

2015 TELUS Cup West Regional

Midget Regional Qualifying Tournament

HOCKEY MANITOBA - Bid Guidelines



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1. INTRODUCTION

Hockey Manitoba is now in the process of accepting bids for the 2015 TELUS Cup West Regional Tournament, scheduled to be held in the Manitoba between the dates of **April 2 – 5, 2015**.

The TELUS Cup (formerly the Air Canada Cup) officially became Canada's annual national midget hockey championship in 1979. The forerunner to the Air Canada Cup was the Wrigley National Midget Hockey Tournament which ran for five years, 1974 through 1978 inclusive.

At that time, the Wrigley was an invitational event with regions declaring their respective winners through competitions during the Christmas and New Years holidays within each of Hockey Canada's 11 Branch play-downs. A host team comprised the 12th competitor in the Wrigley, played annually in January. In April 1979, the inaugural Air Canada Cup was held in Winnipeg, Manitoba, providing Canada with its first true national midget club hockey championship. In 2005, the event became known as the TELUS Cup.

Through a series of playoffs, each of Hockey Canada's 13 Branch Champions advanced to the national finals, sending its winner to the National Midget Hockey Championship.

In 1984, the National Midget Hockey Championship format was revised to an annual competition involving five regional champions declared from inter-branch play-downs. A host club comprised the sixth team in the competition. This format remains today and is recognized as the TELUS Cup.

The TELUS Cup event host location is rotated on a regional basis (Branches), with the rotation as follows:

2012 Pacific Region (BCH, HA, HN)
2013 Central Region (OHF, ODHA)
2014 West Region (SHA, HM, HNO)
2015 Quebec Region (HQ)
2016 Atlantic Region (HNL, HPEI, HNS, HNB)

It should be noted that the TELUS Cup is a Hockey Canada event, hosted in co-operation by a Member Branch and local organizing committee on behalf of Hockey Canada. The Host Organizing Committee for the 2015 TELUS Cup will report to the respective Host Branch and Hockey Canada.

The Host Organizing Committee for the 2015 TELUS Cup will report to a Steering Committee consisting of representatives from Hockey Canada, the Host Branch Association, and the Host Organizing Committee.

The 2015 TELUS Cup will be hosted in Rivière-du-Loup, QC, on April 20 – 26, 2015. This event is being hosted in partnership with Hockey Quebec, the Host Organizing Committee and Hockey Canada.

If you have questions with the information detailed within the TELUS Cup West Regional bid guideline package, please contact the Hockey Manitoba staff resource person for the event Peter Woods peter@hockeymanitoba.ca (204) 925-5757 work.

2. BID APPLICATION PROCESS

The foregoing Bid Guidelines have been developed by Hockey Manitoba strictly for the purpose of facilitating the selection of the site for the 2015 TELUS Cup West Regional Tournament. Hockey Manitoba and its designated Site Selection Committee reserves the right to make changes to the bid criteria as may be deemed necessary and to request additional information from the potential host sites concerning any aspect of the application.

All applications must be at the Hockey Manitoba office **no later than 4:30pm Tuesday, May 12, 2014**. Selected applicants must be prepared to make a formal presentation to the bid selection committee in the afternoon of **Saturday, May 24 2014** at Sport Manitoba, 145 Pacific Ave., Winnipeg, Manitoba.

A) April 7, 2014

- i) Availability of Bid Guidelines
- ii) Bid Guidelines distributed to Midget AAA programs and Regions

B) April 21, 2014

Letter of Intent for Bid Submission

- i) Deadline for submission of a letter of intent by the Host Committee indicating a bid application will be forthcoming. The letter of intent is to be received by Hockey Manitoba Office (145 Pacific Ave., Winnipeg, Manitoba R3B 2Z6) by the deadline date indicated. A copy of the letter must be copied to Branch President and sent to Bill Whitehead @ bwhitey@cici.mb.ca

Note:

- i) Regions may submit more than one bid however they must be endorsed by the Region prior to submission.
- ii) Bid must note specific Team (1) that will be designated as "Host" within applying Region
- iii) Upon receipt of the Letter of Intent, Hockey Manitoba will send a copy of the Event Contract to the Bid Committee for review. The Event Contract is to be signed and then submitted with the official Bid Application.
- i) Confirmed Hotel, Arena, as well as any other facility confirmation must also be submitted with the Bid Application.

