



2017 ALBERTA CHALLENGE
HOST BID GUIDELINES



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1. Introduction

Hockey Alberta is accepting bids to host the 2017 Alberta Challenge. The Alberta Challenge is comprised of six (6) teams from around the province. Each team plays five (5) games at the competition which is made up of four (4) round robin games, and three (3) finals. There are eighteen (18) tournament games total.

The 2017 Alberta Challenge is the premier event in the province that helps identify the top 2002 and 2003 born female players in Alberta. In addition to player evaluations, the competition is also an opportunity for administrators, coaches, athletic trainers and officials to be evaluated for future positions with the Team Alberta Program.

The event has a positive economic impact to the host community, providing a great opportunity to generate revenue for local organizations while enhancing the profile of the host community.

The Alberta Challenge program begins in April each year with close to 500 players trying out at their respective zone camps. Each of the 120 athletes playing in the Alberta Challenge is competing for one of sixty invites to the U16 Female Summer Camp in July. The U16 Female Summer Camp is the final stage in the first year of the Team Alberta Program.

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 respective bids.

For questions or additional information regarding your bid or the process you may contact:

Melissa Drake

Coordinator, Programs & Events

403-342-6777

mdrake@hockeyalberta.ca

2. Host Site Selection Committee

The make-up of the Host Site Selection Committee is as follows:

a. Members:

- Manager, Team Alberta, Hockey Alberta
- Coordinator, Team Alberta, Hockey Alberta
- Coordinator, Programs & Events, Hockey Alberta

b. Resource Persons:

- Melissa Drake, Coordinator, Programs & Events, Hockey Alberta
- Mike Kraichy, Manager, Team Alberta, Hockey Alberta



3. Bid Application Process

The following Bid Guidelines have been developed by Hockey Alberta strictly for the purpose of facilitating the selection of the site for the 2017 Alberta Challenge.

Hockey Alberta 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 Alberta 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 and process:

April 16, 2016 - Availability of Bid Guidelines

- Hockey Alberta will forward the bid guidelines package to all potential host sites.

May 13 – Submission of bid package to Hockey Alberta

- The interested community will submit one (1) bid to the Hockey Alberta office for review no later than 12 noon (MT) on Friday, May 13. The bid package is to be submitted by email to info@hockeyalberta.ca.

May 16 – May 31 – Review of bid applications

- The Host Site selection committee will undertake its review of all bids. The Host 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 review of bids and to short-list applicants.

June 1 – Host Site will be selected and announced

- Hockey Alberta will contact the Host Site and inform them of their successful bid. The 2017 Alberta Challenge Agreement will be delivered at this time.
- Unsuccessful bids will be notified once the Host Site is announced.

4. Event Structure and Communication

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

a. Hockey Alberta Event Liaison

A Hockey Alberta staff representative will be designated as the Event Liaison with the Host Organizing Committee. S/he will provide guidance and direction throughout the planning process and oversee the operation of the event. The Event Liaison will be active in Host Committee meetings throughout the process, is responsible to ensure the overall success of the event, and reserves the right to make final decisions on any element of Alberta Challenge if deemed in the best interest of the event.



b. Host Organizing Committee

Reporting to the Hockey Alberta Event Liaison, the Host Organizing Committee is responsible for the administration of the Alberta Challenge. The Host Committee Chair will work closely with the Event Liaison to communicate planning processes, discuss ideas and seek guidance. The Host Committee Chair will be responsible to appoint, as a minimum, the following Committee positions:

- i) Operations
- ii) Finance
- iii) Marketing/Media/Communications
- iv) Facilities
- v) Volunteers
- vi) Special Events/Protocol

See **Appendix C** for a work flow and communication diagram

5. Hosting Standards

In order for a community to be considered as a potential host of the Alberta Challenge, the community must meet the following minimum hosting standards:

- Able to host the event on May 3-7, 2017 or May 10-13, 2017.
- Demonstrated the ability to stage major provincial sports events in a highly successful manner, both financially and logistically.
- Have a strong volunteer base within the business and hockey community from which to draw on for leadership. The bid should outline plans for recruitment of volunteers.
- Willing to assume financial responsibility for the event.
- Have no other major hockey events being staged in the facility immediately prior to the dates of the event.
- Able and willing to extend the excitement of hosting this major provincial event 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.
- Ticket pricing structure that ensures individual games are family affordable, but also enables the Host Committee to achieve revenue projections.
- A sample schedule is provided in **Appendix A**

6. Host Site Selection Considerations

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.

