



# BID BOOK

**U SPORTS Men's Hockey  
National Championship  
2021**

New Brunswick forward, Philippe Mallet hoists the University Cup after his team's victory over the Saskatchewan Huskies in the 2017 Cavendish Farms U SPORTS Men's Hockey Championship. (Photo courtesy: James West)



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# A PARTNER RESPONSIBILITIES

## HOST RESPONSIBILITIES

Hosts are responsible for the financial and administrative responsibilities of organizing and hosting a U SPORTS National Championship. Hosts are also responsible for marketing the championship to the local community. U SPORTS National Office will not share in any deficit. Expenses not covered by the Host are the responsibility of participating teams unless otherwise stipulated in the bid document.

**Should a Bidder wish to use a Third Party, they must be included within the Bid Document, and approved by the U SPORTS National Office.**

## U SPORTS RESPONSIBILITIES

The U SPORTS National Office will provide support in various areas of the planning and execution of a U SPORTS National Championship including marketing, promotions, merchandising and ticketing, sponsorship and partnership development, communications (broadcasting, webcasting, website, social media and digital assets) as well as competition services (officials, awards and trophies) and communication with U SPORTS membership. U SPORTS will manage and enforce all sport technical elements, including playing regulations, policies, STSCs and selection of Technical Delegate. The U SPORTS Manager, Sport Technical and National Championship will also be a member on the Host Organizing Committee.

# B BID PROCEDURE AND TIMELINES

- ▶ **Call for Bids:** March 19<sup>th</sup>, 2019
- ▶ **Confirmation of intent to bid via email:** April 16<sup>th</sup>, 2019
- ▶ **Deadline for submission of questions:** May 13<sup>th</sup>, 2019
- ▶ **Bid Submission Date:** June 7<sup>th</sup>, 2019
- ▶ **Selection of Winners and Notification:** Determined by U SPORTS Office

## NOTES:

- U SPORTS requires a minimum of 48 hours to respond to any inquiries about the Bid Book. Only after 48 hours, may a bidder re-send their questions.
- Once submitted, a bid proposal will be irrevocable for 90 days. Bids submitted after the Bid Due Date will be disqualified.
- If necessary, you may amend or withdraw a proposal prior to the Bid Due Date.



Queen's forward, Slater Doggett handles the puck up the ice in their Quarter-Final game against the UNB Varsity Reds at the 2017 Cavendish Farms U SPORTS Men's Hockey Championship. (Photo courtesy: James West)

# **BID INSTRUCTIONS**

## **1. BID PROPOSAL SUBMISSION FORMAT**

- a. Bids must be submitted in (.PDF) format
- b. Bids are to be submitted electronically as a minimum but can also be submitted via mail to the U SPORTS office at the discretion of the bidder

## **2. BID PROPOSAL CONTENT**

- a. How your objectives align with the U SPORTS objectives outlined in the letter from the President and CEO
- b. Strategies as outlined in **Appendix C** of the evaluation criteria
- c. Proof that your content meets the minimum standards as outlined in **Section D**
- d. Creative freedom that best represents your bid
- e. Photos and visuals that enhance the quality of the Bid Proposal
- f. A proposal that is clearly structured in accordance with the instructions in this Bid Book. Where information is requested in a section of this Bid Book, you should reference that number in your response

## **3. KEY DOCUMENTATION CHECKLIST:**

- Letters of Support
  - Letter of support from the City or Municipality
  - Letter of support from the Provincial Sport Organization
  - Letter of support from the Local Club Organization (only one is required, but if there is more than one local team, you may provide more to show extra support for your event)
  - Letter of support from the University President
  - Any other letters the Bid Committee deems necessary for their Bid
- Signed Bidding Statement in Appendix A**
- Some or all of the following should be identified in the Bid Document including any other information that will help the selection committee assess the overall quality and sophistication of the Bid.
  - Sponsorship Strategy
  - Marketing/ Brand Strategy
  - Promotional Strategy
  - Communications Strategy
  - Ticketing Strategy
  - Sport Development Strategy (if applicable)
  - Facility Information
  - Host Hotel/ Community Information

- Medical Services
- Organizing Committee Structure
- Awards and Ceremonies Plan
- Stakeholder Engagement Plan
- Proposed Schedule of Events
- Any other elements as outlined in the Evaluation Matrix in **Appendix C**
- Visuals and Appendices that provide further evidence of bidder's plans
- Proposed budget as seen in **Appendix B**

## **4. INCOMPLETE BIDS**

All bid proposals will be viewed by U SPORTS. U SPORTS reserves the right, at U SPORTS' sole discretion, to allow minor errors or gaps in bid proposals to be repaired or revised without disqualifying the bid. If the repair or revision reveals that the earlier information provided was inaccurate, incomplete or misleading, U SPORTS has the right to either disqualify the bid proposal or adjust its scoring of the proposal. If there is any substantive gap in the bid proposal, or if the proposal does not meet any minimum bid requirements, the bid proposal will be deemed incomplete and be disqualified from the bid process.

## **5. CHANGES/ADDITIONS TO THE BID BOOK**

Please note that Playing Regulations are subject to change and thus, any proposed changes by any Sport Technical Sub-Committee and Sport Committee will be provided to the Host, bearing in mind they do not have significant financial impact on the Host.

At any time in the bid process, whether before or after questions have been submitted, U SPORTS may make changes to the Bid Book but will be communicated to you in advance. Example: if there are Broadcast opportunities or Promotional Opportunities that arise after the creation of the Bid Book.

## **6. NO LOBBYING ALLOWED**

Championship Bidders may not contact U SPORTS or the Selection Committee for the purpose of lobbying; any attempts to do so WILL disqualify the bid.

## **7. NOTIFICATION TO UNSUCCESSFUL BIDS**

- a. Only after formal acceptance by the successful bidder will all other bidders be notified of the results.
- b. Only after the formal acceptance of the bid, and once all bidders have been notified, will the U SPORTS membership be notified.
- c. Non-successful bidders will have the right to seek feedback on their bid packages, after successful bidder has formally accepted and an announcement has been made to the U SPORTS membership.
- d. Non-successful bidders will be supplied with the areas in the evaluation criteria in which they received their lowest scores.

**Note:** U SPORTS will not share any bidders final document with the membership





Cole MacDonald (26) and Michael Clarke (18) celebrate a goal in their Quarter-Final victory over McGill at the 2017 Cavendish Farms U SPORTS Men's Hockey Championship. (Photo courtesy: James West)

## 8. APPEALS

Please note that there is no appeal process once a selection has been made.

## 9. JOINT BIDS

Any submissions that are considered a joint bid must meet the following:

- Both institutions must be within the same municipality.
- The first and second host must be defined in the bid

## 10. BID BOOK INQUIRIES AND SUBMISSION ADDRESSES

Questions about the Bid Book should be sent to: \*Please note deadline for questions in **Section B**.

### Scott Ring

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### U SPORTS

45 Vogell Road, Suite 701

Richmond Hill, ON L4B 3P6

## NOTES:

U SPORTS has the option, but not the obligation, to hold a bidders briefing with potential bidders at any time during the bid process at which time further information may be presented.

Any anomalies noticed within the Bid Book, must be communicated to the U SPORTS office.