C) May 12, 2014

Submission of Bid Presentation to Hockey Manitoba Office located at 145 Pacific Ave, Winnipeg, Manitoba R3B 2Z6

- i) All bid applicants must submit (3) copies of their written bid presentations plus a CD with all bid documents in Adobe (PDF) file format to Hockey Manitoba, the signed Event Contract and confirmation agreements, including Hotel and Arena Facility, to the Hockey Manitoba Selection Committee. Bids are to arrive not later than 4:30 pm on the date indicated above.

D) May 12, 2014

Review of Bid Applications

- i) Hockey Manitoba reserves the right to determine the bid review and selection process. On receipt of the bids the Selection Committee shall review its findings and contact the applicants to confirm the time for their in person presentation.
- iii) The bid applicant should be aware that gifting for the Site Selection Committee & members of the Hockey Manitoba Selection Committee will not be permitted.

E) May 24, 2014

Site Selection Finalized

- i) In person Bid presentation – May 24th
- ii) Hockey Manitoba Executive Committee will approve the site of the 2015 TELUS Cup Regional Tournament. The site selection will be based on the recommendation made by the Site Selection Committee.
- ii) In submitting their applications to host, the bid applicants have acknowledged that the decision to award the hosting of the 2015 TELUS Cup West Regional Tournament rests solely with Hockey Manitoba. A public announcement on the site for the 2015 TELUS Cup West Regional Tournament will be made following the site selection with the confirmation of all contracts.

It is understood that the Site Selection Committee will make its recommendation to Hockey Manitoba Executive based on information contained in the bid presentation. As a result, the bid applicant must be in a position to ensure the information is presented accurately, particularly in the financial area, as Hockey Manitoba will expect the Host Organizing Committee to deliver accordingly.

3. HOSTING STANDARDS

In order for an association or community to be considered as a potential host of this Regional Championship, the site must meet the following minimum hosting standards:

- i) The host association/community must demonstrate a strong affiliation with local minor hockey organizations.
- ii) The host association/community must have demonstrated the ability to stage regional events in a highly successful manner, both financially and logistically.
- iii) The host association/community and partner sites must have a sufficient population base from which to market and promote the event.
- iv) The host association/community 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. Hockey Canada recommends the arena should have a minimum seating capacity of 1,500 however applications with arena seating capacity of 1,000 and up will be accepted.
- v) The host association/community must be willing to assume financial responsibility for the event.

- vi) The host association/community must ensure there will be no other major hockey events staged in the facility immediately prior to or during the dates of the championship.
- vii) The Host Organizing Committee is encouraged to extend the excitement of hosting this Regional Championship 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.
- viii) 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.
- ix) The bid must identify the host team in their bid submission. This is to be communicated to the host team in advance of the bid submission so that they are aware of the obligation in advance.
- x) A strong emphasis on branding and utilization of social media and other online assets through Hockey Manitoba and other resources. Acknowledgment to use Hockey Manitoba branding tools as provided to Host.

4. EVENT STRUCTURE AND PARTNERSHIPS

Hockey Manitoba is accountable to Hockey Canada and its membership for the staging of the 2015 TELUS Cup West Regional Tournament. To ensure the event is conducted in the most successful manner possible, Hockey Manitoba will form a partnership overseeing the operation of the event with the Host Organizing Committee. This partnership will ensure that all of the hockey organizations contributing to the successful hosting of the event at the local, regional and national levels will benefit directly from the staging of this prestigious competition.

