



2014  
Coupe TELUS Cup  
National Midget Hockey Championship



BID GUIDELINES



# 2014 TELUS Cup National Midget Hockey Championship

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# 2014 TELUS Cup National Midget Hockey Championship

## BID GUIDELINES

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### 1. INTRODUCTION

Bid submissions for the TELUS Cup are to be formatted based on the following guidelines and should include photographs of the facilities – arena(s), hotel(s) etc.

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 Year's 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.

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. 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.

The 2012 TELUS Cup will be held in Leduc, AB, April 19-25, and the 2013 TELUS Cup will be held in Sault Ste. Marie from April 22-28, 2013. Last season, the 2011 TELUS Cup was held in St. John's, NL April 18-24, 2011.

The 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 Western Region (SHA, HM, HNO)**
- 2015 Quebec Region (HQ)
- 2016 Atlantic Region (HNL, HPEI, HNS, HNB)
- 2017 Pacific Region (BCH, HA, HN)

**The 2014 TELUS Cup will be held from April 21-27, 2014.**

\* The tournament format will be a single round robin followed by a play-off round for a total of 19 tournament games (See Appendices).

\* Date may be subject to change

The Selection Committee for this event will consist of the following Hockey Canada representatives:

**Members:** Mr. Michael Brind'Amour, Officer, Hockey Canada, Minor Council or Designate  
Mr. John Clements, Director, Hockey Canada, Minor Council or Designate  
Mr. Dean McIntosh, Director, Marketing Services & Events, Hockey Canada

**Resource Person:** Mr. Jeff Beck, Manager, Marketing Services & Events, Hockey Canada

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 2014 TELUS Cup will report to the respective Host Branch and Hockey Canada.

The Host Organizing Committee for the 2014 TELUS Cup will report to a Steering Committee consisting of representatives from Hockey Canada, the Host Branch Association, and the Host Organizing Committee.

These Bid Guidelines will serve as the primary, but not the only criteria, in selecting the site for the 2014 TELUS Cup. Should other criteria be introduced after these guidelines have been circulated, Hockey Canada will ensure the new information is distributed to all parties concerned in a timely fashion.

## **2. HOSTING STANDARDS**

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

- i) The host community must demonstrate a strong affiliation with local minor hockey organizations.
- 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 this National 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.
- 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.
- viii) 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.

## **3. EVENT STRUCTURE AND PARTNERSHIPS**

Hockey Canada is responsible to its membership for the staging of the 2014 TELUS Cup. To ensure the event is conducted in the most successful manner possible, Hockey Canada will form a partnership overseeing the operation of the event with the Host Branch Association and 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.

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

## **a) *Steering Committee***

The Steering Committee, on behalf of Hockey Canada, and its member Branches, will oversee the operation of the event, including the activities of the Host Organizing Committee.

The members of the Steering Committee will be as follows:

### **Chair:**

Director, Marketing Services & Events

### **Members:**

- Host Branch Association, President or Designate
- Host Organizing Committee, Chair
- Hockey Canada Minor Council Director or Designate

### **Staff Resource Person:**

Hockey Canada Event Manager

The above parties will oversee the operation of the event, including the activities of the Host Organizing Committee, on behalf of Hockey Canada and its member Branches.

The Steering Committee will ensure all elements of the Event Contract are fulfilled. Any variations to the Event Contract must be approved by the Steering Committee.

The above parties will approve the operating budget and organizational guidelines for the Host Organizing Committee and make policy decisions regarding the event, as required.

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 Canada standards and regulations.

## **b) *Host Organizing Committee***

Reporting to the Steering Committee, the Host Organizing Committee will be responsible for the promotion and staging of the event and to ensure the event is operated consistent with Hockey Canada's event Hosting manual.

The Host Organizing Committee will be made up of representatives from the local hockey programs, the Host Branch Association of Hockey Canada, the local business community and local government officials.

## **4. 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.

## **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 package that you will sell to local corporations. Ensure that Hockey Canada Sponsor Exclusivity Guidelines are maintained. Also the package must respect Hockey Canada sponsor levels – Premier, International and National Marketing Partners versus local Event Sponsors;
- v) 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;
- iii) 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.
- vi) A sample of budget areas is included as an Appendices.

- vi) Host Organizing Committee Revenue Opportunities
  - i) Game Ticket Sales
  - ii) Event Program Sales
  - iii) Merchandise (Percent of sales to be provided by Hockey Canada)
  - iv) Local Sponsorship
  - v) Revenue from special events (banquet, silent auction, interactive areas, etc.)
  - vi) Other sources as outlined in bid presentation.

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

- i) Hotel accommodation and meals for official team delegations (26 persons x 6 teams including Branch Representatives).
- ii) Meal requirements include providing 3 meals per day, plus a snack, with the appropriate flexibility based on each team's schedule. Nutritional requirements should be consistent with expectations for high performance athletes. Meal plan and menu requirements must be approved by Hockey Canada. This should include one day prior to competition and one day post competition, 9 days total.
- iii) Hotel accommodations, travel, and per diem for game officials, and one officials supervisor (Championship Referee in Chief);
- iv) Laundry and towel services for the competing teams;
- v) Ground transportation for participating team delegations, game officials, VIPs, and Hockey Canada Representative from the closest airport. If team travels to the event via ground transportation (ie. Bus), the host shall be responsible for costs associated during the tournament portion only;
  - Closest airport is defined as closest airport that can facilitate team travel, including equipment.
- vi) Arena facilities including ice costs, necessary building staffing (including full game operations staffing) , on-ice officials game fees, minor (off-ice) officials, security, meeting space, first aid medical, use of score clock, use of video score clock, use of electronic signage, installation of Hockey Canada vinyl-mesh ice logos & ice preparation, signage displays and all costs with providing "clean building".
  - "Clean Building" – ice, boards, scoreclock and in camera signage (as determined by Hockey Canada) free of any sponsor marks unless otherwise agreed upon.
- vii) Any required signage at secondary facilities including production, installation and removal costs (e.g. rink boards, ice logos, banners) as decided upon by Hockey Canada.
- viii) Local marketing, promotional and public relations expenses;
- ix) Media services and related expenses;
- x) Ceremonies (opening & closing) and hospitality centres;
- xi) Various event administration expenses, including staffing (including volunteer costs), offices and meetings;