# D MINIMUM STANDARDS

## 1. FINANCE

- 1.1. **Payment of a Rights Fee (no exceptions) of \$125,000.** As per policy 20.30.1.8, all bids must pay the predetermined National Championship rights fee, regardless of broadcasting changes (if applicable) or for Conferences unable to find a Host for a National Championship in a rotation format or other reasons deemed unacceptable by the U SPORTS President & CEO. Failure to do so will result in penalties.
- 1.2. **Payment of a performance bond of \$5,000** as outlined in section 3.5
- 1.3. **Payment of Globe and Mail Promotional Campaign of \$5,000**
- 1.4. **Payment of 12.5% of gross ticket revenue**
- 1.5. **Payment of 10% on merchandise sales**
- 1.6. **Payment of Webcasting Fees as per the following:**
  - 1.6.1. Cost of a Producer to oversee the webcasting production as assigned by U SPORTS will be a fixed cost of \$2,500 including travel (Mandatory).
  - 1.6.2. Cost of full services to provide the entire delivery of the digital platform as per the minimum standards set out in **Section D2.3** (includes producer, minimum standards, cameras, staffing and all other costs associated with the webcasting production).

## 2. REVENUE GENERATION

### 2.1. Sponsorship

#### Title Sponsor

- 2.1.1. The Host committee acknowledges and confirms that the U SPORTS National Office holds exclusive rights to the title sponsor of the championship. U SPORTS may decide if a Title Sponsor has not been confirmed to work with the Host on the sale of the Title Sponsor category.

#### Presenting Sponsor

- 2.1.2. The Host committee will have the right to sell the presenting sponsor in conjunction with U SPORTS. The sale of any presenting sponsor must be pre-approved by the U SPORTS National Office prior to solicitation and cannot be within one of the protected categories as outlined in 2.1.3 or a conflicting sponsor with U SPORTS national sponsors. Should one of the categories not be sold, U SPORTS will work with the host to allocate that category to the HOST to sell on behalf of U SPORTS and the HOST.

#### All Sponsors

- 2.1.3. The Host committee understands the U SPORTS national sponsorship strategy, in which certain key sponsorship categories will be protected by the U SPORTS National Office. These exclusive categories include:
  - a. Automotive
  - b. Financial Institutions
  - c. Professional Services
  - d. Technology
  - e. Telecommunications

- 2.1.4. All Sponsorship revenue will be shared as follows:

- 2.1.4.1. Should U SPORTS secure sponsorship, 50 % of total value will be paid to U SPORTS and 50% of total value will be paid to Host
- 2.1.4.2. Should Host secure Sponsorship, 70 % of total value will be paid to Host and 30% of total value will be paid to U SPORTS
- 2.1.4.3. Sponsorship is defined to include revenue derived by donations and government grants (municipal / provincial and national).
- 2.1.4.4. All VIK (Value-In-Kind) Sponsorship will be excluded from this formula and will be retained by the host with prior approval by the U SPORTS National Office.

- 2.1.5. All signage (field of play) in a U SPORTS Championship venue which is not a Championship sponsor must be removed, from the date of the first championship event (includes team practices) through to the last day of the championship.

- 2.1.6. Hosts to submit a completed Sponsorship Approval Form (provided by U SPORTS) to the U SPORTS National Office for final approval whether it is cash sponsorship, donation, government funding, or VIK sponsors. Any Championship sponsor that has not been formally approved prior to solicitation by the U SPORTS National Office using this form will not be permitted exposure at the U SPORTS Championship.

#### Sponsor Signage

- 2.1.7. Signage and activation space must be reserved for all U SPORTS sponsors as required. Hosts will be responsible for production of field of play signage for U SPORTS National Sponsors at the cost of U SPORTS. All signage and costs must be pre-approved by the U SPORTS National Office. Hosts will be required to submit a written quote for signage production costs a minimum of two months out from the championship. Any signage printed without prior approval of artwork or quotes from U SPORTS, will be at the host cost.

- 2.1.8. Hosts are to submit a signage plan outlining available signage spots, specifications, and sideline signage systems to the U SPORTS National Office. U SPORTS reserves the right to use their own sideline signage system, if deemed appropriate for the event. In such case, the Host must use U SPORTS' signage supplier to produce any sideline signage required for their local sponsors. Signage system will be provided to host from the U SPORTS National Office.

- 2.1.9. Prime camera-visible signage and broadcast inventory (commercials, billboards, in-game features, etc.) will be reserved for U SPORTS sponsors. Exact inventory tallies across these asset types will be discussed on a case by case basis between U SPORTS and Host, given the different venue and broadcast arrangement at each event. Upon a date to be mutually agreed upon, any of U SPORTS' allocation of such inventory which remains unsold will become available to the Host to sell. U SPORTS will approve the final signage placement map. U SPORTS and U SPORTS National Sponsors will have first right to signage selection. Remaining signage spots will be then released to the host for use with local sponsors.

- 2.1.10. Host to submit Sponsorship Sales packages and material to the U SPORTS National Office for review at least 6 months in advance of the Championship.

- 2.1.11. All signage, print, or marketing material featuring or acknowledging sponsors must be sent to the U SPORTS National Office for approval. Any material recognizing local sponsors must also include U SPORTS National Sponsors.

### 2.2. Broadcast

- 2.2.1. The U SPORTS National Office will work with a National Broadcast partner in the attempt to have a portion of the championship televised.

- 2.2.2. Costs to ensure the venue is television ready are paid for by the Host should the event be broadcasted.

2.2.3. The broadcaster will have final say on games to be broadcasted as well as on scheduling of those broadcasted games, in collaboration with the U SPORTS National Office.

### 2.3. Webcast/ Streaming

2.3.1. All games must meet the following livestreaming standards:

1. High quality broadcast (720p @ 2Mbps bitrate)
2. Minimum 3 HD camera production, including 1 camera at field level (sideline, pool deck, ice rink, etc.)
3. Production led by a director experienced with multi-camera set ups and intercoms
4. Overseeing of the planning (leading up to the event) and supervision of the operations (during the event) ensured by an experienced producer assigned by U SPORTS
5. Exclusive use of U SPORTS sport-specific webcast graphic package (lower third, charts, stats, etc.)
6. Use of an automated integration data system to display live details on the competition (time, score, rank, etc.)
7. Instant replays using the transition graphics/animations included in U SPORTS webcast graphic templates
8. Commentary in both official languages on two separate audio feeds (no bilingual/mix production)

2.3.2. The cost of equipment set-up and production to reach the minimum standards as outlined above in 2.3.1 is at the expense of the Host.

2.3.3. In the event a portion of the championship is broadcasted, the broadcaster will have final say on any potential livestreaming partner, in conjunction with the U SPORTS National Office.

#### 2.3.4. Financial Requirements for Webcasting

U SPORTS will provide access to a Project Manager (at the cost of U SPORTS) to oversee all elements of the webcasting minimum standards. The U SPORTS Project Manager must be utilized as the primary link between the Host, any third party involved with the webcasting and the U SPORTS National Office. All Financial Requirements for webcasting are outlined in **Section D1.5**

### 2.4 Merchandise

#### 2.4.1 Event Retail Merchandise

2.4.1.1 The Host will work with U SPORTS on a merchandising plan. First right of refusal will be offered to the official supplier for U SPORTS at the time of the event. In the event this supplier cannot offer merchandise, or opts to not do so, the successful bidder may use a local generic non-competing supplier but **MUST** be approved by the U SPORTS corporate sponsorship department prior to signing. License fee of 10% will apply to all U SPORTS branded merch.

