

# 2019 Esso Cup National Female Midget Championship



## Hockey Canada Bid Guidelines



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## Introduction

Hockey Canada is now in the process of accepting bids for the 2019 Esso Cup, the National Female Midget Championship.

The 2019 Esso Cup is scheduled to be held between the dates of April 21 – 27, 2019, with a tournament format including a single round robin schedule followed by two (2) semi-final games, a bronze medal and a gold medal championship game for a total of 19 games.

The Esso Cup will be comprised of six (6) teams, the Host team that will be joined by the five (5) Regional Championship teams representing the following Regions.

Pacific  
West  
Ontario  
Quebec  
Atlantic

The attached document is a detailed information package for prospective Host Organizing Committees. The package contains information to assist potential host groups in building their bid documents for presentation, including an overview of Hockey Canada and Host Organizing Committee responsibilities.

If you have questions with the information detailed within the bid guideline package, please contact,  
Dean McIntosh  
bids@hockeycanada.ca  
403-777-3643

*The 2017 Esso Cup will be held in Morden, MB. April 23-29, 2017 and the 2018 Esso Cup will be held in Bridgewater, NS. April 15-21, 2018.*

## Site Selection Committee

The make-up of the Site Selection Committee is as follows:

Members:

- Hockey Canada Director or Designate (Director assigned to Female)
- Dean McIntosh, Senior Director Events and Properties, Hockey Canada
- Joanne Hughes, Chair, Female Council Hockey Canada

Resource Person:

- Anne-Marie Murphy, Manager Events & Properties, Hockey Canada

The Esso Cup is a Hockey Canada event hosted in partnership with a Host Committee, the Host Member and the local Minor Hockey Association. The Host Organizing Committee for the Esso Cup will report to a Steering Committee consisting of representatives from Hockey Canada and the Host Member.

## Bid application process

The following bid guidelines have been developed by Hockey Canada strictly for the purpose of facilitating the selection of the site for the 2019 Esso Cup. Hockey Canada and the Site Selection Committee reserve the right to make changes to the bid criteria at any point in time as may be deemed necessary. Hockey Canada and its designated Site Selection Committee also reserve the right to request additional information from the potential host sites concerning any aspect of the application or subsequent materials supplied throughout the bid process.

## Timelines and process

### Step 1 – February 1, 2017 – Electronic circulation of bid guidelines

Hockey Canada will forward the bid guideline packages to all regional Members for open bid prior to February 1, 2017 at 5 pm MT.

### Step 2 – April 3, 2017 – Deadline for submission of final endorsed bid documents from the Member Office

All Members must submit the electronic copy of the Member-endorsed bid documents to Hockey Canada no later than April 3, 2017. If for some reason the document cannot be emailed please ensure you contact the Hockey Canada office to coordinate delivery of the bid documents prior to the deadline.

The bid package can be shipped to Hockey Canada Suite 201, 155 Canada Olympic Road SW Calgary, AB T3B 6B7 to the Attention of Dean McIntosh or e-mailed to bids@hockeycanada.ca

### Step 3 – April - May 2017 – Review of bids

The Site Selection Committee will review all Member endorsed bids. The Site Selection Committee may request additional information or request answers to follow up questions at any point in time in order to assist with the bid review and to short-list applicants for in-person bid presentations.

- The Site Selection Committee may determine a date, time and location for formal in person bid presentations. Bid groups will be given as much lead time as possible in order to arrange travel and prepare their presentation. Format and specific requirements for the presentation will be emailed to the group in advance.
- The Site Selection Committee reserves the right to conduct site visits at any point in the bid process.

### Step 4 – May 2017 – Hockey Canada Decision

- Representative of the Site Selection Committee will present a summary report and 2019 host site recommendation to Female Council. This report will be presented via e-mail to members of Female Council.
- This will allow Female Council members time to ask any questions they have in respect to the report or the respective bids. It will also allow time for the Site Selection Committee to confirm that due diligence and process have been followed.

- iii. Female Council will consider the recommendation and if approved, will forward their recommendation through their Council Chair to the Hockey Canada Board of Directors for formal approval.
- iv. In submitting their applications to host, the bid applicants have acknowledged that the decision to award the hosting of the 2019 Esso Cup rests solely with Hockey Canada through the Site Selection Committee as approved by the Hockey Canada Board of Directors.
- v. The recommendation from the Site Selection Committee to Female Council is based on the information contained in the bid presentation and bid documents provided to them.
- vi. It is the responsibility of the Host Organizing Committee, Host Member and any other bid partners to begin fulfilling the obligations of the bid guidelines as well as the commitments laid out in the winning bid immediately upon being awarded the 2019 Esso Cup.
- vii. Host Organizing Committee and Host Member will submit signed copies of the event contract back to Hockey Canada prior to any formal public announcement regarding the 2019 host site being made.
- viii. A debriefing process will be made available to all unsuccessful bid applicants shortly following the announcement of the successful bid. A minimum two (2) members of the Site Selection Committee will take part in this process with interested groups.

### **Event structure and Committees**

To ensure the event is conducted in the most successful manner possible, Hockey Canada will form a partnership to oversee the operation of the event with the Host Member, and the Host Organizing Committee.

To ensure the event is conducted in accordance with acceptable Hockey Canada standards and expectations, committees will be structured to manage the event as follows:

#### **Steering Committee**

The Steering Committee will oversee the operation of the event, including the activities of the Host Organizing Committee, on behalf of Hockey Canada;

The Steering Committee will approve the operating budget, business plan and organizational guidelines for the Host Organizing Committee and make policy decisions regarding the event;

The members of the Steering Committee will be as follows:

Chairman:	Senior Director, Events and Properties, Hockey Canada
Voting Members:	Local Organizing Committee Chair Host Member President or Designate Female Council Representative
Staff Resource Person:	Hockey Canada Events and Properties Manager

The Event Manager, based on the established qualifications and job descriptions, shall assist with and support preparations of the Host Organizing Committee.

## **Host Organizing Committee**

Reporting to the Steering Committee, the Host Organizing Committee will be responsible for the organization, administration and staging of the 2019 Esso Cup.

The Host Organizing Committee will be made up of representatives from the local business community, local junior hockey programs, local minor hockey programs, the host team, and the Host Member.

The structure of the Host Organizing Committee and the appointments to senior volunteer positions within the organization, including the Host Committee Chairperson must be included as part of the bid submission. These positions are subject to approval of the Steering Committee.

## **Tournament Directorate**

The Tournament Directorate is responsible for the operation of the on-ice competition at the event. The Directorate is comprised of a Chair, as appointed by Hockey Canada and one (1) Member Representative assigned by each competing Members to represent their team.

## **Bid presentation documents**

### **Overview**

All bid presentation documents must be prepared for submission to the Site Selection Committee ensuring that all of the following elements are included. Any bid submitted without the following details, as well as all details required in the bid checklist on page 22, will not be considered by the Site Selection Committee.

- I. Introduction – explain the goals for your bid group and the direction you hope to take the 2019 Esso Cup.
- II. Site selection overview (page 20) included as the first page of your bid document.
- III. Community overview.
- IV. Business plan – explain in detail how you are going to ensure the financial success of your event and how you are going to track this from start to finish.
  - i. Financial plan – including budget projections
  - ii. Detailed ticket sales strategy
  - iii. Detailed sponsorship strategy
  - iv. Detailed marketing/advertising plan
  - v. Legacy plan
- V. Operational plan – how your group is going to coordinate the execution of the 2019 Esso Cup.
  - i. Marketing/sponsorship/grants
  - ii. Arena/facilities
  - iii. Hotel accommodations
  - iv. Food services
  - v. Transportation
  - vi. Media services
  - vii. Accreditation/security
  - viii. Team services
  - ix. Community events
  - x. Bilingual services
  - xi. Medical facilities and emergency services
  - xii. Insurance
  - xiii. Human resources and volunteer services
  - xiv. Tournament schedule

## Site Selection Committee Considerations

The bid presentation should contain certain components in order for the Site Selection Committee to make a detailed evaluation of the bid submissions. This section will provide some additional detail in terms of responsibilities and expectations in those areas.