- xii) Awards Program tickets for participating team delegations, officiating team, and Tournament Directorate;
- xiii) Any costs associated with development initiatives or demonstrations (i.e. ice time, game tickets for parent(s), clinics, etc.);
- xiv) Event cancellation insurance;
- xv) The Host Organizing Committee will be responsible for the production costs of any rinkboards sold by the Committee. Approximate cost is \$250 per board; 2 boards required for each advertiser, 1 for preliminary games, 1 for televised final, therefore \$500 should be budgeted for each advertiser;
- xvi) Costs associated with any ancillary events in conjunction with the 2014 TELUS Cup. All ancillary events must respect the sponsor exclusivity guidelines.

**The Host Branch obligations for event expenses shall include the following items:**

- i) The Host Branch shall guarantee the financial success of the event by ensuring that the Host Organizing Committee meets the financial obligations of the bid;
- ii) The Host Branch accepts responsibility for any loss reported by the Host Organizing Committee in its financial statement submitted to Hockey Canada, as adjusted by Hockey Canada following its audit (if any) in accordance with this agreement, and agrees to pay within 60 days of the end of the event any amounts owing to all creditors, organizations, agencies, teams or individuals arising from or relating to the hosting of the 2014 TELUS Cup to the extent such amounts are not otherwise paid with monies received by the Host Organizing Committee as a result of hosting the 2014 TELUS Cup;
- iii) The Host Branch shall assign a representative to work with the Host Organizing Committee to assist with the Championship preparations and to ensure all parties' interests are maintained;
- iv) The Host Branch shall assign a Championship Referee In Chief and be responsible for the costs associated with any additional official supervisors assigned by the Branch. The Championship Referee in Chief's expenses are paid for by the Host Organizing Committee;
- v) The Host Branch shall work with the area Hockey Canada Regional Centre (where applicable) to ensure that various development initiatives and activities are conducted during the Championship.

**Hockey Canada Financial Obligations:**

- i) Hockey Canada will assign an event manager to assist with event preparations and oversee the management of the Championship;
- ii) The cost associated with air travel to the event of the participating teams will be the responsibility of Hockey Canada. Hockey Canada will be responsible to make flight arrangements to the designated major airport that can accommodate team travel, including equipment, after which time the teams become the responsibility of the Host Organizing Committee;

- iii) Hockey Canada will provide a host grant of \$24,000 to the Host Organizing Committee with a breakdown of payment to be provided;
- iv) Hockey Canada will be responsible for the costs of television production and broadcast where applicable providing facility meets minimum standards as stated in the Appendices;
- v) Hockey Canada will coordinate and pay for the production of the souvenir event program (number to be determined);
- vi) Hockey Canada will assign and pay the expenses of a Hockey Canada Representative to oversee the conduct of the Championship;
- vii) Hockey Canada will provide the Championship trophy, six (6) individual awards and one (1) player of the game award per team, per game.
- viii) Hockey Canada will provide gold, silver, and bronze medallions (max. 35 each);
- ix) Hockey Canada will provide approximately 240 pucks for the Host Organizing Committee to use as player gifting and/or game pucks;
- x) Hockey Canada will provide approximately event promotional materials (print, banners, signage, video, etc.) as agreed to with the Host Organizing Committee.

#### **d) Arena Facilities**

The Host Organizing Committee must have facility agreements in place prior to the bid being awarded.

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

- i) The main host arena(s) must be available on an **exclusive** basis to the Host Organizing Committee for the 2014 TELUS Cup for the period of **April 21-27, 2014**. This means that no other tenants or clients shall have use of the arena facility for the entire duration of the Championship, and also ensure that adequate time is given for the installation and removal of Hockey Canada and local sponsor rinkboards, banners, bench boards, in ice logos, etc.
- ii) Host Organizing Committee must ensure all host ice surfaces confirm to the new Hockey Canada Guidelines for ice markings, if host arena is not up to standard at time of bid the Host Organizing Committee must comply by the new guidelines by September 1, 2013 or Hockey Canada has the right to move the event to another venue/city. Guidelines can be found in the Appendices.
- iii) Consideration will be given to the use of secondary (or satellite) venues for games. Bid applicants should clearly outline the distances and the overall number of secondary venues. The final decision on the use of secondary venues and the schedule will be made by Hockey Canada.
- ii) The Host Arena(s) must meet the following minimum standards:
  - Minimum spectator capacity of 1500 seats and 750 seats at secondary venues;
  - Regulation size artificial ice surface (recommended 100'x 200' See Hockey Canada rule book section 1 rule 2)
  - Minimum 6 dedicated dressing rooms (ideally one for each participating team (6)). Adequate and secure separate storage and drying facilities must be provided if each team is not allocated their own dressing room;