#### 2.4.2 U SPORTS Consignment Merchandise

2.4.2.1 The U SPORTS National Office will have merchandise available for the Host to sell on consignment. Revenues from this initiative will be split 50/50 between the Host and the U SPORTS National Office, details of which will be outlined in the Championship Merchandise Catalogue. Host will be invoiced based on the amount sold after reconciliation of sales and will be responsible to ship any unsold items back to the National Office.

#### 2.4.3 Championship Awards Merchandise Program

2.4.3.1 The Host will be provided with U SPORTS Championship merchandise and award gifts for Champions and Award Winners that must be distributed accordingly. Hosts may choose to obtain additional gifting beyond what is provided from the U SPORTS official supplier, which would be done at their own cost and convenience. If the U SPORTS official supplier cannot supply the merchandise or opts to not do so, the Host may use a local generic non-competing sponsor for gifting.

#### 2.4.4 Merchandise Designs

2.4.4.1 Host must submit all merchandise (retail, awards, gifts, etc.) designs to the U SPORTS marketing department for approval, to ensure all brand guidelines are being followed..

### 2.5 Ticketing

2.5.1 The Host is responsible for developing a ticketing sales strategy, with the oversight approval of the U SPORTS National Office.

2.5.2 The Host will pay the U SPORTS National Office 12.5% of gross ticket revenue – (e.g. ticket revenue is calculated on total revenue of tickets sold minus any fees paid to the ticketing provider).

2.5.3 The Host will provide sponsor tickets based on national sponsorship agreements at the time of the event.

2.5.4 The Host will hold until the Monday prior to the start of the Championship, reserved tickets for each participating team.

2.5.5 Costing for tickets for any Award Ceremonies are outlined in **Section D5.5** Awards and Ceremonies.

## 3. MARKETING, BRAND & PROMOTIONS

### 3.1 Signage/ Brand

3.1.1 The Host will reserve the amount of space required for U SPORTS and U SPORTS sponsors for field of play signage.

3.1.2 The Host will produce and pay for an center ice U SPORTS logo, and all or any other U SPORTS logos.

3.1.3 The U SPORTS National Office will provide a number of assets that must be used, for example:

1. Poster (Template)
2. Program (Template)
3. Awards PowerPoint presentation (Template)
4. Championship Accreditation (Template)
5. Championship Logo in different versions
6. Media Backdrop(s) (Quantity to be determined the month prior)
7. Pull Up Banners (Quantity to be determined the month prior)
8. Website banners (specs required from the hosts)
9. Social Media home page cover and promo graphics
10. Promotional and In-Game Graphic Templates (details to be provided a month prior)
11. Any additional assets to be designed or produced by U SPORTS national office to be provided leading up to the National Championship

**\*\* The Host should offset with additional materials at their own cost. All elements created by the Host must be approved by the U SPORTS National Office.**

3.1.4 The Host **must follow** the U SPORTS brand guidelines, when creating branding material including but not limited to the items below as a minimum:

#### 3.1.4.1 Facility assets

- a) Field of play signage
- b) Perimeter signage and LED boards
- c) Surrounding facilities associated with the field of play
- d) Center-ice logo

#### 3.1.4.2 Digital assets

- a. Social media
- b. Digital advertisements (social media graphics, website banners, email signature, newsletter header, etc.)

#### 3.1.4.3 Advertising and promotions

- a) Out-of-home

- b) Print
- c) Digital (static and dynamic)
- d) Broadcast/Television (Video)

#### 3.1.4.4 Merchandise

- a. Volunteer clothing
- b. Gifting
- c. Retail

**ALL Logos must be pre-approved. ALL assets must be submitted for approval by the National Office prior to production, printing or distribution with time for potential edits at least seven (7) days prior to production timelines.**

3.1.5 The Host will ensure that the championship venues and any marketing materials associated with the championship are branded as per below.

3.1.5.1 In U SPORTS colours: red, black, white and grey, or the sport colour of the championship

3.1.5.2 No host colours

3.1.5.3 Proper bilingual event logo provided by the National Office

**\*\* All elements created by the Host to be approved by the U SPORTS National Office.**

### 3.2 Marketing and Promotional Strategies

3.2.1 The Host will be responsible for producing a marketing and promotional strategy for their local market, with the oversight approval from the U SPORTS National Office. The promotional and marketing strategies utilized by the Host to be aligned with the National Strategy of U SPORTS. Key dates to be communicated to the National Office, for national strategy purposes.

### 3.3 Promotional Opportunities

3.3.1 The successful bidder agrees to participate in promotional opportunities which are presented to them for the betterment of University Sport.

3.3.2 The successful bidder will participate in The Globe & Mail advertisement following the conclusion of the Championship, promoting the Host institution and the Winning Team. The cost to the Host is outlined in **Section D1.5** of Finance.

### 3.4 Videography

3.4.1 Each national championship host to produce a 60-second event recap video, to be delivered to the U SPORTS National Office within three (3) days of the final day of competition (*please refer to sample here*).

### 3.5 Performance Bond

3.5.1 The host is to submit a Five Thousand (**\$5,000**) Dollar performance bond (the “**Bond**”) to U SPORTS no later than 30 days after Host’s receipt of the Championship Agreement and the accompanying invoice, as security for the following Host commitments:

- a) Correct version of the Brand appearing in a prominent location on or beside the field of play;
- b) Correct version of the Brand appearing on Championship clothing and merchandise;
- c) Correct version of the Brand appearing on tickets, programs and posters;
- d) Correct version of the U SPORTS template for posters and programs being used; and
- e) All uses of the Brand being pre-approved by the U SPORTS Office.
- f) Meet the U SPORTS webcasting standards that includes the following requirements:
  - Multi-camera set up
  - Use of the U SPORTS graphic package
  - Bilingual commentary
  - Stats integration
- g) Delivery of a U SPORTS branded video highlight for each game (team sport) or for each day of competition (individual sport) that includes the following elements (to be provided by the National office):
  - Bumper In
  - Transition bumpers
  - U SPORTS animated logo
  - Bumper Out

For clarity, the Bond shall be payable within 30 days of the initial draft of the Agreement and the invoice being provided to Host by U SPORTS, notwithstanding any delay in executing this Agreement.

3.5.2 If U SPORTS becomes aware that the Host is not meeting any of the foregoing commitments, it will so notify the Host who will take all steps, at its own expense, to correct any errors.

3.5.3 The bond may be fully or partially retained at the discretion of U SPORTS. The host will be provided a sanction letter outlining the following:

- a) Reason for retaining the performance bond
- b) Photos/ Images of the breach- if applicable
- c) When U SPORTS notified host of such breach
- d) Cost to U SPORTS- if applicable

3.5.4 Provided that the Host satisfies each and every one of these commitments, the Bond will be returned after the Championship. If the Host fails to meet any of these commitments, U SPORTS shall have the right, to be exercised in its sole discretion, to retain and cash the Bond.

3.5.5 It is important to note, that during the reconciliation process, hosts may NOT reduce the performance bond from the total they owe to U SPORTS.

## 4. COMMUNICATIONS

### 4.1 Social Media

4.1.1 The Host to use the sport specific social media account(s) provided by the U SPORTS National Office, in accordance with the social media guidelines for national championships. These accounts will be **managed by the U SPORTS National Office in collaboration with the Host.**

4.1.2 The Host **cannot create their own social media accounts** for the purposes of the National Championship, including all and any platforms (Facebook, Twitter, Instagram, Snapchat, YouTube and any future one to arise) even if not used by the U SPORTS National Office.

