



APPLICATION FORM

HOST 2014 Midget Female AAA Atlantic Championships

From April 3 - 6, 2014

Application Due Date: May 31, 2013

Applications must be received at the Hockey NL Branch Office prior to the above mentioned date by fax at 709-489-2273, email: office@hockeynl.ca or by mail: P.O. Box 176, Grand Falls-Windsor, NL A2A 2J4

Name of Minor Hockey Association Submitting Application:

President: _____

Address: _____

Town: _____ Postal Code: _____

Tournament Chairperson: _____

Telephone #: Home: _____ Work: _____ Cell: _____

Fax#: _____ Email: _____

President: _____

Please Print

Signature

Secretary: _____

Please Print

Signature

Please fill in the following pertinent information for Selection Committee review:

FACILITIES:

Arena(s) to be used:	Arena Name	Arena Capacity
1.	_____	_____
2.	_____	_____
3.	_____	_____

How many adequate dressing rooms equipped with heaters, washrooms and showers are available in each Arena? (Minimum of 4 required)

Does the facility have a Canteen? Yes No

Can Guidelines be met regarding the ice time schedule and dates? (Sample schedule attached) Yes No

If answer is no, please explain.

ACCOMMODATIONS:

Are there adequate accommodations in your community for the traveling teams to stay overnight in hotels? (Require accommodations for five teams/twenty five personnel per team (125 guests) yes No

Are there adequate accommodations in your community for the parents of the traveling teams to stay overnight in hotels? yes No

Has your committee checked with these facilities for availability for the time of the event? Yes No

Please list accommodations and distance from arenas

1. _____
2. _____
3. _____

Does your community have adequate eating establishments to handle this event? Yes No

If answer is no, please explain.

AIR TRANSPORTATION:

Please indicate nearest airport from your community by kms:

Are there adequate flights flying into the nearest airport to accommodate your hockey team and equipment: yes No

HOST COMMUNITY CLUB/ASSOCIATION – Responsibilities & Privileges

Does your community provide?

Media Coverage; Local Yes No **Free Parking** Yes No
Provincial Yes No **Arena Security** Yes No

Police Services; Local Yes No **RCMP** Yes No

Minor Officials; Timekeepers Yes No
Official Scorers Yes No
Goal Judges Yes No

On Ice Officials;

Total number of officials in your system: _____

Number of referees certified level 3 and above: _____

Name of Referee-in-Chief: _____

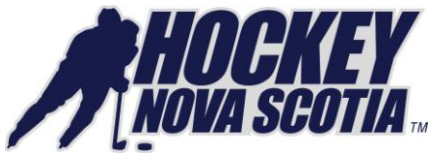
Telephone #: _____

Promotions;

Do you have the ability to secure local sponsorship? Yes No

Will there be programs sold? Yes No

Does your host committee have exclusive rights to sell programs and other materials? Yes No



ATLANTIC REGIONAL CHAMPIONSHIP BID GUIDELINES

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1. INTRODUCTION

Bid Package

This bid package was designed to assist the four Atlantic Branches with the selection of hosts for the Atlantic Regional Events which are hosted each year.

The bid process is administered by the Four Atlantic Branches. Once a host site has been chosen by the branch, the Event Manager will be notified and will then begin working the host site to prepare for the event.

This bid package is intended to provide a generic overview for each regional event. Please note that each event is a little different and the official hosting manual for each respective event will be made available to the host site once selected. However, this bid package provides a good overview of expectations.

What is the Event?

The Championship is a component of Minor Hockey as adopted by the Hockey Canada Board of Directors.

The Championship is a Hockey Canada event, hosted in co-operation with a Member Branch and local organizing committee on behalf of Hockey Canada.

The five Atlantic Championships are as follows:

BellAliant Atlantic Pee Wee AAA Hockey Championship
Irving Oil Challenge Cup – Bantam AAA Hockey Championship
Minor Midget AAA Atlantic Hockey Championship
Major Midget AAA Atlantic Hockey Championship
Female Midget AAA Atlantic Hockey Championship

When?

These events are held in late March / early April of each year. Please see the attached listing of dates for all events from 2011 thru 2014 at the end of this document.

Who is involved?

The Championship is a 5 team competition with provincial champions from the Atlantic Provinces and a host team.

