



STIHL TIMBERSPORTS Canadian Trophy Event and Bid Guidelines 2019, 2020, 2021



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1. STIHL TIMBERSPORTS Canadian Trophy

The STIHL TIMBERSPORTS Canadian Trophy (STSC) is an outstanding competition where Canada's best Athletes meet to compete in 4 disciplines in a relay format.



The event features the 12 best STIHL TIMBERSPORTS Canadian athletes in an elimination bracket format where the winner moves on to the next round and the losing athlete is sent home. This event, which has been nicknamed the "Masters Cup" of STIHL TIMBERSPORTS features two athletes head to head, athletes begin with the chain saw. Once the cut is complete, they move on to the underhand chop where the block must be chopped in half. After this chop, they move to the next event, the single buck with a 6 foot metal blade. When the single buck is done and their lungs are burning, they are not done yet, they must complete one more chop: the standing block. All 4 disciplines are completed in under 2 minutes. In the end, one athlete will remain at the top and he will be crowned the Champion.

Breathtaking scenery is the backdrop of this outstanding "Gladiators" fight, therefore an outstanding and unique venue will be chosen. Its backdrop will be the perfect setting for this "battle of the giants" that will crown the best of the best!

2. Project Key Facts

The corporate identity and its international importance are paramount to the STIHL TIMBERSPORTS Canadian Trophy; therefore certain procedures of the event are standardized.

Please note the following key facts:

Date: May to August



Timetable

Tuesday: Day (-4) - Arrival in Town
Wednesday: Day (-3) - Arrival on location, set-up
Thursday: Day (-2) – Set-up
Friday: Day (-1) - Qualification
Saturday: Day (0) - Competition
Sunday: Day (1) - Teardown
Monday: Day (2) - Teardown / Departure

Dimension of the Event

The STS Canadian Trophy is a 2 day event with an expected audience capacity of 2000 – 5000 spectators per day.

This event is broadcasted nationally on TSN and it is aired on prime time TV and re-aired over 48 weeks in the year. The event has worldwide media reach and a huge social media following.

3. National Team

For the execution of the event a delegation will accompany the event. These members consist of the following categories:

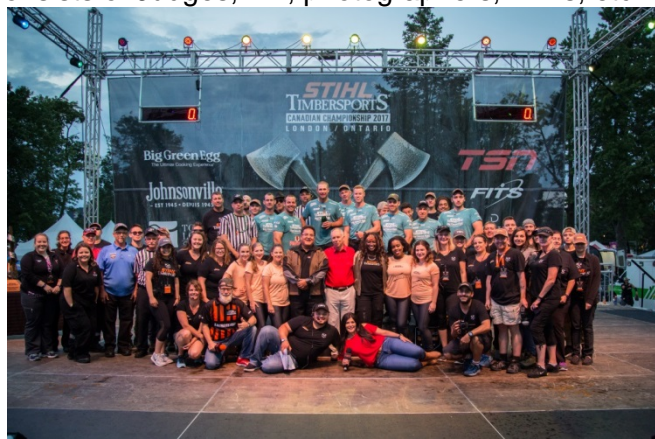
STIHL TIMBERSPORTS: The organizer/promoter, responsible for the overall organization, national appearance, national/international public relations, look and feel of the event, as well as, the sportive regulations and athlete management.

Technical Crew: These members are responsible for the event production, technical leadership, set-up, tear down as well as the event procedure and the provision of infrastructure and tools for the event.

TV Production: responsible for the overall TV production.

Athletes: The national delegation of athletes, including entourage.

Others: This group consists of Judges, PR, photographers, VIP's, etc.