4.1.3 The Host must respect the social media guidelines provided by the U SPORTS National Office. These



The Alberta Golden Bears celebrate their win over the St. Francis X-Men in the Gold medal match of the 2018 USPORTS Men's Hockey Championships hosted by University of New Brunswick in Fredericton, New Brunswick. (Photo courtesy: James West)



guidelines clarify in detail the different social media accounts available and to be used for the National Championships and the split of roles and responsibilities between the National Office and the Host regarding posting, monitoring, content production and content Management. It also includes recommendations on the resources to specifically allocate to Social Media during the event (bodies, set of skills and equipment).

- 4.1.4 The Host must respect and use the social media graphic templates provided to them (via Photoshop/InDesign fil or BoxOut). No modifications of the templates created by the U SPORTS National Office can be made and no additional graphics or templates can be created without the approval of the U SPORTS National Office.
- 4.1.5 The Host must have a designated person on their organizing committee to lead Social Media, before and during the event. This individual needs to be part of all the preparation meeting to be held by U SPORTS national office, to be familiar with all the platforms and tools to be used in the deployment of the social media strategy and to have the perfect understanding of the guidelines. This should NOT be the same individual who is managing the communications of the event (i.e media releases, stats, live-streaming, etc.). Please see organizing committee structure, as outlined in **Section D5.1**.
- 4.1.6 U SPORTS Social Media channels are all bilingual French and English and as such, the host will have to work with a translator to be able to produce all the content generated on site during the event to feed these channels during the National Championship in both languages.

#### 4.2 Website/ Digital

- 4.2.1 The Host must use the dedicated championship section of U SPORTS website (www.usports.ca) as created by the National Office to post content/ updates on the event. No other website shall be created for the purposes of the championship.
- 4.2.2 The information for the web page will be provided by the Host to the U SPORTS National Office via the process outlined in **Section D5.11.1**.
- 4.2.3 All information provided by the Host will be subject to approval by the National Office prior to being posted.

#### 4.3 Media Relations

- 4.3.1 The Host will develop a concrete accreditation process for media, subject to approval by the U SPORTS National Office.
- 4.3.2 The Host must have a **designated media room** for attending media. This room should include the following minimum standards:
- Located in the competition venue
  - Equipped with free wireless internet access and options for wired connections
  - Sufficient seating capacity and working tables
  - Plugins for laptops, including power bars and extension cords
  - Photocopier, printer and paper
  - Desk space for statistics, start lists, media kits
  - Security at the door to ensure only those with accreditation are allowed access
  - Food and beverage must be supplied
  - Access to a translator at any time (mandatory)
  - Access to the livestreaming of the event. (i.e TV screen playing the competition live or media login)
- 4.3.3 The Host and U SPORTS National Office will determine the feasibility of Hosting a pre-championship/ opening media conference. Minimum standards for a media conference will be outlined by the National Office and must be adhered to.
- 4.3.4 The Host will have the responsibility to gather all key information on the participating teams and make it available at any time to the media, regardless of the format (compiled or separate document, printed

or digital, application, etc.). The method in which to disperse this information must be approved by the U SPORTS National Office.

- 4.3.5 The Host will have the responsibility to produce a Championship Program that outlines participating teams, schedule of events as well as any sponsor ads that are required as part of any National Championship sponsor agreements.

#### 4.4 Championship Recaps

##### 4.4.1 Written recaps

- 4.4.1.1 The host will confirm 1-2 writers who will produce recaps following each game of a team sport championship or a daily recap for individual sport championships
- 4.4.1.2 The assigned writers will produce the recaps using templates provided by national office, which will be sent to the full communications and marketing team for posting on USPORTS.ca and distribution to members and media
- 4.4.1.3 The written recaps should follow Canadian Press (CP) style, as well as the U SPORTS style guide
- 4.4.1.4 The written recaps are to remain neutral and tell the facts; not show bias to any team involved

##### 4.4.2 Video recaps

- 4.4.2.1 The host will have the responsibility to create a video highlight for each game (team sports) or at the end of each day (individual sport) using footage from the live-streaming and the U SPORTS graphic package provided by the National Office.
- 4.4.2.2 These video recaps only need to capture the top key facts of the game or of the day in an efficient manner (between 30 seconds and 2 minutes)
- 4.4.2.3 All recaps need to be produced in HD and made available to U SPORTS National Office as well as all University involved in the competition in Dropbox at the end of each day / at least 6 hours before the competition resumes the next day

##### 4.4.3 Translation

- 4.4.3.1 The host will secure a translator for the championship recaps from a list of contacts provided by the national office, and inform the U SPORTS Marketing & Communications Team of their selection
- 4.4.3.2 The assigned writers will send completed recaps within 60 minutes of the game / event's completion to the assigned translator for translation, as well as the U SPORTS Marketing and Communications Team for posting on USPORTS.ca and distribution to members and media
- 4.4.3.3 The host will be invoiced by the assigned translator at a rate of \$75 per recap for team sports and \$100 per recap for individual sports

##### 4.4.4 Photography

- 4.4.4.1 The host will secure a photographer who is responsible for taking photos during the championship games as well as the media conference (if applicable), the post-event awards ceremony and the pre-championship banquet.
- 4.4.4.2 The photographer must ensure all required shots are taken according to a photo checklist provided by the national office, including action shots, crowd shots, behind the scenes, post-game awards presentation (Player of the Game, Trophy, MVP Tournament All-Star Team), sponsor on-field/video board signage, activations, and logos on equipment.
- 4.4.4.3 The photographer will upload all photos to the U SPORTS Dropbox link for his/her championship provided by the National Office.

## 5. HOSTING

Should a Bidder wish to use a Third Party, they must be included within the Bid Document, and approved by the U SPORTS National Office prior to submission.

### 5.1 Host Organizing Committee

5.1.1 The Host must have an Organizing Committee Structure with a minimum representation of the following areas:

- a. Championship Convenor or General Manager (Event Lead, Stakeholder Relations and Finance)
- b. Sponsorship/ Corporate Sales
- c. Marketing/ Promotions/ Advertising (Could be separate)
- d. Ticketing/ Community Outreach/ Hospitality
- e. Communications (Media, Webcast, Broadcast)
- f. Social Media/ Digital
- g. Game Day Operations
- h. Operations/Logistics (competition & practice venue operations, team services, hotels, transportation, accreditation)
- i. Medical (includes doping control)
- j. Technical (rules, match officials, laws and policies)
- k. A U SPORTS National Office representative (Manager, Sport Technical and National Championships)

### 5.2 Accreditation

5.2.1 The Host must develop a concrete accreditation process for participating teams following the outline below:

- a. **All-Access Accreditation:** passes that provide access to all aspects of the championship including but not limited to banquets, games, VIP suites luncheons etc..
- b. **Team Accreditation:** passes that are provided to each participating team up to the number listed in **Section D5.2.2**. These passes allow access to the competition venue for games and practices as well as any athlete lounge at the venue or hotel.
- c. **VIP Accreditation:** are passes to all VIP lounges and games
- d. **VIP Plus Accreditation:** are passes that have designated seating at games, and also provides access to any VIP lounge
- e. **Media Accreditation:** passes to all games, the media room, post game media scrums, media conference, press box, and if applicable, field of play

5.2.2 The Host will provide each participating team with thirty (30) accreditation passes and five (5) VIP passes. Anything above this allotment, the Host may begin to charge participating teams.

