

2024 World Under -17 Hockey Challenge



Hockey Canada Bid Guidelines



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Event Overview

Hockey Canada is now in the process of accepting bids for the **2024 World Under-17 Hockey Challenge** (WU17 Hockey Challenge). Please note Hockey Canada reserves the right to award multiple years, should the Site Selection Committee choose.

The WU17 Hockey Challenge will be comprised of eight (8) teams in two (2) divisions. The teams include three (3) Canadian Teams (Red, White & Black) and five (5) international teams which in the past have included Czechia, Finland, Germany, Slovakia, Sweden, & USA. The event is comprised of two (2) pools of four (4) which compete in a single round robin format, followed by two (2) relegation games, two (2) semi-final games, and two (2) medal games. There are also four (4) exhibition games prior to the official start of the event for a total of 28 games. Currently, the proposed dates for the event are **November 2-9, 2024**. The Steering Committee reserves the right to change the format of the event and the number of teams.

The attached document is a detailed information package for prospective Host Organizing Committees. The package contains information to assist potential host groups in building their bid documents for presentation, including an overview of Hockey Canada and Host Organizing Committee responsibilities.

Please complete the WU17 Hockey Challenge site selection overview and submit it as the first page of your bid. This document is found on **page 22**. The bid document should supplement the information included in this overview.

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

Members:

- Hockey Canada Director or Designate
- Representative, Events & Properties, Hockey Canada
- Representative, Hockey Operation / National Teams, Hockey Canada

Resource Person:

- Staff, Events and Properties, Hockey Canada

The WU17 Hockey Challenge is a Hockey Canada event hosted in partnership with a Host Organizing Committee and the Host Member. The Host Organizing Committee for the WU17 Hockey Challenge will report to a Steering Committee consisting of representatives from Hockey Canada, and the Host Member.

If you have questions regarding the information detailed within the bid guideline package, please contact Hockey Canada at bids@hockeycanada.ca

Endorsed bids are due September 29, 2023

Bid Process

The following bid guidelines have been developed by Hockey Canada strictly for the purpose of facilitating the selection of the site for the WU17 Hockey Challenge. Hockey Canada and the Site Selection Committee reserve the right to make changes to the bid criteria at any point in time as may be deemed necessary. Hockey Canada and its designated Site Selection Committee also reserve the right to request additional information from the potential host sites concerning any aspect of the application or subsequent materials supplied throughout the bid process.

Timelines and Process

Step 1 – August 22, 2023– Electronic circulation of bid guidelines

Hockey Canada will forward the bid guideline packages to all Members for open bid prior to August 22, 2023 at 5 pm MST.

Step 2 – September 8, 2023 – Expression of Interest

Interested host locations should send a note to bids@hockeycanada.ca to express their intent to bid.

Step 3 – September 29, 2023 – Deadline for submission of final endorsed bid documents from the Member Office

All Members must submit the electronic copy of the Member-endorsed bid documents to Hockey Canada no later than September 29, 2023. If for some reason the document cannot be emailed please ensure you contact the Hockey Canada office to coordinate delivery of the bid documents prior to the deadline. The bid package can be e-mailed to bids@hockeycanada.ca

Step 4 – October 2023 - Review of bids

- i. The Site Selection Committee will undertake its review of all Member-endorsed bids. The Site Selection Committee may request additional information or request answers to follow up questions at any point in time in order to assist with the review of bids and to short-list applicants for in-person bid presentations.
- ii. The Site Selection Committee may determine a date, time and location for formal in person bid presentations. Bid groups will be given as much lead time as possible in order to arrange travel and presentation. Format and specific requirements for the presentation will be emailed to the presenting groups in advance.
- iii. The Site Selection Committee reserves the right to conduct site visits at any point in the bid process.
- iv. Hockey Canada will forward a copy of the WU17 Hockey Challenge event contract to the Member and Host Organizing Committee for review. A signed copy will be due back from the eventual host group prior to any public announcement being made.

Step 5 – October 2023 - Hockey Canada decision

- i. A representative of the Site Selection Committee will present a summary report and host site recommendation to the Hockey Canada Board of Directors (“Directors”).

- ii. The Directors will be afforded the opportunity to ask any questions they have with respect to the report or the respective bids. The Directors will also confirm with the Site Selection Committee that due diligence has been exercised and the appropriate process has been followed.
- iii. The Hockey Canada Board of Directors will provide their final approval of the recommended host site pending the finalization of a contract between the host and Hockey Canada.
- iv. In submitting their applications to host, the bid applicants have acknowledged that the decision to award the hosting of the WU17 Hockey Challenge rests solely with Hockey Canada through the Site Selection Committee and as approved by the Directors.
- v. The recommendation from the Site Selection Committee to the Directors is based on the information contained in the bid presentation and bid documents provided to them.
- vi. It is the responsibility of the Host Organizing Committee, Host Member and any other bid partners to begin fulfilling the obligations of the bid guidelines as well as the commitments laid out in the winning bid immediately upon being awarded the WU17 Hockey Challenge.
- vii. Host Organizing Committee and Host Member will submit signed copies of the event contract to Hockey Canada prior to any formal public announcement regarding the host site being made.

A debriefing process will be made available to all unsuccessful bid applicants shortly following the announcement of the successful bid. A minimum of two (2) members of the Site Selection Committee will take part in this process with interested groups.

Event Structure & Committees Overview

To ensure the event is conducted in the most successful manner possible, Hockey Canada will form a partnership to oversee the operation of the event with the Host Member, and the Host Organizing Committee.

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

Steering Committee

The Steering Committee will oversee the operation of the event, including the activities of the Host Organizing Committee, on behalf of Hockey Canada;

The Steering Committee will approve the operating budget, business plan and organizational guidelines for the Host Organizing Committee and make policy decisions regarding the event;

The members of the Steering Committee will be as follows:

Chair: Hockey Canada Vice President, of Events & Properties or Designate

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

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

The event manager, based on the established qualifications and job descriptions, shall assist with and support preparations of the Host Organizing Committee.

Host Organizing Committee

Reporting to the Steering Committee, the Host Organizing Committee will be responsible for the organization, administration and staging of the WU17 Hockey Challenge.

The Host Organizing Committee will be made up of representatives from the local business community, local junior hockey programs, local minor hockey programs and the Host Member. All efforts should be made to ensure the organizing committee has diverse representation reflective of the community they are in.

The structure of the Host Organizing Committee and the appointments to senior volunteer positions within the organization, including the Host Organizing Committee chairperson need to be included as part of the bid submission. These positions are subject to approval of the Steering Committee.

Tournament Directorate

The Tournament Directorate is responsible for the operation of the on-ice competition at the event. The Directorate is comprised of a Chair, as appointed by Hockey Canada and one (1) representative assigned by the competing federations to represent their team.

Hosting Standards

Hockey Canada highly recommends that the Host Organizing Committee be made up of two partner communities to ensure the appropriate demographics to support the execution and fan engagement for a successful event. This document will refer to “communities” but the Site Selection Committee will accept and consider bid submissions from a single community.