Tournament Format:

The Tournament will be a single round-robin competition. Following the round robin component, the top two teams will play for the gold medal, with the next two teams competing for the bronze medal based on the final standings from the round robin.

Format will be determined by Hockey Canada rules and regulations.

2. HOSTING STANDARDS

In order for an Association to be considered as a potential host of an Atlantic Regional Hockey Championship, the site must meet the following minimum hosting standards:

X The host community must demonstrate a strong affiliation with local minor hockey organizations with teams playing in the AAA league of the event being applied for;

X The host community must have demonstrated the ability to stage major provincial, regional, national or international sports events in a highly successful manner, both financially and logistically;

X The host site must have a strong volunteer base within the business and hockey community to draw on for leadership. The bid should outline plans for recruitment and training of volunteers;

X The host community must have an arena complex, which would be suitable to serve as the site for all games.

3. EVENT STRUCTURE AND PARTNERSHIPS

The Host Branch Event Manager is responsible to its membership for the staging of the Championship. To ensure the event is conducted in the most successful manner possible, the Host Branch Event Manager will form a partnership overseeing the operation of the event with the Host Organizing Committee. This partnership will ensure that all the hockey organizations contributing to the successful hosting of the event at the local and regional levels will benefit directly from the staging of this prestigious competition.

To ensure the event is conducted in accordance with acceptable standards, the host organizing committee, reporting to the Host Branch Event Manager, will be responsible for the promotion and staging of the event. Assistance will be provided by Hockey Canada through the Event Manager.

The Host Organizing Committee will ideally be made up of representatives from the local hockey association, the provincial hockey association, the local business community and local government officials.

4. SITE SELECTION CONSIDERATIONS

The bid presentation should contain certain components in order for the Minor Hockey Council Site Selection Committee to make a detailed evaluation of the potential host sites for this event. Each bid presentation should address the following guidelines:

a) Community Overview

- The bid presentation should contain an overview of the host community and region, as well as any other unique characteristics, which may enhance the bid;
- Rationale for the bid by the potential host association;
- Introduction to the key personnel, which will potentially serve on the Host Organizing Committee.

b) Business Plan

The bid presentation should include a comprehensive Business Plan that will serve as a primary guide for the organization and the financing of the event. The Business Plan should include the following information:

- Host Organizing Committee mandate and objectives;
- Financial forecast reflecting, in general terms, all potential revenues and expenditures associated with the staging of the event;
- Proposed organizational chart of the Host Organizing Committee;
- Sales and Promotional plan outlining the advertising and promotional strategy for ticket pricing and ticket sales and for sponsorships;
- Critical path for the organization of the event.

c) Finances

- The bid presentation must include a financial forecast which demonstrates to what level net proceeds can be achieved

- The bid presentation must indicate the steps that will be taken to ensure that the Host Organizing Committee does not incur a deficit and a plan for managing the deficit should one occur.

C-1) Host Committee Financial Obligations

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

- Host Committee will be responsible for all game expenses, including arena facility rental (ice rental) and staffing (building staffing and security);
- Host Committee will be responsible for all various event administration expenses, including staffing, offices and meetings;
- Host Committee will be responsible to provide local ground transportation for all team delegations, game officials, VIP's and Hockey Canada Representatives during the Championship;
- Host Committee will arrange for acceptable hotel accommodation for visiting teams, officials and for Hockey Canada representatives (preferably one hotel) but will not be responsible for payment of accommodations;
- Host Committee will provide contact information on additional rooms for parents, spouses and scouts.
- Host Committee is responsible for the costs associated with the on-ice officials and one supervisor (Championship Referee in Chief) according to provincial hockey association policy. This includes game fees and travel. The Branch will be responsible for the costs associated with any additional supervisors;
- Host Committee will be responsible for all marketing, promotional, and public relations expenses;
- The Host Organizing Committee will be responsible for the production costs of any rink boards sold by the Committee.
- Host Committee will be responsible for all Media Services and related expenses;
- Host Committee will be responsible for all costs associated with any ancillary events in conjunction with the event. All ancillary events must respect the sponsor exclusivity guidelines.