5.2.3 The Host will provide fifteen (15) All-Access free of charge to the U SPORTS National Office for their sole use.

5.2.4 The Host will ensure that attending media receive Media Accreditation passes.

5.2.5 The Host will provide, free of charge VIP Accreditation Passes to non-participating awards nominees or recipients should they be in attendance.

5.2.6 The Host will provide two (2) VIP Plus Accreditation Passes to any individual in attendance that either has a trophy named after them, or is the next of kin to the individual in which the trophy is named after.

### 5.3 Hospitality

5.3.1 The Host is required to have a sectioned off area in the competition venue for VIPs. This area should include beverages and snacks.

5.3.2 Should boxes/ suites be available at the competition venue, one should be made available, free of

charge to the U SPORTS National Office. The U SPORTS National Office will notify the Host if they require such services. All food and beverage for this room would be at the cost of the U SPORTS National Office.

### 5.4 Meeting Space

5.4.1 The Host is required to provide a meeting room for the Championship Technical Meeting, which should take place the day prior to competition.

5.4.2 The Host is required to provide a meeting room for a TV Production meeting, which would take place the day prior to the first televised game.

5.4.3 The Host is required to provide a meeting room for the coaches association if applicable.

5.4.4 Officials meeting room:

5.4.4.1 The Host is required to provide a meeting room for the officials on site

5.4.4.2 The Host is required to provide a meeting room for the officials at their hotel

5.4.5 The Host is required to provide a meeting space for each participating team that can be used for the duration of the championship for meals and team meetings.

### 5.5 Awards and Ceremonies

5.5.1 The Host should organize an awards presentation to honour the achievements of the athletes and coaches during the season. The Host in coordination with the U SPORTS National Office will determine the format (i.e. evening banquet or brunch).

5.5.1 Depending on the format, the Host may charge the following maximum prices up to the team allotment for accreditation, outlined in **Section D5.2.2**

- a) \$75.00 per banquet ticket
- b) \$45.00 for a luncheon
- c) \$40.00 for a breakfast/brunch
- d) \$40.00 for a reception

5.5.2 Should any team want to purchase above the maximum team allotment (30) the Host may charge the following prices up to two times the allotment:

- a) \$95.00 for a banquet
- b) \$65.00 for a luncheon
- c) \$45.00 for a breakfast/brunch
- d) \$45.00 for a reception

### 5.6 Accommodations

5.6.1 The Host must reserve a block of rooms for all participating teams at the official Host hotel following the minimum standards as outlined below. Should a second hotel need to be booked, all standards as per below must be followed, and cost should be within the same range +/- \$20/ night.

5.6.2 The Host hotel(s) must meet a minimum star rating of four (4)

5.6.3 The Host hotel(s) must have free Wifi located throughout

5.6.4 There must be a separate hotel booked for officials, which follow the above minimum standards.

5.6.5 U SPORTS will utilize the services of a third party to assist in booking hotel rooms for guests, other than teams, officials and any U SPORTS delegates in attendance.





The Alberta Golden Bears battle for the puck against the Acadia Axemen in their Quarter-Final game of the 2017 Cavendish Farms U SPORTS Men's Hockey Championship. (Photo courtesy: James West)

## 5.7 Medical

*\*Further details on medical requirements can be found in the National Medical Guidelines available on U SPORTS website.*

5.7.1 The following equipment should be readily available on site at all times:

- Automated External Defibrillator (AED) (See Part II, Section 2)
- Oxygen and delivery devices (bag valve mask, non-re-breather mask, nasal cannula, OP airways, NP airways. (Unless demonstrated in writing that use of these items is a protected act in the province)
- Long and short limb splints/slings with appropriate strapping materials
- Crutches
- Blanket
- Ice and ice bags
- Water accessibility
- Biohazardous waste management agents and disposal devices
- Taping supplies & Adhesive spray
- Assessment table
- Team sports competitions– an assessment table will be provided at the venue for the visiting team
- Tournament competitions – all teams will have access to assessment tables to be used on a communal basis
- Sheltered or designated area that creates a working area to manage patient care and confidentiality issues
- Garbage cans
- Stretcher
- Spine board, straps, stiff neck collar, and head blocks when local protocols allow for their use.
- Physician Medical Bag

5.7.2 The following requirements are required from a facilities perspective:

- a. An identified space where medical staff can assess, discuss, and/or treat an athlete's injury in a confidential manner.
  - i. This space should be designated for this purpose rather than for multi-purpose reasons (e.g. team dressing room).
  - ii. This space should not be directly attached to the opponent's dressing room.
  - iii. For field sports, a small tent that can give shelter and a barrier to identify a "no go" area for teammates and spectators.
- b. Male and female washrooms
  - For field events that lack dressing rooms close by, a porta-potty needs to be on site.
- c. A private area for doping control.

5.7.3 The following requirements are required from a staffing perspective:

- All competing institutions will have the following services available to the athletes competing in a U SPORTS Championship. Each institution may determine how the care is delivered/accessed by athletes, but each component should to be part of the institution's medical portfolio. Specific positions may overlap with one another, but skill sets should be represented.
- a. Overview of an Athletics Department Medical Team
    1. Physician, Institution
    2. Match Day Physician
    3. Head Therapist
    4. Medical team representatives



- b. Allied Health Resources
  1. Certified Athletic Therapist and/or Licensed Physiotherapist
  2. Massage Therapist
  3. Chiropractor
  4. Dentist

#### 5.7.4 Medical Skills and Duties required:

- a. On-site physician to perform emergency protocols and sutures at the venue, conduct musculoskeletal/orthopedic physical assessments, neurological assessment, ensure concussion assessment and management, and implement contemporary return to play protocols
- b. Training – Current Sport First Responder, Emergency Medical Responder or equivalent certification.
- c. Knowledge and ability to perform a contemporary return to play evaluation and decision.
- d. Local emergency protocol knowledge and ability to activate a pre-established EAP.
- e. Wrapping, taping, splinting and support skills.

### 5.8 Doping

5.8.1 A doping control station should be prepared at the competition venue. It will include the following minimum standards:

#### 5.8.1.1 Chaperones and Volunteers meeting minimum criteria:

- a. Minimum of 18 years of age
- b. Fully bilingual (written and verbal) in English and French
- c. Must not be involved in the administration of the sport for which testing is being conducted, or related/ involved in any personal affairs with any athlete being tested
- d. Must be the same gender as the athlete being tested

#### 5.8.1.2 A facility meeting the following minimum criteria:

- a. A waiting room/ area that is large enough to accommodate all necessary personnel. It should include chairs, benches and tables, with an adequate supply of sealed, non-alcoholic, non caffeinated beverages.
- b. Security personnel are required at the entrance to the above mentioned room.
- c. A doping control/ processing room that allows access only to the doping control personnel and athlete being tested. This room should include a table, chairs, a garbage bin and paper towels.
- d. A lavatory that possesses a sink and toilet and that is connected to the control/ processing room. It shall be large enough to accommodate the chaperone and athletes being tested.

### 5.9 Site Visits

5.9.1 The U SPORTS National Office will send a maximum of two (2) individuals to the successful bidder for a site visit, at Host cost.

### 5.10 Host Orientation Workshop

5.10.1 The Host is required to attend a two (2) day orientation workshop (third week of April), at Host cost, that will include presentations from industry professionals in ticketing, promotions, sponsorship, communication and event management, sharing of best practices with other Hosts and education on minimum standards.