- Daily laundry, towel service, and equipment repair services are to be made available to participating teams. Equipment repair costs would be at the respective team's expense.
- Approval to display sponsors' advertising throughout the arena, including, but not limited to exclusive use of rinkboards, benchboards, ice logos, scoreclock, and ice surfacers;
- Exclusive right for Host and Hockey Canada to sell event merchandise, souvenir programs, and photographs with no percentage of sales back to venue;
- Right to display trophies and other awards in lobby or concourse of arena;
- Suitable television and radio broadcast facilities (including broadcast booths for television commentators) and interview areas (refer to Appendices);
- Media press box facilities capable of hosting 10 local and national media representatives;
- Acceptable television camera position and arena lighting for live television broadcasts (minimum 100 foot candle rating);
- Acceptable hospitality areas/rooms for media results and hospitality;
- Acceptable hospitality areas/rooms for VIPs and other accredited officials;
- The arena must be a clean building, that is; host must be able to cover existing advertising on the rinkboards, bench boards, penalty box area and in-ice logos.
- Opportunity for Molson to have the exclusive pouring rights in appropriate areas (hospitality, VIP etc.). As a minor hockey event, alcohol will be restricted to areas such as the aforementioned. Advertising of alcoholic products will be restricted to the venues mentioned above.

## **e) Hotel Accommodation**

The Host Organizing Committee must have hotel agreements in place prior to the bid being awarded.

The Host Organizing Committee will be responsible to meet the following hotel requirements at the host site:

- i) Provide a minimum of 120 hotel rooms (at a maximum of four hotels) to house the participating teams, officials, VIPs and media;
- ii) Hotels must be of acceptable standards to Hockey Canada and should have full-service restaurants, banquet facilities and in-house security services. Hotels or other outlets must also be in a position to provide special meal services to the participating teams (i.e. late post-game meals and take-out orders);
- iii) Hotels must be within reasonable proximity of the main host arena (maximum 25 km);
- iv) Preferred hotel room rates must be negotiated by the Host Organizing Committee;
- v) Each participating team delegation will consist of 26 persons (including the Branch representative) with daily room requirements anticipated to be 12 doubles and 2 singles. Additional personnel (over the official team delegation of 26 persons) attend the event at the expense of the team concerned;
- vi) Consideration should be given to the accommodations for parents, scouts, agents, and other spectators of this event.

## **f) *Transportation***

The Host Organizing Committee will be responsible to provide the following transportation services:

- i) Bus transportation for each of the 6 (six) participating teams, including transfers of teams and their equipment from the closest airport that can accommodate team travel on arrival and departure, (ideally the Host Organizing Committee shall provide for a bus and/or cargo van dedicated to each team) for the duration of the tournament;
- ii) In some cases, teams may travel by bus (no air travel). Cost for the bus will be split appropriately between Hockey Canada and the Host Organizing Committee. Travel cost to be approved in advance by Hockey Canada and the Host Organizing Committee.
- iii) Special local shuttle service for officials and VIPs;
- iv) Provide emergency transportation assistance from arenas and hotels, as required;
- v) Outline a daily transportation itinerary for all participating teams and officials in accordance with the official game schedule;
- vi) Provide complimentary parking at hotel and facility for shuttle vehicles, team vehicles, VIPs, and special guests.

## **g) *Marketing & Sales***

- i) 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 and sales strategy which includes media advertising and ticket sales plans, as well as the manner in which support can be secured from the public and private sectors.
- ii) More specifically, the bid presentation should include an outline on the degree of support the host organization anticipates from the following sources:
  - i. Ticket sales plans should outline the strategy for the pricing, packaging, promotion, and distribution of ticket sales for the overall event;
  - ii. Local/regional sponsorships plans should outline the market potential for cash and contra sponsorships which are non-conflicting with Hockey Canada partners (See Appendices);
  - iii. Provincial and municipal support available should also be addressed, including major financial contributions for hosting events.
  - iv. 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 Hosting Manual.
- iii) 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 Organizing Committee's ability to obtain support in the area of advertising and promotion, hotel rates, transportation services and other facility subsidies could significantly enhance the financial success of the event.

- iv) With respect to the ability for the Host Organizing Committee to generate additional revenue through sponsorship, the following restrictions may apply.
  - i. As a Hockey Canada event, there are certain national sponsorship, webcasting, and television agreements which will extend to the hosting of the 2014 TELUS Cup. At the present time, it is anticipated that sponsorships associated with this event will include Hockey Canada Premier Sponsors, Imperial Oil, RBC, TELUS, and Nike while the official broadcaster will be TSN/RDS. There are also other Hockey Canada Sponsor agreements that will extend into the hosting of this event as listed in the Appendices. It is anticipated that a minimum of one (1) game will be nationally televised on the TSN and RDS networks;
  - ii. With respect to national sponsorships, it should be understood that certain exclusivity guidelines apply to this event. As a result, local event sponsorships must be non-conflicting and comply with the national sponsorship guidelines. The current exclusivity guidelines which apply to the national sponsorships are enclosed in the Appendices. It should also be noted that the sponsorship and television guidelines may be subject to change. Further detail regarding the marketing rights will be contained in the Hosting Manual.
  - iii. It is anticipated that a total of 20 rinkboards in TV view and 14 in non-TV view will be reserved exclusively for national sponsors of Hockey Canada, while 3 TV view and 3 non-TV view rinkboard advertisements will be available for local/regional sponsors secured by the Host Organizing Committee. The Host Organizing Committee will be responsible for the production costs of any rinkboards sold by the Committee. Approximate cost is \$250 per board; 2 boards required for each advertiser, 1 for preliminary games, 1 for televised final, therefore \$500 should be budgeted for each advertiser.
- v) Hockey Canada holds the vendor and merchandising rights for the event. This includes in-venue, mail-order, internet e-commerce and all other forms of commerce;
  - i) All venues are to be free and clear of any encumbrances as it relates to the vending, sale, distribution, advertising and promotion of event related or Hockey Canada licensed product;
  - ii) No other party shall be permitted to conduct sales or distribute licensed products, or non-event related merchandise in the venue(s) at any time during the event;
  - iii) Each facility to offer the opportunity to utilize existing vending retail space, should such facilities exist, at no additional cost to the event;
  - iv) All facility contracts should accurately reflect the vending and merchandising rights of Hockey Canada in order to ensure no breach of any contractual or other obligation to any third party entered into by Hockey Canada;
  - v) Hockey Canada shall seek out and assign vending rights to the venue(s) in exchange for a commission on the sale of the licensed products. The commission is to remain with the event as a part of the revenue stream;
  - vi) Venue sales plans should indicate the level of sales which 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.