A. Community Overview

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



- Rationale supporting the bid by potential host community and region (highlight some of the characteristics of the communities and surrounding areas that will be utilized in the event)
- Map of the host community indicating locations of key facilities (i.e. arena, hotels, ancillary venues) with detailed listing of distances and travel times
- 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.

B. Host Committee

The Host Committee should be comprised of representatives from the local business community and local hockey program(s).

The bid documents should include information as to what the goals and mandate are for the Host Organizing Committee as well as benchmarks to be used to track and measure the success of the event.

In order for a community to be considered as a potential Alberta Challenge host, the following minimum hosting standards must be met:

- A strong volunteer base within the hockey and business communities.
- An arena facility, suitable for the Alberta Challenge, to serve as a main site for all games.
- Reasonable accommodations available within close proximity of the arena facility.

C. Business Plan

The bid presentation should 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 should include the following information:

- Key financial objectives and measurable success indicators, break-even versus targeted goals.
- Financial forecast reflecting all potential revenues and all potential expenditures related with staging the event. Include information to support the numbers and how you plan to reach your targets.
- Ticketing plan and strategy detailing every phase of ticket sales, price points, timelines and targets.
- Sponsorship plan and strategy detailing all levels of sponsorship, prospect list, price points, and goals. Sponsorship plan needs to recognize Hockey Alberta's sponsorship guidelines and exclusivities as well as detailing any in kind partners who may be able to assist your event.
- Marketing/Advertising plan that incorporates earned and bought media from day one until the Alberta Challenge is over. This plan should detail the advertising; media plan and how all levels of media will be engaged, as well as tying in the sponsorship and ticket sales plans.
- Detailed Critical path on all key tasks the host committee will be attempting to accomplish in hosting the Alberta Challenge.



The net proceeds or losses of the event will be the responsibility of the Host Committee. Hockey Alberta asks that the Host Committee have a legacy plan to deal with potential surplus and that it is outlined in the bid presentation. Minimizing costs for Hockey Alberta and the participants is a primary consideration in the site selection process.

D. Operational Plan

1. Finances

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

- i. Arena facilities and necessary staffing (costs associated with hanging banners and installing rinkboards);
- ii. Game Announcer, game music coordinator, and off-ice officials for all games;
- iii. Marketing and promotional expenses (for local sponsors);
- iv. Cost of production and printing for the official Tournament Program (production process undertaken in conjunction with Hockey Alberta's Communications Department);
- v. Ceremonies and hospitality facilities, such as a volunteer room, feature game, etc.;
- vi. Various event administration expenses, including staffing, offices and meetings;
- vii. Tournament Banquet*
- viii. All accreditation, tickets, security, stationeries

* Hockey Alberta would look to the Host Committee to secure a sponsor to cover the cost of the meals of the athletes at the banquet. A reasonable fee can be charged to the parents and other patrons wishing to attend.

The cost associated with travel, meals and accommodations of all athletes, team staff and officials at the event will be the responsibility of Hockey Alberta. Please refer to **Appendix E** for a sample budget from a previous Alberta Challenge competition.