5.10.2 The number of organizing committee members the Host sends is at the discretion of the Host, HOWEVER it is mandatory to have the Convenor/ Event Manager in attendance, and strongly encouraged to have the lead in marketing in attendance as well.

### 5.11 Reporting/ Transfer of Knowledge

5.11.1 The host will provide to the U SPORTS National Office the necessary championship information prior

to the deadlines outlined in the Host agreement through a championship bulletin, which will be distributed to members, and posted on the website. The content of this bulletin is subject to U SPORTS National Office oversight approval.

5.11.2 All pre-championship information supplied through the bulletins, must be submitted in both official languages.

5.11.3 The Host will be required to submit a post event report to the U SPORTS National Office no later than 30 days post championship. The Host will use the U SPORTS National Office supplied template. This will be used for future transfer of knowledge.

5.11.4 The Host will be required to submit an approved financial statement no more than 60 days post championship that will be used for future transfer of knowledge.

### 5.12 Risk Management

5.12.1 The Host will provide the U SPORTS National Office with a crisis response plan no later than 90 days prior to the championship. This response plan should also include their plans for security.

### 5.13 Insurance

5.13.1 The Host will obtain and maintain in force during the Championship, at its expense, a minimum of \$5,000,000 general liability insurance for property damage, bodily injury or death to any person(s) participating in or attending the Championship and covering any claims arising from such property damage, injury or death brought by third parties. U SPORTS will be named as an additional insured for the period of the Championship.

5.13.2 Written evidence in the form of a certificate of insurance shall be permanently deposited with U SPORTS no later than ten (10) days prior to the first Practice Day.

5.13.3 All personnel employed by or on behalf of the Host must be covered by workers' compensation insurance where required by law, including volunteers.

### 5.14 Technology

5.14.1 At minimum, the Host hotel(s) should have free WIFI access throughout for all participants and officials as outlined in **Section D5.6.3**

5.14.2 The Host will ensure that the competition venue have free WIFI available free within the media room and through the venue.

### 5.15 Team Services

5.15.1 The Host is required to prepare a "Welcome Package" for each participating team, with all the necessary information for the championship. This document is subject to oversight approval of the U SPORTS office.

5.15.2 Post game snack and beverages (training tables) are a requirement for participating teams.

5.15.3 Each team should be provided a meeting space at their hotel, which will also be used for meals.

5.15.4 Each team should be supplied a local "Team Host" who can be their main point of contact for the duration of the championship.

5.15.5 Minimum requirements for team hosts

5.15.5.1 Understanding of the local area (maps, transportation, local attractions) and host specific information (dressing room assignment, game schedule, practice schedule etc...)

5.15.5.2 Experience or knowledge of dealing with coaches and athletes in a high performance environment



## 6. COMPETITION

### 6.1 Championship Dates \*subject to change

6.1.1 The championship will take place from Thursday, March 18th to Sunday, March 21st, 2021. The day prior to the first game, Thursday, March 17th 2021 must be reserved for practice.

### 6.2 Schedule and Format \*subject to change

6.2.1 The U SPORTS championship will consist of eight (8) teams in a Quarter-Final knockout format.

6.2.2 The championship will consist of eight (8) games over four (4) days of competition.

6.2.3 There will be a bronze medal, but there will be no consolation games.

6.2.4 The schedule should follow the following guidelines:

- a) DAY ONE: Quarter-Finals
- b) DAY TWO: Quarter-Finals
- c) DAY THREE: Semi-Finals
- d) DAY FOUR: Medal Games

6.2.5 Should there be any deviations from the above, the Host must notify the U SPORTS National Office by April 1st prior to the playing season in question, to seek approval.

6.2.6 As per **Section D2.2.3**, the broadcaster, and the U SPORTS National Office, will have final say on the schedule.

6.2.7 A minimum of 25 minutes will be provided for warm up for each game, regardless of delays.

6.2.8 All other scheduling should follow the Playing Regulations for Men's Hockey.

### 6.3 Field of Play/ Technical

6.3.1 All field of play/ technical rules will be governed by the rules of Hockey Canada unless otherwise stipulated in the Playing Regulations.

6.3.2 The host must have a room available for the Supplementary Video Review Committee, with the necessary equipment.

6.3.3 U SPORTS will select the members for the Supplementary Review Committee, with each member being compensated as such:

- a. U SPORTS Delegate- travel costs paid for by U SPORTS
- b. Assignor/ Evaluator- travel costs paid for by the NSO
- c. Third impartial hockey expert- travel costs paid for by Host

6.3.4 The Host must be able to accommodate and manage Video Goal Review as per the U SPORTS Playing Regulations, and must provide a Video Goal Judge for the duration of the championship.

### 6.4 Facility Operations/ Capacity

6.4.1 The facility must be able to accommodate a minimum of 3,000 spectators.

6.4.2 There must be a sufficient amount of dressing rooms to supply each individual team as well as a room for officials. If this is not possible due to facility limitations, the host must provide their plans to the U SPORTS Office.

6.4.3 Facility must meet the minimum requirements as outlined in the Playing Regulations

6.4.4 The facility must be of top quality within the host city, and should be able to provide the best student-athlete experience. This facility is NOT required to be on campus.

6.4.5 Gender Neutral spaces:

6.4.5.1 Bids from members or regional associations to host a U SPORTS championship must provide gender neutral washroom and locker rooms spaces in order to be considered

6.4.5.2 U SPORTS championship bulletins should capture gender neutral washroom and locker room spaces

### 6.5 Equipment – N/A

### 6.6 Video Exchange

6.6.1 The Host will ensure that each winning team in each round of the championship receives a copy of their most recent game along with their next opponent using the U SPORTS video exchange program at the time of the championship.

### 6.7 Officials

6.7.1 The Host will ensure there are a sufficient amount of rooms blocked at a separate hotel, double occupancy, for all participating officials as per the playing regulations for Men's Hockey and a maximum of one (1) assignor and evaluator.

6.7.2 The Host will pay all accommodations, meals, game fees and ground transportation (outlined below) for the appointed officials at minimum.

6.7.3 Upon arrival, the Host must have ground transportation and/or shuttles available for officials as per the following:

- a. From airport/ train/ bus station to hotel
- b. From hotel to competition venue and back
- c. To airport/train/bus station from either hotel or competition venue

6.7.4 Officials must be treated as high performance officials, and receive similar treatment to participating teams in attendance as per the following:

6.7.4.1 The Host will provide appropriate meal allowances to the eight (8) participating based on the approved rate at the time of the championship by the U SPORTS National Office.

6.7.4.2 The host will provide a meeting room at the competition venue, where officials can immediately review video post-game. This room should come equipped with the necessary technical equipment.

6.7.4.3 The Host will provide a meeting room at the hotel. This room should come equipped with the necessary technical equipment.

6.7.4.4 The Host will provide a separate dressing room for officials.

6.7.4.5 The Host will provide free accreditation to each official for their use to view games they are not participating in.

6.7.4.6 The Host will provide post-game snacks and beverages to participating officials, similar to training tables for athletes.

