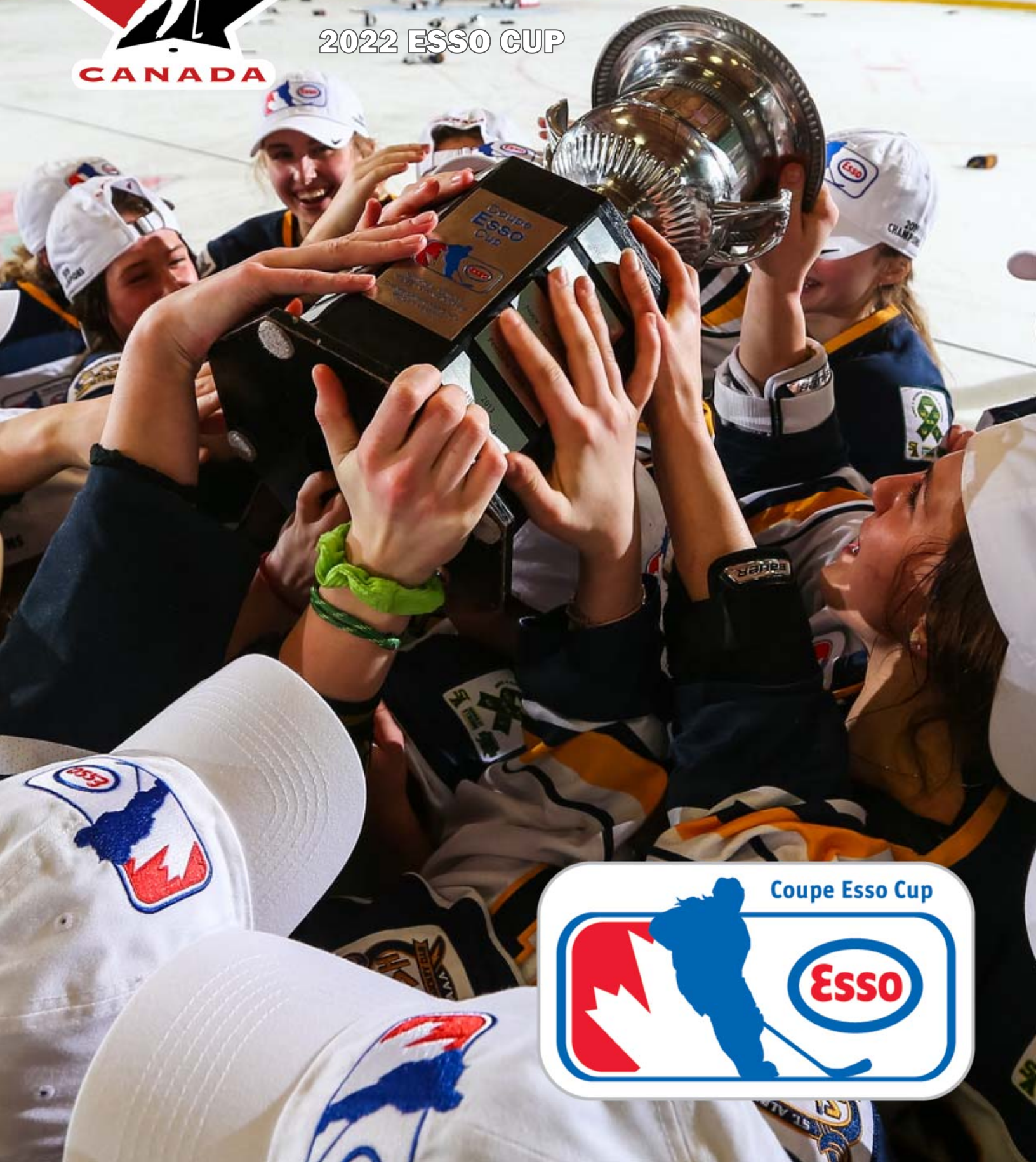




BID GUIDELINES

2022 ESSO CUP





Letter from the President & COO

Thank you for your interest in hosting a Hockey Canada event; we are pleased to invite you to submit a bid proposal for the **2022 Esso Cup**.

Hockey Canada is a proud national sport organization that is driven to lead, develop and promote positive hockey experiences. With a membership of over 700,000 from coast to coast to coast, we are excited to find new platforms and initiatives to grow the game at every level.

Our Events department measures the success of any event through the positive impact left on the local hockey community and enhancing the perception of Hockey Canada and our member branches.

We take tremendous pride in delivering exceptional events by challenging current practices and industry standards, and delivering an extraordinary experience to event stakeholders.