Organization and Core Team

As the Canadian Trophy is a national event series, a national production team will be in the lead of this event. Its purpose is to ensure the execution of the event on a defined level, to consider all needs in terms of appearance, security and quality. The team will be structured as follows:

- Executive Producer: Gerry Rozo, gerry.rozo@stihl.ca
- Event Manager: Gail Kenworthy-Forman, gail.kenworthy@stihl.ca
- Logistics & PR Manager: Kelly Elliott, kelly.elliott@stihl.ca
- Athlete Coordinator: Monica Cantin
- Stage Coordinator: Courteney Gordon
- Show Host: Sabrina Pierson
- Show Co-Host: Lorenzo
- Official Stage Judge: Roger McPhee
- Official Stage Judge: Jonathan Russell
- Official Assistant Judge: Darren Colford
- Official Video Judge: Carole Dupuis
- Official Scorekeeping Judge: Jodi Walker
- Official Video Timing Judge: Mike Robillard
- WoodMaster: Paul Woodland
- Videographers: Jimmy Borja and Pablo Yepes
- Photographer: Mykhail Baehr
- TV Production: Taylor Wright
- Lighting Technician: Nate Brounstein
- A/V Technician: Shayne Donald
- DJ: Andrew Hopeson – DJ DoubleDown
- Jodi Newcombe: Head of Security





4. Event City Requirements

For the STIHL TIMBERSPORTS Canadian Trophy, a picturesque location will be chosen. The whole Town shall have either a historical or other important background, but a minimum infrastructure shall be available in its surrounding:

Event Site: the venue should be known for its beautiful natural, cultural or urban scenery because it will be used as backdrop of the stage. It could be a national monument with a beautiful and special appearance. The backdrop scenario is an essential element of this national event.

Whether the Canadian Trophy will be an outdoor or indoor event mainly depends on the site location. Further details and needs will be presented on the following pages.

Airport: Proximity to an international airport is required (Up to 60 min driving time acceptable – other options over 60 min can be considered by special request).

Hotel: For accommodating around 50-60 guests (athletes, press, technical team, etc.), a hotel shall be in the near surrounding of the event site. (Minimum: 4-Star Hotel).

Approximately 106 hotel nights will be used.

	Day - 6	Day - 5	Day - 4	Day - 3	Day - 2	Day - 1	Day 0	Day + 1	
Event Manager			1	1	1	1	1	1	KING SUITE
Traffic Manager			1	1	1	1	1	1	LOFT SUITE
Logistics Manager			1	1	1	1	1	1	LOFT SUITE
STIHL		1	1	1	1	1	1		KING SUITE
PR/ Staff /Social Media Coordinator					1	1	1		DOUBLE
Stage Coordinator									
Announcer			1	1	1	1	1	1	KING/DOUBLE
Commentator					1	1	1		KING/DOUBLE
Photographer					1	1	1		KING/DOUBLE
Editor					1	1	1		KING/DOUBLE
Videographer									
Judge				1	1	1	1		KING/DOUBLE
WoodMaster/ Backstage Manager									
Judge				1	1	1	1		KING/DOUBLE
Scorekeepign Judge					1	1	1		KING/DOUBLE
Video Timing Judge					1	1	1		KING/DOUBLE
STIHL Wheels			1	1	1	1	1		KING/DOUBLE
Lighting Tech			1	1	1	1	1	1	KING/DOUBLE
A/V Tech									
DJ					1	1	1		KING/DOUBLE
Athlete Coordinator									
Video Judge					1	1	1		KING/DOUBLE
Athlete					1	1	1		KING/DOUBLE
Athlete									
Athlete					1	1	1		KING/DOUBLE
Athlete									
Athlete					1	1	1		SUITE
Athlete - WildCard									
Athlete									
Athlete									
TV CREW	1	1	1	1	1	1	1		DOUBLE
TV CREW	1	1	1	1	1	1	1		DOUBLE
TV CREW	1	1	1	1	1	1	1		DOUBLE
STIHL OUTFITTERS					1	1	1		KING/DOUBLE
	0	1	7	9	21	21	21	5	85
	3	3	3	3	4	4	4	0	21
	3	4	10	12	25	25	25	5	106



4. Event City Requirements – con't

City Authorities: For this kind of nationally promoted production, we require some support and cooperation by the city authorities which could be reflected in examples such as:

- Ease the official bureaucratic processes
- Provide some infrastructural installations (waste disposal, toilets, power, water, fencing, dedicated internet access, etc.)
- Provision of security measures, such as ambulance, security company (day and overnight security)
- Support national and international promotional activities
- Support our video production team
- Municipal, Provincial and Federal Funding
- Complimentary provision of the Event location
- Provision of accommodation
- Crew catering

“The STIHL Timbersports Canadian Champions Trophy is the perfect event if you’re looking for high energy entertainment that’s fun for the whole family. Along with the obvious economic and tourism benefits that came with hosting, the STIHL team went out of their way to capture the city in an authentic and motivating way, providing hours of national destination exposure we simply could not afford to otherwise purchase. A well-oiled machine, the crew were an absolute pleasure to work with and the production had top notch entertainment value.”