In order for a community to be considered as a potential host of the WU17 Hockey Challenge the site must meet the following minimum hosting standards:

- i. The Host Organizing Committee must have a strong relationship and association with the local CHL team.
- ii. The Host Organizing Committee must demonstrate that a minimum of \$100,000 can be secured for the event in municipal, provincial and federal funding grants.
- iii. Host groups are encouraged to work with their communities and facilities to create favourable partnerships with minimal venue expense.
- iv. The host group must demonstrate a strong affiliation with local minor hockey organizations.
- v. The host group must have demonstrated the ability to stage major national or international sports events in a highly successful manner, both financially and logistically.
- vi. The host group and partner sites must have a sufficient population base from which to market and promote the event.
- vii. The host site must have a strong and diverse 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.
- viii. The host group must have an arena complex which would be suitable to serve as the main site for key games.
- ix. The Host Organizing Committee is encouraged to extend the excitement of hosting the WU17 Hockey Challenge 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 an inclusive festival-like atmosphere to the hosting arrangements.
- x. The event must be priced in such a way to ensure the individual games are family affordable. This will allow spectators of all ages the opportunity to experience an event of this magnitude. At the same time, the ticket pricing must be structured to enable the Host Organizing Committee to achieve revenue projections.

Bid Presentation Documents Overview

All bid presentation documents must be prepared for submission to the Site Selection Committee ensuring that all of the following elements are included. Any bid submitted without the following elements, as well as all details required in the bid checklist on **page 25**, will not be considered by the Site Selection Committee.

- i. Introduction – explain the goals for your bid group and the direction you hope to take the WU17 Hockey Challenge
- ii. Site selection overview located on **page 22**
- iii. Community overview
- iv. Business Plan – explain in detail how you are going to ensure financial success of your event and how you are going to track this from start to finish.
 - i. Financial plan – including budget projections
 - ii. Detailed ticket sales strategy
 - iii. Detailed sponsorship strategy
 - iv. Detailed marketing/advertising plan
 - v. Legacy plan
- v. Operational plan – explain in detail how your group is going to coordinate the execution of the WU17 Hockey Challenge.
 - i. Marketing/Sponsorship/Grants
 - ii. Arena/Facilities
 - iii. Hotel accommodations
 - iv. Food services
 - v. Transportation
 - vi. Media services
 - vii. Accreditation/Security
 - viii. Team services
 - ix. Scout Services
 - x. Community events
 - xi. Bilingual services
 - xii. Medical facilities/Emergency Services
 - xiii. Insurance
 - xiv. Human resources and volunteer services
 - xv. Tournament schedule
 - xvi. Accessibility considerations

Bid Requirements & Event Information

The bid presentation must contain certain components in order for the Site Selection Committee to make a detailed evaluation of the bid submissions. This section will provide some additional detail in terms of responsibilities and expectations in those areas.

□ **Community Overview**

The bid presentation should contain an overview of the host community and host region as well as any other unique characteristics which may enhance the bid. What will differentiate this community from another looking to host the WU17 Hockey Challenge?

- i. Rationale supporting the bid by potential host communities and region; highlight some of the demographic, as well as geographical characteristics of the communities and surrounding areas that will be utilized in the event
- ii. Map of the host communities indicating locations of key facilities (i.e. arena, hotels, ancillary venues) with detailed listing of distances and travel times
- iii. Bid must include an introduction to key personnel on the bid committee and how they will be utilized as potential members of the Host Organizing Committee, this can be laid out in the form of an organization chart.
- iv. The bid documents should include information as to what the goals and mandate are for the Host Organizing Committee as well as indicators that can be used as benchmarks to track and measure the level of success of the event to the Host Organizing Committee

□ **Business Plan**

The bid presentation must include a comprehensive business plan which will serve as the primary guide for the organization and the financial operation of the event. The business plan should tie together a ticketing plan, sponsorship plan, and budget, along with the marketing/advertising plan.

The business plan must include the following information:

- i. Key financial objectives and measurable success indicators, break even versus targeted goals
- ii. Financial forecast reflecting all potential revenues and all potential expenditures associated with staging the event. Include information to support the numbers and how you plan to reach your targets.
- iii. Ticketing plan and strategy detailing every phase of ticket sales, price points, timelines and targets
- iv. Sponsorship plan and strategy detailing all levels of sponsorship, prospect list, price points, timelines and goals. Sponsorship plan needs to recognize Hockey Canada's sponsorship guidelines and exclusivities as well as detailing any in kind partners who may be able to assist your event.
- v. Marketing/Advertising plan that incorporates earned and bought media from day one until the championship is over. This plan must detail the advertising plan;

media plan and how all levels of media will be engaged, as well as tying in the sponsorship and ticket sales plans.

- vi. Detailed critical path on all key tasks the Host Organizing Committee will be attempting to accomplish in hosting the WU17 Hockey Challenge.

□ **Financial Information**

The financial information in the bid documents must follow the guidelines listed in this section.

- i. The bid documents must include a realistic financial forecast which demonstrates the level of net proceeds which can be achieved. A sample budget, highlighting suggested line items can be found in Appendix A.
- ii. The bid documents must include a comparison of budgets between the Host Organizing Committee's ideal budget and a break even budget.
- iii. Detailed legacy plan on how the Host Organizing Committee plans to share any potential profits post event. A sample legacy plan can be found in Appendix G.

Host Organizing Committee - Revenue Opportunities - The financial information in the bid documents must highlight how the Host Organizing Committee plans to maximize revenue opportunities in hosting the WU17 Hockey Challenge. A breakdown of some opportunities is listed below:

- i. Ticket sales
- ii. Local sponsorship
- iii. Government Grants and Funding
- iv. Community Grants and Funding
- v. Merchandise sales (Percentage of sales from Hockey Canada merchandiser)
- vi. 50/50 Sales
- vii. Special Events/Fundraising
- viii. Concessions
- ix. Other sources as detailed in your bid documents

Host Organizing Committee – Financial Obligations - The Host Organizing Committee's obligations for event expenses include, but are not limited to the following items. The expenses for the following items relating to the event will be incurred through the period commencing one (1) day prior to exhibition game day and the day after the gold medal game.

Host Organizing Committee Guarantor Letter - The bid documents must include a letter outlining who will accept financial responsibility for your hosting of the WU17 Hockey Challenge if the event is not profitable. This letter needs to be on official letter head from the group who is taking on this responsibility, and must be signed by an individual who has the authority to bind that group.

Team Accommodations - The Host Organizing Committee must provide appropriate and acceptable hotel accommodations for all teams participating in the WU17 Hockey Challenge. **The Host Organizing Committee is responsible to provide and pay for** thirteen (13) double rooms, two (2) single rooms & one (1) dedicated team meeting room per team. It is also suggested that five (5) additional rooms be held for each visiting team, which if utilized will be paid for by the teams.

Officials Accommodations - The Host Organizing Committee must provide appropriate and acceptable hotel accommodations for all on ice officials (22) and the tournament

Referee in Chief (1). **The Host Organizing Committee is responsible to provide and pay** for eleven (11) double rooms for the officials and one (1) single room for the Referee in Chief as well as one (1) dedicated meeting room for the officials.

Other Accommodation Requirements - The Host Organizing Committee must hold an additional 30 rooms for Hockey Canada, TSN, Merchandise, and Scouts/Media. These rooms need to be blocked off. All costs associated with these rooms shall be the responsibility of anyone occupying these rooms.

Team Travel - The Host Organizing Committee must pay for all team travel once teams have arrived on the ground. This shall include the following:

- Return ground transportation to and from the designated airport based on team, individual and equipment needs.
- Local ground transportation for all event related activities including practices, games, meetings, banquet and any other special events the teams are requested to attend.

Team Meals - The Host Organizing Committee must provide and pay for all meals for the competing teams. Meals are based on 28 members per team and four (4) hot meals a day. The Host Organizing Committee will also be responsible to provide and pay for dressing room snacks for teams for all games and practices which can include whole fruit, bagels, jam, peanut butter and granola bars. Nutritional requirements should be consistent with expectations for high performance athletes. Meal plan and menu requirements must be approved by Hockey Canada.