## Community overview

The bid presentation should contain an overview of the host community, host region as well as any other unique characteristics which may enhance the bid. What will differentiate this community from another looking to host the 2019 Esso Cup?

- i. Rationale supporting the bid by potential host community and region, highlighting some of the characteristics of the communities and surrounding areas that will be utilized in the event.
- ii. Map of the host community indicating locations of key facilities (i.e. arena, hotels, ancillary venues) with detailed listing of distances and travel times.
- iii. Bid should include an introduction to key personnel on the Bid Committee and how they will be utilized as potential members of the Host Organizing Committee, this can be laid out in the form of an organizational chart.
- iv. The bid documents should include information as to what the goals and mandate are for the Host Organizing Committee as well as indicators that can be used as benchmarks to track and measure the level of success of the event to the Host Organizing Committee.

## Business plan

The bid presentation should include a comprehensive business plan which will serve as the primary guide for the organization and the financial operation of the event. The business plan should tie together a ticketing plan, sponsorship plan, and budget, along with the marketing/advertising plan.

The business plan should include the following information:

- i. Key financial objectives and measurable success indicators, break-even versus targeted goals.
- ii. Financial forecast reflecting all potential revenues and all potential expenditures associated with staging the event. Include information to support the numbers and how you plan to reach your targets.
- iii. Ticketing plan and strategy detailing every phase of ticket sales, price points, timelines and targets.
- iv. Sponsorship plan and strategy detailing all levels of sponsorship, prospect list, price points, timelines and goals. Sponsorship plan needs to recognize Hockey Canada's sponsorship guidelines and exclusivities as well as detailing any in kind partners who may be able to assist your event.
- v. Marketing/advertising plan that incorporates earned and bought media from day one until the championship is over. This plan should detail the advertising plan, media plan and how all levels of media will be engaged, as well as tying in the sponsorship and ticket sales plans.
- vi. Detailed critical path on all key tasks the Host Committee will be attempting to accomplish in hosting the 2019 Esso Cup.

## Financial information

The financial information in the bid documents should follow the guidelines listed in this section.

- i. The bid documents must include a realistic financial forecast which demonstrates the level to which net proceeds can be achieved. A sample budget, highlighting suggested line items can be found in Appendix A.
- ii. The bid documents must include a comparison of budgets between the Host Organizing Committee ideal budget and a break even budget.
- iii. Detailed legacy plan on how the Host Organizing Committee plans to share any potential profits post event. A sample legacy plan can be found in Appendix G.



## Host Organizing Committee revenue opportunities

The financial information in the bid documents should highlight how the Host Organizing Committee plans to maximize revenue opportunities in hosting the 2019 Esso Cup. A breakdown of some opportunities is listed below:

- i. Ticket sales
- ii. Local sponsorship
- iii. Government grants and funding
- iv. Community grants and funding
- v. Merchandise sales (Percentage of sales from Hockey Canada merchandiser)
- vi. Program / game day line up sales
- vii. 50/50 sales
- viii. Special events/fundraising
- ix. Concessions
- x. Other sources as detailed in your bid documents

## Host Organizing Committee – Financial obligations

The Host Organizing Committee's obligations for event expenses include, but are not limited to the following items:

### Accommodations

#### Teams

The Host Organizing Committee must provide appropriate and acceptable hotel accommodations for all teams participating in the Esso Cup. **Hockey Canada is responsible for paying for accommodations for all participating teams.** Hockey Canada will negotiate all hotel contracts with accommodation providers. The Host Organizing Committee must provide 13 double rooms per team. It is also suggested that five (5) additional rooms be held for visiting teams, which if utilized will be paid for by the teams.

#### Officials

The Host Organizing Committee must provide appropriate and acceptable hotel accommodations for all on ice officials (16) and tournament referee in chief (1). The Host Organizing Committee must provide and **pay** for eight (8) double rooms and one (1) single room for the officials and Referee in Chief.

#### Member Reps

The Host Organizing Committee must provide appropriate and acceptable hotel accommodations for all the participating team Member Reps (5). These rooms should ideally be located with their teams if possible. The Member Reps are financially responsible for these rooms.

#### Other accommodation requirements

The Host Organizing Committee must hold an additional 30 rooms for Hockey Canada, TSN, merchandise, and scouts/media. These rooms need to be blocked off. Groups are responsible for payment on their own.

### Travel

#### Visiting team travel

The Host Organizing Committee must **pay** for all team travel once teams have arrived on the ground. This shall include the following:

- Return ground transportation to and from the nearest airport.
- Local ground transportation for all event related activities including practices, games, meetings, banquet and any other special events the teams are requested to attend.

## **Officials**

The Host Organizing Committee must ensure the officiating team has access to local transportation for games, airport pick up and drop off, banquet, morning skates or any other special events the officiating team is requested to attend.

The Host Organizing Committee is responsible to **pay** the following fees to all on ice officials as well as the Referee in Chief.

- All game fees associated with two (2) referees and two (2) linesmen per game. Fees will be based on the host Member regular Female AAA playoff fees and should be paid out no later than the end of each game.
- Daily meal per diem to be paid to all on ice officials and Referee in Chief based on the standard official per diem of \$70 a day (\$20 breakfast, \$20 lunch, and \$30 dinner).
- Meal per diem at the time of the event and should be paid out at the first officials meeting.
- Any host arranged meals like the banquet will be deducted from the overall per diem based on the current rate for that particular meal.

## **Other Host Organizing Committee – Financial obligations**

### **Arena - Facility**

The Host Organizing Committee must pay all arena-related expenses including but not limited to the following:

- Facility and ice costs – The Host Organizing Committee must have exclusive use of the arena and main ice pad, two (2) days prior until one (1) day after the Esso Cup. This should include installation of Hockey Canada textile ice logos and any ice preparation costs.
- Score clock.
- Video score clock.
- Any facility electronic signage.
- Signage, banner installation costs at the arena for Hockey Canada, and local sponsor signage.
- Any costs associated with providing a “clean building”
  - “Clean Building” refers to ensuring the facility is provided to the Host Organizing Committee with the ability to cover any existing signage, including but not limited to ice, rinkboards, ice resurfacers (Zamboni) and any additional signage deemed to be “in camera” or in conflict with Hockey Canada’s national sponsor exclusivities.
- Any required signage at any secondary facilities including production, installation and removal costs associated with the required signage which will be decided upon by Hockey Canada.
- Any costs associated with ensuring the facility meets the necessary specifications for television broadcast. Lighting, power, internet, camera positions, broadcast positions and any other costs that come out of the TSN site visit to ensure the venue is able to accommodate the broadcast. Broadcast minimum specs can be found in Appendix E.
- Building staff – Any staff required to run a successful event with large crowds, including game operations staff.
- Minor off-ice officials required to run games, including score keeper, goal judges, time keeper, penalty box attendants and bilingual PA announcer.
- Security staff and costs.
- Meeting space.
- First Aid – Medical staff costs & space usage.

## **Team services**

The Host Organizing Committee must provide the following team service elements at their cost:

- Laundry service for teams to have their team laundry done after games. This will include jerseys, socks, and player undergarments.
- Equipment repair service on call for all teams in the case of an emergency.
- Shower supplies in the team dressing rooms for all travelling teams.
- Daily towel service for all teams following practices and games.
- Industrial fans, dehumidifiers, and heaters where necessary to assist in drying of team equipment between games and practices.
- Access to drinkable water in venue.
- Snack station at each room prior to games. Supply list can include yogurt, bagels, granola bars and fruit.
- Access to ice for Gatorade containers and for team training staff.
- Provide a qualified physician on site for all practices and games. Provide an ambulance service on site for all games.
- Provide a list of other qualified medical professionals that can be made available on call for the teams during the tournament (Dentist, chiropractor, physio, massage, etc.)