6.7.4.7 The Host will provide seating space on the court for the assignor and evaluator of the championship.

6.7.4.8 The Host will ensure that participating officials have adequate medical support if needed.

6.7.4.9 The Host will ensure that as per teams, the officials have their own chaperone/ host.

6.7.4.10 The host will provide officials with a complimentary banquet/ awards ceremony ticket

# E EVALUATION & QUALIFICATION CRITERIA

U SPORTS is seeking creative proposals to enhance the profile of the championship; the local/regional and national profile of U SPORTS, and to provide a high quality student-athlete experience. A bidder's ability to satisfy this criteria will be considered in the bid selection process.

See **Appendix C** for the evaluation matrix that will be utilized by the Selection Committee.

All bid proposals will be evaluated on the criteria outlined within the matrix.

# F SELECTION COMMITTEE

## 1. U SPORTS BID SELECTION COMMITTEE

The members of this committee will be selected by the U SPORTS National Office. Members may include:

- a. U SPORTS Staff members
- b. Representatives from the membership and other committees
- c. NSO or MSO designates
- d. Industry experts

The bid selection committee will select the Top Two (2) bids and The U SPORTS CEO will analyze and make the final selection based on these 2 recommendations.

### NOTES:

U SPORTS will select the members of the selection committee and will include representation from Athletic Directors and industry experts. This selection committee will make recommendations to the U SPORTS CEO.

## 2. CRITERIA OF A SELECTION COMMITTEE MEMBER – AS PER POLICY 20.30.2.3

- a. Selection Committee members may not be closely connected to a university or conference bidding for a Championship including current employees, former employees (within the last 2 years) or those closely involved with current alumni activities, etc.
- b. The Selection Committee will not have two members from the same university who have a reporting relationship.

- c. If multiple conferences are bidding for a Championship, such that there are insufficient voting members on the Selection Committee, the CEO of U SPORTS shall have the right to make adjustments to the Selection Committee composition or voting structure as may be necessary in his discretion.
- d. If a bidder has any concerns about the composition of the Selection Committee, such concerns must be delivered to the CEO, in writing, at least 2 weeks prior to any bid presentation. The CEO shall consider the matter and has the authority to make changes to the Selection Committee, including appointing additional members if required, all to be exercised in his sole discretion.
- e. If no bids are received, the U SPORTS President & CEO will determine an alternate method.

# G RIGHT TO RESCIND

In addition to any other rights and remedies available to U SPORTS, U SPORTS may revoke its notification that a bidder is the winner of the bid and/or rescind the Host University Agreement if either: (a) U SPORTS determines that a bidder made a misrepresentation or submitted any inaccurate or incomplete information; or (b) bidder fails to sign the Host University Agreement in the time frame set out. If acceptance is rescinded or revoked, U SPORTS may award the Championship to another bidder.

# H PENALTIES

Once a bidder accepts to host a National Championship and wins the bid, but defaults on its obligations to Host the Championship awarded to them, they may be subject to a default fee levied in accordance with U SPORTS Policy 20.70.

# I CONFIDENTIAL INFORMATION

All information provided by or obtained in any form in connection with a bid is the sole property of U SPORTS and must be treated as confidential. It may not be used for any purpose other than to respond to this Bid Book or to perform the Host University Agreement. **Note:** U SPORTS will not share any bids received with the membership.

# J RIGHTS OF U SPORTS

Notwithstanding anything else contained in this Bid Book, U SPORTS has reserved the following rights (which are in addition to any other rights that U SPORTS may have), which it can exercise in its sole discretion, with respect to the submissions it receives:

- a. To waive non-compliance where, in U SPORTS's sole and absolute discretion, such non-compliance is minor and not of a material nature, or to accept or reject in whole or in part any or all proposals, with or without



giving notice. Such minor non-compliance will be deemed substantial compliance and capable of acceptance. U SPORTS will be the sole judge of whether a proposal is accepted or rejected

- b. To verify with any proponent or with a third party any information set out in a proposal
- c. To check references other than those provided by any proponent
- d. To disqualify any bidder whose proposal contains misrepresentations or any other inaccurate or misleading information
- e. To disqualify any bidder or the proposal of any bidder who has engaged in conduct prohibited by this Bid Book
- f. To make changes, including substantial changes, to this Bid Book provided that those changes are issued by way of Addenda
- g. To select any bidder other than the Bidder whose proposal reflects the lowest cost to U SPORTS or the highest score
- h. If a single compliant proposal is received, to reject the proposal of the sole proponent and cancel this bid process or enter into direct negotiations with the sole proponent
- i. To cancel this bid process at any stage
- j. To cancel this bid process at any stage and issue a new Bid Book for the same or similar events
- k. To accept any proposal in whole or in part
- l. To reject any or all proposals

## K GENERAL TERMS & CONDITIONS

In responding to this Bid Book and submitting a bid proposal and other documents set out, you expressly promise and agree as follows:

- a. Your proposal has been arrived at separately and independently, without conspiracy, collusion or fraud
- b. All of the statements made in documents submitted are true and correct in every respect
- c. To pay all financial requirements...  
You further agree to:
  - d. U SPORTS makes no promise, representation, warranty or guarantee as to the accuracy of any of the information contained in this Bid Book or issued by way of Addenda. Any quantities shown or data contained are estimates only and are for the sole purpose of indicating the general size of the work. It is your exclusive responsibility to avail yourself of all the necessary information to prepare your proposal
  - e. You will bear all of your own costs of preparing, submitting, presenting and demonstrating your proposal and, if necessary, entering into the Agreement. As well, U SPORTS shall not be liable to you for any expenses, costs, losses or any direct or indirect damages incurred or suffered by you or any third party resulting from U SPORTS exercising any of its express or implied rights under this Bid Book
  - f. All of the provisions of this Bid Book are deemed to be included in your proposal
  - g. U SPORTS will not return your proposal or any accompanying documentation to you
  - h. This bid process will be governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of applicable therein
  - i. To be a member in good standing as per U SPORTS policies



Saskatchewan Huskies goalie, Jordan Cooke makes a save, securing a 1-0 victory for the Saskatchewan Huskies in their Quarter-Final game against the York Lions in the 2017 Cavendish Farms U SPORTS Men's Hockey Championship. (Photo courtesy: James West)



# APPENDIX A

## U SPORTS BIDDING STATEMENT

The bid committee represented by [organization name]:

\_\_\_\_\_ agree to comply with the following statement:

Cooperate fully with U SPORTS in the staging and Hosting of the [Type of Championship] \_\_\_\_\_ National Championships from [Date of Championship] \_\_\_\_\_, and assume responsibilities for all expenses concerning the National Championship.

Agree that all contents of the bid application submitted by the bid committee and the bid institution are binding, unless it conflicts with the obligations listed in the Bid Book for the U SPORTS National Championship. Any changes to the bid application once the event has been awarded must be approved by U SPORTS prior to taking effect.

Immediately after being awarded the event by U SPORTS and no more than 30 days later, the Bid Committee will create a Local Organizing Committee (LOC) which shall be responsible for the organization, operations and financial management of the National Championship.

The appointment of the LOC is conditional upon the Organizing Committee undertaking in form and substance satisfactory to U SPORTS to fully comply with the terms and conditions of the obligations listed in the Bid Book and the Hosting Agreement which will be completed upon awarding of a U SPORTS National Championship.

Both the Bid Committee shall be liable for all commitments entered into by them, individually or collectively, in connection with the organization, operations, financials and staging of the event, including any obligation under the Hosting Agreement for the U SPORTS National Championship.

