WORLD SLEDGE HOCKEY CHALLENGE

BID INFORMATION PACKAGE
Executive Summary

Since its debut at the 1994 Lillehammer Paralympics, sledge hockey has grown dramatically and is now played by athletes in over twelve (12) countries, governed by the IPC, through the International Paralympic Ice Hockey Committee. It has quickly become the biggest spectator draw at the Paralympic Winter Games.

With the growth of the game and administrative inclusion of Sledge Hockey under the Hockey Canada umbrella we would like to extend every effort to educate fans and promote the game. Very similar to the commitment to promote and develop women’s hockey when first introduced.

The World Sledge Hockey Challenge is a four (4) team, international tournament. The 2013 World Sledge Hockey Challenge will be held during the month of December with a tournament format including a single round robin followed by two semifinal games and two medal games, for a total of ten (10) games.

Overview

2013

Event Date: Sunday, December 1st, 2013
Saturday, December 7th, 2013

2014 / 2015

Event Date: Sunday, December 7th, 2014
Saturday, December 13th, 2014
Or
Sunday, April 12th, 2015
Saturday, 18th, 2015

*2014/2015 event dates are dependent on IPC Worlds

Teams: Canada
USA
Japan
Norway
* Top 4 international ranked teams

Game Schedule: Round robin play, followed by two semifinals, bronze and gold medal games. Practice time will also be provided for each of the competing teams.
Bid Submission Package Guidelines

If, after reviewing the attached information package, you are interested in submitting a bid to host the 2013/14 and/or 2014/2015 World Sledge Hockey Challenge, please submit a business case and event guideline to Hockey Canada that addresses the following topics:

- Facility Information
- Accommodation Information (hotel locations, services and rates)
- Ticket Sales Strategy
- Promotional Strategy
- Marketing/Sponsorship Strategy
- Budget/Financial Forecast
- Previous Event Hosting Experience within the Community
- Special Events
- Other Relevant Information

Please submit your bid information to:

Jill Hamilton
Hockey Canada
Suite 201 - 151 Canada Olympic Road SW
Calgary, AB T3B 5R5
Ph/Télé (403) 777-3642
Fax/Téléc (403) 777-3635
jhamilton@hockeycanada.ca
Section I

2013 WORLD SLEDGE HOCKEY CHALLENGE – DRAFT SCHEDULE
GAMES & PRACTICES
** PLEASE TAKE NOTE THAT THIS IS A WORKING SCHEDULE **

Saturday, November 30th, 2013
10:30-12:30 Practice
13:00-15:00 Practice
15:30-17:30 Practice
18:00-20:00 Practice

Sunday, December 1st, 2013
12:00 Game – Norway vs. USA
16:00 Game – Japan vs. Canada

Monday, December 2nd, 2013
12:00 Game – USA vs. Japan
19:00 Game - Canada vs. Norway

Tuesday, December 3rd, 2013
Day Off
9:30-10:30 USA Practice
11:00-12:00 Canada Practice
12:30-13:30 Japan Practice
14:00- 15:00 Norway Practice

Wednesday, December 4th, 2013
12:00 Game – Canada vs. USA
19:00 Game – Norway vs. Japan

Thursday, December 5th, 2013
12:00 Semifinal #1 (3rd vs. 2nd)
19:00 Semifinal #2 (4th vs. 1st)

Friday, December 6th, 2013
Day Off
9:00- 10:00 Norway Practice
10:15- 11:15 USA Practice
11:30 – 12:30 Canada Practice
13:00 – 14:00 Japan Practice

Saturday, December 7th, 2013
12:00 Game – Bronze Medal
17:00 Game – Gold Medal

Note: *TSN, Hockey Canada’s official broadcaster, may dictate start times of potential televised games
Section II

Hockey Canada Responsibilities

**Hockey Canada’s Financial Obligation** for event expenses shall include the following items:

- Hockey Canada will assign an Event Manager to assist with the event preparation and oversee the management of the championship

- Hockey Canada will be responsible for supplying the following promotional materials and advertising support:
  1. Rinkboards for HC sponsors
  2. Game Pucks
  3. Hockey Canada & Marketing Partner Banners

- Hockey Canada will provide the Host Committee with the necessary country flags and anthems for the Championship. Hockey Canada will also provide the public address announcement scripts. The script and all game protocol will be determined by HC.

- Hockey Canada will provide a Championship Trophy

- Hockey Canada will arrange for and cover the costs of providing on-ice officials for the Championship

- Hockey Canada will provide products (as available) from Marketing Partners for use during the Championship

- Merchandise through our official Hockey Canada Merchandiser

- Hockey Canada will provide an official photographer to the event.