The financial information in the bid documents should highlight how the Host Organizing Committee plans to maximize revenue opportunities in hosting the Alberta Challenge. A breakdown of some opportunities is listed below:

- Ticket Sales
- Local Sponsorship
- Government Grants and funding
- Community Grants and Funding
- Merchandise/Souvenir Sales
- Program Sales
- 50/50 Sales
- Special events/Fundraising
- Other sources of revenue as detailed in your bid document

2. Arena Facilities

To host an event of this type, certain arena facility standards must be met. These standards are as follows:

- The main host arena facility must be available on an exclusive basis to the Host Committee for the duration of the event (Access to facility the evening of Tuesday, May 3 – Sunday, May 7, 2017 or Tuesday, May 9 – Sunday, May 13, 2017)
- Wireless internet throughout the facility



- Seven (7) dressing rooms are required for the Alberta Challenge (6 for teams and 1 for officials that can accommodate at least 8 referees). An enclosed trainer's room/area is also required in the dressing room corridor.
- Hockey Alberta reserves the right to cover conflicting sponsorship/advertisement within the facility
- A tournament office location on site and access to meeting space will also be required. (One room can be used as dual purpose, meeting room and office space)
- Foyer/display area for merchandising, drawboards, and sponsor requirements as applicable
- Provide Hockey Alberta with access to pipe and drape, and tables for dressing room and lobby at no cost
- Provide Hockey Alberta staff with exclusive access to dressing room keys for the duration of the event
- Practice ice should be available to each of the teams on the Wednesday prior to the start of the event.

3. Accommodations / Meals

The Host Committee will be responsible to meet the following requirements for accommodations at the host site:

- Ensure, via contract, lodging (dorms or hotel rooms) to accommodate a minimum of 120 players, 36 team staff and 6 event staff / VIP's. If hotels are the choice; book 60 double hotel rooms to house the participating teams (1 hotel preferred, 2 hotels maximum). **

**Priority/Preference will be given to locations who are able to secure a Best Western as a host hotel. If you have a Best Western in your community, please contact the Event Liaison listed in this document for the contact information of Hockey Alberta's Best Western Group Booking Agent.

- Hotels must be within reasonable proximity of the host arena, it is preferable that the hotel is located within walking distance, however if this is not available, reliable and cost efficient transportation will have to be secured;
- Preferred hotel room rates must be negotiated by the Host Committee: (a suggested rate of \$100.00 - \$130.00 plus tax and including hot breakfast option is desirable).
- Provide Hockey Alberta with meal plan options for the teams at the hotel that can accommodate late night or early morning meals. Meals can be operated outside the hotel facility if necessary, but must be available to all teams at flexible hours at a competitive cost**.
- Hockey Alberta staff will be financially responsible for their own accommodations and meal expenses, however, requests the Host Committee to secure a minimum of 5 additional rooms at the host hotel to accommodate.

**Hockey Alberta's Event Liaison will work with you on the meal plan and schedule based around the teams' on ice schedule and the nutritional requirements expected.

4. Team Host

The Host Committee will be responsible for assigning a Team Host to each team. This host would be available for the duration of the event (including some day time hours) to help team staff with running errands and any emergency trips that may arise.



5. Transportation

Hockey Alberta will be responsible for the transportation of athletes to and from the competition. The Host Committee may be asked to set up shuttles to provide local transportation for competing teams. Ideally Hockey Alberta would like to avoid adding the cost of transportation by having the accommodations and arena facilities within walking distance. If necessary a higher cost may be incurred to provide a caterer on site to avoid travel all together.

6. Marketing

In order for the event to achieve its financial objectives, the Host Committee must generate substantial support from a variety of sources. To accomplish this, the Host Committee should develop a comprehensive marketing strategy which includes an advertising and ticket sales plan, 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:

- Ticket Sales - plans should outline the strategy for the pricing and packaging of ticket sales for the overall Championship;
- Local / Regional Sponsorships - plans should outline the market potential for cash and contra sponsorships, which are non-conflicting with the event main sponsors;
- Local advertising content in the official Tournament Program - there will be space in the Program for local advertising obtained by the Host Committee (details to be determined in conjunction with Hockey Alberta's Communications Department, see **Appendix B**).
- Municipal support available should also be addressed, including major financial contributions for hosting events;
- 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 Committee in the event guidelines.

It should be noted 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 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.

With respect to the ability for the Host Committee to generate additional revenue through sponsorship, some restrictions will apply. Hockey Alberta will work to minimize the restrictions for sponsorship where possible.

7. Media Services

The Host Committee will be directly responsible for the servicing of all local media leading up to the event. Hockey Alberta will be responsible for fielding and directing all media inquiries at the event.