Thank you again for expressing your interest in hosting a Hockey Canada event and we look forward to the possibility of bringing the nation or world to your community.

Sincerely,

Scott Smith
President & Chief Operating Officer
Hockey Canada



Next Hosts

2021 – Lloydminster, Alta.

2020 – Prince Albert, Sask.

Previous Hosts

2019 – Sudbury, Ont.

2018 – Bridgewater, N. S.

2017 – Morden, Man.

2016 – Weyburn, Sask.

2015 – Red Deer, Alta.

2014 – Stoney Creek, Ont.

2013 – Burnaby, B.C.

2012 – Charlottetown, P.E.I.

2011 – St. Albert, Alta.

2010 – Regina, Sask.

2009 – Calgary, Alta.

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Event Overview

Hockey Canada is now in the process of accepting bids for the 2022 Esso Cup, the National Women's U18 Club Championship.

The 2022 Esso Cup is scheduled to be held between the dates of **April 17-23, 2022**, 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 bids@hockeycanada.ca for assistance.

Bid Process

The following bid guidelines have been developed by Hockey Canada strictly for the purpose of facilitating the selection of the site for the 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 & Process

Step 1 – January 30, 2020 – Electronic circulation of bid guidelines

Hockey Canada will forward the bid guideline packages to all regional Members for open bid prior to January 30, 2020 at 5 pm MT.

Step 2 – February 20, 2020 – Expression of Interest

Interested host locations / teams should send a note to bids@hockeycanada.ca to express their intent to bid to host the Esso Cup

Step 3 – April 30, 2020 – 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 30, 2020. 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 Hockey Canada Bids or e-mailed to bids@hockeycanada.ca

Step 4 – May 2020 – 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 possible in-person bid presentations.

- i. 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.
- ii. The Site Selection Committee reserves the right to conduct site visits at any point in the bid process.

Step 5 – June 2020 – Hockey Canada Decision

- i. Representative of the Site Selection Committee will present a summary report and host site recommendation to the Hockey Canada Board of Directors.
- ii. In submitting their applications to host, the bid applicants have acknowledged that the decision to award the hosting of the Esso Cup rests solely with Hockey Canada through the Site Selection Committee as approved by the Hockey Canada Board of Directors.

- iii. 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 Esso Cup.
- iv. 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 host site being made.
- v. 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 Overview

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: Hockey Canada Vice President of Events & Properties, or designate

Voting Members: Host Organizing Committee Chair(s)
Host Member Executive Director or Designate
Hockey Canada Chairman or Board Designate

Staff Resource Person: Manager of Events & Properties, Hockey Canada

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 Esso Cup.

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

The structure of the Host Organizing Committee and the appointments to senior volunteer positions within the organization, including the Host Organizing Committee chairperson need to 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 shall consist of an Operational body and a Disciplinary body. The Operational body is responsible for logistical and general operational matters relating to the Championship, and shall consist of:

- Hockey Canada Board Representative (Chair)
- Event Referee-in-Chief
- Member Representatives from Qualifying Teams (or delegates)

The Disciplinary body shall be responsible for all disciplinary issue related to the Championship, and shall consist of:

- Hockey Canada Board Representative (or designate) (Chair)
- Hockey Canada Event Manager
- Event Referee-in-Chief

Site Selection Committee is as follows:

Members:

- Hockey Canada Director or Designate
- Representative, Events and Properties, Hockey Canada
- Designated Hockey Canada Staff Representative

Resource Person:

- Staff, Events and Properties, Hockey Canada

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

Hosting Standards

In order for a community to be considered as a potential host of the Esso Cup the site must meet the following minimum hosting standards:

- i. The host community must demonstrate a strong affiliation with local minor hockey associations.
- ii. The host community must have demonstrated the ability to stage major national or international sports events in a highly successful manner, both financially and logistically.
- iii. The host community and partner sites must have a sufficient population base from which to market and promote the event.
- iv. The host site must have a strong volunteer base within the business and hockey community from which to draw on for leadership, both at the host site and proposed satellite locations. The bid should outline plans for recruitment and training of volunteers.
- v. The host community must have an arena complex which would be suitable to serve as the main site for key games.
- vi. The Host Organizing Committee is encouraged to extend the excitement of hosting the Esso Cup as broadly as possible throughout the host community and surrounding areas. The bid should include host plans for community involvement, together with any special events or social activities which would add a festival-like atmosphere to the hosting arrangements.
- vii. The event must be priced in such a way to ensure the individual games are family affordable. This will allow spectators of all ages the opportunity to experience an event of this magnitude. At the same time, the ticket pricing must be structured to enable the Host Organizing Committee to achieve revenue projections.