- Wayne Long; Events Development Officer, City of Charlottetown





5. Event Location Requirements

The event site is a crucial part of the production and its scenery constitutes the flair that will be broadcasted to the entire world. Above that, the event location shall fulfill some requirements that are mandatory for the production:

Site: The site shall indicate in which region/town the event will take place.

Area Requirement: The surface of the location should be solid, concentrated (or asphalted), if possible leveled (a slant of up to 5 degrees is acceptable), with an access for trucks or forklifts.

It must be defined that the stage set-up is not on the west side, as it is not ideal for camera shootings.

Location Size: The event venue must provide space for the following installations:

- Stage: 48 ft. wide x 32 ft. deep, plus 20 ft. safety area in front of stage on event location
- Backstage Area: up to 200 ft. x 300 ft. (approximately) on event location
- Spectators: 150 – 1 500 m² on event location
- Parking Trucks: 200 m² on event location
- Parking Cars: 120 m² near event location
- Parking Spectators: It is the host City's responsibility to provide area for parking for spectators

**THE MINIMUM SIZE OF THE AREA SHOULD BE AROUND 2 000 M².
It can be in one space or split.**

Details of the set-up, installation and sizes to follow in this handbook.

Accessibility for delivering the event equipment, access for trucks and parking must be available (2 transport trucks, promotional trailer, storage trailer, skid steer, 2 gator vehicles and up to 6 vehicles or SUV's).

Infrastructural Requirement: For this production a number of infrastructural facilities are needed. Either those items are already on-site or must be temporarily installed:

- Power
- Water connection
- Dumpsters
- Dedicated Internet/Wi-Fi connection
- 20 yard waste bin for wood collection, and removal at the end of the event

Event Installations: For a successful and safe event a number of installations/ modifications must be made. A specific list will be provided after having analyzed the location. This can include, but is not limited to:

- Fences/enclosure
- Safety Barriers
- Portable Toilets
- Tents



5. Event Location Requirement's – con't

Power Requirements: We require 15-20 – 15 amp circuits to be completely independent for the production of the show. These circuits must be dedicated to the event and an electrician must be on call to provide support. The power source should be in the near surrounding of the stage (in a perimeter of 30 m).

In case there is not enough power available on-site, power generators must be set-up. It is crucial to have a quiet and continuous power supply, therefore twin pack generators shall be provided. For security reasons, two power generators could be used, to separate catering power and technical power.

Generators will only be considered in extreme situations where no power is available, but the location of the event is of significant interest to the producers.

An electrician must be available on-site throughout the whole event from beginning to end in case there are problems.





6. Event Production Requirements

The following pages show how the production will be set-up, which tools will be used and which tools and services will be locally needed. This list is for sample purposes only as some services and materials must be adapted to the individual location.

Event Location and Agenda

For safety reasons, the venue must be locked during the period of set-up and teardown. This will be from Day -3 in the morning until Day 2 late morning. Access must ONLY be granted for the set-up crew.

The setup will be managed as follows:

Day -3	08:00 am – 10:00 pm	Arrival of show assets, set-up of compound, stage and basic infrastructural installations (power, fences, toilets, etc.)
Day -2	08:00 am – 10:00 pm	Set-up of technical components, sound and light check during the night
Day -1	11:00 am – 12:00 pm	Final set-up and cross check – Qualification Round
Day 0	04:00 pm – 07:00 pm	Open doors for public
	07:00 pm – 10:00 pm	Show/Contest
	10:30 pm	Show ends
	11:00 pm – 12:00 am	Event wrap up
Day 1	10:00 am – 09:00 pm	Teardown/loading
Day 2	10:00 am – 12:00 pm	Final check on-site / end of event



6. Event Production Requirements – con't

Vehicle Fleet

The team will arrive with the following fleet. Some of the trucks will directly park on the event site, some of them must be parked outside near the event venue. All vehicles must be parked in a secured area.