- Hockey Canada owns the rights to use existing and/or install photography strobe lights in all venues. No media or other outlet may install or access strobe lights without the consent of HC.

Host Organizing Committee Responsibilities

The Financial Obligation for event expenses shall include the following items:

- The Host Organizing Committee will provide event cancellation insurance for the Championship. Consult the Hockey Canada Event Manager for details.
**Arena Facility**

- The Host Committee will be responsible for all expenses related to the arena facility, including rental of ice for team practices and games.

- The main host arena must be available on an exclusive basis to the Host Organizing Committee 2 days prior to competition, throughout the competition and one day following the final day of competition.

- The host arena must meet the following minimum standards:
  
  i. Sledge accessibility
  ii. Suitable television and radio broadcast facilities (including broadcast booths for television commentators) and interview areas;
  iii. Media press box facilities capable of hosting a minimum of 25 media representatives, along with telephone lines
  iv. Acceptable television camera position and arena lighting for live television broadcasts (minimum 100 foot candle rating). Consult your Event Manager for details
  v. Acceptable hospitality areas/rooms for media workroom, results area and hospitality;
  vi. Acceptable hospitality areas/rooms for VIPs and other accredited officials;
  vii. Box office/public ticket distribution system;

- At the host site the Host Committee will be responsible to provide an individual dedicated dressing room, of acceptable size, for each of the four (4) participating teams, as well as a medical/equipment storage room and coaches’ room.

- The Host Committee will provide a daily laundry and towel service for the competing teams;

- The Host Committee will provide exclusive dressing room for on-ice officials (Note: the Host Committee is responsible to provide the off-ice minor officials – PA announcer, scorekeeper, timekeeper, penalty box attendants, goal judges, music person);

- Hockey Canada will provide Player of the Game Awards for each game of the Championship

**Host Organizing Committee Responsibilities**

- The Host Committee will provide pre game snacks and refreshments for the competing teams and on-ice officials for both practice and games;

- The Host Committee will provide the participating teams with practice pucks for their practices and pre-game warm-ups

- The Host Committee will arrange approval to display sponsors’ advertising throughout the arena, including, but not limited to exclusive use of rinkboards, bench boards, electronic signage and ice logos;
• The Host Committee will provide arena facilities including ice costs, necessary building staffing (including full game operations staffing), minor (off-ice) officials, security, use of score clock, use of video score clock, use of electronic signage, installation of Hockey Canada vinyl-mesh ice logos & ice preparation, signage displays and all costs with providing a “clean building”.
  o “Clean Building” – ice, boards and in camera signage free of any sponsor marks unless otherwise agreed upon.

• The Host Committee will arrange for exclusive advertising rights to all rinkboard, bench and ice areas (clean rinkboards and ice surface) as well as exclusive rights to the sale of event merchandise, photographs and souvenir magazine;

• The Host Committee will arrange for acceptable hospitality areas/rooms for media results and hospitality, as well as VIPs and accredited officials;

• All arena contracts entered into by the Host Organizing Committee regarding the event will be subject to approval by Hockey Canada and the event’s Steering Committee

**Accreditation and Security**

The Host Organizing Committee will be responsible for providing the following:

A system must be established to ensure all participating teams and visiting VIPs are provided with adequate security.

**Medical Services**

The Host Committee will be responsible for having EMS on-site and a qualified physician on-site for all games during the event.

**Marketing and Sponsorship**

The Host Committee will:

• reserve 200 of the best available event packages (complimentary) for Hockey Canada dignitaries and sponsors.

• Make up to 80 tickets per game available for purchase by the participating teams.

• Provide a VIP hospitality area and passes for a maximum 200 persons per game to be used prior to, during and following each game. Hospitality should include coffee, tea, pop, juice, Molson products, ice and snacks.
Other marketing and promotional expenses include but are not limited to:

- Event partners
- Event advertisements
- Event media conferences
- Event specific logo and souvenir merchandise (both tournament merchandise and HC merchandise)

**Note:** Hockey Canada must approve all of the aforementioned promotional items and will assist in obtaining costing of materials through additional suppliers. All promotional items, supplies, sponsors and purchases are subject to the Hockey Canada exclusivity guidelines

Host Organizing Committee Responsibilities

- Rinkboard advertising sold by Host Committee. Production costs are approximately $175.00 per rinkboard, two (2) boards required for each advertiser one (1) for preliminary games, one (1) for televised final (if applicable) therefore $350.00 should be budgeted for each advertiser. (Consult your Hockey Canada Event Manager for further details).

