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2018 ALBERTA CUP  
HOST BID GUIDELINES

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## 1. Alberta Cup Host Application

### Alberta Cup Host Information:

Host Committee Chair: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ P/C: \_\_\_\_\_

Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

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### Bid Application Checklist:

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

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

## 2. Introduction

Hockey Alberta is accepting bids to host the 2018 Alberta Cup. The Alberta Cup is comprised of eight (8) teams from around the province. Each team plays five (5) games at the competition which is made up of three (3) round robin games, four (4) semi-final games and four (4) finals. There are twenty (20) tournament games total.

The Alberta Cup is the premier event in the province that helps identify the top bantam-aged players in Alberta. In addition to player evaluations, the competition is also an opportunity for administrators, coaches, athletic trainers and officials to be evaluated for future positions within the Team Alberta Program.

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

The Alberta Cup program begins in March each year with nearly 700 players trying out at their respective zone camps, of which only 20 will be selected to each zone team. The 160 athletes playing in the Alberta Cup are competing for one of sixty invites to the U16 Male Summer Camp in July.

The attached document is a detailed information package for the prospective Host Committees. The package contains information to assist potential host groups in building their respective bids.

Things to consider while completing bid:

- Able to host the event on Tuesday, April 25 – Sunday, April 29, 2018
- Demonstrated the ability to stage major provincial sports events in a highly successful manner, both financially and logistically.
- Have a strong volunteer base within the business and hockey community from which to draw on for leadership. The bid should outline plans for recruitment of volunteers.
- Willing to assume financial responsibility for the event.
- Have no other major hockey events being staged in the facility immediately prior to or during the dates of the event.
- Able and willing to extend the excitement of hosting this major event as broadly as possible throughout the host community and surrounding areas. The bid should include host plans for community involvement, together with any special events or social activities, which would add a festival-like atmosphere to the hosting arrangements.
- Ticket pricing structure that ensures individual games are family affordable, but also enables the Host Committee to achieve revenue projections.

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

### **Danielle Kraichy**

Manager, Marketing & Events

403-342-6777

[dkraichy@hockeyalberta.ca](mailto:dkraichy@hockeyalberta.ca)

## 3. Host Site Selection Committee

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

- Senior Manager, Business Operations
- Manager Team Alberta
- Manager Marketing & Events
- Coordinator Team Alberta
- Coordinator Programs & Events

## 4. Bid Application Process

The following Bid Guidelines have been developed by Hockey Alberta strictly for the purpose of facilitating the selection of the site for the 2018 Alberta Cup.

Hockey Alberta and the site selection committee reserve the right to make changes to the bid criteria at any point in time as may be deemed necessary. Hockey Alberta and its designated site selection committee also reserve the right to request additional information from the potential host sites concerning any aspect of the application or subsequent materials supplied throughout the bid process.

### **November 15, 2016 - Availability of Bid Guidelines**

- Hockey Alberta will make available bid guidelines package to all potential host sites.

### **February 1, 2017 – Submission of bid package to Hockey Alberta**

- An interested community will submit one (1) bid to the Hockey Alberta office for review no later than 12 noon (MT) on Wednesday, February 1, 2017.
- Host application packages can be submitted in .PDF format by email to [dkraichy@hockeyalberta.ca](mailto:dkraichy@hockeyalberta.ca).
- Hard copy applications, must be received by date and time listed above and can be mailed to:
  - Hockey Alberta  
Box 5005, Rm 2606, 100 College Blvd  
Red Deer, AB T4N 5H5  
Attn: Danielle Kraichy

### **February 1 – 28, 2017 – Review of bid applications**

- The Host Site Selection Committee will undertake its review of all bids. The Host Site Selection Committee may request additional information or answers to follow up questions at any point in time in order to assist with the review of bids and to short-list applicants.