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 elements, as well as all details required in the bid checklist on page 26, will not be considered by the Site Selection Committee.

Introduction – explain the goals for your bid group and the direction you hope to take the Esso Cup

- i. Esso Cup site selection overview located on page 23
- ii. Community overview

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

Operational Plan – explain in detail how your group is going to coordinate the execution of the 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/Emergency Services
- xii. Insurance
- xiii. Human resources and volunteer services
- xiv. Tournament schedule

Bid Requirements & Event Information

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 must contain an overview of the host community and 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 Esso Cup?

- i. Rationale supporting the bid by the potential host community and region; highlight 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 must 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 organization 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 must 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 must include the following information:

- i. Key financial objectives and measurable success indicators, breakeven 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 must 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 Organizing Committee will be attempting to accomplish in hosting the Esso Cup.

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□ 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 of net proceeds which 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's 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 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. 50/50 Sales
- vii. Special Events/Fundraising
- viii. Concessions
- ix. 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. The expenses for the following items will be incurred throughout the period commencing one (1) day or two (2) days, pending traveling considerations, prior to the event dates and the day after the gold medal game.

Host Organizing Committee Guarantor Letter - A letter outlining who will accept financial responsibility for your hosting of the Esso Cup if the event is not profitable. This letter needs to be on official letter head from the group who is taking on this responsibility, and must be signed by an individual who has the authority to bind that group.

Team Accommodations - Please provide a copy of availability commitments from prospective hotel providers for the duration of the Esso Cup for the room requirements listed below. Hockey Canada and their accommodation partner, Conference Direct, will negotiate and sign all accommodation and meal provider contracts to ensure preferred rates and consistency across all national events. 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 12 double rooms and two (2) single rooms per team, excluding the host 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. *Should there be a desire for the host team to stay at a hotel it would be required for the Steering Committee to review and approve.

Officials Accommodations - The Host Organizing Committee must provide appropriate and acceptable hotel accommodations for all on ice officials (14) and tournament Referee-in-Chief (1). The Host Organizing Committee must provide and pay for seven (7) double rooms and one (1) single room for the officials and Referee-in-Chief. The Host Organizing Committee is also to reserve an additional (1) single room for the Referee Supervisor. This room will be covered by Hockey Canada.

Other Accommodation Requirements - The Host Organizing Committee must hold an additional 40 rooms for Hockey Canada, TSN, merchandise, and scouts/media. These rooms need to be blocked off. Groups are responsible for payment on their own.

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 designated airport, as approved by Hockey Canada.
- Local ground transportation for all event related activities including practices, games, meetings, and any other special events the teams are requested to attend.

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

Officials Fees - 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 U18 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 will be deducted from the overall per diem based on the current rate for that particular meal.

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. The exclusivity dates for the Esso Cup commences one (1) day prior to the event dates and the day after the gold medal game. 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.

Accreditation - The Host Organizing Committee shall pay the expenses incurred for providing an accreditation system which includes a registration package and identification card for the Participating Teams, Member Representative, officials, media, VIPs and other dignitaries approved through the protocol guidelines for the Championship. The final accreditation list shall be subject to the approval of the Steering Committee and shall be computerized for appropriate access during the Championship.

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 costs associated with 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
- Production of four (4) Host Organizing 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, they 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.

A Hockey Canada support & service fee based on gross single and package pricing shall apply to all tickets distributed for the Championship. The fee will be determined when final ticket prices are established. **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 assist in coordinating a detailed visitation program, if possible to the Esso Cup. 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 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 that hosting year, plus 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 approved 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, excluding the host team, unless approved by the Steering Committee. Up to 26 people (12 double rooms and 2 single rooms).
- Hockey Canada will pay for meals for all competing teams, excluding the host team, unless approved by the Steering Committee. 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/RDS Broadcast - Hockey Canada will cover all the production costs associated with the National television broadcast of the Championship final by TSN/RDS.

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

- A maximum 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 will be presented:
 - 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 holds the merchandise and vendor rights for the Esso Cup, and will provide the Host Organizing Committee with up to 20% of the net sales on regularly priced items sold at the Esso Cup, as part of the final settlement.

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 (subject to change based on Hockey Canada sponsorship agreements).

Host Member Financial Obligations

The Host Member's obligation is to support the delivery of the Esso Cup. This can be through, but not limited to, a financial grant, marketing, support staff, gifting or development initiatives.