2 x 53' Transport Truck	Contains equipment, materials, etc. Unload = Day -4, Reload = Day 1 and Day 2 Must have access to site for unloading and reloading. Can be stored offsite.
Cube Van and Small Trailer	Contains equipment, materials, etc. Unload = Day -4 and Day -3 Reload = Day 1 and Day 2 Must have access to site for unloading and reloading. Must be stored on or very close to site.
4 x Cars/SUVS	Team cars, need to park very close to the event location (need permanent access to the event location).
Product Trailer (STIHL Wheels) with pick-up truck (40')	Must be parked on-site for demonstrations and product viewings during Day 1, Day 0

Tools Needed for the Event

For a successful execution of the set-up and breakdown, several tools are required:

Forklift	Required Day -4 until Day 2. May be stored off-site during the event days (Day 1 and Day 0)
Scissor Lift	Required Day -4 until Day 2. May be stored off-site during the event days (Day 1 and Day 0)
Skid Steer	Required Day -4 until Day 2. Must remain on-site during the event for wood transportation
2 Gator/4-Wheeler vehicle	Required Day -4 until Day 2. Must remain on-site during the event



6. Event Production Requirements – con't

Event Area

To be able to provide detailed set-up plans, a site map (to scale) shall be provided by the authority managing the area to STIHL TIMBERSPORTS. Once this site map is received, the production team will produce a detailed set-up plan. This plan can be used for any kind of approval processes.

The image below is an example of a set up plan for a Canadian Trophy event:





6. Event Production Requirements – con't

Backstage Area

The backstage area must be enclosed with 6' tall enclosure fences with no access to the public. The size of the backstage area will vary depending on the site.