### **April 1, 2017 – Host Site selected and announced**

- Hockey Alberta will contact the Host Site and inform them of their successful bid. The 2018 Alberta Cup Agreement will be delivered at this time.
- Unsuccessful bids will be notified prior to the Host Site announcement.

## 5. Event Management Structure

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

### A. Hockey Alberta Event Liaison

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

### B. Host Committee

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

- Operations
- Finance
- Sponsorship/Marketing
- Facilities
- Volunteers
- Special Events/Protocol

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

## 6. Host Site Selection Considerations

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

### A. Community Overview

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

- Rationale supporting the bid by potential host community and region. Highlight some of the characteristics of the communities and surrounding areas that will be utilized in the event.
- Map of the host community indicating locations of key facilities (i.e. arena, hotels, ancillary venues) with detailed listing of distances and travel times.
- Introduction to key personnel on the bid committee and how they will be utilized as potential members of the Host Committee; this can be laid out in the form of an organization chart.

### B. Host Committee

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

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

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

- Must be in and maintain a good standing with Hockey Alberta
- A strong volunteer base within the hockey and business communities.
- An arena facility, suitable for the Alberta Cup, to serve as a main site for all games.
- Reasonable accommodations available within close proximity of the arena facility.

### C. Business Plan

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

- Key financial objectives and measurable success indicators.
- Financial forecast reflecting all potential revenues and all potential expenditures related with staging the event.
- Ticketing plan and strategy detailing every phase of ticket sales, price points, timelines and targets.
- Sponsorship plan and strategy detailing all levels of sponsorship, prospect list, price points, and goals. Sponsorship plan needs to recognize Hockey Alberta's sponsorship guidelines and exclusivities as well as detailing any in kind partners who may be able to assist your event.
- Marketing/Advertising plan that incorporates earned and bought media leading up to and during the event.
- Detailed critical path.

## D. Operational Plan

### 1. Finances

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

The financial information in the bid documents should highlight how the Host Committee plans to maximize revenue opportunities in hosting the Alberta Cup. This can include, but is not limited to, ticket sales, local sponsorship, Government grants and funding, community grants and funding, merchandise/ souvenir sales, program sales, 50/50 sales, special events/ fundraising, other sources of revenue as detailed in your bid document

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

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

The cost associated with travel, meals and accommodations of all athletes, team staff and officials at the event will be the responsibility of Hockey Alberta.

### 2. Arena Facilities

- Twin arena facilities are preferred.
- The main host arena facility must be available on an exclusive basis to the Host Committee for the duration of the event (Access to facility the evening of Tuesday, April 24 – Sunday, April 29, 2018).
- Wireless internet throughout the facility.
- Nine (9) dressing rooms are required for the Alberta Cup (8 for teams and 1 for officials that can accommodate at least 8 referees). An enclosed trainer's room/area is also required in the dressing room corridor.
- Hockey Alberta reserves the right to request covering of conflicting sponsorship/advertisement within the facility – at the Host Committee's cost.
- A dedicated tournament office location on site for Hockey Alberta use.
- Foyer/display area for merchandising, drawboards, and sponsor requirements as applicable.
- Pipe and drape (if required), and tables for dressing room and lobby (if required) at no cost.
- Provide Hockey Alberta staff with exclusive access to dressing room keys for the duration of the event.
- Practice ice should be available to each of the teams on Wednesday, April 25 prior to the start of the event.
- See **Appendix A** for sample schedule.



### 3. Accommodations / Meals

- Ensure, via contract, lodging (dorms or hotel rooms) to accommodate a minimum of 160 players, 48 team staff and 8 event staff / VIP's. If hotels are the choice; book 80 double hotel rooms to house the participating teams (1 hotel preferred, 2 hotels maximum). \*\*

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

- Preferred hotel room rates must be negotiated by the Host Committee. A suggested rate of \$100.00 - \$130.00 plus tax and including hot breakfast option is desirable.
- Provide Hockey Alberta with meal plan options for the teams at the hotel that can accommodate late night or early morning meals. Meals can be operated outside the hotel facility if necessary, but must be available to all teams at flexible hours at a competitive cost\*\*.