- Host Committee will identify one (1) Media Spokesperson (ideally this individual is the Host Committee Chair).

8. Protocol

The Host Committee will be responsible to coordinate all Protocol arrangements for the event in accordance with Hockey Alberta. This will ensure activities such as opening and closing ceremonies, special receptions and hospitality arrangements are conducted in accordance with Hockey Alberta and sponsor guidelines.



In this regard, the Host Committee will be responsible for the following at the main host arena;

i. Special Functions

- Provide 10 tickets to Hockey Alberta for any major special functions held during the course of the event, including the banquet or welcome dinner, at no cost to Hockey Alberta.
- All scripts and agendas for Special Functions (banquets, opening/closing ceremonies, game ceremonies) will be subject to the approval of Hockey Alberta. Detailed ceremony guidelines will be provided upon confirmation of the host site.
- Coordinate pre-game, in-game and post-game protocol as outlined. This includes but not limited to playing of National Anthem, introducing starting lineups, puck drops (if applicable), playing/ reading of required PSA's during game, and presentation of Player of the Game awards.
- In order to facilitate access to the various hospitality areas, the Host Committee will provide accreditation to Hockey Alberta dignitaries and sponsors in accordance with guidelines provided by Hockey Alberta.

9. Accreditation and Security

Host Committee will be responsible to provide the following:

- An accreditation system which includes an identification card for participating teams, officials, media, scouts, VIP's and other dignitaries;
- Hockey Alberta will provide a list of required accreditation for any staff, volunteers or sponsors by date provided by Host Committee.

10. Special Events

- The Host 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.
- Provide a facility and catering services to accommodate an Alberta Challenge Banquet for 300 persons (minimum).

11. Sponsorship

- Hockey Alberta partners and sponsors have exclusive rights for promotion in the venue.
- The Host Committee shall not seek out local sponsorship conflicting with Hockey Alberta's partners, unless approved first by Hockey Alberta.
- The entire arena facility will be at Hockey Alberta's disposal for the duration of the event meaning existing signage (rinkboards, lobby, etc.) may be covered at Hockey Alberta's discretion
- The host facility is responsible for installing signage such as rinkboards and banners per Hockey Alberta's request
- See **Appendix D** for sponsorship guidelines

12. Photography

- Hockey Alberta will provide a photographer for the event
- The official photographer will require accreditation for full access to the venue
- Photographer will require space in venue to sell photos onsite



13. Medical/Emergency Services

The Host Organizing Committee is required to provide a Risk Management/Safety plan to deal with issues/emergencies as they arise (mandatory) and provide medically responsible personnel available on or on site for every game (i.e. St. John Ambulance)

14. 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 numerous community volunteers. In consideration of this critical group, the bid documents must include:

- Volunteer program and plan for training, coordination, screening, recruitment and recognition.
- Hockey Alberta recommends that all volunteers and committee members should undergo a criminal record/background check.

15. Souvenirs/Merchandise/Awards

The Host Committee will be responsible for all aspects of the procuring and distribution of any souvenirs, merchandise, and/or photographs to be provided free to participants or made available for sale to those attending the Alberta Challenge. The Host Committee will be provided with electronic files of the official Alberta Challenge logo, as well as logo pantones, and other necessary information.



Appendix A - Alberta Challenge Sample Schedule

Calgary Wild

Central Lightning

Edmonton Flyers

Northeast Penguins

Northwest Hawks

South Sabres

Thursday					
<u>Event</u>		<u>Team</u>		<u>Time</u>	<u>Location</u>
Practice	1	Calgary		8:00 AM – 9:00 AM	
Practice	1	Edmonton		9:15 AM – 10:15 AM	
Practice	1	Northwest		10:30 AM – 11:30 AM	
Practice	1	Northeast		11:45 AM – 12:45 PM	
Practice	1	South		1:00 PM – 2:00 PM	
Practice	1	Central		2:15 PM – 3:15 PM	
<u>Event</u>	<u>Game</u>	<u>Home Team</u>	<u>Visiting Team</u>	<u>Game Time</u>	<u>Location</u>
Game	1	Edmonton	Calgary	4:00 PM – 6:00 PM	
Game	2	Northwest	Northeast	6:15 PM – 8:15 PM	
Game	3	South	Central	8:30 PM – 10:30 PM	