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.

□ Operational Plan

Please note certain elements below may 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 of 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, Esso, TELUS, Tim Hortons and TSN/RDS 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 guidelines.
- The sponsorship plan should highlight all potential prospects as well as what levels they may fit into in 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.

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- 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 and distributing tickets. Timelines associated with different steps of the plan as well as targets and benchmarks that will be tracked throughout should be identified.
- The Host Organizing Committee must include detailed information on any grants or support funds noted in their bid documents. Provincial or municipal funding that is confirmed should be included, any potential grants should be noted as just that with some detail on the success of past groups in attaining any grants referred to in the bid documents.

Hockey Canada will review, approve and support the Host Organizing Committee's marketing plan and media 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 appropriate by Hockey Canada in cooperation with the Host Organizing Committee.

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

Web & Social Media - Hockey Canada will be the sole entity entitled to establish an on-line presence associated with the Championship including, without limitation through social media accounts, apps, and websites, and shall control the content shared. For greater certainty, the Host Organizing Committee will refrain from creating any accounts, apps or websites associated with the Championship. The website referenced as HockeyCanada.ca/EssoCup shall be the only official site for the Championship and shall remain the sole property of Hockey Canada.

Ticketing – A ticketing system (agent) can be made available to the Host Organizing Committee through Hockey Canada and its partnership with Ticketmaster. All the necessary equipment to set up an onsite ticketing office in the host venue would be provided through Hockey Canada at no cost to the Host Organizing Committee (unless hired ticket box office staff is needed) and will be the only ticketing system associated with the Esso Cup.

If the Host Organizing Committee wishes to use any other ticketing system (agent), please indicate system (agent) in bid presentation and include all fees associated with its operation.

A Hockey Canada support & service fee based on gross single and package pricing shall apply to all tickets distributed for the Championship. The fee will be determined when final ticket prices are established.

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 from two (2) day prior to first exhibition game of the event through one (1) day following the event, inclusive. Any use of the facility by a third party during this period must be approved by Hockey Canada. For the Esso Cup facility exclusivity commences one (1) day prior to the event dates and the day after the gold medal game.
- 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 resurfacers, 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 and 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 ten (10) game officials. Rooms need to be large enough to accommodate 20 players and allow good ventilation for drying equipment between games and practices
- Table and chairs for each team and officials for their dressing rooms.
- Pouring rights for Hockey Canada’s beer supplier – Molson Coors Brewing Company.
- Exclusive and free rights to the sale of merchandise
- 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 must fulfil the obligations of these guidelines and will be subject to prior approval of the Steering Committee. Facility/Arena contracts must not include wording requiring Hockey Canada or its agents, including the Host Organizing Committee, to release or indemnify any party from claims or against liability arising out of that party’s negligence, wrongful acts, or omissions. A copy of the proposed agreement must be included with the bid documents.

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(s) 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.
- 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.

Photography

- 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 & Game Day Staff

- 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, and a suitable space for them to work from that has internet access and an unobstructed view of the game.
- The Host Organizing Committee will also be required to have the necessary laptops, dedicated internet line, printer and photocopiers to operate this system and provide timely results.
- Hockey Canada will provide onsite staff support during the event to assist the media servicing team with all elements during the event.

- The Host Organizing Committee will be required to supply all necessary off ice officials including a bilingual or English and French PA announcer, time keeper, score keeper, penalty box attendants, goal judges, goals and assist tracker.
- The Host Organizing Committee will be required to supply a volunteer team to assist with all game day promotions and on ice activities including team entrance, warm ups, award ceremonies.

Webcasting

- Hockey Canada currently plans on webcasting all games of the Esso Cup. Host Organizing Committee's responsibility will be ensuring that there is a high-speed dedicated internet line (minimum 10mbps upload speed) and suitable broadcast space for three (3) broadcasters, and a minimum one (1) cameraman.
- If available, space near camera for playing teams to plug into or video next to camera for live feed.

Accreditation / Security

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

- The final accreditation list 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 to 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 only 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 it is recommended that each team be assigned 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 with French speaking players or Team Officials.

Every team is to be treated equally by the Host Organizing Committee including 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 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 translation services for all 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 within 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 and closing ceremonies and all games must be bilingual. All ceremonies will require approval from Hockey Canada in advance to ensure compliance with this requirement.

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.
- Outline the emergency medical services that 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 Standards outlined in **Appendix D**.