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

- Hockey Alberta staff will be financially responsible for their own accommodations and meal expenses. The Host Committee is required to secure a minimum of 5 additional rooms at the host hotel to accommodate Hockey Alberta staff needs.

### 4. Team Hosts

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

### 5. Transportation

Hockey Alberta will be responsible for the transportation of athletes to, from and during the competition.

### 6. Marketing

In order for the event to achieve its financial objectives, the Host Committee must generate substantial support from a variety of sources. To accomplish this, the Host Committee should develop a comprehensive marketing strategy which includes an advertising and ticket sales plan, as well as the manner in which support can be secured from the public and private sectors. More specifically, the bid presentation should include an outline of the degree of support the host organization anticipates from the following sources:

- Ticket Sales - plans should outline the strategy for the pricing and packaging of ticket sales for the overall Championship;
- Local / Regional Sponsorships - plans should outline the market potential for cash and contra sponsorships, which are non-conflicting with the event main sponsors;
- Local advertising content in the official Tournament Program - there will be space in the Program for local advertising obtained by the Host Committee (details to be determined in conjunction with Hockey Alberta's Communications Department, see **Appendix B**).
- Municipal support available should also be addressed, including major financial contributions for hosting events;
- Other contributions, such as in-kind donations and services, should also be included in the bid (i.e. office space, staffing, equipment and other services). A detailed listing of the equipment requirements for the event will be provided to the Host Committee in the event guidelines.
- With respect to the ability for the Host Committee to generate additional revenue through sponsorship, some restrictions will apply. Hockey Alberta will work to minimize the restrictions for sponsorship where possible.

## 7. Media Services

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

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

## 8. Protocol and Special Functions

- The Host Committee is encouraged to expand the event into the community to the furthest extent possible through the staging of various special events.
- Provide a facility and catering services to accommodate an Alberta Cup Banquet for a minimum of 300 persons (min.)
- Provide six (6) tickets to Hockey Alberta for any major special functions held during the course of the event, including the banquet or welcome dinner, at no cost to Hockey Alberta.
- All scripts and agendas for Special Functions (banquets, opening/closing ceremonies, game ceremonies) will be provided by Hockey Alberta.
- Hockey Alberta Event Liaison will work with Host Committee to coordinate pre-game, in-game and post-game protocol as outlined. This includes, but is not limited to playing of National Anthem, introducing starting lineups, puck drops (if applicable), playing/ reading of required PSA's during game, and presentation of Player of the Game awards.

## 9. Accreditation and Security

- An accreditation system which includes an identification card for participating teams, officials, media, WHL scouts, VIP's and other dignitaries;
- In order to facilitate access to the various hospitality areas, the Host Committee will provide accreditation to Hockey Alberta dignitaries and sponsors in accordance with guidelines provided by Hockey Alberta.
- Hockey Alberta will provide a list of required accreditation for any staff, volunteers or sponsors in advance to Host Committee.

## 10. Sponsorship

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

## 11. Photography

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

## **12. Medical/Emergency Services**

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

## **13. Volunteer Services**

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

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

## **14. Souvenirs/Merchandise/Awards**

The Host Committee will be responsible for all aspects of the procuring and distribution of any souvenirs and merchandise made available for sale or distribution to those participating or attending the Alberta Cup.

The Host Committee will be provided with electronic files of the official Alberta Cup logo, as well as logo pantones, and other necessary information.

ALL PRINTED MATERIALS AND MERCHANDISE produced MUST get graphic approval from the Hockey Alberta Event Liaison before production. If merchandise is created without prior approval and is deemed to be incorrect, Hockey Alberta reserves the right to refuse Host Committee's sale of the items.