- It is anticipated a total of 22 rinkboards in TV view and 12 in non-TV view will be reserved exclusively for national sponsors of the Hockey Canada while 4 TV view and advertisements will be available for local/regional sponsors secured by the Host Organizing Committee (all revenue received from the sale of Organizing Committee rinkboards will accrue to the event).

- With respect to national sponsorships, it should be understood that certain exclusivity guidelines will apply to this event. As a result, local event sponsorships must be non-conflicting and comply with the national sponsors’ guidelines (consult the HC Event Manager for a copy of these guidelines).

It should also be noted that sponsorship and television guidelines may be subject to change.

A sample of a rinkboard layout can be found below.
Media Services

- The Host Committee will provide suitable media press box facilities capable of hosting a minimum of 25 media representatives along with a media workroom with telephone lines and a hospitality room with food and beverages;

  i) Telecommunications Equipment

- Equipment on-site at the main host arena (results room) should include one (1) computer, (1) one printer, one (1) fax machine, one (1) photocopier and a minimum of one (1) telephone line with long distance capabilities (credit calling card phone);

Hotel Accommodation

While accommodation is the financial responsibility of the participating teams, the Host Committee will be responsible to meet the following hotel requirements at the host site:

- Provide a minimum of 80 hotel rooms (ideally at one hotel, maximum of two hotels) or other acceptable facility to house the participating teams, officials, VIPs and media;

- Hotels must be of acceptable international standards and consist of full-service restaurants, banquet facilities and in-house security services. Hotels must also be in a position to provide special meal services to the participating teams (i.e. late post-game meals and take-out orders);

- Hotels must be within reasonable proximity of the main host arena (maximum 25 km);

- Preferred hotel room rates must be negotiated by the Host Organizing Committee;

- Each participating team delegation will consist of a minimum 21 persons with daily room requirements anticipated to be 8 doubles and 6 singles. Additional personnel (over the official team delegation of 21 persons) attend the event at the expense of the team concerned. Each team is to receive a floor in the hotel exclusively for their use;

- Consideration should be given to accommodations for special needs, parents, and other spectators of this event.

Transportation

Ground Transportation is the responsibility of the Host Organizing Committee. The Host Organizing Committee will be responsible for the funding and organization of the following transportation services for teams keeping in mind possible special needs:

- Dedicated individual bus transportation, special needs and sledge requirements to be kept in mind, for each of the 4 participating teams, including transfers from the designated international airport on arrival and departure;

- Special local shuttle service for officials, media, scouts and VIP’s;
• Provide cargo vans or trucks, as required, to transfer equipment for participating teams;

• Provide emergency transportation assistance from arenas and hotels, as required;

• Outline a daily transportation itinerary for all participating teams and officials in accordance with the official game schedule.

Responsibilities of Participating Teams

• Teams would be responsible for their own accommodation, meals, and travel (AIR) expenses.

• Each team is responsible for any skate sharpening and repair of equipment for this Championship.

• Each team is responsible for any special events which they wish to participate in during their stay. This would include tours and excursions during their stay and any entertainment costs.
### Appendix

Host Committee Financial Obligations

(Assumptions based on historic costs – may be subject to change)

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Cancellation Insurance</td>
<td>$2,000</td>
</tr>
<tr>
<td>Facility Expenses ($2500 per day for 10 days)</td>
<td>$25,000</td>
</tr>
<tr>
<td>Laundry/Towel Service</td>
<td>$1,000</td>
</tr>
<tr>
<td>Pre-game Snacks</td>
<td>$1,000</td>
</tr>
<tr>
<td>Practice Pucks</td>
<td>$500</td>
</tr>
<tr>
<td>VIP Hospitality</td>
<td>$1,000</td>
</tr>
<tr>
<td>Accreditation</td>
<td>$500</td>
</tr>
<tr>
<td>Marketing</td>
<td>$5,000</td>
</tr>
<tr>
<td>Ground Transportation</td>
<td>$20,000</td>
</tr>
<tr>
<td>Onsite EMS</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

**TOTAL**  

$59,000

*Please keep in mind these are approximate figures which may vary based on host committee planning and potential sponsorship in kind.*
**WSHC 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 Branch from day one of bidding process
- Highlight your relationship with Minor Hockey / Local Sledge Community
- 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
- Arena Diagram – with room measurements documented as well as how your group plans to use the various rooms
- Host Committee Org 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
- Logistics plan – detailed plan on how teams, officials, VIP’s 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 WSHC, if not how do you plan to meet these?