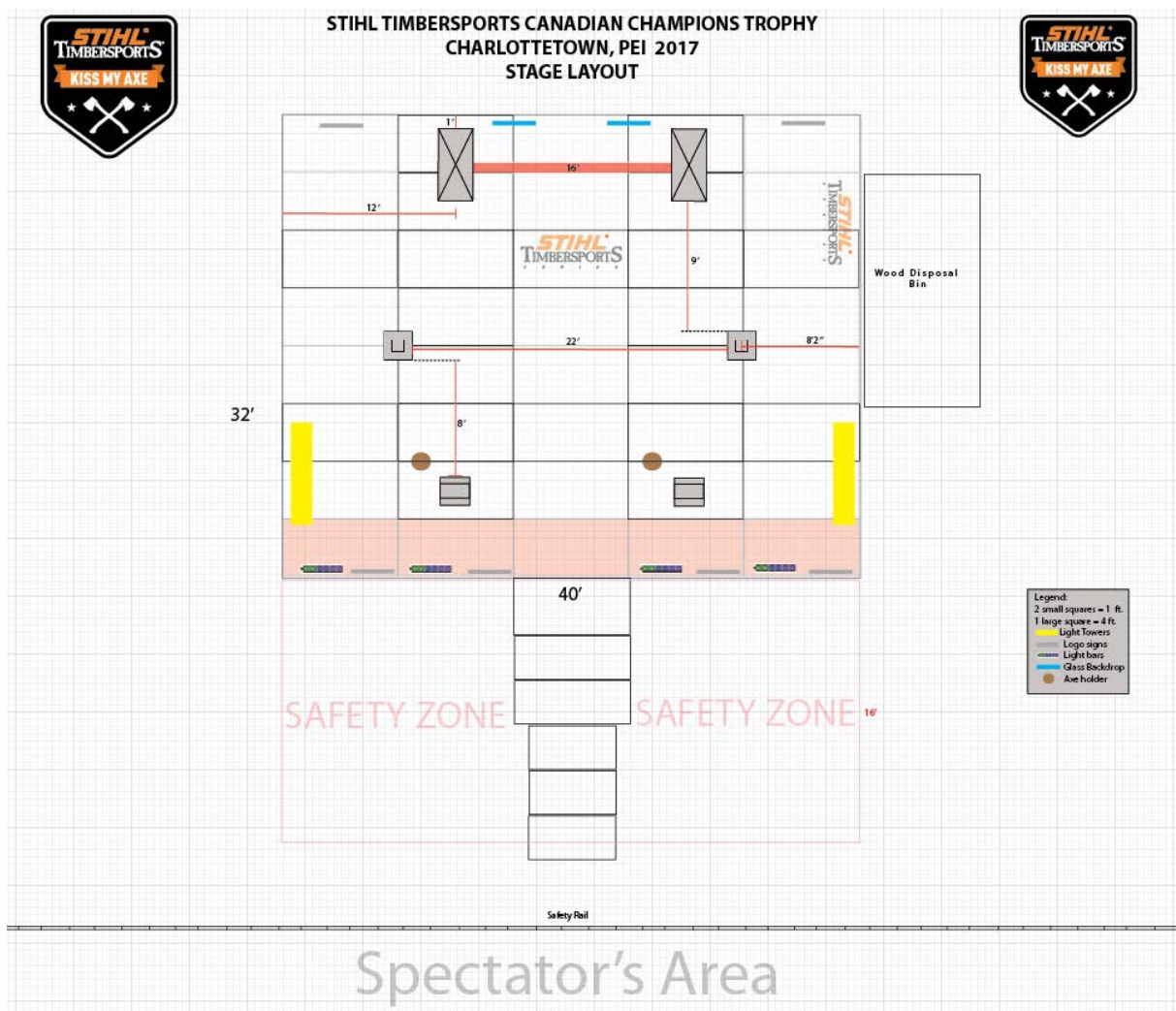




7. Construction of Stage and Technical Components

Stage Area

The STIHL TIMBERSPORTS stage is a custom-built platform designed to endure the extreme nature of the event. The stage is equipped with quick release systems on the stage decks that allow for quick and easy wood changes during the show. The height of the stage is approximately 4 ft. This stage has NO backdrop; this is why the view behind the stage is VERY important.



Technical Set-Up

The technical equipment consists of sound, light and video equipment. The set-up will take place on Day -2. Sound and light check will be held during the night. After the location check, there will be further details about the technical set-up.



8. Crew Catering

During the event and teardown, the team needs to be catered. Therefore, a local catering company shall be responsible. STIHL TIMBERSPORTS will work directly with the local catering company to confirm numbers and menus.

The catering requirements are as follows:

- | | |
|-------------------|--|
| Day -4 and Day -3 | Lunch and Dinner (with non-alcoholic drinks) for 20 people |
| Day -2 | Lunch, Snacks and Dinner (with non-alcoholic drinks) for 50 people |
| Day -1 and Day 0 | Lunch (with non-alcoholic drinks) and Snacks for 50 people; Dinner (with non-alcoholic drinks) for 60-70 people. |
| Day 1 and 2 | Lunch and Dinner (with non-alcoholic drinks) for 20 people |

9. Additional Needs for the Event

Security

According to the location and number of spectators, a security plan needs to be designed. In any case, security must be on site (including overnight security) from Day -3 until Day 2 to make sure that all technical material is secure and no outside access is granted.

Contracts and Approvals

The local contact liaison has to make sure all relevant applications will be made and all approvals will be granted on time. STIHL TIMBERSPORTS needs to be informed about all relevant location checks by the authorities (ie. fire, etc) and STIHL TIMBERSPORTS will provide all certificates and information in return.

We also need to be made aware of any regional or national taxes that could occur, including any administrative fees.

As well, any administrative restrictions that could affect the event (organization permit, safety regulations, etc) must be disclosed to STIHL TIMBERSPORTS.

Local Agencies

Several materials and services will be purchased and/or rented on-site. For a solid and professional execution, a local agency (or counterpart) needs to be on-site to support the production crew. Its purpose is to provide local subcontractors and services that are needed.

Waste Disposal

To keep the area clean, waste disposal bins must be provided in the backstage areas. The hosting city/town will be responsible for clearing the waste bins at the end of each day. Additionally, a large disposal bin must be made available beside the stage for wood (see stage layout in Section 6). The hosting city/town will be responsible for disposing of the bin and contents at the end of the event.