Friday					
<u>Event</u>	<u>Game</u>	<u>Home Team</u>	<u>Visiting Team</u>	<u>Game Time</u>	<u>Location</u>
Game	4	Northeast	Edmonton	3:00 PM – 5:00 PM	
Game	5	Calgary	South	5:15 PM - 7:15 PM	
Game	6	Central	Northwest	7:30 PM – 9:30 PM	

Saturday					
<u>Event</u>	<u>Game</u>	<u>Home Team</u>	<u>Visiting Team</u>	<u>Game Time</u>	<u>Location</u>
Game	7	Northwest	Calgary	8:30 AM - 10:30 AM	
Game	8	South	Edmonton	10:45 AM – 12:45 PM	
Game	9	Central	Northeast	1:00 PM – 3:00 PM	



Game	10	Edmonton	Northwest	4:00 PM – 6:00 PM	
Game	11	Calgary	Central	6:15 PM - 8:15 PM	
Game	12	Northeast	South	8:30 PM – 10:30 PM	

Sunday					
Event	Game	Home Team	Visiting Team	Game Time	Location
Game	13	5th	6th	8:30 AM - 10:30 AM	
Game	14	3rd	4th	11:00 AM - 1:00 PM	
Game	15	1st	2nd	1:30 PM - 3:30 PM	
			Awards	3:30 PM	



Appendix B – Alberta Challenge Official Program:

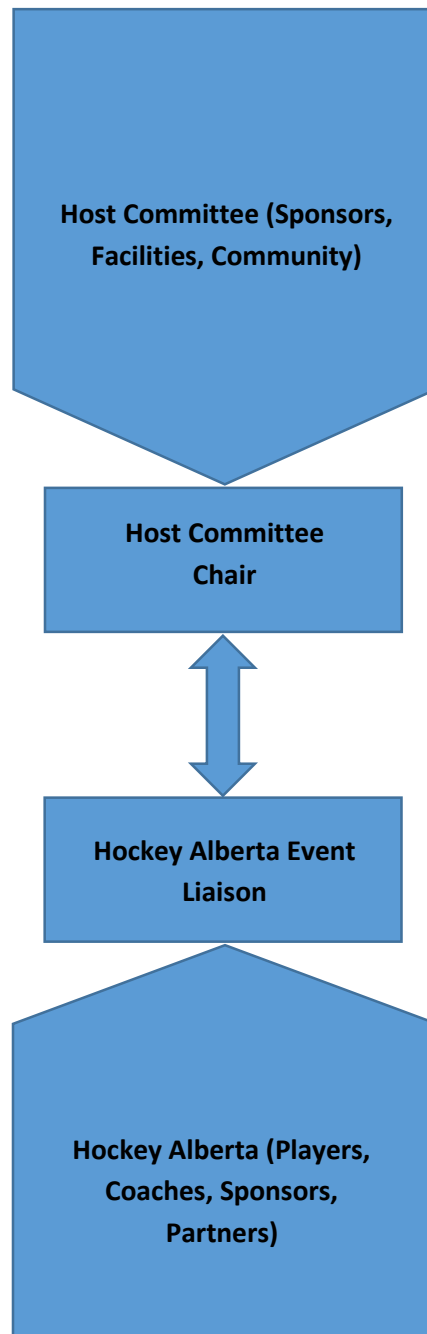
- The production process for the official Alberta Challenge tournament program is coordinated by Hockey Alberta's Communication Department.
- The Host Committee is invited to provide content for the program, including but not limited to local advertising, welcome messaging, local promotions, recognition of sponsors, etc. This content is to be compiled in conjunction with Hockey Alberta.
- In addition to the local content provided, the program will include:
 1. Cover Page
 2. Rosters
 3. Schedule & Rules
 4. HA Sponsor Requirements
- Suggested addition to program information
 1. Local sponsorship acknowledgement (revenue opportunity for Host Committee)
 2. Local stories/ articles