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

The Host Organizing Committee must pay the following fees to all on ice officials as well as the referee in chief.

- All game fees associated with two (2) referees and two (2) linesmen per game. Fees will be based on the Host Member's regular U18 AAA playoff fees and should be paid out no later than the end of each game.
- Daily meal per diem to be paid to all on ice officials and referee in chief based on the standard official per diem of \$75 a day (\$20 B, \$25 L, and \$30 D) and should be paid out at the first officials meeting

Arena / Facility - The Host Organizing Committee must pay all arena-related expenses including but not limited to the following:

- Facility and ice costs – The Host Organizing Committee must have exclusive use of the arena and main ice pads, three (3) days prior until one (1) day after the WU17 Hockey Challenge. This should include installation of Hockey Canada textile ice logos, rinkboards and any ice preparation costs. For the WU17 Challenge facility exclusivity commences one (1) day prior to exhibition game day and the day after the gold medal game.
- Score clock
- Video score clock
- Any facility electronic signage

- Signage, banner installation costs at the arena for Hockey Canada and local sponsor signage
- Any costs associated with providing a “clean building”
 - “Clean Building” refers to ensuring the facility is provided to the Host Organizing Committee with the ability to cover any existing signage, including but not limited to Ice, Rinkboards, Ice resurfacer (Zamboni) and any additional signage deemed to be “in camera” or in conflict with Hockey Canada’s sponsor exclusivities.
- Any required signage at any secondary facilities including production, installation and removal costs associated with the required signage which will be decided upon by Hockey Canada.
- Any costs associated with ensuring the facility meets the necessary specifications for television broadcast. Lighting, power, internet, camera positions, broadcast positions and any other costs that come out of the TSN site visit to ensure the venue is able to accommodate the broadcast. Broadcast minimum specs can be found in **Appendix E**.
- Building staff – any staff required to run a successful event with large crowds, including game operations staff.
- Off-ice officials required to run games, including score keeper, goal judges, time keeper, penalty box attendants and bilingual PA announcer.
- Security staff and costs
- Meeting space
- First Aid – Medical staff costs & space usage

Team Services - The Host Organizing Committee must provide the following team service elements at their cost for all participating teams, including officials:

- Laundry service for teams to have their team laundry done after practices and games. This will include jerseys, socks, and player undergarments. Laundry bags for teams should be provided.
- Equipment repair service on call for all teams in the case of an emergency.
- Shower supplies in the team dressing rooms for all teams.
- Daily towel service for all teams following practices and games.
- Industrial fans, dehumidifiers, and heaters where necessary to assist in drying of team equipment between games and practices.
- Access to drinkable water in venue.
- Snack station at each room prior to practices and games. Supply list can include yogurt, bagels, granola bars, fruit and a toaster.
- Access to ice for Gatorade containers and for team training staff.
- Provide a qualified physician on site for all practices and games. Provide an ambulance service on site for all games.
- Provide a list of other qualified medical professionals that can be made available on call for the teams during the tournament. Dentist, Chiropractor, Physio, Massage, etc.
- Video equipment and staff to provide game copies to all competing teams within an hour of the game.
- Volunteers available to assist teams with equipment when moving venues.
- Practice pucks must be provided for all teams.

Scout Services - The Host Organizing Committee must provide a suitable space to accommodate scouts, including access to media notes, basic snacks and refreshments.

Administration, Marketing & Media - The Host Organizing Committee must pay for the costs associated with the following items and services.

- All marketing, advertising, promotion, public relations and related sponsor servicing expenses.
- The production of opening ceremonies, ancillary events (fan zone, cabaret) and other in game ceremonies.
- Various event administration expenses, including but not limited to staffing, furnished offices, meeting rooms, salaries, IT needs and utilities.
- Media services and related expenses as referenced in Appendix F
- Insurance – including content and event cancellation insurance
- Production of four (4) Host Organizing Committee rinkboards. Approximate costs are \$250.00 per board, with two (2) boards required for each position.

Tickets - The Host Organizing Committee must reserve or provide the following tickets as part of hosting the WU17 Hockey Challenge.

- Two hundred fifty (250) complimentary VIP tickets must be provided to Hockey Canada for each game of the tournament. These tickets will be used by Hockey Canada for corporate partners and Hockey Canada volunteers.
- One-hundred (100) regular tickets will be reserved by the Host Organizing Committee for each game for the participating teams. These tickets will be held up to 48 hours in advance of each round robin game for the competing teams to be able to purchase. The tickets held for the semi-final and final will be held up to 12 hours in advance depending on game times. Any held tickets not purchased by the competing teams when the holding period expires will be returned to the host for sale.
- Hockey Canada has the right to negotiate a split on ticket revenue with the Host Organizing Committee.
- Hockey Canada reserves the right to apply an incremental ticket fee.

50/50 - The 50/50 is a Host Organizing Committee expense should they choose to have host draws.

Proposed Local legacy Plan

Bid groups will need to provide specific detail on how the local portion of the financial legacy will be directed after the event is completed and finances have been audited. The event Steering Committee will approve the final legacy plan, which will be used to provide direction and show the Site Selection Committee where bid groups see their legacy being directed back into grass roots hockey initiatives. Please see sample legacy plan in Appendix G.

Other - Hockey Canada will assist in coordinating a detailed visitation, if possible, to the 2023 WU17 Hockey Challenge. All bid groups should budget for travel, meals and accommodation associated with this trip to ensure the appropriate people from the Host Organizing Committee are on site to learn from firsthand experience what it takes to host this event.

The Host Organizing Committee must create and submit an event final report. This final report should be part of all initial planning stages as people in key roles will need to be aware of this commitment. All members of the Host Organizing Committee should be compiling info for this report right from day one. The final written report, in conjunction

with the closing financial statement, are the final steps in hosting the WU17 Hockey Challenge, and fulfilling the contractual obligations of the committee.

Hockey Canada Financial Obligations

Hosting Grant - Hockey Canada will provide a hosting grant in the amount of \$50,000.00 to the Host Organizing Committee based on the following payment schedule and that hosting fiscal year, plus Host Organizing Committee deliverables.

- \$25,000.00 will be paid by Hockey Canada following the Host Organizing Committee submission and Steering Committee approval of the Event Marketing Plan, Ticket Sales Plan, Media Plan, Sponsorship Plan, Critical Path and Approved Budget.
- \$25,000.00 will be paid by Hockey Canada upon receiving the final report.
- Hockey Canada reserves the right to conduct a financial audit of the event, following the submission of the closing financial statement. This audit would be paid for by Hockey Canada. The final installment of the hosting grant would be paid following the audit proceedings if this step is chosen by Hockey Canada.

Hockey Canada Staff Costs - Hockey Canada is responsible for all travel, meal and accommodation costs for all Hockey Canada staff including any National Supervisors and the Tournament Chair. This includes any costs incurred by Hockey Canada for site visits and planning meetings in the host community.

TSN Broadcast - Hockey Canada will cover any production costs associated with the national television broadcast of the Championship final by TSN/RDS.

Accreditation - Hockey Canada will provide and produce accreditation passes. The Host Organizing Committee is responsible for completing the accreditation template provided by Hockey Canada to ensure all volunteers, Host Organizing Committee members and other staff have proper accreditation for the event.

- **Teams** - The Host Organizing Committee must provide player access accreditation to a maximum 34 passes per team at no cost. The Canadian Hockey League (CHL) will receive 60 passes at no cost.
- **Officials** - The Host Organizing Committee must provide all members of the officiating team with player access accreditation. This will include the tournament Referee in Chief as well as any National Supervisor assigned to the event.
- **Hockey Canada** - The Host Organizing Committee must provide Hockey Canada staff and the tournament directorate chair with All Access accreditation for the duration of the WU17 Hockey Challenge.