## **Administration, marketing & media**

The Host Organizing Committee must pay for the following items and services:

- All marketing, advertising, promotion, public relations and related sponsor servicing expenses.
- The production of opening ceremonies, ancillary events (fan zone, cabaret) and other in game ceremonies.
- Various event administration expenses, including but not limited to staffing, furnished offices, meeting rooms, salaries, IT needs, and utilities.
- Media services and related expenses as referenced in Appendix F
- Insurance – including content and event cancellation insurance
- Awards banquet and any costs associated with the hosting of the banquet. Including tickets for participating teams, officials, Member Reps, Hockey Canada staff, one table for Esso, sound system, program and production costs.
- Production of four (4) host committee rinkboards. Approximate costs are \$250.00 per board, with two (2) boards required for each position.

## **Tickets**

The Host Organizing Committee must reserve or provide the following tickets as part of hosting the Esso Cup.

- Two hundred (200) complimentary VIP Tickets will be provided to Hockey Canada for each game of the tournament. These tickets will be used for corporate partners and Hockey Canada volunteers.
- Two hundred (200) regular tickets will be reserved by the Host Organizing Committee for each game for the participating teams. These tickets will be held up to 48 hours in advance of each round robin game for the competing teams to be able to purchase. The tickets held for the semi-final and final will be held up to 12 hours in advance depending on game times. If the competing teams do not purchase the tickets the tickets will be returned to the host for sale
- Identify a suitable space for the player tribune
- Hockey Canada holds the right to negotiate a split on ticket revenue with the Host Organizing Committee.

## **50/50**

The 50/50 is a Host Organizing Committee Expense should they choose to host draws.

## **Proposed local legacy plan**

Bid groups must provide specific detail on how the local portion of the financial legacy will be directed after the event is completed and finances have been audited. The event Steering Committee will approve the final legacy plan. This plan will be used to provide direction and show the Site Selection Committee where bid groups see their legacy being directed back into grass roots hockey initiatives. Please see Appendix G for a sample legacy plan template.

## **Other**

Hockey Canada will arrange for a detailed visitation program with the 2018 Esso Cup hosts in Bridgewater, NS. All bid groups should budget for travel, meals and accommodation associated with this trip to ensure the right people from the Host Organizing Committee are on site in Bridgewater to learn from firsthand experience what it takes to host this event.

The Host Organizing Committee must create and submit an event final report. This final report should be part of all initial planning stages as people in key roles will need to be aware of this commitment. All members of the Host Organizing Committee should be compiling information for this report upon being awarded the event. The final written report, in conjunction with the closing financial statement, are the final steps in hosting the Esso Cup and fulfilling the contractual obligation of the committee.

## **Hockey Canada – Financial obligations**

### **Hosting grant**

Hockey Canada will provide a hosting grant in the amount of \$24,000.00 to the Host Organizing Committee based on the following payment schedule and Host Organizing Committee deliverables.

- \$12,000.00 (50%) will be paid by Hockey Canada following the Host Organizing Committee submission and Steering Committee approval of the event marketing plan, ticket sales plan, media plan, sponsorship plan, critical path and working budget.
- The second \$12,000.00 (50%) will be paid by Hockey Canada following the submission and approval of the event final report.
- Hockey Canada reserves the right to conduct a financial audit of the event, following the submission of the closing financial statement. This audit would be paid for by Hockey Canada. The final installment of the hosting grant would be paid following the audit proceedings if this step is chosen by Hockey Canada.

### **Team costs**

- Hockey Canada will pay the airfare for all competing teams. Up to 26 people.
- Hockey Canada will pay for accommodations for all competing teams. Up to 26 people.
- Hockey Canada will pay for meals for all competing teams. Up to 26 people, three meals a day.

### **Hockey Canada staff costs**

Hockey Canada is responsible for all travel, meal and accommodation costs for all Hockey Canada staff including any National Supervisors and the Tournament Chair. This includes any costs incurred by Hockey Canada for site visits and planning meetings in the host community.

### **TSN Broadcast**

Hockey Canada will cover all the production costs associated with the National television broadcast of the Championship final by TSN/RDS.

## **Accreditation**

Hockey Canada will provide and produce accreditation passes. The Host Organizing Committee is responsible for completing the accreditation template provided by Hockey Canada to ensure all volunteers, Host Committee members and other staff have proper accreditation for the event.

## **Visiting Teams**

The Host Organizing Committee must provide player access accreditation to a maximum thirty 30 passes per team at no cost.

## **Officials**

The Host Organizing Committee is required to provide all members of the officiating team with player access accreditation. This will include the tournament Referee in Chief as well as any National Supervisor assigned to the event.

## **Member Representatives**

The Host Organizing Committee is required to provide all Member Reps with VIP All Access accreditation for the Esso Cup.

## **Hockey Canada**

Hockey Canada staff and the Tournament Directorate Chair will require All Access accreditation for the duration of the Esso Cup.

## **Souvenir Event Program**

If the Host Organizing Committee and Hockey Canada collectively agree to provide an official souvenir program for the Esso Cup, Hockey Canada will cover the cost of production and printing that program. An agreed upon number of programs will be provided to the Host Organizing Committee with a minimum four pages of advertising being made available to local event sponsors.

## **Awards**

Hockey Canada will provide and pay for the following awards for the Esso Cup.

- A minimum of thirty (30) Gold, Silver and Bronze medals
- Two (2) Player of the Game awards for each game. The Host Organizing Committee may add a local item to augment this gift.
- The following trophies to be presented at the Esso Awards Banquet:
  - Most Outstanding Player Trophy
  - Most Sportsmanlike Player Trophy
  - Top Defenseman Trophy
  - Top Goaltender Trophy
  - Top Forward Trophy
  - Top Scorer Trophy
- The Esso Cup to be awarded to the winning team following the Championship game.

## **Merchandise**

Hockey Canada owns all merchandise rights for the Esso Cup. A percentage of sales will go back to the Host Organizing Committee.

## **National Partner support**

Hockey Canada will support the Esso Cup with products from various national sponsors. This product allotment will be finalized by your event manager four to six months out from the event. In the past this has included Gatorade for all teams, Pepsi for volunteers, snacks for teams, GM vehicles for local transportation support, Esso gas cards, and player gifting.

### **Host Member – Financial obligations**

The Host Member accepts the responsibility for any loss reported by the Host Organizing Committee in its financial statement submitted to Hockey Canada. If Hockey Canada decides to have an audit of this statement the Host Member agrees to pay any reported losses or outstanding debts within 60 days of the financials statement being submitted or the results of an audit being presented.

The Host Member shall guarantee the financial success of the event by ensuring that the Host Organizing Committee meets the financial obligations of their bid, bid presentation, answers to any supplemental questions and the hosting contract.

If the Host Member reaches any other agreement with the bid group in terms of this financial guarantee this information needs to be submitted with the bid. For example, if an indemnity agreement is reached it needs to be submitted at part of the initial bid submission. Hockey Canada will rely on the Host Member to ensure all bills are paid following the event.

### **Operational plan – Key considerations**

Please note certain elements below may also be contained in the “Host Organizing Committee – Financial Obligations” section of these Guidelines but are also included here to ensure they are in place operationally.

### **Marketing/Sponsorship/ Ticket Sales/Grants**

The Host Organizing Committee must generate substantial support from a variety of sources to ensure the financial success of the Esso Cup. More specifically the bid documents should include an outline on the degree of support the Host Organizing Committee anticipates receiving from a variety of sources detailed below.