- vii) The event licensed merchandise program shall be administered by Hockey Canada in conjunction with Event Manager and the Host Organizing Committee. This would include, but is not limited to quality control, royalty reporting & collection, product selection, etc.

**Note:** The official event logo for the TELUS Cup is the property of Hockey Canada. The use and/or application of the official trademarks and logos for the TELUS Cup, Hockey Canada, and event partners are subject to the expressed approval by all the respective organizations via Hockey Canada.

The bid presentation should include an outline of the proposed media advertising and publicity campaign for the event. The campaign should describe anticipated contributions from local/regional media leading up to the event, as well as the overall budget for advertising and promotional activities. It is anticipated the Host Organizing Committee will be in a position to secure advertising contributions from local/regional print and electronic media. In addition, publicity must be extensive in the various host markets leading up to the event.

## **Ticket Sales & Ticket Management**

### **Key Facts & Information**

- Ticket sales represent the primary source of revenue for the Championship;
- Hockey Canada has a fully functional ticketing service that will serve as the primary and exclusive ticket agency for the Championship;
- This includes game tickets and any other events that require ticketing;
- Hockey Canada provides all ticketing equipment including: software, box office equipment, ticket stock, printers, scanners for use during your event
- In addition to technical & sales support, Hockey Canada will also train staff and volunteers
- All tickets are GST and HST exempt;
- An outline of service fees for ticket packages is included at the end of this section;
- On top of service fees, the host may add a fee not to exceed \$5 per full ticket package sold that will be a further revenue source for the host. Fees for other ticket packages may be considered by the Steering Committee based on the ticket packing model used.

### **Benefits of Hockey Canada Tickets System**

- Ability to sell event tickets online through Hockey Canada Ticket Web Presence.
- Full customer resource management database
- Special offers, promotional code and email correspondence capability
- Over 40 standard comprehensive reports, and the ability to create fully customizability reports
- Fully customizable product options including fixed, bundle, flexible and single offers
  - Can also package tickets with merchandise, special events, concessions, parking, etc.
- Hockey Canada will set up arena manifest, event & products within GetTix.Net system.
- Tickets go on sale
  - Staggered product offerings
  - Ongoing promotions & special offers
- Hockey Canada will assist in the development of a box office prior to the event

### **Host Requirements & Obligations**

- The host will need to confirm that Hockey Canada will be the primary ticketing service utilized for the event. The ticket agency for the venue(s) may be provided a portion of ticket to sell. The allocation of tickets to these other agencies will be negotiated and approved by the Steering Committee;
- The host is required to provide to Hockey Canada 250 complimentary tickets to each game of the Championship;
- Reserve a section of seats (total 200) as a Players seating tribune for accredited team members to enter with their accreditation and watch all games including the Bronze and Gold medal games;
- Reserve a section of seats (total 20) as an Officials seating tribune for accredited non-working on ice officials to enter with their accreditation and watch all games including the Bronze and Gold medal games;

- Reserve a total of 8 seats in a secure area, press box or private suite for Team Canada personnel for all tournament games;
- Reserve three (3) seats for each participating team for team management

### **Required Information**

The bid will need to detail all available ticket inventory including special seating in both arena venues.

- The bid will need to include general information regarding current ticket sales and management practices at each venue, from the agency relationship, facility or city service fees, systems and available databases that can be utilized to assist our ticket sales efforts.
- The bid will need to include a detailed outline of proposed ticket packages and pricing models, with evidence provided to support the rationale for the packaging and pricing models presented in the bid. This includes sales strategies, targets and key phases of the ticket sales campaign.
- The bid is to include a full ticket manifest for each proposed venue, with an outline of suite locations, the number of seats in the suite, the complimentary seat locations, and normal required seat kills for TV and photography purposes (note that the seat kills will be reviewed and possibly adjusted following a site visit by the broadcaster and Hockey Canada).

## ***h) Media Services***

The Host Organizing Committee will be directly responsible for the servicing of all media, including official television and radio broadcasters, during the event. The Host Organizing Committee, therefore, will be responsible to provide the following equipment and services:

### i) Telecommunications Equipment

- i) Main Host Arena – Press Box – minimum one (1) telephone line with long distance capabilities (credit / calling card phones), one (1) laptop computer with high speed internet for real time stats system, one (1) laser printer, a minimum of two (2) high speed internet connections and one (1) photocopier.
- ii) Main Host Arena – Media Room – minimum one (1) telephone line with long distance capabilities (credit / calling card phones), two (2) computers with internet and email capabilities with high speed, one (1) photocopier, one (1) fax machine with it's own fax line, minimum two (2) high speed internet connections and one (1) laser printer.
- iii) Secondary (Satellite) Venue (s) – there needs to be high speed internet, one (1) laptop, one (1) laser printer, one (1) phone line with long distance capabilities and one (1) fax machine with dedicated fax line.
- iv) All necessary supplies for printers etc. should also be included i.e. paper, toner, ink cartridges and other supplies associated with those items.

