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Hockey Canada Foundation Gala & Golf *Request for Proposal*

The Hockey Canada Foundation (HCF) is currently accepting proposals to host the 2021 HCF Gala & Golf Event.

The purpose of this RFP is to provide a fair evaluation for all candidates, and to provide the candidates with the evaluation criteria against which they will be judged.

The goal of this project is to identify and award a community the right to host the 18th annual HCF Gala & Golf.

Key Dates:

Circulation of RFP – January 13, 2020

Deadline to submit RFP proposal – February 28, 2020

Questions/interviews with applicants – March 2020

Selection of host community for 2021 HCF Gala & Golf – April 2020 to be announced

June 2020 at the 17th Annual Gala.

Hockey Canada Foundation

Vision: Uniting Canadians through hockey – one person, one community, one country.

Mission: The Hockey Canada Foundation preserves, nurtures and strengthens the bond between Canada, Canadians and hockey.

The Hockey Canada Foundation is a public foundation whose work helps support Hockey Canada. The Hockey Canada Foundation secures major gifts, promotes planned giving and manages special fundraising events such as the HCF Gala & Golf. Since 2009, the Gala and Golf event has raised more than \$7.5 million in net proceeds, assisting in the growth of grassroots hockey across Canada.

Proceeds from Hockey Canada Foundation events support the HCF and Hockey Canada initiatives within three priority areas:

Enable: Removing barriers to the game

Educate: Providing resources and tools to better equip kids, parents and coaches

Engage: Promoting nation building, citizenship, mentorship and community involvement



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Hockey Canada Foundation Gala & Golf

The HCF Gala & Golf is a key annual fundraising property for the Hockey Canada Foundation, with 2021 marking the 18th year for this spectacular event. Each year the gala dinner celebrates Canada's rich hockey history, honouring that year's Order of Hockey in Canada inductees, as well as celebrating the year's Canadian world championship-winning teams. The gala pays special tribute to Canadian hockey traditions, the steadfast commitment of volunteers across the Country, Community Grass Roots Initiatives and Stories, International Hockey Successes and the Order of Hockey in Canada Honourees.

Attached is a support document entitled '*HCF Gala Historical Overview – January 2020*' that details the scope and operations of the Hockey Canada Foundation Golf & Gala. Please review this document as a primary resource prior to completing the following requirements.

The following items are required as part of the RFP submission for a community to be considered to host the HCF Gala & Golf:

- Outline the composition of your proposed host committee and host committee organizational chart. Who is/are the Chair(s), Honorary Chairs, key Members of your Committee and how do their connections and relationships influence the success of this event?
- What is your goal in hosting the Hockey Canada Foundation Gala & Golf?
- Outline key relationship and partnerships you currently have that will contribute to the success of hosting this event. Please consider hockey organizations, tourism groups, government, corporate leaders, community philanthropists, etc.
- 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 venue configurations, seating options and capacity, parking overview, incremental hosting space, catering overview, etc.
- Include a copy of the potential hotel agreement(s), including total rooms available, cost per room, distance from hotels to host venue.
- **Please note, no hotel contracts should be signed for this event without the Hockey Canada Foundation reviewing and approving all contracts.**
- List of proposed event sponsors locally (a copy of Hockey Canada exclusive partners is included).



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- Please outline any source of public funds that you have secured to support the hosting of this event in your community.
- A list of previous events hosted in the venue and in the community in general that were led by the bid group.
- An overview of what makes your city a unique location to host the HCF Gala & Golf. How can your city provide a once-in-a-lifetime, VIP experience to the guests and athletes?
- Detailed business plan to include, but not limited to:
 - Revenue generation plan, highlighting timelines, prices, success indicators and overall sponsorship strategy, where and when tables and smaller packages will be sold and what background the host group has to support this strategy. How will the host group work with Hockey Canada exclusivities and partners? Included in this should be consideration of the silent and live auction, and any other revenue sources.
 - Detailed expenditures to operate the event.
 - Detailed legacy plan for all potential profits of the event. Please note that revenue from event will be split 50/50 with the local group and HCF for development initiatives. If building a rink or refurbishment is part of the legacy, there needs to be an allocation for Hockey Canada to run a camp for minor hockey and discounted rate for MHAs.
 - Media plan and promotional strategy, including potential partners and timelines, who is on board and how will they be supporting.
 - An alumni engagement plan, detailing what will be done as a committee to highlight and capitalize on local alumni.
- Based on the June hosting timeframe, detail any other major fundraising galas in the community within one month of the potential hosting of the HCF Gala & Golf that you are aware of.
- The golf event overview should include the following, but not limited to:
 - Overview of 36-hole Exclusive Golf Course, including total number of holes at proposed course(s), banquet space, parking, secondary meeting space for check-in, pro shop, etc.
 - History of hosting events on the proposed course(s).
 - Detailed information on the location of the course(s) and the logistics plan to move players from the host hotel to the course(s) and back to the airport for departure.
 - Plan should include a position(s) dedicated to a Volunteer/Committee Golf Lead who is familiar and has a strong relationship with the course, strong golf background, and is able to play a key role in the facilitation of the golf portion of the event.



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Please submit all proposals to Kelsey Chadwick (kchadwick@hockeycanada.ca) by **February 28, 2020**. If you have any questions about the bid process please contact Kelsey at the above e-mail address, or 403-777-3625.