- Sponsorship sales plan and package highlighting plans to secure local sponsorship for the Esso Cup. This package will require approval from the Steering Committee. The package must also respect the Hockey Canada *sponsor exclusivity guidelines* which can be found in Appendix C.
- Hockey Canada’s premier partners Nike, RBC, Esso, TELUS and TSN are the presenting sponsors of the Esso Cup. Their logos will need to be recognized in all advertising and marketing materials.
- All local event sponsors must be non-conflicting and comply with the Hockey Canada *sponsor exclusivity guidelines*.
- The sponsorship plan should highlight all potential prospects as well as what levels they may fit into the sales plan. Other expected contributions such as in kind donations, contra agreements and service donations should be included in the bid documents.
- Contra and in kind agreements should focus on offsetting costs and expected expenses like hotel rates, transportation services, facility subsidies, media partnerships, etc.
- Marketing plan should highlight all relevant activities the Host Organizing Committee is looking to engage in from start to finish. This plan should include how print, radio, television, signage and web and social media will be tied into the promotional plan. It should also incorporate the sponsorship plan and ticket sales plan.
- A media plan should provide direction on what local media partners will be targeted, what they will provide in terms of ads or recognition and how this will be utilized in the overall marketing strategy.
- A ticket sales plan should outline the strategy for pricing, packaging, distribution plan, timelines associated with different steps of the plan as well as targets and benchmarks that will be tracked throughout.

The Host Organizing Committee must include detailed information on any grants or support funds noted in their bid documents. Provincial and municipal funding that is confirmed should be included, any potential grants should be noted and detail on the success of past groups in attaining any grants should be referred to in the bid documents.

Hockey Canada will support the Host Organizing Committees marketing plan with a variety of promotional materials and advertising support to assist with the branding of the event. Such additional materials may include graphics, banners, posters, rink boards, and web creative as deemed necessary by Hockey Canada in cooperation with the Host Organizing Committee.

Hockey Canada will design the official logo for the Esso Cup. This will be the only logo utilized for the 2019 Esso Cup. Any usage of this logo along with the Esso, Hockey Canada and Premier Sponsor logos will require approval from Hockey Canada in advance of usage.

The official website for the event will be [www.hockeycanada.ca/essocup](http://www.hockeycanada.ca/essocup). This will be built and managed by Hockey Canada at no cost to the Host Organizing Committee. Content will be provided by both Hockey Canada and the Host Organizing Committee. This will be the only website utilized for the 2019 Esso Cup. Hockey Canada will also build and manage social media networks through Facebook and Twitter to promote the Esso Cup. These will be the only social network mediums tied directly to the Esso Cup.

Hockey Canada will provide the digital ticketing system for the 2019 Esso Cup, including all the necessary equipment to set up an onsite ticketing office in the host venue. This system will be provided at no cost to the Host Organizing Committee and will be the only ticketing system associated with the Esso Cup.

## **Arena Facilities**

Outlined below are all the key elements that need to be considered as part of the arena agreements and details provided in the bid documents.

- Facility needs to be available on an exclusive basis for a period of two (2) days prior to the event and one (1) day following. For the 2019 Esso Cup facility exclusivity commences April 19, 2019 and concludes April 28, 2019.
- A venue schematic and proposed allocation of use overview.
- The arena must be able to be provided as a “Clean Building” that is the event must be permitted to cover all existing advertising on the rink boards, bench boards, penalty box, in ice, ice resurfer, video boards, power ring, and any additional advertising determined to be in conflict or in camera view by Hockey Canada. Any damage to any current signage not removed in advance is not the responsibility of Hockey Canada or the Host Organizing Committee.
- All facilities should be free of displays that compete with any of the Hockey Canada sponsors or the local event sponsors. These areas include main concourse, main entry and exit areas or the box office concourse area.
- Bid documents should include a list of all current facility/building sponsors. If exposure is requested to remain in place for any current sponsor it should be documented as a request in the bid documents.
- Arena must meet minimum standards for television and radio broadcast facilities as detailed in Appendix E.
- Media press box facilities capable of hosting a minimum 20 media.
- Acceptable television camera positions and arena lighting for a live broadcast (min. 100 foot candle rating). Parking in the building or immediately adjacent will also need to be available for the broadcast truck.
- Acceptable space for media results and workroom.
- Acceptable space for VIP hospitality, room needs to accommodate a minimum of 150 people.
- Daily practice ice for teams and officials, while maintaining the highest quality ice for games each day.
- Exclusive dedicated dressing rooms with showers for all six (6) participating teams and all 11 game officials. Rooms need to be large enough to accommodate 22 players and allow good ventilation for drying equipment between games and practices
- Pouring Rights for Hockey Canada’s beer supplier – Molson Coors Brewing Company.
- Exclusive and free rights to the sale of merchandise and souvenir programs.

- Exclusive and free rights to distribute promotional items or fan premiums in venue.
- Right for Hockey Canada and local event sponsors (at no expense) to have product displays in the lobby or concourse areas.

All facility and arena contracts entered into by the Host Organizing Committee fulfilling the obligations of these guidelines will be subject to prior approval of the Steering Committee. A copy of the proposed agreement must be included with the bid documents.

## **Hotel accommodations**

The Host Organizing Committee will be responsible to meet the following hotel requirements at the host site:

- A minimum of 180 hotel rooms should be available to house participating teams, officials, VIPs, media, TSN and Hockey Canada staff.
- Dedicated team meeting rooms to be provided for the participating teams. Teams are responsible to provide and pay for any audio visual needs.
- All final hotel room designation and plans must meet Hockey Canada approval.
- Preferred rates should be negotiated for all out of town guests and dignitaries.
- Recommended that all participating teams be put on their own floor with a maximum of three teams staying at any one hotel.
- Upgraded accommodation should be held and made available to any special dignitaries travelling to the event.

## **Transportation**

The Host Organizing Committee will be responsible to provide the following transportation services.

- Dedicated individual coach transportation for each of the participating teams, including transfers from the designated airport that can accommodate team travel with equipment on arrival and departure.
- A minimum of a 56 seat coach with storage compartments should be considered for airport pick up and drop off. If not available, an equipment cube van will be required.
- If a team decides to travel on their own bus, that cost must be pre-approved by the Host Organizing Committee. This cost will not be greater than the quoted cost of the Host Organizing Committee's contracted transportation carrier.
- Local shuttle service for game officials, Member Reps, media and VIP's should be provided on a daily basis to and from practices, games and other event related functions.
- Have an on call emergency transportation service available to teams and tournament officials.
- Provide appropriate complimentary parking for teams, VIP's, officials, Member Reps, Hockey Canada staff and tournament officials.

## **Media services**

The Host Organizing Committee will be directly responsible for the servicing of all media working on the Esso Cup. To accommodate this at a professional level, the following equipment and services will be necessary.

- Media work and results room must be provided at the main arena and available for all games and practices. This room should be equipped with the list of items found in Appendix F.
- There will need to be a minimum of one with a possibility of two media mix zone areas at ice level. This area will be used as the only interview area for post-game media requests as media will not have any access to the dressing room area or player benches.
- The mix zone should be in close proximity to the dressing rooms and should have the ability to be roped off or curtained off from the general public.



- Any lighting or audio requirements for this area will be the responsibility of the Host Organizing Committee.
- Hockey Canada will have final approval on all press releases or press conferences aligned with the Esso Cup.
- The Host Organizing Committee should assign a Media Chair to work directly with Hockey Canada staff. The Media Chair will need a minimum of three (3) volunteers per game to assist in this area. One of these volunteers must be bilingual to assist with servicing any francophone media covering the event.
- The Host Organizing Committee should prepare a list of local media contacts well in advance of the tournament to ensure this group is well aware of all events surrounding the Esso Cup.
- 

## **Photography**

- Hockey Canada will provide the official event photographer for the Esso Cup. This photographer retains all rights with respect to retail sales of Esso Cup photos. Hockey Canada retains the rights to all the images from the Esso Cup and will ensure the Host Organizing Committee has any event related images they require for reporting or legacy purposes at no cost.
- The official photographer will require full access to the venue including cat walks to install strobe lights for the event.
- Hockey Canada must approve any other photo credentials requested for the Esso Cup. All approved photographers will have to sign a legal waiver prior to receiving access to the venue.

## **Event statistics**

- An electronic statistics/results system will be provided by Hockey Canada.
- The Host Organizing Committee will be required to provide dedicated volunteers to enter the real time stats.
- The Host Organizing Committee will also be required to have the necessary laptops, dedicated internet line or dedicated wireless access, printer and photocopiers to operate this system and provide timely results.
- Hockey Canada will provide on-site staff support during the event to assist the media servicing team with all elements during the event.