C-2) Provincial Hockey Association Obligations

The Provincial Hockey Association obligations for the event shall include the following items:

- The Association shall assign a Hockey Canada Event Manager to work with the Host Committee to assist with the Championship preparations and to ensure all parties' interests are maintained;
- The Association shall assign a representative to work with the Host Committee to assist with the Championship preparations and to ensure all parties' interests are maintained;
- The Association shall guarantee the financial success of the event by ensuring that the Host Committee meets the financial obligations of the bid;
- The Association shall assign a Championship Referee in Chief. Any additional supervisors assigned shall be at the expense of the Provincial Association;
- The Provincial Association shall work with the Host Branch Event Manager to ensure that various development initiatives and activities are conducted during the Championship.

AIR TRAVEL

The cost associated with air travel to the event will be the responsibility of the individual teams. The sponsor of the event may provide a partial subsidy for air transportation costs for participating teams and officials to the tournament site.

- Teams will be responsible to make flight arrangements to the designated major airport closest to the host site, after which time the teams become the responsibility of the Host Organizing Committee;
- The net proceeds of the event will remain with the Host Committee to further develop minor hockey in their area;

d) Arena Facilities

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

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

a) The host arena must be available on an exclusive basis to the Host Organizing Committee for the event. This means that no other tenants or clients shall have use of the arena facility for the entire duration of the Championship. Ensure also that adequate time is given for the installation of sponsor rink boards, banners, bench boards etc.

b) The Host Arena (s) must meet the following minimum standards:

- Regulation size artificial ice surface (See Hockey Canada rule book section 1 rule 2);
- Adequate seating for spectators;
- Minimum 6 dressing rooms, including officials` room. Adequate and secure separate storage and drying facilities must be provided if each team is not allocated their own dressing room;
- Daily laundry, towel service, and equipment repair services are to be made available to participating teams. Use of these services are at the team`s expense;
- Exclusive use of the arena facility for the duration of the event;
- Approval to display sponsors` advertising throughout the arena, including, but not limited to exclusive use of rink boards, bench boards (player, timekeeper and penalty box) and ice logos;
- Ability to provide clean white rink boards and ice surface for application of logos and rink boards for the event;
- Exclusive right to sell event merchandise, souvenir programs, and photographs;
- Right to display trophies and other awards in lobby or concourse of arena;
- Media press box facilities with a minimum one (1) high speed internet line capable of hosting local and regional media representatives;
- Acceptable hospitality areas/rooms for media results and hospitality;
- Acceptable hospitality areas/rooms for VIPs and other accredited officials;
- All arena contracts entered into by the Host Organizing Committee regarding the event will be subject to approval by the host provincial association and Hockey Canada`s Atlantic Centre of Excellence.

e) Hotel Accommodation

The Host Organizing Committee must have hotel agreements in place prior to the bid being awarded and will be responsible to meet the following hotel requirements at the host site:

- Provide the availability of a minimum of 75 hotel rooms to house the participating teams, officials, VIPs and (preferably in one hotel). This block of rooms also accounts for housing media, parents, spouses and scouts in a second hotel;
- Hotels must be within reasonable proximity of the main host arena (maximum 25 km);

- Preferred hotel room rates must be negotiated by the Host Organizing Committee;
- Each participating team delegation will consist of approximately 25 persons. All team rooms should have 2 double beds. Officials will be housed at the same hotel and require approximately 8 – 10 doubles. Teams and officials may be responsible for all hotel expenses they incur depending on event specifics.
- Consideration should be given to the accommodations for parents, and other spectators of this event.

f) Transportation

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

- On-site transportation for all teams, officials, and VIP's as required.
- Provide emergency transportation assistance from arenas and hotels, as required;
- Outline a daily transportation itinerary for all-participating teams and officials in accordance with the official game schedule.

g) Marketing & Sales

In order for the event to achieve its financial objectives, the Host Organizing Committee must generate substantial support from a variety of sources. To accomplish this, the Host Organizing Committee should develop a comprehensive marketing and sales strategy, which includes media advertising and ticket sales plans, as well as the manner in which support can be secured from the public and private sectors.