Insurance

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

The Host Organizing Committee is responsible to secure and purchase event cancellation insurance to protect against the Esso Cup or any other ancillary events being 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 & Volunteer Services

To stage an 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 are to undergo a criminal record/background check in partnership with your local police services.
- The event will work collaboratively with Hockey Canada's volunteer program. This includes services and support that includes but is not limited to the following areas:
 - Complimentary training and access to an online volunteer registration and management platform that includes scheduling, reporting and communication tools

- Delivery of general and role specific training
- Volunteer handbook
- Certificates of Recognition

The Host Organizing Committee shall use volunteer and workforce management software for the Championship, which will be provided by Hockey Canada. This platform will be a web-based program that is provided as a service to the Championship and shall provide a platform for registration, volunteer committee structure, schedule and shift assignments, workforce communication tools and reporting.

Tournament Schedules

Hockey Canada in cooperation with the Host Organizing Committee and Steering Committee will set and approve the official Esso Cup game schedule. A sample schedule can be found in **Appendix B.**

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 26 to ensure a complete bid is submitted.

1. Arena / Facilities

Main Arena: Please attach floor plan / schematic

a.	Name:		
b.	Address:		
c.	Capacity:	Seating:	Standing: # of Suites:
d.	Number of Dressing Rooms:		Avg. Square Footage:
	Square Footage of Smallest Dressing Room:		
e.	Number of Coaches Rooms Available:		
f.	Number of Meeting Rooms:	Average square footage:	
g.	Number of Additional Storage Areas:	Average square footage:	
h.	Square Footage of Officials Room:		
i.	Medical Room (Y/N):		
j.	VIP Room (Y/N):		
k.	Press Box (Y/N):		
	If yes, square footage:	Number of Seats:	
l.	Volunteer Room (Y/N):		
m.	Dedicated Merchandise Space (Y/N):		
n.	Dedicated Box Office (Y/N):		
o.	Internet Service Provider:		
	Available Hardline Connection – TSN/Webcast (Y/N):		

Secondary: Please attach floor plan / schematic – if applicable

a.	Name:		
b.	Address:		
c.	Capacity:	Seating:	Standing: # of Suites:
d.	Number of Dressing Rooms:		Avg. Square Footage:
	Square Footage of Smallest Dressing Room:		
e.	Number of Coaches Rooms Available:		
f.	Number of Meeting Rooms:	Average square footage:	
g.	Number of Additional Storage Areas:	Average square footage:	
h.	Square Footage of Officials Room:		
i.	Medical Room (Y/N):		
j.	VIP Room (Y/N):		
k.	Press Box (Y/N):		
	If yes, square footage:	Number of Seats:	
l.	Volunteer Room (Y/N):		
m.	Dedicated Merchandise Space (Y/N):		
n.	Dedicated Box Office (Y/N):		
o.	Internet Service Provider:		
	Available Hardline Connection – TSN/Webcast (Y/N):		

Exhibition Game(s) – if applicable

- a. Name of Arena:
- b. Name of Arena:
- c. Name of Arena:
- d. Name of Arena:

2. Hotel / Accommodation

- a. Are you able to provide a minimum 180 quality rooms in reasonable proximity to the main arena (and secondary arena –if applicable) for \$120, including taxes, per night (Y/N):

If no, please explain:

b. Hotel Provider #1

Name: Room Rate:

Reserved for (teams, Hockey Canada, officials):

Number of Rooms Available: # of Singles: # of Doubles:

Number of Meeting / Meal Rooms Available:

Distance to Main Arena:

Distance to Secondary Arena (if applicable):

c. Hotel Provider #2

Name: Room Rate:

Reserved for (teams, Hockey Canada, officials):

Number of Rooms Available: # of Singles: # of Doubles:

Number of Meeting / Meal Rooms Available:

Distance to Main Arena:

Distance to Secondary Arena (if applicable):

d. Hotel Provider #3 – if applicable

Name: Room Rate:

Reserved for (teams, Hockey Canada, officials):

Number of Rooms Available: # of Singles: # of Doubles:

Number of Meeting / Meal Rooms Available:

Distance to Main Arena:

Distance to Secondary Arena (if applicable):

e. Hotel Provider #4 – if applicable

Name: Room Rate:

Reserved for (teams, Hockey Canada, officials):

Number of Rooms Available: # of Singles: # of Doubles:

Number of Meeting / Meal Rooms Available:

Distance to Main Arena:

Distance to Secondary Arena (if applicable):

3. Meal Provisions

- a. Are team meals being provided at the hotel(s)? (Y/N):
If no, please identify the meal providers:

4. Transportation

- a. Do you have dedicated transportation for each team (Y/N):
If no, please explain
- b. Do you have volunteers available to shuttle* officials, VIP's and staff when required?
(Y/N):
If no, please explain:

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

Esso Cup Bid Guidelines Checklist

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.