**APPENDIX A – Sample Schedule**

**PLEASE NOTE: THIS SCHEDULE MAY BE AMMENDED PRIOR TO THE EVENT. ANY CHANGES THAT OCCUR WILL BE MADE WITH SUFFICIENT NOTICE TO THE HOST COMMITTEE AND WILL NOT IMPACT THE DATES OF THE EVENT, ONLY THE TIMING OF GAMES.**

**Pool A**

- 1 -
- 2 -
- 3 -
- 4 -

**Pool B**

- 1 -
- 2 -
- 3 -
- 4 -

<b>Wednesday</b>					
Event	Practice	Div.	Sheet 1 Team	Sheet 2 Team	Time
Practice		A	A1	A2	TBD
Practice		A	A3	A4	
Practice		B	B1	B2	
Practice		B	B3	B4	
<b>Thursday</b>					
Event	Game	Div.	Home Team	Visiting Team	Game Time
Game	1	A	A1	A4	8:00 AM - 10:15 AM
Game	2	A	A2	A3	10:30 AM - 12:45 PM
Game	3	B	B1	B4	1:00 PM - 3:15 PM
Game	4	B	B2	B3	3:30 PM – 5:45 PM
Game	5	A	A4	A2	6:00 PM – 8:15 PM
Game	6	A	A1	A3	8:30 PM - 10:45 PM
<b>Friday</b>					
Event	Game	Div.	Home Team	Visiting Team	Game Time
Game	7	B	B3	B1	8:00 AM - 10:15 AM
Game	8	B	B4	B2	10:30 AM - 12:45 PM
Game	9	A	A2	A1	1:00 PM - 3:15 PM
Game	10	A	A3	A4	3:30 PM - 5:45 PM
Game	11	B	B4	B3	6:00 PM - 8:15 PM
Game	12	B	B1	B2	8:30 PM - 10:45 PM

<b>Saturday</b>				
<b>Event</b>	<b>Game</b>	<b>Home Team</b>	<b>Visiting Team</b>	<b>Game Time</b>
<b>Semi-Finals C &amp; D</b>	<b>13</b>	3 <sup>rd</sup> Place B	4 <sup>th</sup> Place A	8:00 AM - 10:15 AM
<b>Semi-Finals C &amp; D</b>	<b>14</b>	3 <sup>rd</sup> Place A	4 <sup>th</sup> Place B	10:30 AM - 12:45 PM
<b>Semi-Finals A &amp; B</b>	<b>15</b>	1 <sup>st</sup> Place B	2 <sup>nd</sup> Place A	1:00 PM - 3:15 PM
<b>Semi-Finals A &amp; B</b>	<b>16</b>	1 <sup>st</sup> Place A	2 <sup>nd</sup> Place B	3:30 PM - 5:45 PM
<b>Banquet/ Education Seminar</b>				7:30 PM – 10:30 PM
<b>Sunday</b>				
<b>Event</b>	<b>Game</b>	<b>Home Team</b>	<b>Visiting Team</b>	<b>Game Time</b>
<b>D Final</b>	<b>17</b>	2 <sup>nd</sup> Place Game 14	2 <sup>nd</sup> Place Game 13	8:00 AM - 10:15 AM
			<b>Awards</b>	10:15 AM - 10:30 AM
<b>C Final</b>	<b>18</b>	Winner Game 13	Winner Game 14	10:45 AM - 1:00 PM
			<b>Awards</b>	1:00 PM - 1:15 PM
<b>B Final</b>	<b>19</b>	2 <sup>nd</sup> Place Game 16	2 <sup>nd</sup> Place Game 15	1:30 PM - 3:45 PM
			<b>Awards</b>	3:45 PM - 4:00 PM
<b>A Final</b>	<b>20</b>	Winner Game 15	Winner Game 16	4:15 PM – 6:30 PM
			<b>Awards</b>	6:30 PM - 6:45 PM

## APPENDIX B – Alberta Cup Program

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The production process for the official Alberta Cup tournament program is coordinated by Hockey Alberta's Communication Department.