Awards - Hockey Canada will provide and pay for the following awards for the WU17 Hockey Challenge.

- A minimum of 30 Gold, Silver and Bronze medals
- Two (2) Player of the Game awards for each game. The Host Organizing Committee may add a local item to augment this gift.
- The WU17 Cup to be awarded to the winning team following the completion of the Championship game along with the Championship banner.

Merchandise – Hockey Canada owns all merchandise right for the WU17 Hockey Challenge. A percentage of sales (up to 20%) will be paid to the Host Organizing Committee.

National Partner Support - Hockey Canada will support the WU17 Hockey Challenge with products from various national sponsors. This product allotment will be finalized by your event manager four to six months prior to the start of the event. In the past this has included Gatorade for all teams, Pepsi for volunteers, snacks for teams, Chevrolet vehicles for local transportation support, Esso gas cards, and player gifting.

Host Member Financial Obligations

The Host Member accepts the responsibility for any loss reported by the Host Organizing Committee in its financial statement submitted to Hockey Canada, unless otherwise identified. If Hockey Canada decides to have an audit of this statement the Host Member agrees to pay any reported losses or outstanding debts within 60 days of the financial statement being submitted or the results of an audit being presented.

The Host Member shall guarantee the financial success of the event by ensuring that the Host Organizing Committee meets the financial obligations of their bid, bid presentation, answers to any supplemental questions and the hosting contract.

If the Host Member reaches any other agreement with the bid group in terms of this financial guarantee this information needs to be submitted with the bid. Hockey Canada will rely on the Host Member to ensure all bills are paid following the event.

□ Operational Plan

Please note certain elements below may be contained in the “Host Organizing Committee – Financial Obligations” section of these Guidelines but are also included here to ensure they are in place operationally.

Marketing/Sponsorship/ Ticket Sales/Grants

The Host Organizing Committee must generate substantial support from a variety of sources to ensure the financial success of the WU17 Hockey Challenge. More specifically the bid documents should include an outline on the degree of support the Host Organizing Committee anticipates receiving from a variety of sources detailed below.

- Sponsorship sales plan and package highlighting plans to secure local sponsorship for the WU17 Hockey Challenge. This package will require approval from the Steering Committee. The package must also respect the Hockey Canada sponsor exclusivity guidelines which can be found in **Appendices C & D**.
- Hockey Canada’s premier partners, Esso, TELUS, Tim Hortons and TSN are the presenting sponsors of the WU17 Hockey Challenge. Their logos will need to be included in all advertising and marketing materials.
- All local event sponsors must be non-conflicting and comply with the Hockey Canada sponsor guidelines.
- The sponsorship plan should highlight all potential prospects as well as what levels they may fit into in the sales plan. Other expected contributions such as

in kind donations, contra agreements and service donations should be included in the bid documents.

- Contra and In Kind agreements should focus on offsetting costs and expected expenses like hotel rates, transportation services, facility subsidies, media partnerships, etc.
- Marketing plan should highlight all relevant activities the Host Organizing Committee is looking to engage in from start to finish. This plan should include how print, radio, television, signage and web and social media will be tied into the promotional plan. It should also incorporate the sponsorship plan and ticket sales plan.
- A media plan should provide direction on what local media partners will be targeted, what they will provide in terms of ads or recognition and how this will be utilized in the overall marketing strategy.
- A ticket sales plan should outline the strategy for pricing, packaging and distributing tickets. Timelines associated with different steps of the plan as well as targets and benchmarks that will be tracked throughout should be identified.
- The Host Organizing Committee must include detailed information on any grants or support funds noted in their bid documents. Provincial or municipal funding that is confirmed should be included, any potential grants should be noted as just that with some detail on the success of past groups in attaining any grants referred to in the bid documents.

Hockey Canada will review, approve and support the Host Organizing Committee's marketing plan and media plan with a variety of promotional materials and advertising support to assist with the branding of the event. Such additional materials may include graphics, banners, posters, rink boards, and web creative as deemed necessary by Hockey Canada in cooperation with the Host Organizing Committee.

Hockey Canada will design the official logo for the WU17 Hockey Challenge. This will be the only logo utilized for the WU17 Hockey Challenge. Any usage of this logo along with the Hockey Canada and Premier Sponsor logos will require approval from Hockey Canada in advance of usage.

The official website for the event will be www.hockeycanada.ca/wu17. This will be built and managed by Hockey Canada at no cost to the Host Organizing Committee. Content will be provided by both Hockey Canada and the Host Organizing Committee. This will be the only website utilized for the WU17 Hockey Challenge.

Hockey Canada reserves the right to provide the digital ticketing system for the 2024 WU17 Hockey Challenge, including all the necessary equipment to set up an onsite ticketing office in the host venues. This system will be provided at no cost to the Host Organizing Committee and will be the only ticketing system associated with the WU17 Hockey Challenge.

Arena / Facilities

Outlined below are all the key elements that need to be considered as part of the arena agreements and details provided in the bid documents.

- Facility needs to be available on an exclusive basis for a period from two (2) days prior to first exhibition game of the event through one (1) day following the event, inclusive. Any use during this period must be approved by Hockey Canada. For the WU17 facility exclusivity, including complete facility conversion

commences one (1) day prior to exhibition game day and the day after the gold medal game.

- The arena must be able to be provided as a “Clean Building” that is the event must be permitted to cover all existing advertising on the rink boards, bench boards, penalty box, in ice, ice resurfacer, video boards, power ring, and any additional advertising determined to be in conflict or in camera view by Hockey Canada. Any damage to any current signage not removed in advance is not the responsibility of Hockey Canada or the Host Organizing Committee.
- All facilities should be free of displays that compete with any of the Hockey Canada sponsors or the local event sponsors. These areas include main concourse, main entry and exit areas and the box office concourse area.
- Bid documents should include a list of all current facility/building sponsors. If exposure is requested to remain in place for any current sponsor it should be documented as a request in the bid documents.
- Arena must meet minimum standards for television and radio broadcast facilities as detailed in Appendix E.
- Media press box facilities capable of hosting a minimum 20 media.
- Acceptable television camera positions and arena lighting for a live broadcast (min. 100 foot candle rating). Parking in the building or immediately adjacent will also need to be available for the broadcast truck.
- Acceptable space for media results and workroom.
- Acceptable space for VIP hospitality; room needs to accommodate a minimum of 150 people.
- Daily practice ice for teams and officials, while maintaining the highest quality ice for games each day.
- Exclusive dedicated dressing rooms with showers for all eight (8) participating teams and all 22 game officials. Rooms need to be large enough to accommodate 22 players and allow good ventilation for drying equipment between games and practices
- Four (4) tables and ten (10) chairs per team for their dressing rooms.
- Pouring rights for Hockey Canada’s beer supplier
- Exclusive and free rights to the sale of merchandise.
- Exclusive and free rights to distribute promotional items or fan premiums in venue.
- Right for Hockey Canada and local event sponsors (at no expense) to have product displays in the lobby or concourse areas.

All facility and arena contracts entered into by the Host Organizing Committee must fulfil the obligations of these guidelines and will be subject to prior approval of the Steering Committee. Facility/Arena contracts must not include wording requiring Hockey Canada or its agents, including the Host Organizing Committee, to release or indemnify any party from claims or against liability arising out of that party’s negligence, wrongful acts, or omissions. A copy of the proposed agreement must be included with the bid documents.