### ii) Information Services

- i) A media kit consisting of pertinent event information should be provided upon arrival, including team rosters, game schedule, as well as details on special events.

### iii) Media Facilities

- i) In addition to press box facilities, the Host Organizing Committee must provide a results room and interview area for the media. Hospitality should be available in the results room.

iv) Statistics / Results

- i) Hockey Canada will supply the online real time stats system for the event and will have their coordinator of media relations oversee this area. The Host is required to designate a minimum of 2 volunteers to operate the stats systems (training to be provided). Statistics must be completed at all venues (dedicated high speed internet connection required).

v) Hockey Canada Website

- i) The Host Organizing Committee shall ensure that the only official website for the 2014 TELUS Cup shall be hosted on the Hockey Canada website. The address is to be [www.hockeycanada.ca/teluscup](http://www.hockeycanada.ca/teluscup). This site address shall be advertised on all electronic, printed, audio, and visual Championship promotional and communication pieces. There is also a possibility of web casting with all rights being controlled by the Hockey Canada.

vi) Photography/Strobe Lights

- i) Hockey Canada has the sole right to all photography at all venues for the Championship. Hockey Canada must approve all photography credentials for all games and all venues. If approved, all photographers must sign a legal waiver prior to receiving media credentials;
- ii) The Host Organizing Committee and the venues for all games must provide Hockey Canada access to catwalks, etc. to install photography strobe lights at all games/venues;
- iii) Hockey Canada shall control and issue access to strobe lights installed within the venue, the Host Organizing Committee will provide full strobe light access to Hockey Canada at no charge;
- iv) The Host Organizing Committee agrees that broadcasters and photographers may require certain areas where seats exist. Final locations and the exact number of seats needed to be reserved for this purpose will be determined by Hockey Canada after a site visitation is complete. Hockey Canada requirements will take precedent and all efforts will be made to minimize the number of seats that may be required.

## ***i) Protocol***

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

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

i) Game Tickets

- i) Reserve a total of two hundred and fifty (250) best-available event packages (complimentary) for Hockey Canada dignitaries and sponsors for all tournament games. Tickets must be available on a per game, per seat basis. (i.e. Day or Event passes may not be used, each game, each seat must have its own ticket)

ii) VIP Hospitality

- i) Provide complimentary VIP hospitality area and passes for a minimum of two hundred and fifty (250) persons per game to be used prior to, during and following each game.

iii) Ceremonies

- i) All scripts and format for the opening and closing festivities for each game will be subject to the approval of Hockey Canada. Detailed ceremony guidelines will be provided upon confirmation of the host site. During TSN/RDS televised games, there will be no opening ceremonies.

iv) Awards Banquet

- i) The Host Organizing Committee will be responsible for the organization and cost of the 2014 TELUS Cup Awards Banquet. This includes facility cost, entertainment and meal costs for all team members and officials.
- ii) Sales of banquet tickets to other groups and sponsors is encouraged.

In order to facilitate access to the various hospitality areas, the Host Organizing Committee will provide accreditation to Hockey Canada dignitaries and sponsors in accordance with Hockey Canada guidelines and policies.

**j) Accreditation and Security**

The Host Organizing Committee will be responsible to provide the following:

- i) An accreditation system which includes a registration package and identification card for participating teams, officials, media, VIPs and other dignitaries approved through the Protocol guidelines for the event;
- ii) A system must be established to ensure all participating teams and visiting VIPs are provided with adequate security.

**k) Special Events**

- i) 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 through the bid application. The revenue generated from the special events should be considered and outlined in the Bid Submission.

**l) Bilingual Language Services**

The official languages of the 2014 TELUS Cup are English and French. Therefore, the guidelines listed below are requirements, which the Host Organizing Committee must agree to comply with in order to meet its responsibilities.

- i) The Host Organizing Committee will ensure that all promotional material and information intended for the general public, during and after the 2014 TELUS Cup shall be made available in both official languages. This will include media releases, logos, posters, souvenirs, etc;
- ii) The Host Organizing Committee responsible for media and public relations shall include a sufficient number of people who are fluently bilingual such that the requirements outlined above can be met. In addition to the media services, all information must be provided in both official languages to the local community upon request;

- iii) Official event programs, identification passes, invitations and tickets shall be bilingual and will be included and the responsibility of the Host Organizing Committee;
- iv) Event related directional signage within venues – arena, hotel, etc. shall be bilingual;
- v) Written material produced by the Host Organizing Committee for participants – handbooks, manuals, instructional guidelines, etc. shall be available in both official languages, depending on location of Championship, some adjustments may be made;
- vi) A component of the Opening and Closing Ceremonies shall be bilingual; the national anthem shall be sung in its bilingual version.

**m) *Medical Facilities and Emergency Services***

- i) Medical staffing and plans for medical personnel to be present at all practices and games.
- ii) Facility EAPs and an AED on-site are required.