9. Additional Needs for the Event – con’t

Infrastructure Tools

Materials that will be required to be rented on-site are:

Tents	2 – 20x40 2 – 20x20 1 – 20x10 1 – 40x10
Tables	30 Rectangular 8' tables
Chairs	100 Plastic folding chairs
Generators	In case of insufficient power supply, generators will be required.
Fences/enclosure	Two types of fences will be required – 4ft. high and 6 ft. high. Quantity will be confirmed after site plans have been received.
Portable Toilets	2 port-a-potties with a hand washing station
Water/Drain Connection	To fulfill all regulations in terms of hygiene for catering, it would be ideal to have a water and drain connection on-site (optional).

Furniture

In any case that certain furniture will be required, contact information for short-term rentals shall be made available.

Public Relations

As counterpart of the national public relation department for STIHL TIMBERSPORTS, as well as their third-party agency, a local agency/contact shall support the promotion of the event in this field.

Internet

A minimum 50 Mbps download/10 Mbps upload internet connection is required. Installation shall be no later than Day-3 and available until Day 1.

First Aid

During the qualification period and event (Day -1 and Day 0), a Paramedic team must be on-site. The team shall consist of at least 2 paramedics/trained staff. Emergency access to an ambulance must be available via 911.

The team must be located near the stage to have fast and easy access in case of any incidents.



10. TV Exposure

The STIHL TIMBERSPORTS Canadian Trophy is broadcasted nationally on TSN. A total of 3 episodes will be produced from this event. The TV footage captures all the action of the show, but it also offers the opportunity to showcase the host city/venue and promote the area's tourism activities, which makes it a perfect opportunity for partnering with local city officials or Tourism offices. These partnerships can be used to leverage the event hosting fee.

11. Bid Submission Guidelines open for 2019, 2020, and 2021

Bid submission deadline: April 6, 2018

What does a bid require? The following documents are required (but not limited to);

- ✕ Letter from hosting venue/tourism office introducing host community and outlining why this is the best place in Canada to host the event
- ✕ Letter from hosting organization stating intent and commitment to host the event and to cover the agreed upon hosting fee
- ✕ Confirmation that all infrastructural, location, technical and logistical requirements outlined in the bid document can be fulfilled
- ✕ Letter from municipal or provincial office stating support for the event (if applicable)

Timeline

- ✕ Jan 2018: Bid process begins. Hosting organizations to inquire about the event. Conference call or in-person meetings available upon request (at hosting City or at STIHL TIMBERSPORTS office). Potential bids are analyzed.

- ✕ **April 6, 2018: Last day to submit bid to STIHL TIMBERSPORTS**
Bid submissions can be made:

Via email to gerry.rozo@stihl.ca; kelly.elliott@stihl.ca

**Via mail to STIHL TIMBERSPORTS c/o Gerry Rozo
1515 Sise Rd. London, ON N6A 4L6 Canada**

Via fax to (519) 681-1603

- ✕ May to September, 2018: Winning bids are notified. Set up-site checks. Site check to be covered by host organization for 3 STIHL TIMBERSPORTS selection team members. Site check must be completed no later than December 15, 2018. Host cities hosting the earliest event are giving scheduling priorities for site checks. For example, the city hosting the 2019 event gets scheduling priority over the 2020 host. All site checks will be scheduled accordingly.



- ✘ Once site check is completed: Signing of event agreement. A 25% deposit of the hosting fee is due. Date confirmation. Press release to be drafted.
- ✘ October, 2018: Press release is submitted to national media to announce winning bids

Hosting Fee

The hosting fee will depend on the location of the host city. We present an estimated cost below. Please note this number is an estimate and we won't be able to confirm a final number until the winning bid is confirmed. All prices in CAD.

Event location:

- ✘ PEI/New Brunswick, Nova Scotia: \$90,000
- ✘ Ontario/Quebec: \$80,000
- ✘ Manitoba/Saskatchewan: \$90,000
- ✘ Alberta: \$95,000
- ✘ British Columbia: \$100,000

Payment schedule:

- ✘ 25% is due after site check and upon signing of the agreement
- ✘ 25% is due by February 15th of the event year (if you are hosting the 2020 event, this portion is due on February 15th, 2020)
- ✘ 50% is due no later than one month before the event date

What does this fee cover?