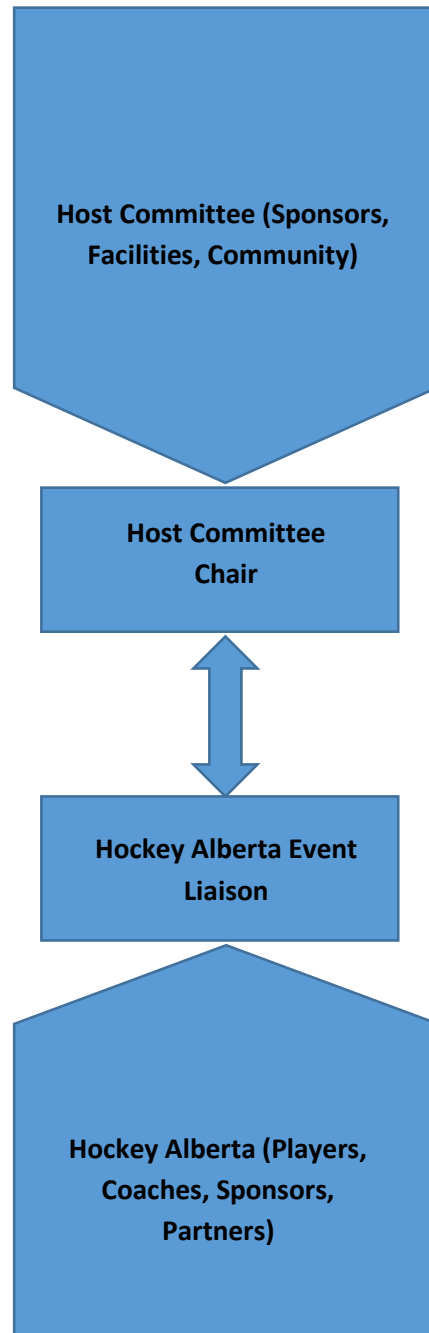
- The Host Committee is invited to provide content for the program, including but not limited to local advertising, welcome messaging, local promotions, recognition of sponsors, etc. This content is to be compiled in conjunction with Hockey Alberta.
- In addition to the local content provided, the program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

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

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

**APPENDIX C – Communication Diagram**

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## APPENDIX D – Sponsorship Diagram

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**PLEASE NOTE: THIS LIST IS CURRENT AS OF THE RELEASE DATE FOR THE BID APPLICATION PROCESS. THESE MAY CHANGE IN THE TIME LEADING UP TO THE EVENT, AT WHICH HOCKEY ALBERTA WILL DO ITS BEST TO AVOID ANY NEGATIVE IMPACT ON THE HOST COMMITTEE GROUP WITH ANY CHANGES THAT MAY OCCUR.**

### **Alberta Cup Sponsors/Suppliers:**

CCM  
Best Western  
Gatorade

### **Rights:**

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

### **Sponsorship Guidelines**

- The Host Committee shall not solicit local sponsors in the same categories as Hockey Alberta's Alberta Cup sponsors without approval first from Hockey Alberta.
- Host Committee will provide Hockey Alberta with a list of potential sponsors for review throughout the planning process.



## APPENDIX E – Financial Guidelines

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Hockey Alberta will be financially responsible for the following:

- Accommodation and meals (breakfast, lunch, supper & snacks) for athletes, team staff, officials, Hockey Alberta staff and any Hockey Alberta dignitaries/VIP's
- Signage costs relative to Hockey Alberta sponsor requirements
  1. Rink Boards
  2. Hanging Signage
  3. Room Signage
  4. Drawboards
- Alberta Cup Banquet meal costs for athletes and team staff via invoice.
- Officiating costs

Host Committee will be financially responsible for the following:

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

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

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

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