## 5. BID APPLICATION PROCESS

These Bid Guidelines have been developed by Hockey Canada strictly for the purpose of facilitating the selection of the site for the 2014 TELUS Cup. Hockey Canada 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 bid applications must be submitted through the respective member Branch Association of Hockey Canada on behalf of the organizing committee for the potential host site. The bids shall be submitted in accordance with the following procedures:

### a) February 6, 2012

#### *Availability of Bid Guidelines*

Bid Guidelines distributed to member Branch Hockey Associations

### b) March 2, 2012

#### *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 Canada, Calgary office (Suite 201, 151 Canada Olympic Rd. SW, Calgary, AB T3B 5R5) by the deadline date indicated. A copy of the letter must be copied to the applicable Hockey Canada Branch Office.

#### **Note:**

- i) Branches may submit more than one bid.
- ii) All bids must be endorsed by the Branch prior to submission.
- iii) Upon receipt of the Letter of Intent, Hockey Canada 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.
- iv) Signed Hotel, Arena, as well as any other facility contracts must also be submitted with the Bid Application.

### c) April 2, 2012

#### *Submission of Bid Presentation to Host Branch*

- i) All bid applicants must submit one (1) copy of their written bid presentations plus a CD with all bid documents in Adobe (PDF) file format to their respective Hockey Canada Branch for review and written approval or support. Bids are to arrive not later than 5:00 p.m. local time on the date indicated above.

### d) April 16, 2012

#### *Submission of Bid Presentation to Hockey Canada Calgary office*

- i) Respective Branches on behalf of bid applicants must submit one (1) of their written presentations with written Branch approval, plus a CD with all bid documents in Adobe (PDF) file format, **the signed Event Contract (signed by the Branch and the Bid Committee), and copies of all other signed contracts, including Hotel and Arena, to the:**

Selection Committee – 2014 TELUS Cup  
Attn: Dean McIntosh  
Hockey Canada  
Suite 201, 151 Canada Olympic Rd. SW  
Calgary, AB  
T3B 5R5

**Bids are to arrive not later than 5:00 p.m. (MT) on April 16, 2012**

**e) April, 2012**

*Review of Bid Applications*

- i) Hockey Canada reserves the right to determine the bid review and selection process. On receipt of the bids the Selection Committee shall assess the need for an in-person presentation or site visitation. The Selection Committee shall review its findings with Hockey Canada's Minor Council. Hockey Canada Minor Council shall in turn recommend a site to Hockey Canada Board of Directors.
- ii) The applicants will be notified accordingly of the decision of Hockey Canada.
- iii) The bid applicant should be aware that gifting for the Site Selection Committee, members of Minor Council, or members of the Hockey Canada Board of Directors will not be permitted.

**f) May, 2012**

*Site Selection Finalized*

- i) Hockey Canada Board of Directors or their designate will approve the site of the 2014 TELUS Cup. The site selection will be based on the recommendation made by the Site Selection Committee and Hockey Canada Minor Council.
- ii) In submitting their applications to host, the bid applicants have acknowledged that the decision to award the hosting of the 2014 TELUS Cup rests solely with Hockey Canada.

A public announcement on the site for the 2014 TELUS Cup will be made following the site selection with the completion of all contracts.

It is understood that the Site Selection Committee will make its recommendation to Hockey Canada Board of Directors or their designate 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 Canada will expect the Host Organizing Committee to deliver accordingly.

**TELUS Cup**  
**Interested Bid Group – Overview Check List**

**Please note:** A TELUS Cup Bid package should include the following components for consideration. Please ensure when submitting your bid that you review the bid guidelines thoroughly to ensure your group has covered all the areas outlined in the bid guidelines.

Clearly represent the bid committees relationship with:

- The Branch
- Your League
- The Local Minor Hockey Association

Facility Agreement.

- 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
- Arena Diagram including documented room measurements

Hotel Agreement – include a copy of the potential hotel agreement

Sponsorship agreements:

- A list of current facility sponsors
- A list of current host team sponsors

Attendance

- Host Team Attendance figures over last 3 years
- Win/Loss Record of Host Team over last 3 years

Mandate of Host Committee – what is your goal in hosting the TELUS Cup

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, single tickets will be sold and what background do you have to support this strategy
- Sponsorship plan – timelines, prospects, proposed sales package, 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
- Advertising plan – including potential partners and budget
- Overall business plan highlighting how your ticket sales, sponsorship, media and advertising plan are integrated to help you achieve your goals
- Detailed Budget – outlining full budget based on your event projections and detail on how your projected budget is going to be met

Logistics plan – detailed plan on how teams, officials, VIP's, branch reps will be looked after from arrival to departure i.e. accommodation, meals, transportation, dressing rooms

# **2014 TELUS CUP NATIONAL MIDGET HOCKEY CHAMPIONSHIP**

## **BID GUIDELINES**

FOR MORE INFORMATION  
PLEASE CONTACT:

HOCKEY CANADA  
Suite 201, 151 Canada Olympic Road, SW  
Calgary, AB  
T3B 5R5

Telephone:	(403) 777-3622
Telefax:	(403) 777-3635
Email:	<a href="mailto:jbeck@hockeycanada.ca">jbeck@hockeycanada.ca</a>
Website:	<a href="http://www.hockeycanada.ca">www.hockeycanada.ca</a>

Mr. Jeff Beck  
Manager, Marketing Service & Events

# **CONTACT INFORMATION SHEET**

PLEASE ENSURE THAT THIS FORM ACCOMPANIES  
YOUR LETTER OF INTENT

EVENT NAME/YEAR

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## **CONTACT INFORMATION**

NAME

---

POSITION

---

BRANCH

---

ASSOCIATION

---

ADDRESS

---

---

---

PHONE

---

FAX

---

E-MAIL

---

## 6. APPENDICES

TV-REQUIREMENTS	I
SPONSORSHIP OPPORTUNITIES	II
RINKBOARD SCHEMATIC	III
SPONSORSHIP EXCLUSIVITIES	IV
SAMPLE SCHEDULE	V
SAMPLE BUDGET	VI

# FACILITY REQUIREMENTS FOR TV BROADCASTS

## 1. Lighting

- Between 100 and 150 foot candles;
- Flat lighting - one colour 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 12 feet in length by 8 feet in depth;
- Must accommodate two sets of commentators (TSN and RDS);
- 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 penalty and shot clock - viewable from press box.
- High speed internet line (minimum one)

## 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 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 (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.