A) Provincial (Branch) Partners

This event shall utilize partnerships established by the Branch wherever possible with the following partners;

- i) Canad Inns - Official hotel of Hockey Manitoba
- ii) Cargill Ltd. - Official partner of Hockey Manitoba
- iii) Reebok/CCM - Official hockey hard good & apparel brand of Hockey Manitoba
- iv) Royal Sports - Official supplier of Hockey Manitoba
- v) Gatorade - Event partner of Hockey Manitoba
- vi) Esdale Printing - Event printing partner of Hockey Manitoba

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

B) Steering Committee

The Steering Committee will oversee the operation of the event, including the activities of the Host Organizing Committee. The Steering Committee will approve the operating budget and organizational guidelines for the Host Organizing Committee and make policy decisions regarding the event as required.

The members of the Steering Committee will be as follows

Chair Hockey Manitoba Minor Council Chair (or appointed by Branch President)

Members

Host Committee Chair
One additional Host Organizing Committee member

Staff Resource Person

Hockey Manitoba Executive Director or Designate

During the event, the above parties will liaise with the Host Organizing Committee to ensure all aspects of the event are conducted in accordance with Hockey Manitoba/Hockey Canada standards and regulations.

C) Host Organizing Committee

Reporting to the Steering Committee, the Host Organizing Committee will be responsible for the promotion and staging of the event.

The Host Organizing Committee will be made up of representatives from the local business community, as well as individuals from local hockey programs and the host association.

The structure of the Host Organizing Committee and the appointments to senior volunteer positions within the organization, including the Host Chair, are subject to the approval from the Steering Committee.

The Host Organizing Committee will be responsible to appoint the following committee chairs:

- | | |
|----------------|---------------------------|
| *Accreditation | *Marketing/Communications |
| *Facilities | *Operations |
| *Finance | *Special Events/Protocol |

5. SITE SELECTION CONSIDERATIONS

The bid presentation should contain certain components in order for the Site Selection Committee to make a detailed evaluation of the potential host sites for this event. Each bid presentation should address the following areas:

A) Community Overview

The bid presentation should contain an overview of the host community and region, as well as any other unique characteristics which may enhance the bid:

- i) Rationale for the bid by the potential host community and region;
- ii) Overview of the characteristics of the community and surrounding region (i.e. demographics);
- iii) Map of the host community indicating locations of the key facilities (i.e. arenas, hotels and ancillary facilities);

- iv) Introduction of the key personnel which will potentially serve on the Host Organizing Committee. The Host Organizing Committee should be in a position to demonstrate a strong affiliation to local amateur hockey.
- v) Historical strength of the host team will be considered

B) Business Plan

The bid presentation should include a comprehensive Business Plan which will serve as a primary guide for the organization and the financing of the event. The Business Plan should include the following information:

- i) Host Organizing Committee mandate and objectives;
- ii) Financial forecast reflecting, an itemized list that identifies, all potential revenues and expenditures associated with the staging of the event;
- iii) Proposed organizational chart of the Host Organizing Committee;
- iv) Sales and Promotional Plan outlining the advertising and promotional strategy, for ticket sales;
- v) Sponsorship Sales Plan detailing the sponsorship packages that you will sell to local corporations.
- vi) Ensure that Hockey Canada and Hockey Manitoba Sponsor Exclusivity Guidelines are maintained. Also the package must respect Hockey Canada sponsor levels – Premier, International and National Marketing Partners versus local Event Sponsors;
- vi) Critical path for the organization of the event.

C) Finances

- i) A major consideration in the site selection process is the degree to which the Host Organizing Committee can maximize its return on investment for the participating hockey organizations.
- ii) The bid presentation must include a detailed financial forecast which demonstrates to what level net proceeds can be achieved;
- ii) The bid presentation must indicate the steps that will be taken to ensure that the Host Organizing Committee does not incur a deficit and a plan for managing the deficit should one occur. Provision of an event guarantor in writing, should a deficit occur, is required.
- iv) The net proceeds from the operation of the event will remain with the Host Organizing Committee.
- v) A sample of budget areas is included as Appendices.