- ✘ Staging, lights, special effects, all tools necessary for production
- ✘ Transportation for all production items including transport trucks
- ✘ TV cameras, recording, TV show editing
- ✘ Athletes, athlete transportation, prize money
- ✘ Photography
- ✘ Competition wood
- ✘ Crew and athlete catering
- ✘ Hotel accommodations
- ✘ Airfare for all staff
- ✘ TV host and co-host
- ✘ Complete production of the show
- ✘ National PR efforts



What is not included in the hosting fee?

- ✘ Please refer to page 8 and 9 of bid document under “infrastructural requirements” and “event installations” and “power requirements”
- ✘ Local PR and promotion of the event to secure attendance
- ✘ Emergency services staff

12. Revenue opportunities for the host city (not limited to):

- ✘ Ticket sales (full admission goes to the host city – we do not take a portion) – it can also be organized as a free event – this is up to the hosting city.
- ✘ Local sponsors: With the approval of STIHL TIMBERSPORTS, the host city can approach local sponsors to help fund the show. We do not take a portion of the sponsorship dollars, this goes entirely to the hosting city.
- ✘ TV show host city intro: The TSN broadcast for this event consists of 3 episodes that air on national television. In the show opening, our TV crew will go around the host city and feature the most interesting landmarks that the host city would like to show the country. This piece can be sold to the local tourism office or City officials/Provincial officials. The exposure on national television is significant and this can cover a large portion of the hosting fee.
- ✘ TV commercial: The hosting of the event gives you the right to have 1 – 30 second commercial per episode aired. You can use this commercial to promote the city or you can sell it to a local sponsor that would be interested in having a national commercial on TSN. (The sponsor must be approved by STIHL TIMBERSPORTS).
- ✘ Vendors – concessions: A STIHL TIMBERSPORTS event is a party in itself and we are open for the hosting venue to organize a big celebration around the event with food and other types of vendors, plus other entertainment such as games for kids and more. This revenue goes back directly to the city; we do not take a portion of it.

Video Links

- ✘ 2017 Canadian Trophy in Charlottetown, PEI -
<https://www.youtube.com/watch?v=BlhwGgJVMT0>
- ✘ 2016 Canadian Championship episode with sample City Tourism feature – feature begins at 1:10 seconds - this feature will be aired on prime time TV nationally on TSN:
<https://youtu.be/gJDlpoVmIA4>

13. Economic Impact

The STIHL TIMBERSPORTS Series is currently scheduled to perform an Economic Impact Study of the 2018 Canadian Championship. In the meantime, we have prepared a Projected Economic Impact Report prepared with the Steam 2.0 Software, which is available upon request.



14. Conclusion

The STIHL TIMBERSPORTS Canadian Champion Trophy is a high performing national event series with a massive focus on quality. The production is closely linked to the corporate identity of the promoter, which is why it is very important to fulfill the standards and inputs of this bid guideline. But as the set-up and appearance of the location will vary, the needs and actions have to be adapted for each location.

15. Testimonials

“The STIHL Timbersports Canadian Trophy is the perfect event if you’re looking for high energy entertainment that’s fun for the whole family. Along with the obvious economic and tourism benefits that came with hosting, the STIHL team went out of their way to capture the city in an authentic and motivating way, providing hours of national destination exposure we simply could not afford to otherwise purchase. A well-oiled machine, the crew was an absolute pleasure to work with and the production had top notch entertainment value.”
- Wayne Long; Events Development Officer, City of Charlottetown

“London hosted the STIHL Timbersports Canadian Championships two years in a row and we were very happy with the results. The quality of the production was outstanding and the TV coverage was a great plus. Gerry and his entire team at STIHL were fantastic to work with and we’d recommend this event to anyone looking to diversify their hosting portfolio while gaining TV exposure.”

- Zanth Jarvis – Tourism London





16. Contact

Gerry Rozo

STIHL TIMBERSPORTS Executive Producer
m: +1 (519) 694-9925
gerry.rozo@stihl.ca

Kelly Elliott

STIHL TIMBERSPORTS Logistics & PR Manager
w: +1 (519) 681-3000 x 2820
m: +1 (226) 376-0779
kelly.elliott@stihl.ca