Name of Bidding Institution or Community: \_\_\_\_\_

Name of Athletic Director: \_\_\_\_\_

Date: \_\_\_\_\_

# APPENDICES



# APPENDIX B

## SUGGESTED BUDGET TEMPLATE

You are able to submit a budget in any format you wish, however it must include the elements outlined in the template below.

## ESTIMATED RECEIPTS

Ticket sales (please indicate the types to be sold)	# of Comp Tickets	Quantity	Ticket Price \$	Amount \$

Program Sales (If selling)		\$	\$
Program advertising		\$	\$
Fund Raising (include a summary of each activity)			
	Contra		\$
Sponsorship	Cash		\$
	Provincial		\$
Government Funding	Municipal		\$
	Other		\$
Sport Tourism Funding			\$
Special Event Ticket Sales			\$
Chargebacks to participating teams (i.e. towels, lockers, tickets, etc.)	Itemize:		\$
Miscellaneous (include a summary)			\$
<b>TOTAL ESTIMATED RECEIPTS</b>			<b>\$</b>





## ESTIMATED EXPENDITURES

1. Promotion	Advertising (Traditional)	\$
	Advertising (Digital)	\$
	Graphic Design	\$
	Printing	\$
	Live Activations (PR Stunts)	\$
	Globe & Mail Advertising	\$
	Others:	\$
2. Tickets	Printing	\$
	Ticket sellers and takers	\$
	10% to U SPORTS beyond rights fee	\$
	Ticket Giveaways	
	Others:	\$
3. Equipment:	Telephone installation	\$
	Public address system	\$
	Refreshments	\$
	Suppliers (itemize)	\$
	Photocopier	\$
	Phone lines	\$
	Others:	\$
4. Competition Venue (Facility)	Rental fee	\$
	Facility set-up & take down	\$
	Upgrade equipment for television (i.e. lighting)	\$
	Janitorial	\$
	Suppliers (itemize)	\$
	Labour (itemize)	\$
	Storage Cost	\$
5. Personnel & Staff	Public Address Announcer	\$
	Statisticians	\$
	Athletic Therapist	\$
	Security	\$
	Officials – Accommodations	\$
	Officials – Per diems	\$
	Officials – Fees	\$
	Officials – On-Site transportation	\$
Others:	\$	
6. Translation	Itemize:	\$
7. Awards	Itemize:	\$
8. Special events:	Rental fee	\$
	Program	\$

	Audio visual	\$
	Non-participating recipients (accomm. etc)	\$
9. Insurance		\$
10. Transportation	Rental	\$
	Others:	\$
11. Miscellaneous	Media Conference	\$
	Awards Celebration (if any)	\$
	Sponsor Servicing	\$
	Administration	\$
	Others:	\$
12. Hospitality/Coaches Association Meetings	Rental fee	
	Refreshments/food	\$
	Others:	\$
13. Rights fee to U SPORTS		\$
<b>TOTAL ESTIMATED EXPENSES</b>		<b>\$</b>
<b>Total Estimated Receipts</b>	<b>\$</b>	
<b>Total Estimated Expenses</b>	<b>\$</b>	



# APPENDIX C

## EVALUATION CRITERIA

Criteria	Summary
<b>PART 1: FINANCE</b>	
A. Minimum Standards	1. Ability to meet all financial standards as outlined in Section D-1 Finance
B. Budget	1. Ability for bidder to show a surplus budget
C. Financial Enhancements	1. Additional sharing with U SPORTS 2. Financial Enhancements to participating teams a) Ground Transportation b) Meals c) Accommodations d) Meeting Space e) Tickets f) Cash Contributions to teams
<b>PART 2: REVENUE GENERATION</b>	
A. Minimum Standards	1. Ability to meet all standards as outlined in Section D2- Revenue Generation
B. Sponsorship	1. Sponsorship strategy 2. Additions for national sponsors
C. Webcast/ Streaming	1. Ability to meet minimum standards 2. Plans to ensure top quality webcasting and streaming
D. Ticketing	1. Ticketing Strategy and plans to <b>sell out the venue</b>
<b>PART 3: MARKETING, BRAND &amp; PROMOTIONS</b>	
A. Minimum Standards	1. Ability to meet all standards as outlined in Section D3- Marketing, Brand and Promotions
B. Signage & Brand	1. Plans to enhance U SPORTS visibility on campus and within the community, and the ability to ensure the championship resembles a National Event 2. Marketing/ Brand strategy 3. Alignment with national vision/mission
C. Promotions	1. Promotional Plan to maximize ticket sales 2. Alignment with National Vision/ Mission
<b>PART 4: COMMUNICATIONS</b>	
A. Minimum Standards	1. Ability to meet all standards as outlined in Section D4- Communications
B. Communications Strategy	1. An ability to demonstrate their commitment to top quality communications through a detailed communications plan that meets or exceeds requirements by U SPORTS 2. An ability to demonstrate a strong push to digital communications channels (social media, website)"
C. Media Relations	1. The capacity to ensure media/broadcast demands are met and TV exposure is maximized. 2. Plans for media accreditation as well as media rooms on site
<b>PART 5: HOSTING</b>	
A. Minimum Standards	1. Ability to meet all standards as outlined in Section D5- Hosting
B. Organizing Committee	1. A detailed outline of the organizing committee that includes all positions as outlined in Section D5.1.1
C. Accreditation	1. Plans for accreditation that meets the outlined standards in D5.2.1
D. Hospitality	1. Additions to the minimum standards as outlined in Section D5.3
E. Awards and Ceremonies	1. Plans to enhance the student-athlete experience with an Awards Ceremony

Criteria	Summary
F. Accommodations/ Location	1. Host hotel meets minimum standards 2. proximity to competition venue 3. proximity to airport 4. ability to host all participating teams 5. ease of travel for participating teams to host city a) volume of flights to and from closest airport b) Major transportation hubs in the region c) Travel assistance for teams
G. Medical/ Doping	1. Services that will be provided to participating teams 2. Quality and quantity of hospitals in the region
H. Host Orientation	1. Ability and willingness to attend and learn at the Host Orientation will be evaluated
I. Student-Athlete Experience	1. Plans to enhance the whole student-athlete experience through different methods
J. Sport Development	1. Plans to elevate the sport in question locally will be evaluated through the host plans to have legacy events a) Athlete Development b) Coach Development c) Officials Development d) Leadership Development e) Facility Development f) Community Development
<b>PART 6: COMPETITION</b>	
A. Minimum Standards	1. Ability to meet all standards as outlined in Section D6- Competition
B. Dates	1. Ability to ensure that the U SPORTS Championship takes precedent over any other event on campus 2. That the dates do not fall in line with any event that will negatively affect ticket sales"
C. Schedule	1. Proposed schedule that will maximize ticket sales
D. Facility/ Capacity	1. Ability to meet technical requirements of FIBA 2. Capacity of facility a) Dressing Room inventory b) Spectator capacity c) Availability of VIP suites d) Lighting e) Press Box/ Media Room f) Inventory of video boards g) Space for field side signage 3. Quality of facility a) Age of facility b) Look and feel"
<b>PART 7: OTHER ELEMENTS</b>	
A. Special Events	1. Any events that can be run in conjunction with the National Championship
B. Track Record of Bidder	1. Amount and track record of formerly hosted national championships 2. Track record of bidder in abiding by U SPORTS policies"
C. Strength of Team	1. Ability of host to prove the willingness to ensure team will participate in medal rounds (recruiting, national ranking, former national championship appearances)
D. Local Support	1. Based on amount of letters of support provided by the bidder

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