## **Webcasting**

Hockey Canada currently plans on webcasting all games of the Esso Cup. The Host Organizing Committee must ensure that there is a high speed dedicated internet line or dedicated wireless access and suitable broadcast space at centre ice for three (3) broadcasters, and a minimum one (1) cameraman.

## **Accreditation & security**

The Host Organizing Committee must provide the following in order to meet expected standards for security and accreditation.

- Hockey Canada will produce and print all accreditation passes at no cost to the Host Organizing Committee.
- A final accreditation list entered into the accreditation template provided by Hockey Canada shall be computerized and will need to be approved by the Host Organizing Committee and Hockey Canada prior to the event.
- A colour coded system must be implemented control access and to secure certain areas in the arena. This plan will be built in partnership with the accreditation team and the security team.
- The dressing room areas should be limited to players and officials exclusively where possible.

- Medical personnel must have access to all areas without delay.
- A risk management plan and emergency action plan will be laid out through the security team.

## **Team Services**

The Host Organizing Committee is responsible for the coordination of all aspects of team services. In order to assist with ensuring the teams are given a first class experience consistent with a National Championship it is recommended that each team be assigned two (2) Team Hosts. These Teams Hosts will be on call 24 hours a day to ensure their teams have everything they need to be able to compete. The Host Organizing Committee should ensure they have bilingual volunteers for these roles to service teams from French speaking areas of Canada.

Every team is to be treated equally by the Host Organizing Committee. This includes the officiating team; who should be treated with all the same professionalism that is provided to the hockey teams.

## **Community events**

Any plans surrounding additional special events should be outlined in general terms in the bid documents. It is encouraged to take this event beyond the rink into the community, but this cannot be at a distraction to the actual event itself.

All additional events outside of the tournament games and banquet will require prior approval from the Steering Committee.

## **Bilingual services**

The official languages of the Esso Cup are English and French. Therefore, the guidelines listed below are requirements of the Host Organizing Committee. Hockey Canada will provide guidance and translations services for all printed, public facing materials and scripts.

- The Host Organizing Committee will ensure all promotion materials and information intended for the general public prior to, during and after the Esso Cup shall be made available in both official languages.
- The Host Organizing Committee and volunteer group will enlist a sufficient number of bilingual people to fill specific roles where bilingual requirements must be met.
- Event related directional signage with venues, hotels, arenas, must be bilingual.
- Written materials for the teams and visitors must be available in both official languages.
- A component of the Opening, Closing Ceremonies and all games must be bilingual. All ceremonies will require approval from Hockey Canada in advance to ensure compliance with this requirement.
- The Esso Awards banquet must have a bilingual component.

## **Medical facilities and emergency services**

Include in the bid documents a plan for dealing with all medical matters according to the areas listed below:

- Outline services available at local hospitals, clinics and other medical services including dentists, physiotherapy, massage, and chiropractor.
- What emergency medical services will be available at all games and practices?
- Detail overall event medical plan and staffing plan for practices and games in accordance with the Minimum Medical Standard outlined in Appendix D.

## **Insurance**

Hockey Canada will supply a liability insurance certificate prior to the start of the event upon request of the Host Organizing Committee.

The Host Organizing Committee must secure event cancellation insurance in the event that the Esso Cup or any other ancillary events must be cancelled for seen or unforeseen reasons. The Host Organizing Committee is also responsible for obtaining content insurance for all Esso Cup related supplies, awards, materials, and equipment shipped in advance and stored on site.

## **Human resources and volunteer services**

To stage and event of this magnitude, the Host Organizing Committee will be required to recruit, train, support and direct the efforts of hundreds of community volunteers. In consideration of this critical group, the bid documents must include:

- Volunteer program and plan for training, coordination, screening, recruitment and recognition.
- The volunteer screening procedure is subject to prior approval of the Steering Committee. All volunteers and Committee members should undergo a criminal record/background check in partnership with your local police services.

## **Tournament schedules**

Hockey Canada in cooperation with Female Council will set and approve the official Esso Cup game schedule. This schedule will be finalized no later than Hockey Canada's Winter Congress 2017. A sample schedule can be found in Appendix B.

## 2019 Ezzo Cup Site Selection Overview

Please attach this overview as the first page of your bid document. The bid document can be used to supplement the information provided below. Please use the bid guidelines checklist on page 22 to ensure a complete bid is submitted.

### 1. Arena facilities

**i) Main arena:** *\*Please attach floor plan/ blueprint with proposed dressing room layouts for teams, official, coaches rooms and medical rooms*

- a. Name: \_\_\_\_\_
- b. Capacity : \_\_\_\_\_ Seating: \_\_\_\_\_ Standing: \_\_\_\_\_ Number of Suites: \_\_\_\_\_
- c. Number of dressing rooms: \_\_\_\_\_ Average square footage: \_\_\_\_\_
  - i. Square footage of smallest dressing room: \_\_\_\_\_
- d. Number of coaches rooms available: \_\_\_\_\_
- e. Number of meeting rooms: \_\_\_\_\_
  - i. Average square footage of meeting rooms: \_\_\_\_\_
- f. Number of additional storage areas: \_\_\_\_\_
  - i. Average square footage: \_\_\_\_\_
- g. Square footage of officials room: \_\_\_\_\_
- h. Medical room: yes \_\_\_\_\_ no \_\_\_\_\_
- i. VIP Room : yes \_\_\_\_\_ no \_\_\_\_\_
- j. Press box: yes \_\_\_\_\_ no \_\_\_\_\_
  - i. If yes: Size: \_\_\_\_\_ Number of seats: \_\_\_\_\_
- k. Volunteer room: yes \_\_\_\_\_ no \_\_\_\_\_

**ii) Secondary arena** *\*Please attach floor plan/ blueprint – if applicable*

- a. Name: \_\_\_\_\_
- b. Capacity : \_\_\_\_\_ Seating: \_\_\_\_\_ Standing: \_\_\_\_\_ Number of Suites: \_\_\_\_\_
- c. Number of dressing rooms: \_\_\_\_\_ Average square footage: \_\_\_\_\_  
Square footage of smallest dressing room: \_\_\_\_\_
- d. Number of coaches rooms available: \_\_\_\_\_
- e. Number of meeting rooms: \_\_\_\_\_ Average square footage of meeting rooms: \_\_\_\_\_
- f. Number of additional storage areas: \_\_\_\_\_ Average square footage: \_\_\_\_\_
- g. Square footage of officials room: \_\_\_\_\_
- h. Medical room: yes \_\_\_\_\_ no \_\_\_\_\_
- i. VIP room: yes \_\_\_\_\_ no \_\_\_\_\_
- j. Press box: yes \_\_\_\_\_ no \_\_\_\_\_
  - If yes: Size: \_\_\_\_\_ Number of seats: \_\_\_\_\_

### b. Additional arena information:

- a. Is there a dedicated merchandise space: yes \_\_\_\_\_ no: \_\_\_\_\_
- b. Is there a dedicated box office that can be used for ticketing leading up to and during the event:  
Yes: \_\_\_\_\_ No: \_\_\_\_\_
- c. Internet service provider: \_\_\_\_\_  
Hardline connection available for TSN/ FastHockey: yes \_\_\_\_\_ no \_\_\_\_\_  
Strength/ wireless capabilities/ security comments:  
\_\_\_\_\_

**c. Hotel Accommodation**

- a. Are you able to provide a minimum 150 quality hotel rooms in reasonable proximity to your arena facility?