D) Host Organizing Committee Revenue Opportunities

- i) Local event sponsorship and suppliers (non-conflicting with event sponsor and Hockey Manitoba and Hockey Canada Premier sponsors
- ii) Game Ticket Sales - 85%
- ii) Event Program Sales
- iii) Merchandise sales
- iv) Concession proceeds
- v) 50/50 and Silent Auction sales
- vi) Revenue from special events (banquet, interactive areas, etc.)
- vii) Government Grants
- viii) Other sources as outlined in bid presentation.

The Host Committee and the parent association will retain any net profits generated from the championship.

E) Host Organizing Committee Expense Obligations

The Host Organizing Committee's obligations for event expenses shall include the following items:

- i) Will be responsible for all game expenses including arena rental and staffing.
- ii) Must submit a \$1,000 bond with the bid application. The bond will be returned in full upon submission of the final report and 15% of gross gate receipts
- iii) Must pay for all on- and off-ice officials as well as officials' supervisor which includes travel, accommodations and meals.
- iv) Will be responsible for the costs associated with a Championship Awards Program that may be in the form of an awards banquet.
- v) Will provide and pay for Player-of-the-Game awards and Championship Medals – Gold and Silver. The design of these items must be approved by Hockey Manitoba. The Host Committee must purchase medals and trophies through Hockey Manitoba Official Supplier Royal Sports. The use of any other supplier must be approved by Hockey Manitoba.
- vi) Will be responsible for the costs associated with the on-ice officials and one supervisor according branch policy. This includes game fees, travel, per diem, accommodations. The branch will be responsible for the costs associated with any additional supervisors.
- vii) Will be responsible for the costs associated with the presentation of the Initiation Program demonstration.
- viii) Souvenir apparel must be purchased through Royal Sports who are the Official Supplier for all Hockey Manitoba apparel. Product will be provided at a competitive pricing. The use of any other supplier must be approved by Hockey Manitoba.

F) Event Responsibilities

The Host Organizing Committee's obligations for event responsibilities shall include the following items:

- i) Publicize the event to maximize attendance.
- ii) Co-ordinate the opening and closing ceremonies in conjunction with Hockey Manitoba and the event sponsor(s).
- iii) Be responsible to provide a daily statistics/results package.
- iv) Provide Hockey Manitoba with a 10 event passes for Branch VIP's and sponsors.
- v) Ensure adequate medical services are on site for each game.
- vi) Provide each member of the participating teams (maximum 25 members per team including a branch representative) with a complimentary ticket to the Championship Awards Program.
- vii) Be responsible for the Championship Awards program that may be in the form of an awards banquet.
- viii) Be responsible for choosing game and tournament award winners.
- ix) Be encouraged to provide Player-of-the-Game awards (one per team per game).
- x) In co-operation with the participating branches or divisions, set a deadline date for completing the tournament entry list.
- xi) Arrange for acceptable hotel accommodations for visiting teams and Hockey Manitoba representatives if required.
- xii) Be responsible for presentation of an Initiation Program demonstration.

- xiii) Be responsible for producing a souvenir program in coordination with Hockey Manitoba
- xiv) Maintain tournament statistics online; including live scoring using Hockey Manitoba NGIN statistics system
- xv) Strong assistance with social media & other online updates for Branch; templates & accounts provided by Hockey Manitoba
- xvi) Maintain tournament website throughout 2014 - 2015 season; designed & launched by Hockey Manitoba, host provided "editor" access
- xvii) Host to ensure all PSA announcements as requested by Hockey Manitoba and Hockey Canada are included as part of the game presentation

G) Arena Facilities

To host an event of this type these arena facility standards must be met:

- i) The main host arena must be available on an exclusive basis to the Host Organizing Committee for the period.
- ii) The main host arena must be able to seat a minimum of 1,000 and be located with the host city or town.
- iii) Equipment storage must be provided free of charge for four teams either at the arena or host hotel.
- iv) A minimum of four dressing rooms (or two dressing rooms and two auxiliary rooms for officials and evaluators) are required for this event.
- v) Regulation-size, 85' x 200', artificial ice surface.
- vi) Approval to display sponsors' advertising throughout the arena including, but not limited to, exclusive use of rink boards and ice logos.
- vii) The right to display trophies and other awards in the lobby or concourse area.
- viii) Exclusive right to sell event merchandise, souvenir programs, and photographs.
- ix) Space for Hockey Manitoba "Hub"; 20' x 20' space reserved with nearby electrical outlet in optimal visible/traffic location (main lobby/entrance). Hockey Manitoba may also require additional space for signage banners etc.

H) Transportation

The Host Organizing Committee will not be responsible to provide local transportation for competition teams.

I) Marketing

The Host Organizing Committee's obligations for event expenses shall include the following items:

In order for the event to achieve its financial objectives, the Host Organizing Committee must generate substantial support from a variety of sources. To accomplish this, the Host Organizing Committee should develop a comprehensive marketing strategy that includes media advertising and ticket sale plans, as well as the manner in which support can be secured from the public and private sectors.

More specifically, the bid presentation should include an outline of the degree of support the host organization anticipates from the following sources:

- i) Ticket Sales – Plans should outline the strategy for the pricing and packaging of ticket sales for the overall championship.
- ii) Venue Sales – Plans should indicate the level of sales that can be achieved at the arena venues in the merchandise and souvenir program product categories, as well as any other revenue potential that may be available.
- iii) Local/Regional Sponsorships – Plans should outline the market potential for cash and contra sponsorships that do not conflict with the event main sponsors.
- iv) The availability of municipal support should also be addressed including major financial contributions for hosting events.
- v) Other contributions such as in-kind donations and services should also be included in the bid (i.e. office space, staffing, equipment, and other services). A detailed listing of the equipment requirements for the event will be provided to the Host Organizing Committee in the event guidelines.
- vi) Social media & other online promotion; demonstrating a basic plan & personnel available to support Hockey Manitoba's social media strategy and other online updates.

Please note that every effort to maximize the cost efficiencies surrounding the staging of the event will be taken into account in the bid presentation. For instance, the Host Organizing Committee's ability to obtain support in the area of advertising and promotion, hotel rates, and other facility subsidies could significantly enhance the financial success of the event. Some restrictions will apply to the Host Organizing Committee's ability to generate additional revenue through sponsorship. Hockey Manitoba will work to minimize the restrictions for sponsorship where ever possible.

In order to assist the Host Organizing Committee in maximizing its revenue potential, different levels of sponsorship should be set up prior to soliciting sponsorship for the event. If the committee wishes, the Domestic Events Co-ordinator at Hockey Canada will be pleased to assist in setting such levels based on past events. **It is imperative that no solicited sponsorship conflict with the national or premier sponsors of Hockey Canada.** (A complete list is available from Hockey Canada/Hockey Manitoba regarding the premier sponsors and exclusivity agreements.)

J) Media Services

The Host Organizing Committee will be directly responsible for servicing all local media during the event.

- i) The Host Organizing Committee will be responsible to assist with organizing a media conference prior to the competition along with Hockey Manitoba
- ii) Assist with creating press release (media) updates throughout the 2014 - 2015 season to be distributed by Branch
- iii) A media/scout room at the event, supplied with coffee and doughnuts throughout the event, is recommended.

K) Protocol

The Host Organizing Committee will be responsible to co-ordinate all protocol arrangements for the event in accordance with Hockey Manitoba. This will ensure activities such as opening and closing ceremonies, special receptions, and hospitality arrangements are conducted in accordance with Hockey Manitoba and sponsor guidelines.