**Number of pages of local content to be determined in conjunction with Hockey Alberta.

- The host is responsible to work with Hockey Alberta Event Liaison to have the local portion (information & advertising) compiled to the specs Hockey Alberta requests by a specified deadline date (TBC).
- The number of programs to be printed will be determined in conjunction with Hockey Alberta's Event Liaison.
- Where applicable, Hockey Alberta is willing to work with a local print business recommended by the Host Committee.
- Cost of printing and production of the program, and providing of local content in camera ready format as specified by the printer, is the responsibility of the Host Committee.
- Hockey Alberta requires 175 copies to be set aside for its use. Hockey Alberta agrees to pay the pro-rated cost for the production/printing of those copies.



Appendix C: Communication Diagram





Appendix D: Sponsorship Guidelines

Alberta Challenge Sponsors/Suppliers:

CCM
Best Western
Gatorade

Rights:

- Alberta Challenge sponsors/suppliers have first priority for business at the event in their category.
- Permitted to set up promotional materials such as banners, displays, etc. at the event.
- Hockey Alberta reserves the right to introduce a new sponsor for the Alberta Challenge at any time. This may include a title sponsor for the event.
- Hockey Alberta has the right to refuse any Host sponsors.

Sponsorship Guidelines

- The Alberta Challenge Host Committee shall not solicit local sponsors in the same categories as Hockey Alberta's Alberta Challenge sponsors without approval first from Hockey Alberta.



Appendix E: Financial Guide

Hockey Alberta will be financially responsible for the following:

- Accommodation & Meals (Breakfast, Lunch, Supper & Snacks) for athletes, team staff, officials, Hockey Alberta staff and any Hockey Alberta dignitaries/VIP's
- Signage costs relative to Hockey Alberta sponsor requirements
 1. Rink Boards
 2. Hanging Signage
 3. Room Signage
 4. Drawboards
- Alberta Challenge Banquet meal costs for athletes & team staff via invoice.
- Officiating costs

Host Committee will be financially responsible for the following:

- Rental of ice
- Installation of signage
 1. Rink Boards
 2. Hanging of banners (interior signage)
- Banquet facility costs**
 1. Room
 2. A/V
 3. Setup/Takedown
 4. Meals (less portion provided by Hockey Alberta for athletes, officials, team staff and Hockey Alberta dignitaries)
 5. Speaker/ Entertainment

** It is suggested that a local sponsor(s) be secured to help support the financial costs of the banquet, as long as such sponsors are not competitors of existing Hockey Alberta sponsors, unless approved by the Hockey Alberta Event Liaison.
- If and where possible we would look to the host committee to seek out options in assisting with the following areas:
 1. A local grocer/ supplier willing to provide in-kind sponsorship of athlete snacks (bagels, bananas, granola bars, apples, Nutella etc.)
 2. Player of the Game gifting – a local sponsor willing to provide in-kind items or cash towards items as selected by Hockey Alberta and Host Committee.

Host Committee can look to generate revenue from the following (suggestions):

- Entry fee to spectators
- Sponsorship Opportunities
 1. Program Ads
 2. In venue signage
 3. Player of the Game Awards
 4. Puck Drop participation
 5. PSA (Public Services Announcements)
- Merchandise Sales
- Silent Auction/ Raffles with appropriate licensing
- 50/50 with appropriate licensing



12. Hosting Application Form

Alberta Challenge Host Information:

Host Committee Chair: _____

Email: _____

Mailing Address: _____

City: _____ P/C: _____

Phone: _____

Alternate Phone: _____

Signature: _____

Preference for Dates:

- May 3 – 7, 2017
- May 10 – 13, 2017

Bid Application Checklist:

Please be sure you have identified, considered and provided information on all of the following:

- Host Application Form (this page) must be attached to bid.
- Host Committee Structure
- Community Overview
- Business / Financial (Budget) Plan
- Facility Checklist (Capacity & Safety)
- Accommodations/ Meal Options
- Marketing / Promotion
- Special Events / Services
- Sponsorship
- Letters of Support (MHA & Community/Municipality)