Yes \_\_\_\_\_ No \_\_\_\_\_

If no, please explain: \_\_\_\_\_

**Hotel provider #1:**

Name: \_\_\_\_\_ Applicable room rate: \_\_\_\_\_

Reserved for (teams, Hockey Canada, officials) \_\_\_\_\_

Number of available rooms: \_\_\_\_\_

Number of meeting rooms: \_\_\_\_\_

**Hotel provider #2:**

Name: \_\_\_\_\_ Applicable room rate: \_\_\_\_\_

Reserved for (teams, Hockey Canada, officials) \_\_\_\_\_

Number of available rooms: \_\_\_\_\_

Number of meeting rooms: \_\_\_\_\_

**Hotel provider #3:**

Name: \_\_\_\_\_ Applicable room rate: \_\_\_\_\_

Reserved for (teams, Hockey Canada, officials) \_\_\_\_\_

Number of available rooms: \_\_\_\_\_

Number of meeting rooms: \_\_\_\_\_

**d. Meal Provision**

- a. Are team meals being provided at the hotel?

Yes \_\_\_\_\_ No \_\_\_\_\_

If no, please identify the providers and meal plan

**e. Transportation**

- a. Do you have dedicated transportation available for each team:

yes \_\_\_\_\_ no \_\_\_\_\_

If no, please explain: \_\_\_\_\_

- b. Do you have volunteers available to shuttle\* officials, VIP's and staff when required: yes \_\_\_\_\_

no \_\_\_\_\_

If no, please explain: \_\_\_\_\_

*\*Hockey Canada will provide a limited number of GMC vehicles for this event.*

## Esso Cup Bid Guidelines Check List

**The following items are required for any bid to be considered by the Site Selection Committee. Omission of any one of these items will result in an incomplete bid.**

- Involve Member and League from day one of bidding process
- Include the site selection overview as page one of your bid
- Mandate of Host Committee – what is your goal in hosting the Esso Cup
- Highlight your relationship and partnership with Minor Hockey
- Facility agreement – include a copy of the potential facility agreement showing the facility is available and what type of business agreement your potential host group would be entering into with the facility, this should also outline how many seats are available to sell, seats, standing room, suites, etc..
- Hotel agreement – include a copy of the potential hotel agreement(s)
- List of current facility sponsors
- List of current host team sponsors
- Host team attendance figures over last three (3) years
- Win/loss record of host team over last three (3) years
- Arena diagram – with room measurements documented as well as how your group plans to use the various rooms
- Host Committee Organizational Chart – who are your key members and what are their roles
- Detailed business plan – to include, but not limited to:
  - Ticket sales plan – highlighting timelines, prices, success indicators and overall sales strategy, where and when packages and single tickets will be sold and what background do you have to support this strategy
  - Sponsorship plan – timelines, prospects, proposed sales package, pricing structure, goals, and plans to work with Hockey Canada exclusivities and partners
  - Legacy plan – detailed plan for all potential profits of the event
  - Deficit plan – detailed plan for all potential deficits from the event
  - Media plan and promotional strategy – including potential partners and timelines, who is on board and how will they be supporting
  - Advertising plan – including potential partners and budget and how any advertising will be used to meet your goals
  - Overall marketing plan highlighting how your ticket sales, sponsorship, media and advertising plan are integrated to help you achieve your goals
  - Detailed budget – outlining full budget based on your event projections and detail on how your projected budget is going to be met
  - Break even budget – outline based on your expenses and your revenue plans a break even budget. Worst case scenario
  - Logistics plan – detailed plan on how teams, officials, VIP's, Member Reps will be looked after from arrival to departure i.e. accommodation, meals, transportation plan and ability to handle all teams and delegates, dressing rooms
  - Athlete experience – what are you going to do as a committee to give the athletes the best experience possible
  - Facility – does arena meet minimum standards as outlined in the bid guidelines for the Esso Cup, if not how do you plan to meet these?
  - Complete the contact sheet outlining who the main contact(s) will be for the Host Organizing Committee.



# Appendices



## **APPENDIX A**

### **BUDGET REFERENCE**

#### **REVENUE**

Tickets  
Sponsorship  
Government Funding  
Hockey Canada Grant  
Program Sales  
Fundraising  
Ancillary Events  
Banquet  
Concessions  
50/50  
Volunteer  
Other  
Total

#### **EXPENSE**

Transportation  
Per Diems  
Accommodations  
Facility Rentals  
Officials Cost (fees)  
Operations  
Legal & Insurance  
Player Gifting  
Hospitality  
Protocol  
Special Events  
Banquet  
Volunteer Services  
Administration  
Advertising/Promotion  
Printing  
Game Operations  
Sponsor Servicing  
Media/Communications  
Video Services  
Landry & Towel Service  
Medical  
Event Site Visit  
Bid Costs  
Contingency  
Total

#### **Estimated Profit**



## **APPENDIX B**

Esso Cup Sample Schedule

TEAMS/ÉQUIPES

ATL – Atlantic/Atlantique

HST – Host/Hôte

ONT – Ontario

PAC – Pacific/Pacifique

WST – West/Ouest

<b># N°</b>	<b>Time Heure</b>	<b>Round Ronde</b>	<b>Teams Équipes</b>
<b>Sunday, April 21, 2019 / Dimanche 21 avril 2019</b>			
1	12:00	Round Robin / Préliminaire	WST – ONT
2	16:00	Round Robin / Préliminaire	QUE – PAC
3	20:00	Round Robin / Préliminaire	ATL – HST
<b>Monday, April 22, 2019 / Lundi 22 avril 2019</b>			
4	12:00	Round Robin / Préliminaire	WST – QUE
5	16:00	Round Robin / Préliminaire	ONT – ATL
6	19:30	Round Robin / Préliminaire	HST – PAC
<b>Tuesday, April 23, 2019 / Mardi 23 avril 2019</b>			
7	12:00	Round Robin / Préliminaire	ATL – QUE
8	16:00	Round Robin / Préliminaire	PAC – WST
9	19:30	Round Robin / Préliminaire	ONT – HST
<b>Wednesday, April 24, 2019 / Mercredi 24 avril 2019</b>			
10	12:00	Round Robin / Préliminaire	PAC – ATL
11	16:00	Round Robin / Préliminaire	QUE – ONT
12	19:30	Round Robin / Préliminaire	HST – WST
<b>Thursday, April 25, 2019 / Jeudi 25 avril 2019</b>			
13	12:00	Round Robin / Préliminaire	PAC – ONT
14	16:00	Round Robin / Préliminaire	ATL – WST
15	19:30	Round Robin / Préliminaire	QUE – HST
<b>Friday, April 26, 2019 / Vendredi 26 avril 2019</b>			
16	14:00	Semifinal / Demi-finale	TBD / à déterminer
17	18:00	Semifinal / Demi-finale	TBD / à déterminer
<b>Saturday, April 27, 2019 / Samedi 27 avril 2019</b>			
18	14:00	Bronze	L16 – L17 / P16 – P17
19	18:00	Gold / Or	W16 – W17 / G16 – G17

## **Appendix C**

### **HOCKEY CANADA PARTNERS**

#### **PREMIER SPONSOR PROMOTIONAL BENEFITS**

Exclusive co-presenters of all Hockey Canada National Championships.  
 Exclusive presenters of national television broadcasts produced by Hockey Canada.  
 Exclusive right to use Hockey Canada trademarks in the product category.  
 Inclusion in all Hockey Canada National event promotional activities.

#### **EXCLUSIVITY APPLICABLE TO ALL HOCKEY CANADA PROGRAMS, EVENTS AND FACILITIES**

Industry exclusivity guidelines apply to rink boards, ice resurfacers, signage, (in camera view) in-ice logos, power ring, print material (including posters, newspaper advertising, event programmes, line-up inserts, news releases and letterhead), print media partners, radio and television advertising and broadcasts. Exclusivity guidelines do not apply to permanent venue signage, i.e.: back-lit arena signage, and fixed wall signage, and score clock, subject to Hockey Canada approval.