Hotel Accommodations

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

- A minimum of 275 hotel rooms should be available to house participating teams, officials, VIPs, media, TSN and Hockey Canada staff.

- Dedicated team meeting rooms to be provided for the participating teams. Teams are responsible to provide and pay for any audio visual needs.
- All final hotel room designation and plans must meet Hockey Canada approval.
- Preferred rates should be negotiated for all out of town guests and dignitaries.
- Recommended that all participating teams be put on their own floor.
- Upgraded accommodation should be held and made available to any special dignitaries travelling to the event.

Transportation

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

- Dedicated individual coach transportation for each of the participating teams, including transfers from the designated airport, as approved by Hockey Canada, that can accommodate team travel with equipment on arrival and departure.
- A minimum of a 56 seat coach for airport pick up and drop off and an equipment cube van will be required for each teams' arrival and departure.
- Local shuttle service for game officials, Member Reps, media and VIPs should be provided on a daily basis to and from practices, games and other event related functions.
- Have an on call emergency transportation service available to teams and tournament officials.
- Provide appropriate complimentary parking for teams, VIPs, officials, Member reps, Hockey Canada staff and tournament officials.
- An equipment cube van needs to be available for all teams' venue moves.

Media Services

The Host Organizing Committee will be directly responsible for the servicing of all media working on the WU17 Hockey Challenge. To accommodate this at a professional level, the following equipment and services will be necessary.

- Media work and results room must be provided at the main arena and available for all games and practices. This room should be equipped with the list of items found in **Appendix F**.
- There will need to be a minimum of one with a possibility of two media mix zone areas at ice level. This area will be used as the only interview area(s) for post-game media requests as media will not have any access to the dressing room area or player benches.
- The mix zone should be in close proximity to the dressing rooms and should have the ability to be roped off or curtained off from the general public.
- Any lighting or audio requirements for this area will be the responsibility of the Host Organizing Committee.
- Hockey Canada will have final approval on all press releases or press conferences aligned with the WU17 Hockey Challenge
- The Host Organizing Committee should assign a Media Chair to work directly with Hockey Canada staff. The media chair will need a minimum of three (3) volunteers per game to assist in this area. One of these volunteers must be bilingual to assist with servicing any francophone media covering the event.
- The Host Organizing Committee should prepare a list of local media contacts well in advance of the tournament to ensure this group is well aware of all events surrounding the WU17 Hockey Challenge.
-

Photography

The official photographer will require full access to the venue including cat walks to install strobe lights for the event.

- Hockey Canada must approve any other photo credentials requested for the WU17 Hockey Challenge. All approved photographers will have to sign a legal waiver prior to receiving access to the venue.
- Hockey Canada will provide the official event photographer for the WU17 Hockey Challenge. This photographer retains all rights with respect to retail sales of WU17 Hockey Challenge photos. Hockey Canada retains the rights to all the images from the WU17 Hockey Challenge and will ensure the Host Organizing Committee has any event related images they require for reporting or legacy purposes at no cost.

Event Statistics & Game Day Staff

An electronic statistics/results system will be provided by Hockey Canada.

- The Host Organizing Committee will be required to provide dedicated volunteers to enter the real time stats, and a suitable space for them to work from that has internet access and unobstructed view of the game.
- The Host Organizing Committee will also be required to have the necessary laptops, dedicated internet line, printer and photocopiers to operate this system and provide timely results.
- Hockey Canada will provide onsite staff support during the event to assist the media servicing team with all elements during the event.
- The Host Organizing Committee will be required to supply all necessary off ice officials including English and French PA announcer, time keeper, score keeper, penalty box attendants, goal judges, goals and assist tracker.
- The Host Organizing Committee will be required to supply a volunteer team to assist with all game day promotions and on ice activities including team entrance, warm ups, award ceremonies.

Webcasting

Hockey Canada currently plans on webcasting all games of the WU17 Hockey Challenge. Host Organizing Committee's responsibility will be ensuring that there is a high speed dedicated internet line and suitable broadcast space for three (3) broadcasters, and a minimum one (1) cameraman.

- If available, space near camera for playing teams to plug into or video next to camera for live feed.

Accreditation/Security

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

- Hockey Canada will produce and print all accreditation passes at no cost to the Host Organizing Committee.
- The final accreditation list shall be computerized and will need to be approved by the Host Organizing Committee and Hockey Canada prior to the event.
- A colour coded system must be implemented to control access and to secure certain areas in the arena. This plan will be built in partnership with the accreditation team and the security team.
- The dressing room areas should be limited only to players and officials exclusively where possible.

- Medical personnel must have access to all areas without delay.
- A risk management plan and emergency action plan will be laid out through the security team.

Team Services

The Host Organizing Committee is responsible for the coordination of all aspects of team services. In order to assist with ensuring the teams are given a first class experience it is recommended that each team be assigned two (2) Team Hosts. These teams hosts will be on call 24 hours a day to ensure their teams have everything they need to be able to compete. The Host Organizing Committee should ensure they have bilingual volunteers for these roles to service teams from French speaking areas of Canada.

Every team is to be treated equally by the Host Organizing Committee including the officiating team; who should be treated with all the same professionalism that is provided to the hockey teams.

Community Events

Any plans surrounding additional special events should be outlined in general terms in the bid documents. It is encouraged to take this event beyond the rink into the community, but this cannot be at a distraction to the actual event itself.

All additional events outside of the tournament games and banquet will require prior approval from the Steering Committee.

Bilingual Services

The official languages of the WU17 Hockey Challenge are English and French. Therefore, the guidelines listed below are requirements of the Host Organizing Committee. Hockey Canada will provide guidance and translation services for all public facing materials and scripts.

- The Host Organizing Committee will ensure all promotion materials and information intended for the general public prior to, during and after the WU17 Hockey Challenge shall be made available in both official languages.
- The Host Organizing Committee and volunteer group will enlist a sufficient number of bilingual people to fill specific roles where bilingual requirements must be met.
- Event related directional signage with venues, hotels, arenas, must be bilingual.
- Written materials for the teams and visitors must be available in both official languages.
- A component of the opening, closing ceremonies and all games must be bilingual. All ceremonies will require approval from Hockey Canada in advance to ensure compliance with this requirement.

Medical Facilities and Emergency Services

Include in the bid documents a plan for dealing with all medical matters according to the areas listed below:

- Outline services available at local hospitals, clinics and other medical services including dentists, physiotherapy, massage, and chiropractor.
- Outline the emergency medical services that will be available at all games and practices.
- Detail overall event medical plan and staffing plan for practices and games in accordance with the Minimum Medical Standards outlined in **Appendix D**

Insurance

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

The Host Organizing Committee is responsible to secure and purchase event cancellation insurance to protect against the WU17 Hockey Challenge or any other ancillary events being cancelled for seen or unforeseen reasons.

The Host Organizing Committee is also responsible for obtaining content insurance for all WU17 Hockey Challenge related supplies, awards, materials, and equipment shipped in advance and stored on site.

Human Resources and Volunteer services

To stage an event of this magnitude, the Host Organizing Committee will be required to recruit, train, support and direct the efforts of hundreds of community volunteers. In consideration of this critical group, the bid documents must include:

- Volunteer program and plan for training, coordination, screening, recruitment and recognition.
- The volunteer screening procedure is subject to prior approval of the Steering Committee. All volunteers and committee members will undergo a criminal record/background check in partnership with your local police services.

Tournament Schedules

Hockey Canada in cooperation with the competing Federations and Hockey Canada High Performance will set and approve the official WU17 Hockey Challenge game schedule. This schedule will be finalized by the WU17 Steering Committee. A sample schedule can be found in **Appendix B**.