**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.

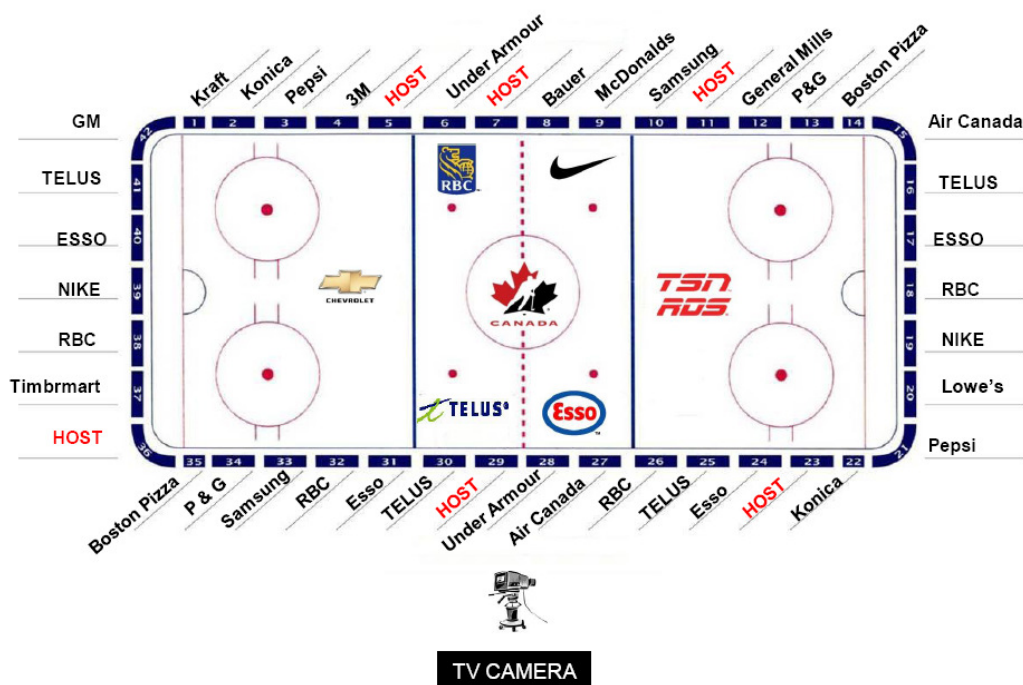
## Overview of Local Marketing Rights & Opportunities

1. Hockey Canada through the Event Manager, must approve all marketing materials including use of official logos, promotional materials and elements of any sponsorship packages.
2. Hockey Canada marketing partners, as outlined in the Appendices have exclusive rights to the event. No other sponsors in competing categories can have any promotional rights at Hockey Canada events.
3. Hockey Canada controls all ice level signage and provides the local host committee with up to four (4) positions for rinkboards. There is no other inventory available to Host Committees. The diagram below included in the Appendices illustrates signage at National Events
4. Marketing availability for local host committee to involve non-conflicting community businesses and other interest groups includes but are not limited to the following:
  - a. Game sponsorships (for Hockey Canada feature games)
  - b. In venue presence (banners, video, PA announcements)
  - c. Game tickets / hospitality options
  - d. Special event sponsorships (eg. Fan Fest, Parent reception, banquet, etc.)
  - e. Rinkboard inventory (4 positions, as per Rinkboard schematic appendix)
  - f. Volunteer program sponsor
  - g. Event program advertising
  - h. Logo ID on event website
  - i. Logo ID on approved promotional materials (e.g. pocket schedules, local advertising, etc.)
  - j. Recognition at public events (eg. Press conferences, news releases, etc.)

### RINKBOARD SCHEMATIC

As of January 1, 2012

(Subject to Change)



## HOCKEY CANADA MARKETING PARTNER EXCLUSIVITIES

**Note:** This document subject to change. A detailed definition on each exclusivity category will be available on request

### EXCLUSIVITY APPLICABLE TO ALL HOCKEY CANADA PROGRAMS, EVENTS, AND FACILITIES

Industry exclusivity guidelines apply to rinkboards, signage, in-ice logos, websites, print material (including posters, newspaper advertising, event programs, lineup inserts, news releases and letterhead), radio and television advertising and broadcasts and any signage that is deemed to be in camera view, based on a site visit from Hockey Canada. Exclusivity guidelines, do not apply to permanent venue signage i.e. zamboni and score clock.