LIST OF ALL CURRENT PREMIER MARKETING PARTNERS, INTERNATIONAL, NATIONAL MARKETING PARTNERS,  
 OFFICIAL SUPPLIERS - As of February 1, 2017

<b>Sponsor</b>	<b>Level of Partnership</b>	<b>Areas of Exclusivity</b>	<b>Event Exclusivity</b>	<b>Examples of Conflicting Brands</b>
Nike Canada	Premier	Hockey Canada National Team jersey, on-ice and on-bench apparel, performance apparel, athletic shoes	Yes	CCM, Reebok, New Balance, Saucony, Under Armour
Esso	Premier	Gas, lubricants, car wash, home heat	Yes	Petro Canada, Shell
RBC Financial Group	Premier	Retail Banking (all services), insurance products & services (life & health, travel, auto) payment systems, RRSPs, financial planning and investing, etc.	Yes	CIBC, Canada Trust, Cooperators, Nesbitt Burns
TELUS	Premier	Wire-line services, local access, long distance, Internet Services, Voice and Data equipment and networking services. Audio and Video Collaboration Solutions, Wireless (mobility) services for both mobile and fixed voice and data services, voice and data equipment and data networking services, Wi-Fi, webcasting, television delivery system and products (when and where available) whether the television services are delivered through the internet, broadcast, IPTV or satellite,	Yes	Bell, Roger AT&T, Aliant, Sasktel
TSN/RDS	Official Broadcaster	Broadcasting, TV, webstreaming and Radio	Yes	The Score, Sportsnet

Sponsor	Level of Partnership	Areas of Exclusivity	Event Exclusivity	Examples of Conflicting Companies
Molson	International	Brewery (beer, malt-based beverages and cider)	Yes	Labatt, Sleeman, Big Rock, Budweiser
General Motors	International	Vehicles (new and used)	Yes	Chrysler, Ford, Honda
McDonald's	International	Quick service restaurant	Yes	Burger King, Subway, Tim Hortons
General Mills	International	Hot and Cold Cereals, Mains & Sides, Yogurt, Novel (e.g. breakfast bars)	Yes	Post cereals, Kellogg's
Boston Pizza	International	Casual Dining, Sports Bar and Home delivery pizza	Yes	Pizza Pizza, Pizza Hut
Samsung	International	Consumer electronics, home appliances, computers, wireless/cellular devices	Yes	Sony, Hitachi, Toshiba
Pepsi/Frito Lay	International	Salty snack foods, non-alcoholic beverages (excluding milk & hot coffee), isotonic beverages/sports nutrition	Yes	Coke, Powerade, Humpty Dumpty, Old Dutch, PowerBar, Milk products as promoted as a recovery drink
Timber Mart	International	Home Improvement	Yes	Home Depot, Rona, Home Hardware, CTC
Bauer Hockey	International	Skates, Gloves, Helmets, Neck and Facial protections, Sticks	Yes	CCM, Reebok, Easton, Warrior, Sherwood
Canadian Tire, FGL (Sport Chek, National Sports, Sports Expert, Hockey Experts)	International	Sporting Goods Retailer	Yes	Source For Sports, Jersey City, Sail, HBC, Wal-Mart, Sears
Wrigley	National	Confectionary, Gum, Mint, Cough	National Team and Hockey Canada events.	Dentyne, Halls
Hankook	National	Tire Manufacturer and Retail	National Team and Hockey Canada events.	Goodyear, Bridgestone
Crown Royal	National	Spirits excluding wine	Yes	Canadian Club, Walker's, Gibson's
Guspro/Blademaster	Official Supplier	Skate sharpening equipment, skate repair accessories, glove and boot dryers, boot ovens	First right of refusal of events	ProSkate
Timex	Official Supplier	Timepiece	Yes	Casio, Esquire, Swatch
Stoney Ridge	Official Supplier	Wine	Yes pending availability	Peller Estates, Mondavi
Starwood Hotels and Resorts	Official Supplier	Hotels		
Jet Ice	Official Supplier	Ice Logos		
Renfrew Hockey Tape	Official Supplier			

## PROSPECTS BY CATEGORIES

Categories of sponsorship that do not conflict with Hockey Canada that you should consider when building your sponsorship plan.

Accounting/Audit	BDO, KPMG
After Market auto repair	NAPA, Mister Lube
Car Rental	Discount, Budget, Avis
City/Provincial Transit	
Construction	PCL
Consumer Electronics	Best Buy
Drug Store Retail	Shopper's, Rexall
Energy (Electrical Power)	Local or provincial supplier
Engineering Firms	Worley Parsons
Event Rentals	Pipe and Drape, Staging
Fine Dining	The Keg
Fitness Clubs & Spas	World Health, Curves
Furniture Retail	Brick, Leon's, La-Z-Boy
Grocery Retail	Loblaws, Sobey's, Safeway, Metro
Heavy Duty Equipment (Construction/Farm)	John Deere, H.I. Case
Home builders	(Local)
Jeweler	Peoples, Ben Moss
Land Development	Carma,
Law Firms	Norton Rose,
Local Crown Corps	BC Ferries, Ontario Northland
Local Dentistry	
Local Utility/Power Company	
Mining	Potash, Precious metals
Moving & Storage	AMJ Campbell, North American Van Lines
Natural Gas	Local or regional supplier
Office Equipment	Canon, Ricoh
Office Supplies Retail	Staples, Grand & Toy
Print Media	Magazine, Newspaper
Rail – Freight	CP,CN
Rail – passenger	VIA
Real Estate (Home)	Remax, Century 21
Recreational Vehicles & Dealers (Ground & Water)	Yamaha, Suzuki, Sylvan, Starcraft
Recruiting	Armed Forces, RCMP, Local Police and Fire
Security	ADT, Loomis
Tools	Stanley, Black & Decker
Travel	Flight Centre, Expedia
Uniforms	Cintas
Waste Management	WM Canada
Web Hosting	Web.com, GoDaddy.com
Windows & Doors	JELD-WEN, Dominion Doors and Windows

## **APPENDIX D**

### **MINIMUM MEDICAL STANDARDS**

All National Events will have the following services on site during all team games and practices for Players, Coaches, Officials and Trainers:

1. An onsite physician and at minimum an athletic therapist, preferably one with experience dealing with concussion injuries.
2. Local Emergency Services (Ambulance Services) onsite for all team games and *if possible* practices.
3. A registered massage therapist onsite or at a local clinic who will schedule certain times that players can access their services.
4. A Physiotherapist onsite or accessible through a local clinic who will schedule times that players can access their services
5. An on call emergency dentist or orthodontist who can be accessed by players if required.
6. A chiropractor who can be available to the players on short notice and through their local offices.

## **APPENDIX E**

### **MINIMUM TELEVISION & RADIO BROADCAST FACILITY REQUIREMENTS**

Below is an outline of standard television and radio broadcast requirements. The host television broadcaster will conduct a detailed site survey of each venue to determine camera, press box and host locations. Please note depending on the venue, possible seat kills to accommodate television camera and cabling access may be necessary.

If all arena venues do not meet the following requirements, the cost to upgrade the facilities will be the sole responsibility of the Host Organizing Committee.

**1. LIGHTING**

Between 100 and 150 foot candles;

- Flat lighting - one color temperature.

**2. POWER**

- 200 amp / 208 volts / 3 PH (3 phase) - 400 amp is ideal.
- Power source should be within 150 feet of the mobile parking position.
- Adequate house power in both the press box and the designated studio area.
- House power should be 30 amps / 110 volts.

**3. CABLE ACCESS**

- Easy cable access into the building, i.e. through cable hatch or door left open.
- Cable access same side as mobile parking or easy access to press box side.

**4. PRESS BOX**

- Minimum size for press box is to host a maximum of 20 media in main venue.
- In addition, press box should be able to accommodate a minimum of three (3) sets of commentators (i.e. isolated broadcast booths) for radio and TV.
- Adequate distance from near boards to cameras 1 and 2, i.e. at least 24 feet from the near boards to the main play-by-play and tight follow positions, otherwise a camera position (scaffold or platform) would have to be built which may result in several seat cancellations.
- Arena should have both a penalty and shot clock viewable from press box.