- ☐ Mandate of Host Organizing Committee – what is your goal in hosting the Esso Cup
- ☐ Involve Member from day one of bidding process
- ☐ Highlight your relationship and partnership with local Minor Hockey Association
- ☐ Include the site selection overview at the front of your bid document
- ☐ 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 Organizing 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
 - ☐ Break even budget – outline a break even budget based on your expenses and your revenue plans. Worst case scenario
- ☐ Logistics plan – detailed plan on how teams, officials, VIPs, 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

2022 ESSO CUP



2009	Westman Wildcats
2010	Thunder Bay Queens
2011	Norrie Dame Hawks
2012	Pembina Valley Hawks
2013	Lloyd Mord



Appendix A – Budget Reference

	<u>Ideal</u>	<u>Breakeven</u>
REVENUE		
Tickets		
Sponsorship		
Government Funding		
Hockey Canada Grant		
Fundraising		
Ancillary EventsConcessions		
50/50		
Volunteer program		
Other		
TOTAL		
EXPENSE		
Air travel		
Ground transportation		
Per Diems		
Accommodations		
Facility rentals		
Official's cost (fees)		
Member Reps		
Operations		
Legal & Insurance		
Protocol		
Special events		
Volunteer services		
Laundry & towel service		
Administration		
Advertising		
Promotional materials		
Sponsor servicing		
Media/Communications		
Bid costs		
Event site visit		
Other		
TOTAL		
ESTIMATED PROFIT		

Appendix B - Sample Schedule

** may not reflect actual event schedule*

TEAMS/ÉQUIPES
 ATL – Atlantic/Atlantique
 HST – Host/Hôte
 ONT – Ontario
 PAC – Pacific/Pacifique
 WST – West/Ouest

# N°	Time Heure	Round Ronde	Teams Équipes
Sunday/ Dimanche			
1	12:00	Round Robin / Préliminaire	WST – ONT
2	16:00	Round Robin / Préliminaire	QUE – PAC
3	20:00	Round Robin / Préliminaire	ATL – HST
Monday/ Lundi			
4	12:00	Round Robin / Préliminaire	WST – QUE
5	16:00	Round Robin / Préliminaire	ONT – ATL
6	19:30	Round Robin / Préliminaire	HST – PAC
Tuesday/ Mardi			
7	12:00	Round Robin / Préliminaire	ATL – QUE
8	16:00	Round Robin / Préliminaire	PAC – WST
9	19:30	Round Robin / Préliminaire	ONT – HST
Wednesday/ Mercredi			
10	12:00	Round Robin / Préliminaire	PAC – ATL
11	16:00	Round Robin / Préliminaire	QUE – ONT
12	19:30	Round Robin / Préliminaire	HST – WST
Thursday/ Jeudi			
13	12:00	Round Robin / Préliminaire	PAC – ONT
14	16:00	Round Robin / Préliminaire	ATL – WST
15	19:30	Round Robin / Préliminaire	QUE – HST
Friday/ Vendredi			
16	14:00	Semifinal / Demi-finale	TBD / à déterminer
17	18:00	Semifinal / Demi-finale	TBD / à déterminer
Saturday/ Samedi			
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 EVENTS AND FACILITIES

Category exclusivity guidelines apply to rink boards, ice resurfer, 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, Event web site and social media channels. Exclusivity guidelines do not apply to permanent venue signage, i.e. back-lit arena signage (outside of camera view), 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 January 1, 2020

Premier Marketing Partners

<i>Sponsor</i>	<i>Level of Partnership</i>	<i>Areas of Exclusivity</i>	<i>Event Exclusivity</i>	<i>Examples of Conflicting Brands</i>
Nike Canada	Premier	Hockey Canada Team jersey, on-ice and on-bench apparel, performance apparel, athletic shoes, performance sun glasses	Yes	CCM, Reebok, New Balance, Saucony, Under Armour
Esso	Premier	Gas, lubricants, car wash, c-store at gas bars	Yes	Petro Canada, Shell
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, but not relating to any broadcast rights, in	Yes	Bell, Rogers, Aliant, Sasktel

		addition to the products and services mentioned in the previous sentence, TELUS shall have the first right of refusal to provide TELUS branded and TELUS enabled networking mobile and web based applications		
Tim Hortons	Premier	Coffee (in-store and retail), baked goods, breakfast	Yes	Second Cup, Starbuck's, Timothy's, Maxwell House, Folger's
TSN/RDS	Official Broadcaster	Broadcasting, TV, webstreaming and Radio	Yes	The Score, Sportsnet