Profit Sharing – *subject to change*

For the first \$100,000 in net profit

- 50% Hockey Canada
- 50% Host Organizing Committee

Any net profit above \$100,000 shall be retained by the Host Organizing Committee.

Site Selection Overview

Please attach this overview as the first page of your bid document. The bid document can be used to supplement the information provided below. Please use the bid guidelines checklist on page 25 to ensure a complete bid is submitted.

1. Arena / Facilities

Main Arena: Please attach floor plan / schematic

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

Secondary: Please attach floor plan / schematic – if applicable

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

Exhibition Game(s) – if applicable

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

2. Hotel / Accommodation

- a. **Are you able to provide a minimum 275 quality rooms in reasonable proximity to the main arena (and secondary arena –if applicable) for \$120, including taxes, per night (Y/N):**

If no, please explain:

b. Hotel Provider #1

Name: Room Rate:

Reserved for (teams, Hockey Canada, officials):

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

Number of Meeting / Meal Rooms Available:

Distance to Main Arena:

Distance to Secondary Arena (if applicable):

c. Hotel Provider #2

Name: Room Rate:

Reserved for (teams, Hockey Canada, officials):

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

Number of Meeting / Meal Rooms Available:

Distance to Main Arena:

Distance to Secondary Arena (if applicable):

d. Hotel Provider #3 – if applicable

Name: Room Rate:

Reserved for (teams, Hockey Canada, officials):

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

Number of Meeting / Meal Rooms Available:

Distance to Main Arena:

Distance to Secondary Arena (if applicable):

e. Hotel Provider #4 – if applicable

Name: Room Rate:

Reserved for (teams, Hockey Canada, officials):

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

Number of Meeting / Meal Rooms Available:

Distance to Main Arena:

Distance to Secondary Arena (if applicable):

3. Meal Provisions

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

4. Transportation

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

WU17 Hockey Challenge Bid Guidelines Check List

The following items are required for any bid to be considered by the Site Selection Committee. Omission of any one of these items will result in an incomplete bid.

- Mandate of Host Organizing Committee – what is your goal in hosting the WU17 Hockey Challenge
- Involve Member and League from day one of bidding process
- Highlight your relationship and partnership with local CHL team (if applicable) and Minor Hockey Association
- Include the site selection overview as page one of your bid document
- Facility agreement – include a copy of the potential facility agreement showing the facility is available and what type of business agreement your potential host group would be entering into with the facility, this should also outline how many seats are available to sell, seats, standing room, suites, etc.
- Hotel agreement – include a copy of the potential hotel agreement(s)
- List of current facility sponsors
- Arena diagram – with room measurements documented as well as how your group plans to use the various rooms
- Host Organizing Committee Org Chart – who are your key members and what are their roles
- Detailed business plan – to include, but not limited to:
 - Ticket sales plan – highlighting timelines, prices, success indicators and overall sales strategy, where and when packages and single tickets will be sold and what background do you have to support this strategy
 - Sponsorship plan – timelines, prospects, proposed sales package, pricing structure, goals, and plans to work with Hockey Canada exclusivities and partners
 - Legacy plan – detailed plan for all potential profits of the event
 - Deficit plan – detailed plan for all potential deficits from the event
 - Media plan and promotional strategy – including potential partners and timelines, who is on board and how will they be supporting
 - Advertising plan – including potential partners and budget and how any advertising will be used to meet your goals
 - Overall marketing plan highlighting how your ticket sales, sponsorship, media and advertising plan are integrated to help you achieve your goals
 - Detailed budget – outlining full budget based on your event projections and detail on how your projected budget is going to be met
 - Break even budget – outline a break even budget based on your expenses and your revenue plans. Worst case scenario
- Logistics plan – detailed plan on how teams, officials, VIPs, Member reps will be looked after from arrival to departure i.e. accommodation, meals, transportation plan and ability to handle all teams and delegates, dressing rooms
- Athlete experience – what are you going to do as a committee to give the athletes the best experience possible?
- Facility – does arena meet minimum standards as outlined in the bid guidelines for the WU17 Hockey Challenge? If not how do you plan to meet these?
- Complete the contact sheet outlining who the main contact(s) will be for the Host Organizing Committee on **page 40** of these bid guidelines.

2024 World Under -17 Hockey Challenge



Appendices



Appendix A – Budget Template

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

Appendix B – Sample Schedule

*may not reflect actual event schedule

A	B
Canada White/Blanc (CAN-W)	Canada Red/Rouge (CAN-R)
Canada Black/Noir (CAN-B)	Finland/Finlande (FIN)
Czechia/République tchèque (CZE)	Russia/Russie (RUS)
United States/États-Unis (USA)	Sweden/Suède (SWE)

#	Time (ET)	Round	Group	Teams
Thursday				
--	16:00	Exhibition/Hors concours	--	CZE – FIN
--	16:00	Exhibition/Hors concours	--	CAN-W – RUS
--	19:30	Exhibition/Hors concours	--	CAN-B – SWE
--	19:30	Exhibition/Hors concours	--	CAN-R – USA
Friday				
Day Off				
Saturday				
1	12:00	Preliminary/Préliminaire	A	USA – CZE
2	19:30	Preliminary/Préliminaire	A	CAN-B – CAN-W
Sunday				
3	12:00	Preliminary/Préliminaire	B	RUS – SWE
4	19:30	Preliminary/Préliminaire	B	CAN-R – FIN
Monday				
5	12:00	Preliminary/Préliminaire	A	CZE – CAN-B
6	16:00	Preliminary/Préliminaire	A	CAN-W – USA
7	18:00	Preliminary/Préliminaire	B	FIN – RUS
8	19:30	Preliminary/Préliminaire	B	SWE – CAN-R
Tuesday				
9	12:00	Preliminary/Préliminaire	A	CZE – CAN-W
10	16:00	Preliminary/Préliminaire	B	RUS – CAN-R
11	18:00	Preliminary/Préliminaire	B	SWE – FIN
12	19:30	Preliminary/Préliminaire	A	USA – CAN-B
Wednesday				
Day Off				
Thursday				
13	12:00	Quarter-final/Quart de finale	--	TBD/à déterminer
14	16:00	Quarter-final/Quart de finale	--	TBD/à déterminer
15	16:00	Quarter-final/Quart de finale	--	TBD/à déterminer
16	19:30	Quarter-final/Quart de finale	--	TBD/à déterminer
Friday				
17	12:00	Placement/Classement	--	TBD/à déterminer
18	15:30	Semifinal/Demi-finale	--	TBD/à déterminer
19	18:00	Placement/Classement	--	TBD/à déterminer
20	19:30	Semifinal/Demi-finale	--	TBD/à déterminer
Saturday				
21	15:30	Bronze	--	L19 – L20 / P19 – P20
22	19:30	Gold/Or	--	W19 – W20 / G19 – G20

Appendix C – Hockey Canada Partners

PREMIER SPONSOR PROMOTIONAL BENEFITS

Exclusive co-presenters of all Hockey Canada National Championships
 Exclusive presenters of national television broadcasts produced by Hockey Canada.
 Exclusive right to use Hockey Canada trademarks in the product category.
 Inclusion in all Hockey Canada National event promotional activities.

EXCLUSIVITY APPLICABLE TO ALL HOCKEY CANADA EVENTS AND FACILITIES

Industry exclusivity guidelines apply to rink boards, ice resurfacer, signage, (in camera view) in-ice logos, power ring, print material (including posters, newspaper advertising, event programmes, line-up inserts, news releases and letterhead), print media partners, radio and television advertising and broadcasts. Exclusivity guidelines do not apply to permanent venue signage, i.e.: back-lit arena signage, and fixed wall signage, and score clock, subject to Hockey Canada approval.