More specifically, the bid presentation should include an outline on the degree of support the host organization anticipates from the following sources:

- Ticket sales plans should outline the strategy for the pricing, packaging and distribution of ticket sales for the overall event;
- Venue sales plans should indicate the level of sales which can be achieved at the arena venues in the merchandise and souvenir program product categories, as well as any other revenue potential that may be available;
- Provincial and municipal support available should also be addressed, including major financial contributions for hosting regional events, as well as temporary employment opportunities;
- 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).
- It should be noted that every effort to maximize the cost efficiencies surrounding the staging of the event would be taken into account in the bid presentation. For instance, the Host Organizing Committee's ability to obtain support in the area of advertising and promotion, hotel rates, transportation services and other facility subsidies could significantly enhance the financial success of the event;

With respect to the ability for the Host Organizing Committee to generate additional revenue through sponsorship, the following restrictions may apply:

- As a Hockey Canada event, there are certain national sponsorship and television agreements, which may or may not extend to the hosting of the Championship. Consideration of new sponsors will be handled on an individual event basis. All Atlantic regional events should be mindful of existing sponsorship obligations relevant to Hockey Canada events.

h) Media Services

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

advertising contributions from local/regional print and electronic media. In addition, publicity must be extensive in the various host markets leading up to the event.

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

i) Telecommunications Equipment

- Equipment on-site at the main host arena (results room) must include a minimum of one (1) fax machine and a minimum of one (1) telephone line with long-distance capabilities (credit / calling card phones), a minimum of one (1) computers with e-mail and high speed internet line capability and one photocopier;

ii) Information Services

- A media kit consisting of pertinent event information should be provided upon arrival, including team rosters, game schedule, as well as details on special events. The Host Branch Event Manager will assist in the preparation of these materials.

iii) Statistics / Results

- An electronic statistics/results system must be available to provide an immediate information service to the media.

v) Website

- The host committee shall ensure that the official website for the Championship shall be maintained leading up to and throughout the event. This site varies for different events and should be maintained from year to year between host committees in the spirit of the event. A link shall be provided through the Hockey Canada website. There will also be a link to all Event Websites at www.atlantichockeyevents.com

- This website address shall be advertised on all electronic, printed, audio, and visual Championship promotional and communication pieces.

j) Protocol

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

In this regard, the Host Organizing Committee will be responsible for the following for all games:

i) Game Tickets

- Reserve a maximum of 20 event packages (complimentary) for Hockey Canada dignitaries, VIP's and sponsors (individual per game tickets).

ii) VIP Hospitality

- Provide complimentary VIP hospitality area and passes for a maximum 20 persons per game to be used before, during and following each game.

Note: Regarding ceremonies, the scripts and format for the opening and closing festivities for each game will be subject to the approval of the Host Branch Event Manager. Detailed ceremony guidelines will be provided upon confirmation of the host site.

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

j) Accreditation and Security

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

- An accreditation system which includes a registration package and identification card for participating teams, officials, media, VIPs and other dignitaries approved through the Protocol guidelines for the event. Photo accreditation is preferred if possible. Cost of supplies would be the responsibility of the Host Committee.

- A system must be established to ensure all participating teams and visiting VIPs are provided with adequate security.

k) Special Events

The Host Organizing Committee is encouraged to expand the event into the community to the furthest extent possible through the staging of various special events (i.e. Coaching, Playing and Officiating Clinics, Esso Schools Program, A Local Sponsor and VIP night, Community pancake breakfasts, Chamber of Commerce event displays competitions, etc). The plan for special events should be outlined in general terms through the bid application. The revenue generated from the special events should be considered and outlined in the Bid Submission.

l) Medical Facilities and Emergency Services

Include in the Bid Submission a plan for dealing with medical matters according to the areas listed below:

- Outline services available at local hospitals and clinics (including dental, physiotherapy, athletic therapy);
- Emergency medical services available on-call at all games;
- First Aid staffing and plans for medical personnel to be present at all games.

m) Banquet

The Host Organizing Committee is responsible for booking the venue, as well as making all arrangements with the host venue. They are responsible for the payment of meals for the following: all players/coaches/branch reps/Hockey Canada reps. Also responsible for finding a guest speaker, which needs to be approved by Hockey Canada. There is opportunity to sell banquet tickets to parents, fans and family members.

5. BID APPLICATION PROCESS

The foregoing Bid Guidelines have been developed by Hockey Canada strictly for the purpose of facilitating the selection of the site for an Atlantic Hockey Championship. The provincial branches and their respective designated Site Selection Committee reserves the right to make changes to the bid criteria as may be deemed necessary and to request additional information from the potential host sites concerning any aspect of the application.

