.

### **2 SUPPORT AND PARTNERSHIPS**

- 2.1. Have you received any commitments from various local, regional, provincial or federal governments, organizations or institutions?
- 2.2. Who will be the main points of contact should your community be awarded this event?
- 2.3. Do the City services comply with or exceed Play On!'s obligations?

### **3 FACILITIES**

- 3.1. Does the existing competition site comply with or exceed Play On!'s requirements?
- 3.2. Will the competition site require a paving/repairs and if the answer is yes, do you have confirmation of funding and a confirmed construction timetable?
- 3.3. Please include a map of the area, which shows the proposed event site and applicable detours.

### **4 COMPETITION**

- 4.1. Who will be the contact to help source local referees and engage the local hockey community?
- 4.2. Who will be the contact to help source local volunteers?



## **5 FINANCES**

- 5.1. Does your bid comply with or exceed Play On!'s financial request?

## **6 COMMUNICATION, HOSTING SERVICES AND OTHERS ACTIVITIES**

- 6.1. Please outline your communication plan factoring in the communication obligations. More specifically how can you ensure that many spectators will be present?
- 6.2. What type of services to the media do you intend to provide during the event?
- 6.3. What type of hosting services are available to our participants and their friends/families?
- 6.4. What sort of activities are there for the player and their friends/families to do? while they aren't participating in the event?
- 6.5. Please elaborate on the facilities that are available to host Play On!'s check in/welcoming banquet, and Play On!'s Directors summit.
- 6.6. Please elaborate on how the bidding community will make each of these other activities memorable to all the participants and unique to the bidding community.
- 6.7. Do you plan to include any additional activities such as a high profile musical artist to compliment the tournament?

## **7 OPERATIONS**

- 7.1. Does your accommodation facility comply with or exceed Play On!'s requirements and what type of services do you intend to provide at the various accommodation sites?
- 7.2. What is the closest airport?
- 7.3. Please outline your local transportation plan (if applicable – not necessary if hotels are within walking distance of the rinks.)

## **8 LEGACY AND CONCLUSION**

- 8.1. What sort of impact do you expect this event to have on the bidding community?
- 8.2. Why should we select your community to host this event?

## **APPENDICES**

Bidding communities need to include the following appendices:

- Appendix A - Bidding community site map with all venue locations
- Appendix B - Competition site street plan and photos
- Appendix C - Commitment letters from funders, Tourism authority, municipality and hotel partners
- Appendix D – Accommodation forms (one per hotel) and photos



Appendix D (bid application) - Hotel forms (one per hotel)

GENERAL INFORMATION			
Hotel name:		Owner:	
Address:			
Telephone:		Web site:	
Opening year:		Last renovation:	
CAPACITY			
	Capacity	Booked	Costs + tax (without breakfast)
Single (1 bed)			
Double (1 bed)			
Twin (2 beds)			
Triple (2 beds)			
Quad (2 beds)			
Junior suite			
Suite			
Presidential suite			
CHARACTERISTICS			
No. of stars:		No. of meeting rooms (also incl. total square meters):	
No. of restaurants:		No. of bars	
Services available in the rooms			
Services available in the hotel			
Outdoor space for temporary structures (details and square meters)			
Distance (km) to airport:		No. of minutes:	
Distance (km) to downtown:		No. of minutes:	
Distance ( km) to competition site:		No. of minutes:	
Parking (no. of spots)	Cars:		Buses:
Pick up / Drop off (no. of spots available)	Cars:		Buses:
Distance from public transportation stops:			





**THANK YOU FOR CONSIDERING  
HOCKEY NIGHT IN CANADA'S  
PLAY ON!**

**NATIONAL CHAMPIONSHIP**

**THE REDWOOD CUP 2017**

**WE LOOK FORWARD  
TO RECEIVING YOUR BID!**