International Marketing Partners

Sponsor	Level of Partnership	Areas of Exclusivity	Event Exclusivity	Examples of Conflicting Brands
Air Canada	International	Airline, Airline Loyalty Program	Yes	WestJet, Porter
Bauer	International	Skates, Gloves, Helmets, Neck and Facial protection, Sticks	Yes	CCM, Reebok, Easton, Warrior, Sherwood
BDO	International	Accounting and Assurance, Bookkeeping/payroll/CFO Services, Corporate and Personal Tax, Business Transition Services, Aboriginal Consulting Services, Microsoft System/Microsoft Dynamics Implementers and resellers, Commercial Insurance Loss Accounting, Bankruptcy and Debt Services, Human Capital Consulting, Immigration Services, Investigative and Forensic Accounting, IT Management Consulting, Litigation Support as it relates to assurance, Accounting and Tax Services, Personal Injury Loss Accounting, Procurement Services, Risk Advisory, Government Incentives and SR&ED Services, Strategy and Operations Consulting, Transaction Advisory Services, Transformation and Change Consulting, Valuations	Yes	<p>Core Business:</p> <p>Collins Barrow, Deloitte, Ernst & Young, FreshBooks, Grant Thornton, H&R Block, Intuit (Quickbooks), KPMG, MNP, PwC, Raymond Chabot, Richter</p> <p>Bankruptcy and Debt Services:</p> <p>4Pillars, A. Farber, Hoyes Michalos</p> <p>IT Management Services:</p> <p>Accenture, Bay Consulting Group, CGI, IBM Consulting, Fujitsu (DMR in Quebec), RCGT, Sierra Systems</p> <p>Procurement Services:</p> <p>Elevate Consulting, Gartner, Knowles, P1, Raymond Chabot, RFP Solutions, P1, Samson & Associates</p> <p>Microsoft System/Microsoft Dynamics Implementers and resellers:</p> <p>Accenture, Avanade, Hitachi</p>
BFL	International	Insurance Broker		Marsh & McLennan Companies, Aon, HUB International Limited, Arthur J.

				Gallagher & Co., Willis Towers Watson, Jardine Lloyd Thompson Group, Lussier Dale Parizeau
Canadian Tire, Sport Chek, Sports Expert, National Sports, Hockey Experts, Pro Hockey Life	International	Sporting Goods Retailer	Yes	Source For Sports. Jersey City, Lululemon, Sail, Target, HBC, Wal-Mart
General Motors (Chevrolet)	International	Vehicles (new and used)	Yes	Chrysler, Ford, Honda
Hankook	International	Tire Manufacturer	Yes	Goodyear, Michelin
The KEG	International	Steakhouse & Bar	Yes	Ruth Chris, CHOP
Molson	International	Brewery (beer and malt-based beverages and cider)	Yes	Labatt, Sleeman, Big Rock
OK Tire	International	Auto service and Tire retailer	Yes	KAL Tire, Mr. Lube (right to pass through to Bridgestone for promo purposes, not in venue)
Pepsi/Frito Lay/Gatorade	International	Snack foods (multiple categories), non-alcoholic beverages (excluding milk), isotonic beverages	Yes	Coke, Powerade, Humpty Dumpty, Old Dutch, PowerBar, Milk products as promoted as a recovery drink
Scotiabank	International	Banking and Financial Services	Yes	TD Bank, Royal Bank
Swiss Chalet	International	Full-Service Restaurant	Yes	Moxies, Joeys
Timber Mart	International	Home Improvement	Yes	Home Depot, Rona, Home Hardware

National Marketing Partners

<i>Sponsor</i>	<i>Level of Partnership</i>	<i>Areas of Exclusivity</i>	<i>Event Exclusivity</i>	<i>Examples of Conflicting Brands</i>
EA SPORTS	National	Video Game	National Team and Hockey Canada events. First Rights IIHF	Ubisoft, Activision
Hershey Canada	National	Chocolate and Peanut Butter Cup	Women's World Championship (2020) & World Juniors (2021), National Team & Hockey Canada Rights	Mars, Nestle
McCormicks	National	Condiments (Mustard, Ketchup)	National Team. First Rights IIHF & National Events	Heinz
Sobeys	Modified International	Grocery Retailer	National Women's Team and Women's World Championship only	Loblaws, T&T, Provigo, Zehr's
Sofina / Janes	National	Breaded and Battered chicken and Seafood	National Team and Hockey Canada	Pinty's

			events. First Rights IIHF	
TeamSnap	National	Team Management Solution	National Team and Hockey Canada events. First Rights IIHF	Workfront, Mavenlink
Tempur-Sealy	National	Mattress	Women's World Championship & Para Hockey Team Rights	Casper, Endy