LIST OF ALL CURRENT PREMIER MARKETING PARTNERS, INTERNATIONAL, NATIONAL MARKETING PARTNERS & OFFICIAL SUPPLIERS as of July 1, 2023

Premier Marketing Partners

Sponsor	Level of Partnership	Areas of Exclusivity	Event Exclusivity	Examples of Conflicting Brands
Esso	Premier	Gas, lubricants, car wash,	Yes	Petro Canada, Shell
TELUS	Premier	wire-line services, local access, long distance, Internet Services, Voice and Data equipment and networking services. Audio and Video Collaboration Solutions, Wireless (mobility) services for both mobile and fixed voice and data services, voice and data equipment and data networking services, Wi-Fi, webcasting, television delivery system and products (when and where available) whether the television services are delivered through the internet, broadcast, IPTV or satellite, but not relating to any broadcast rights, in addition to the products and services mentioned in the previous sentence, TELUS shall have the first right of refusal to provide TELUS branded and TELUS enabled	Yes	Bell, Rogers, Aliant, Sasktel

		networking mobile and web based applications		
Tim Hortons	Premier	Coffee (in-store and retail), baked goods, breakfast	Yes	Second Cup, Starbuck's, Timothy's, Maxwell House, Folger's
TSN/RDS	Official Broadcaster	Broadcasting, TV, webstreaming and Radio	Yes	The Score, Sportsnet

International Marketing Partners

Bauer	International	Skates, Gloves, Helmets, Neck and Facial protections, Sticks	Yes	CCM, Reebok, Easton, Warrior, Sherwood
BDO	International	Accounting and Assurance, Bookkeeping/payroll/CFO Services, Corporate and Personal Tax, Business Transition Services, Aboriginal Consulting Services, Microsoft System/Microsoft Dynamics Implementers and resellers, Commercial Insurance Loss Accounting, Bankruptcy and Debt Services, Human Capital Consulting, Immigration Services, Investigative and Forensic Accounting , IT Management Consulting, Litigation Support as it relates to assurance, Accounting and Tax Services, Personal Injury Loss Accounting, Procurement Services, Risk Advisory, Government Incentives and SR&ED Services, Strategy and Operations Consulting, Transaction Advisory Services, Transformation and Change Consulting, Valuations	Yes	Core Business: The following companies and their derivatives: Collins Barrow, Deloitte, Ernst & Young, FreshBooks, Grant Thornton, H&R Block, Intuit (QuickBooks), KPMG, MNP, PwC, Raymond Chabot, Richter Bankruptcy and Debt Services: The following companies and their derivatives: 4Pillars, A. Farber, Hoyes Michalos IT Management Services: The following companies and their derivatives: Accenture, Bay Consulting Group, CGI, IBM Consulting, Fujitsu (DMR in Quebec), RCGT, Sierra Systems Procurement Services: The following companies and their derivatives: Elevate Consulting, Gartner, Knowles, P1, Raymond Chabot, RFP Solutions, P1, Samson & Associates Microsoft System/Microsoft Dynamics Implementers and resellers: The following companies and their derivatives: Accenture, Avanade, Hitachi
BFL	International	Insurance Broker		Marsh & McLennan Companies, Aon, HUB International Limited, Arthur J. Gallagher & Co., Willis Towers Watson, Jardine Lloyd Thompson Group, Lussier Dale Parizeau
General Motors (Chevrolet)	International	Vehicles (new and used)	Yes	Chrysler, Ford, Honda
LordCo. Auto Parts	International	Auto Parts Retailer	Yes	Auto Value, NAPA

Pepsi/Frito Lay/Gatorade	International	Snack foods, non-alcoholic beverages (excluding juice), isotonic beverages	Yes	Coke, Powerade, Humpty Dumpty, Old Dutch, PowerBar, Milk products as promoted as a recovery drink
Scotiabank	International	Banking and Financial Services	Yes	TD Bank, Royal Bank
Timber Mart	International	Home Improvement	Yes	Home Depot, Rona, Home Hardware
EA Sports	National	Videos Games	Yes	Ubisoft, Activision

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

PROSPECTS BY CATEGORIES

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

Categories	Examples
After Market auto repair	NAPA, Mister Lube
City/Provincial Transit	
Construction	PCL
Consumer Electronics	Samsung, Sony, LG
Drug Store Retail	Shopper's, Rexall
Electronic Retail	Best Buy
Energy (Electrical Power)	Local or provincial supplier
Engineering Firms	Worley Parsons
Event Rentals	Pipe and Drape, Staging
Fine Dining	The Keg
Fitness Clubs & Spas	World Health, Curves
Furniture Retail	Brick, Leon's, La-Z-Boy
Grocery Retail	Loblaws, Sobey's, Safeway, Metro
Heavy Duty Equipment (Construction/Farm)	John Deere, H.I. Case
Home builders	(Local)
Insurance	Intact
Investments / Financial Planning	Investors Group
Jeweler	Peoples, Ben Moss
Land Development	Carma,
Law Firms	Norton Rose,
Local Crown Corps	BC Ferries, Ontario Northland
Local Dentistry	
Local Utility/Power Company	
Mining	Potash, Precious metals
Mortgage Brokers	
Moving & Storage	AMJ Campbell, North American Van Lines
Natural Gas	Local or regional supplier
Office Equipment	Canon, Ricoh
Office Supplies Retail	Staples, Grand & Toy
Print Media	Magazine, Newspaper
Quick Service Restaurant (QSR)	A&W, Subway, Burger King
Rail – Freight	CP, CN
Rail – passenger	VIA
Real Estate (Home)	Remax, Century 21
Recreational Vehicles & Dealers (Ground & Water)	Yamaha, Suzuki, Sylvan, Starcraft

Recruiting	Armed Forces, RCMP, Local Police & Fire
Security	ADT, Loomis
Spirits (alcohol)	Smirnoff
Tools	Stanley, Black & Decker
Travel	Flight Centre, Expedia
Uniforms	Cintas
Waste Management	WM Canada
Web Hosting	Web.com, GoDaddy.com
Windows & Doors	JELD-WEN, Dominion Doors and Windows
Wine	

Appendix D – Minimum Medical Standards

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

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

Appendix E – Minimum Television & Radio Broadcast Facility Requirements

Below is an outline of standard television and radio broadcast requirements. The host television broadcaster will conduct a detailed site survey of each venue to determine camera, press box and host locations. Please note depending on the venue, possible seat kills to accommodate television camera and cabling access may be necessary.

If all arena venues do not meet the following requirements, the cost to upgrade the facilities will be the sole responsibility of the Host Organizing Committee.

1. **LIGHTING**

Between 100 and 150 foot candles;

- Flat lighting - one color temperature.

2. **POWER**

- 200 amp / 208 volts / 3 PH (3 phase) - 400 amp is ideal.
- Power source should be within 150 feet of the mobile parking position.
- Adequate house power in both the press box and the designated studio area.
- House power should be 30 amps / 110 volts.

3. **CABLE ACCESS**

- Easy cable access into the building, i.e. through cable hatch or door left open.
- Cable access same side as mobile parking or easy access to press box side.

4. **PRESS BOX**

- Minimum size for press box is to host a maximum of 20 media in main venue.
- In addition, press box should be able to accommodate a minimum of three (3) sets of commentators (i.e. isolated broadcast booths) for radio and TV.
- Adequate distance from near boards to cameras 1 and 2, i.e. at least 24 feet from the near boards to the main play-by-play and tight follow positions, otherwise a camera position (scaffold or platform) would have to be built which may result in several seat cancellations.
- Arena should have both a penalty and shot clock viewable from press box.