L) Game Tickets

The Host Organizing Committee will:

- i) Reserve a maximum of (10) tickets for Hockey Manitoba dignitaries and sponsors.
- ii) Reserve complimentary entrance to the event for all teams and management.
- iii) Tickets to be printed by Esdale Printing
- iv) Ticket design template provided by Hockey Manitoba

M) Special Functions

- i) The Host Organizing Committee will provide a maximum of (5) complimentary tickets for Hockey Manitoba to any major special functions held during the course of the event including the banquet.

N) Accreditation and Security

The Host Organizing Committee will be responsible for providing:

- i) An accreditation system that includes a registration package and identification lanyard for participating teams, officials, media, VIPs, and other dignitaries approved through the protocol guidelines for the event.
- ii) A system to ensure all participating teams and visiting VIPs are provided with adequate security.

O) Special Events

The Host Organizing Committee is encouraged to expand the event into the community to the furthest extent possible through the staging of various special events. The plan for special events should be outlined in general terms during the bid presentation.

P) Hockey Manitoba Responsibilities

- i) Hockey Manitoba will assist with event preparations and the management of the championship.
- ii) Hockey Manitoba will assign a representative to assist the Host Organizing Committee with the conduct of the championship
- iii) Hockey Manitoba will provide the each participating branch team with a bingo grant of \$1,200 per team
- iv) Provide online statistics program (NGIN) to host, along with required training tutorials
- v) Provide tournament website design & URL to host, along with required training tutorials
- vi) Provide branding template for items such as; apparel & merchandise sales, promotional item design (print and/or web)
- vii) Provide standardized tournament logo to include Host name & year
- viii) Provide social media strategy and provincial media service strategy to Host

Q) Hockey Canada Responsibilities

Hockey Canada will:

- i) Possibly conduct a Coach Education Festival in conjunction with the event.
- ii) Supply the event posters.
- iii) Assign a representative to approve the game schedule.
- iv) Assign a representative to oversee the conduct of the championship.
- v) Provide script guidelines for opening and closing ceremonies, as well as the awards program and all tournament games

AMENDMENTS

There may be changes in levels of commitment between the time this application is submitted and the championship, pending sponsorship acquisition. If this does occur, Hockey Manitoba is responsible to notify the host club and committee as soon as possible. Within a reasonable amount of time, Hockey Manitoba and the Host Organizing Committee will have the option to re-evaluate the hosting bid.



Appendices

TELUS Cup West Regional Tournament APRIL 2 – 5, 2015

SCHEDULE OF EVENTS

Thursday, April 2, 2015

3:30pm	Coaches Meeting
5:00pm	Team A (Manitoba) vs. Team B (Saskatchewan)
7:30pm	Opening Ceremonies
8:00pm	Team C (Northwest Ontario) vs. Team D (Host)

Friday, April 3, 2015

5:00 pm	Team C (Northwest Ontario) vs. Team A (Manitoba)
8:00 pm	Team D (Host) vs. Team B (Saskatchewan)

Saturday, April 4, 2015

12:30 pm	Team B (Saskatchewan) vs. Team C (Northwest Ontario)
3:45 pm	Team A (Manitoba) vs. Team D (Host)
7:00 pm	Banquet

Sunday, April 5, 2015

2:00 pm	Championship Game – First versus Second Place
4:30 pm	Closing Ceremonies

ACCEPTANCE

Name of Host Association Team – Please Print

Printed Name of Minor Hockey Association President/Chair

Signature of Minor Hockey Association President/Chair

Date

Printed Name Hockey Manitoba Minor Council Chair or Designate

Signature Hockey Manitoba Minor Council Chair /Designate

Date



2015 TELUS Cup West Regional LETTER OF INTENT

April 2 – 5, 2015

LOCATION: _____

HOST ASSOCIATION: _____

HOST TEAM _____

HOST CONTACT: _____

ADDRESS: _____

CITY: _____ PROV: _____ CODE: _____

PHONE: (H) _____ CELL: _____ FAX: _____

EMAIL: _____

TO BE RETURNED TO THE HOCKEY MANITOBA OFFICE NO LATER THAN:

4:30 Monday April 21, 2014.