Official Suppliers/Retailer

<i>Sponsor</i>	<i>Level of Partnership</i>	<i>Areas of Exclusivity</i>	<i>Event Exclusivity</i>	<i>Examples of Conflicting Brands</i>
Guspro/Blademaster	Official Supplier	Skate sharpening equipment, skate repair accessories, glove and boot dryers, boot ovens	First right of refusal	ProSkate
Interac	Business Supporter	Intranet services	N/A	
Konica Minolta	Business Supporter	Office Equipment	First right of refusal	Ricoh, IBM
NormaTec	Official Supplier	Compression Equipment	N/A	
Predator Ridge	Business Supporter	Golf Resort	N/A	
Pro Floorball	Official Supplier	Floorball sticks	N/A	N/A
Renfrew	Official Supplier	Hockey Tape	N/A	
ServiceMaster	Official Supplier	Office Cleaning Services	First right of refusal	

*Please note that Hockey Canada partners and exclusivities are subject to change once the event / championship is awarded and there is a signed hosting agreement in place. A Hockey Canada staff member will share an updated list of Hockey Canada partners and exclusivities once the hosting agreement is finalized and will advise of any additional changes as they happen.

PROSPECTS BY CATEGORIES

Categories of sponsorship that do not conflict with Hockey Canada that you should consider when building your sponsorship plan. Local host organizing committees are encouraged to sign non-exclusive agreements with local non-conflicting partners in the event that Hockey Canada signs a new partner during the season. The non-exclusive agreement will protect both Hockey Canada's partner and your local partner.

Categories	Examples
City/Provincial Transit	
Construction	PCL
Consumer Electronics	Samsung, Sony, LG
Drug Store Retail	Shopper's, Rexall
Electronic Retail	Best Buy
Energy (Electrical Power)	Local or provincial supplier
Engineering Firms	Worley Parsons
Event Rentals	Pipe and Drape, Staging
Fitness Clubs & Spas	World Health, Curves
Furniture Retail	Brick, Leon's, La-Z-Boy
Grocery Retail	Prefer to start with Sobey's & Safeway, Loblaws, 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
Natural Gas	Local or regional supplier
Office Equipment	Canon, Ricoh
Office Supplies Retail	Staples, Grand & Toy
Print Media	Magazine, Newspaper
Quick Service Restaurant (QSR)	A&W, Subway, Burger King
Rail – Freight	CP, CN
Rail – passenger	VIA
Real Estate (Home)	Remax, Century 21
Recreational Vehicles & Dealers (Ground & Water)	Yamaha, Sylvan, Starcraft (not Honda or Suzuki as they also make cars/conflict with Chevrolet)
Recruiting	Armed Forces, RCMP, Local Police & Fire
Security	ADT, Loomis
Spirits (alcohol)	Smirnoff
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
Wine	Mark Anthony Group, Peller Estates

Appendix D – Minimum Medical Standards

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

1. An onsite physician for all games and, at minimum, an athletic therapist for practices, preferably one with experience dealing with concussions and sport injuries.
2. Local Emergency Services (Ambulance Services) onsite for all team games and, *if possible*, practices.
3. Physio therapy, chiropractic and massage therapy services to all teams on an on-call basis for the duration of the event with consideration for last minute bookings.
4. An on-call emergency dentist who can be accessed by players if required.

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 Services 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
- 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

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 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 Member.

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

- Coaches, Officials and Trainer Seminars
- Initiation Program Demonstrations
- Minor Hockey Festivals
- Hockey Canada Skills Camps
- 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.

- NHL/NHLPA First Shift

A learn-to-play hockey program for kids aged 6-10 the NHL/NHLPA First Shift allows kids to 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/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

Bid Submission 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 Esso Cup.

Host Organizing Committee Contact(s)

Name:	Role/Position:
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Phone:	Email:
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Name:	Role/Position:
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Phone:	Email:
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Host Member Contact(s)

Name:	Role/Position:
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Phone:	Email:
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Name:	Role/Position:
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Phone:	Email:
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Host League Contact(s) – *if applicable*

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

Questions & Inquiries

For more information, please contact:

Hockey Canada
Calgary, Alberta
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151 Canada Olympic Road SW
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Manager, Events and Properties

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