5. **CAMERA POSITIONS**

- Cameras 1 and 2 - tight follow and play-by-play - should be placed in the press box (if press box cannot accommodate the two cameras, this could result in seat cancellations at the back row of seating on a platform on either the lower level or, where applicable, the upper level seating).
- There is the possibility of a third camera (iso) positioned next to cameras 1 and 2 in the press box or higher position.
- Camera 3 - high end zone/hard - will result in seat cancellations or, depending upon the venue, placement could be at the back of a row on a two (2) foot riser. May also require room for a platform for the on-camera host position that may result in further seat cancellations.
- Camera 4 - opposite low – hand held at ice level. Possible seat cancellations;
- Camera 5 - opposite low - at ice level. Possible seat cancellations;

- If there are split benches - hard reverse angle camera at the top opposite concourse;
- Studio requirements for all Hockey Canada approved TV broadcasters (size of referee's room or First Aid room would be acceptable) for intermissions and voice-overs;
- It is to everyone's advantage if the arena has catwalks over the ice for rigging of overhead cameras and microphones.

6. FLASH ZONE

- Minimum of 10'x10' space allocation for the flash zone that is accessible from both the ice and dressing rooms.
- Access to electrical outlets.

NOTE: If an arena falls short of any of the above mentioned minimal requirements, a survey at that venue could serve to establish adjustments which could be made to bring the venue up to an acceptable level.

Appendix F - Media Services Requirements

Media Workroom and Results Room

- Photocopiers – high speed, high capacity copier with legal and letter capabilities
- Legal and letter paper supplies
- Appropriate work area (table and chairs)
- Computers with internet access (high speed) or dedicated wireless
- Laser printers accessible through wireless hub or a minimum one computer station
- Supplies and equipment to organize and distribute statistics and line-up sheets for all games
- Proper lighting

Main Venue Press Box Facilities

- Computer laser printer – that can be plug and play with a laptop
- Two (2) laptops for real time stats set up, these laptops will require a dedicated internet line
- Photocopier
- High speed internet access for media that request this service
- Space for webcast crew, three (3) spots with dedicated internet line
- Space for real time stats, website and Hockey Canada media staff four (4) spots
- Remaining space allocated to media with Hockey Canada approval – minimum six (6) spots for local media
- Satellite Venue Press Box Facilities
- Appropriate number of telephone lines (with Hockey Canada approval)

Appendix G – Sample Legacy Plan Outline

1. Purpose:

To provide financial support for minor/youth hockey in the event location

2. Process:

Page two of this document provides information on the process that will be undertaken by the Host Organizing Committee to award, disperse and manage the fund.

3. Criteria for application:

Page three of this document outlines the criteria that will be considered when evaluating submissions received.

4. Documentation:

Only applications submitted on the standard application form will be considered. Additional relevant support documentation may be attached.

5. Filing Deadlines:

Applications must be received no later than noon, (insert date here.) Late applications will not be received or considered.

6. Application Information/Contact:

The legacy process is as follows:

1. The Host Organizing Committee, with the approval of the event Steering Committee (the Steering Committee), establishes the legacy process including the criteria by which applications are to be considered.

2. The Host Organizing Committee is appointed to administer the consideration of applications and allocation of funds according to the approved Legacy process.

3. The Host Organizing Committee publicizes the legacy application process throughout the partner communities.

4. The Host Organizing Committee reviews all applications and determines the allocation of legacy funds, distributed throughout the partner communities.

5. The total legacy is comprised of net revenue and surplus equipment left over from the event.

6. The total legacy fund will be disbursed to the approved applicant(s) on Host Organizing Committee cheques with a covering letter signed by the Host Organizing Committee Chair outlining conditions of the grant. The Host Organizing Committee determines procedures for award announcements, recognizing the local partnership.

7. The Host Organizing Committee monitors the recipients' projects to ensure compliance with plans and, if not complied with, all the remaining funds are returned to the Host Organizing Committee. Recipients' projects are to be completed within one year of receipt of the legacy funds.

8. In the event funds remain unallocated or are returned after the initial application process the Host Organizing Committee will follow the same process for the disbursement of these funds.

Criteria for Legacy Fund Applications

Applications will be considered from hockey associations, and local arena facilities in the event location. The priority of the legacy fund of the event will be to support projects benefiting hockey development in our community.

1. Benefit to event location

Projects must be realized within the partner communities and must be a benefit to minor/ youth hockey within the partner communities.

2. New Equipment and Facilities

Projects are encouraged that provide new facilities, facility upgrades and/or equipment to enhance participation in the sport, provide a lasting legacy with broader community benefit.

3. Multi-Benefit Projects

Multi-benefit projects are encouraged that provide a benefit not only to minor/youth hockey, they have greater impact on the community.

4. Athlete Participation and Coach Development

The Host Organizing Committee encourages applicants to consider projects that are relevant to improving access and support for young developing athletes, such as children and youth programs, recruitment projects, special training opportunities and improving capacity of coaches, on ice and off ice officials, where it will result in improved participation and quality of experience.

5. New initiatives

Funding is intended for projects that are new initiatives providing a service or resource that would not otherwise be available. The legacy is meant to expand available resources not replace or reallocate past funding commitments.

6. Completion in one year

Generally, activities for which legacy funds were granted must be substantially completed within one year, to the satisfaction of the Host Organizing Committee. In cases where the legacy fund is placed with a community foundation this would not apply.

Suggested Projects:

Application:

Appendix H – Hockey Canada Development Initiatives

During your event, Hockey Canada may conduct various specialty development clinics and festivals that target coaches, officials, trainers, players and parents in your local communities as well as the participants involved in your event to help enhance the overall event. The seminars and festivals should be coordinated through your Member.

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

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

The Hockey Canada Foundation, whose mission is to promote and foster accessibility to the game of hockey, distributes hockey equipment and conducts skills sessions as part of its *Dreams Come True* program, established to help families who meet the financial criteria give their kids a chance to play. Registration fees for the hockey season are also covered under the program.

- NHL/NHL PA First Shift
- A learn-to-play hockey program for kids aged 6-10 the NHL/NHL PA First Shift allows kids to try hockey for \$299, which includes enrollment for a six-week, on-ice curriculum and head-to-toe equipment that each child can keep.

Key Considerations:

- All development programs must be approved by the Hockey Canada Event Manager/Member prior to planning
- Secure additional ice times and meeting rooms
- Volunteer support to execute the programs
- Availability of Hockey Canada/Member Course Conductors to execute the programs
- Create an overall communication/promotional plan for programs

Bid Submission Contact Sheet

Please fill out the contact sheet below with all people your bid group would like included on information with respect to your bid for the World Under-17 Hockey Challenge.

Host Organizing Committee Contact(s)

Name:	Role/Position:
Phone:	Email:
Name:	Role/Position:
Phone:	Email:

Host Member Contact(s)

Name:	Role/Position:
Phone:	Email:
Name:	Role/Position:
Phone:	Email:

Host League Contact(s)

Name:	Role/Position:
Phone:	Email:
Name:	Role/Position:
Phone:	Email:

All correspondence from Hockey Canada with respect to the World Under-17 Hockey Challenge bid process will be forwarded to the list provided.

Questions & Inquiries

For more information, please contact:

Hockey Canada
Calgary, Alberta
Suite 201
151 Canada Olympic Road SW
T3B 6B7

Damien Kulynych
Coordinator, Events and Properties

Email: bids@hockeycanada.ca
Website: www.hockeycanada.ca