Your provincial branch will be responsible for providing you with a critical path for the following:

- Availability of Bid Guidelines
- Letter of Intent for Bid Submission
- Submission of Bid Presentation to Host Provincial Hockey Branch
- Review of Bid Applications
- Site Determination

APPENDIX A

SAMPLE EVENT BUDGET

Revenues:

Ticket Sales/Banquet ticket sales

Sponsorship

Fundraising

Government Support

Local Hockey/Branch Support

Other

TOTAL REVENUE

Expenses

Hockey Operations

- Protocol
- Officials

Dressing Room Expenses

Banquet Expense

Tournament Awards

- Individual awards, Gold, Silver and Bronze medals, Game MVP's, Championship banner

Marketing and Special Events

- Programs, advertising, promotion, hospitality

Facility Rentals

- Facility rentals – ice and training

Administration

- Office expenses – accreditation

Team Travel (local) /VIP Expenses

Contingency

TOTAL EXPENSES

NET PROFIT

APPENDIX B

BID CHECKLIST

Prior to sending your bid to your Branch, has the bid answered/addressed the following areas?

FACILITY

- Ice Surface
- Seating: Capacity
Type (bench vs. theatre)
- Dressing Rooms
(size and number)
- Exclusive Use of Facility
- Medical Facilities
- Concession – Pouring Rights
- Advertising (type, quantity)
- Sound System
- Box Office Services
- Practice Ice Requirements
- Parking / Access
- Multi Purpose Rooms (meetings, VIP, etc.)

TRAVEL SERVICES

- Air
- Ground
- Accessibility / Travel Costs

ACCOMMODATIONS

- No. of rooms required (guarantee of rooms provided?)
- Services Provided
- No. of hotels required
- Distance to Arena

DEMOGRAPHICS

- Corporate / Government Support
- Media Support

EVENT REVENUE

- Ticket Prices
- Ticket Sales and Promotion strategy
- Project Revenue / Realistic Budget?

MERCHANDISE SALES/RIGHTS

HISTORICAL SUPPORT

BANQUET

ORGANIZING COMMITTEE

- Composition / Structure
- Balance of Business, Hockey & Government

SPECIAL EVENTS

- What entertainment and special events have been planned / proposed?

EVENT EXPERIENCE / EXPERTISE

- What other national / provincial / international events have been run successfully?

FINANCIAL

- Is there a detailed budget?
- Is budget based on past events?
- Have past events been financially viable? Proof?
- Realistic projections?
- Who is benefactor of profits?
- Legacy Proposal
- Surplus / Deficit Mgmt. Plan
- Area all areas of the event covered in the budget?

APPENDIX C

REGIONAL CHAMPIONSHIP DATES & HOST BRANCHES

YEAR	PeeWee AAA	Bantam AAA	Midget Female	Midget AAA	Midget Major
2011 EASTER APRIL 24	March 24 – March 27 HNS	March 31-April 3 HNB	March 31-April 3 HPEI	March 24-March 27 HNL	March 31-April 3 HPEI
2012 EASTER APRIL 8	March 22 – March 25 HPEI	March 29 – April 1 HNS	March 29 – April 1 HNB	March 22 – March 25 HNB	March 29 – April 1 HNL
2013 EASTER MARCH 31	March 21 – March 24 HNL	March 21 – March 24 HPEI	April 4 – April 7 HNS	March 21 – March 24 HNS	April 4 – April 7 HNB
2014 EASTER APRIL 20	March 27 – March 30 HNB	April 3 – April 6 HNL	April 3 – April 6 HNL	March 27 – March 30 HPEI	April 3 – April 6 HNS

- Midget AAA and Midget Major Events to be played on opposite weekends due to affiliation of players with these teams
- The Pee Wee AAA, Midget AAA Events will be played earlier due to shorter season schedules
- Events will not be played on Easter Weekend

APPENDIX D**SAMPLE SCHEDULE**

Thursday	10:00 am 2:00 pm 4:30 pm 7:30 pm 8:00 pm	Coaches/Managers Meeting HNL vs. HNS HNB vs. HPEI Opening Ceremonies HNS vs. HOST
Friday	10:00 am 1:30 pm 5:00 pm 8:00 pm	HPEI vs. HNL HOST vs. HNB HPEI vs. HNS HNL vs. HOST
Saturday	9:00 am 12:30 pm 3:30 pm 7:30 pm	HNS vs. HNB HOST vs. HPEI HNB vs. HNL Awards Banquet
Sunday	10:00 am 1:00 pm	Bronze Medal Game Gold Game