#### Premier and Official Partners

Sponsor	Level of Partnership	Areas of Exclusivity		Examples of Conflicting Brands
Nike	Premier	Hockey Canada National Team jersey, on-ice and on-bench apparel, shared performance apparel, athletic shoes	Yes	Adidas, New Balance, Reebok
Esso	Premier	Gas, lubricants, car wash, home heat	Yes	Petro Canada, Shell
RBC	Premier	Banking, insurance, credit cards, RRSP's, stockbrokers	Yes	CIBC, Canada Trust, Cooperators, Nesbitt Burns
TELUS	Premier	Long distance, teleconferencing, wireless cellular service, radios, internet, calling cards	Yes	Bell, Roger AT&T, Aliant, Sasktel
TSN/RDS	Official Broadcaster	Broadcasting, TV, webstreaming and Radio	Yes	The Score, Sportsnet
SportChek	Official Retailer	Sporting Goods Retailer	Yes	Source for Sports

## International Marketing Partners

Sponsor	Level of Partnership	Areas of Exclusivity		Examples of Conflicting Companies
Molson	International	Brewery (beer and malt-based beverages)	Yes	Labatt, Sleeman, Big Rock, Budweiser
Bauer	International	Gloves, Skates, Sticks	Yes	Reebok, CCM
General Motors	International	Vehicles (new and used)	Yes	Chrysler, Ford, Honda
McDonald's	International	Quick service restaurant	Yes	Burger King, Subway, Tim Hortons
General Mills	International	Hot and Cold Cereals	Yes	Post cereals
Boston Pizza	International	Casual Dining and Home delivery pizza	Yes	Pizza Pizza, Pizza Hut
Samsung	International	Consumer Electronics	Yes	Sony, Hitachi, Toshiba
Pepsi/Frito Lay/ Gatorade	International	Snack foods, non-alcoholic beverages (excluding juice), isotonic beverages	Yes	Coke, Powerade, Humpty Dumpty, Old Dutch
Konica Minolta	International	Office equipment and Business Solutions	Yes	Toshiba, Cannon
Air Canada	International	Airline Travel	Yes	Westjet, Canjet
Proctor & Gamble	International	Shave Cream, Skin Care, Anit-perspirant/deodarant, Hair Care, Personal Cleansing, Batteries, Fabric Care, Household cleaning, and Personal Health PeptoBismal/Thermal Care	Yes	Johnson & Johnson, Degree, Energizer, Colgate, Axe
Kraft	International	Crackers, Cookies, Cheese, Coffee (in-home), Kraft Dinner, Delissio Frozen Pizza	Yes	Dare, Cracker Barrel, Folgers, McCain's Frozen Pizza

Lowe's	International	Home building	Yes	Home Hardware
Timbrmart	International	Home building	Yes	Home Hardware
Purolator	International	Shipping	Yes	Fed Ex, UPS
3M	International	Signage	Yes	

### National Marketing Partners

Sponsor	Level of Partnership	Areas of Exclusivity		Examples of Conflicting Brands
Mars	National	Chocolate Confections – everyday, seasonal, bulk and premium chocolates. Candy confections – everyday and seasonal candies. Gum, mints / cough. Rice	Yes	Nestle, Cadbury
Hankook Tire	National	Tire Manufacturer & Retailer	Yes	Good Year, Bridgestone, Michelin
Crown Royal	National		Yes	

### Official Suppliers

Sponsor	Level of Partnership	Areas of Exclusivity		Examples of Conflicting Brands
Timex	Official Supplier	Timepiece	First right of refusal	Casio, Esquire, Swatch
Blademaster	Official Supplier	Skate sharpening equipment , skate repair accessories, glove and boot dryers, boot ovens	First right of refusal of events	ProSkate
Jet Ice	Official Supplier	Ice logos	First right of refusal of events	

### PREMIER SPONSOR PROMOTIONAL BENEFITS

- Exclusive co-presenters of all Hockey Canada National Championships and International events hosted in Canada including National Men's and Women's team games and tournaments.
- Exclusive presenters of national television broadcasts produced by the Hockey Canada.
- Exclusive right to use Hockey Canada trademark in the product category.
- Inclusion in all Hockey Canada National and International event promotional activities.

## TELUS Cup Sample Schedule

Monday	
12:00 pm	Western vs Pacific
3:30 pm	Quebec vs Atlantic
7:30 pm	OPENING CEREMONIES
8:00 pm	Central vs Host
Tuesday	
12:00 pm	Quebec vs Western
3:30 pm	Pacific vs Central
7:00 pm	Atlantic vs Host
Wednesday	
12:00 pm	Central vs Quebec
3:30 pm	Western vs Atlantic
7:00 pm	Pacific vs Host
Thursday	
12:00 pm	Atlantic vs Central
3:30 pm	Pacific vs Quebec
7:00 pm	Western vs Host
Friday	
9:30 pm	Pacific vs Atlantic
1:00 pm	Central vs Western
4:30 pm	Quebec vs Host
8:00 pm	AWARDS BANQUET
Saturday	
2:00 pm	Semi-Final
6:00 pm	Semi-Final
Sunday	
10:00 am	Bronze Medal Game
3:30 pm	Gold Medal Game (TSN)
	CLOSING CEREMONIES

## SAMPLE EVENT BUDGET ITEMS

### REVENUE

Tickets  
Sponsorship  
Government Funding  
Hockey Canada Grant  
Branch Support  
Program Sales  
Fundraising  
Ancillary Events  
Banquet  
Concessions  
Other Games  
Volunteer  
Other

Total Revenues

### EXPENSE

Travel  
Per Diems  
Accommodations  
Facility Rentals  
Officials Cost (fees)  
Operations  
Legal & Insurance  
Profit Sharing/Teams  
Protocol  
Special Events  
Banquet  
Volunteer Services  
Administration  
Advertising  
Promotional Materials  
Hockey Hall of Fame Exhibit  
Sponsor Servicing  
Media/Communications  
Profit/Loss  
Bid Costs  
Travel to 2013 TELUS Cup  
Contingency

Total Expense

Net Profit