**5. CAMERA POSITIONS**

- Cameras 1 and 2 - tight follow and play-by-play - should be placed in the press box (if press box cannot accommodate the two cameras, this could result in seat cancellations at the back row of seating on a platform on either the lower level or, where applicable, the upper level seating.
- There is the possibility of a third camera (iso) positioned next to cameras 1 and 2 in the press box or higher position.
- Camera 3 - high end zone/hard - will result in seat cancellations or, depending upon the venue, placement could be at the back of a row on a two (2) foot riser. May also require room for a platform for the on-camera host position that may result in further seat cancellations.
- Camera 4 - opposite low – hand held at ice level. Possible seat cancellations;
- Camera 5 - opposite low - at ice level. Possible seat cancellations;

- If there are split benches - hard reverse angle camera at the top opposite concourse;
- Studio requirements for all Hockey Canada approved TV broadcasters (size of referee's room or First Aid room would be acceptable) for intermissions and voice-overs;
- It is to everyone's advantage if the arena has catwalks over the ice for rigging of overhead cameras and microphones.

**6. FLASH ZONE**

- Minimum of 10'x10' space allocation for the flash zone that is accessible from both the ice and dressing rooms.
- Access to electrical outlets.

**NOTE:** If an arena falls short of any of the above mentioned minimal requirements, a survey at that venue could serve to establish adjustments which could be made to bring the venue up to an acceptable level.

## **APPENDIX F**

### **MEDIA SERVICE REQUIREMENTS**

#### **Media Workroom and Results Room**

- Photocopiers – high speed, high capacity copier with legal and letter capabilities
- Legal and letter paper supplies
- Appropriate work area (table and chairs)
- Computers with internet access (high speed) or dedicated wireless and power outlets
- Laser printers accessible through wireless hub or a minimum one computer station
- Supplies and equipment to organize and distribute statistics and line-up sheets for all games
- Proper lighting

#### **Main Venue Press Box Facilities**

- Computer laser printer – that can be plug and play with a laptop
- Two (2) laptops for real time stats set up, these laptops will require a dedicated internet line
- Photocopier
- High speed internet access for media that request this service
- Space for webcast crew, three (3) spots with dedicated internet line
- Space for real time stats, website and Hockey Canada media staff four (4) spots
- Remaining space allocated to media with Hockey Canada approval – minimum six (6) spots for local media
- Satellite Venue Press Box Facilities
- Appropriate number of telephone lines (with Hockey Canada approval)



## **Appendix G**

### **Sample legacy plan outline**

#### **Legacy Fund Outline**

**1. Purpose:**

To provide financial support for minor/youth hockey in the event location

**2. Process:**

Page two of this document provides information on the process that will be undertaken by the Host Organizing Committee to award, disperse and manage the fund.

**3. Criteria for application:**

Page three of this document outlines the criteria that will be considered when evaluating submissions received.

**4. Documentation:**

Only applications submitted on the standard application form will be considered. Additional relevant support documentation may be attached.

**5. Filing Deadlines:**

Applications must be received no later than noon, (insert date here.) Late applications will not be received or considered.

**6. Application Information/Contact:**

The legacy process is as follows:

1. The 2019 event Host Organizing Committee, with the approval of the event Steering Committee (the Steering Committee), establishes the legacy process including the criteria by which applications are to be considered.
2. The Host Organizing Committee is appointed to administer the consideration of applications and allocation of funds according to the approved Legacy process.
3. The Host Organizing Committee publicizes the legacy application process throughout the partner communities.
4. The Host Organizing Committee reviews all applications and determines the allocation of legacy funds, distributed throughout the partner communities.
5. The total legacy is comprised of net revenue and surplus equipment left over from the event.
6. The total legacy fund will be disbursed to the approved applicant(s) on Host Organizing Committee cheques with a covering letter signed by the Host Organizing Committee Chair outlining conditions of the grant. The Host Organizing Committee determines procedures for award announcements, recognizing the local partnership.
7. The Host Organizing Committee monitors the recipients' projects to ensure compliance with plans and, if not complied with, all the remaining funds are returned to the Host Organizing Committee. Recipients' projects are to be completed within one year of receipt of the legacy funds.
8. In the event funds remain unallocated or are returned after the initial application process the Host Organizing Committee will follow the same process for the disbursement of these funds.

### **Criteria for Legacy Fund Applications**

Applications will be considered from hockey associations, and local arena facilities in the event location. The priority of the legacy fund of the event will be to support projects benefiting hockey development in our community.

#### *1. Benefit to event location*

Projects must be realized within the partner communities and must be a benefit to minor/ youth hockey within the partner communities.

#### *2. New Equipment and Facilities*

Projects are encouraged that provide new facilities, facility upgrades and/or equipment to enhance participation in the sport, provide a lasting legacy with broader community benefit.

#### *3. Multi-Benefit Projects*

Multi-benefit projects are encouraged that provide a benefit not only to minor/youth hockey, they have greater impact on the community.

#### *4. Athlete Participation and Coach Development*

The Host Organizing Committee encourages applicants to consider projects that are relevant to improving access and support for young developing athletes, such as children and youth programs, recruitment projects, special training opportunities and improving capacity of coaches, on ice and off ice officials, where it will result in improved participation and quality of experience.

#### *5. New initiatives*

Funding is intended for projects that are new initiatives providing a service or resource that would not otherwise be available. The legacy is meant to expand available resources not replace or reallocate past funding commitments.

#### *6. Completion in one year*

Generally, activities for which legacy funds were granted must be substantially completed within one year, to the satisfaction of the Host Organizing Committee. In cases where the legacy fund is placed with a community foundation this would not apply.

### **Suggested Projects:**

### **Application:**

## **Appendix H**

### **Hockey Canada Development Initiatives**

During your event, Hockey Canada may conduct various specialty development clinics and festivals that target coaches, officials, trainers, players and parents in your local communities as well as the participants involved in your event to help enhance the overall event. The seminars and festivals should be coordinated through your Regional Member.

The following examples are some of the programs we have executed in past events:

- Coaches, Officials and Trainer Seminars
- Initiation Program Demonstrations
- Minor Hockey Festivals
- Hockey Canada Skills Camps
- Esso Fun Days  
Esso Fun Day is an introduction to female hockey for girls and women of all ages, it is designed to familiarize beginners to female hockey and its basic skills at no cost to the first-time participant. The focus of the Esso Fun Day Program is to introduce the basic skills of hockey in a FUN, POSITIVE and NON-THREATENING environment.
- Dreams Come True  
The Hockey Canada Foundation, whose mission is to promote and foster accessibility to the game of hockey, distributes hockey equipment and conducts skills sessions as part of its *Dreams Come True* program, established to help families who meet the financial criteria give their kids a chance to play. Registration fees for the hockey season are also covered under the program.
- Canadian Tire First Shift  
A learn-to-play hockey program for kids aged 6-10 the Canadian Tire First Shift allows kids to easily try hockey for \$199, which includes enrollment for a six-week, on-ice curriculum and head-to-toe equipment that each child can keep.

#### **Key Considerations:**

- All development programs must be approved by the Hockey Canada Event Manager/Regional Member prior to planning
- Secure additional ice times and meeting rooms
- Volunteer support to execute the programs
- Availability of Hockey Canada/Member Course Conductors to execute the programs
- Create an overall communication/promotional plan for programs

**2019 ESSO CUP BID GUIDELINES  
CONTACT SHEET**

Please fill out the contact sheet below with all people your bid group would like included on information with respect to your bid for the 2019 Esso Cup.

Host Organizing Committee Contact(s)

Name	Phone	Email
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Host Member Contact(s)

Name	Phone	Email
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Host League Contact

Name	Phone	Email
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All correspondence from Hockey Canada with respect to the 2019 Esso Cup bid process will be forwarded to the list provided.

**2019 Esso Cup  
BID GUIDELINES**

FOR MORE INFORMATION  
PLEASE CONTACT:

**Hockey Canada**

Suite 201, 151 Canada Olympic Road SW  
Calgary, AB  
T3B 6B7

**Dean McIntosh**

Senior Director, Events and Properties  
Telephone: (403) 777-3643  
Email: [bids@hockeycanada.ca](mailto:bids@hockeycanada.ca)  
Website: [www.hockeycanada.ca](http://www.hockeycanada.ca)