

Sport Yukon Sports Event Bid Template

Prepared for Sport Yukon by Outside the Cube

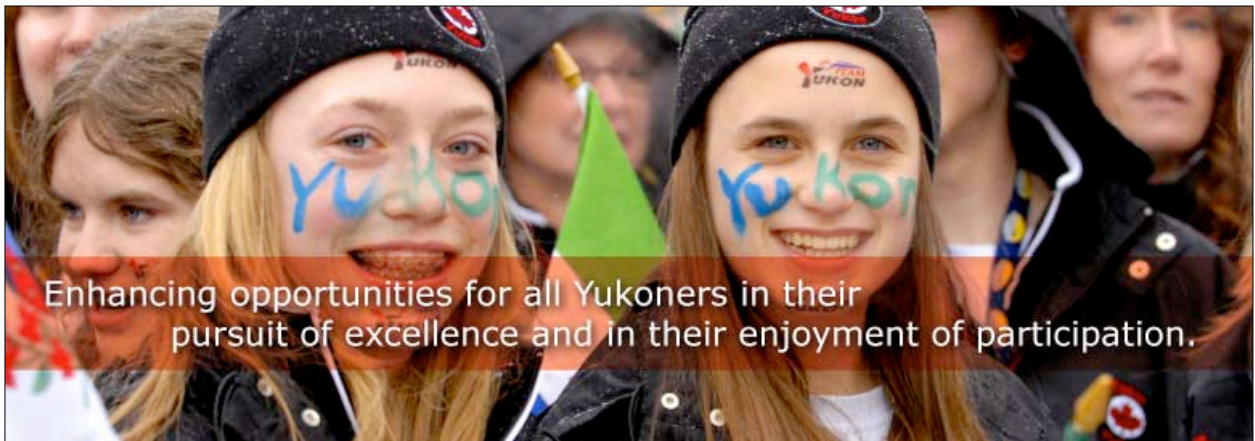


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Forward

This document has been designed as a template to help people and Bid Committees understand the components that make up a bid to host a sporting event along with the process and procedures to create the event bid itself. In this first section – Bid Introduction - the bid concept is introduced along with important bid components such as the Rights Holder, Bid Committee and the typical bid process.

The second section outlines the Bid Document and provides a high-level overview of what sections you would expect to find in a typical event bid document.

In the third section the Bid Template itself is introduced. The bid template has been designed to guide users through each step of the bid document.

The bid document follows the bid process as presented by the Canadian Sport Tourism Alliance.

Bid Introduction

There are numerous reasons why a group would want to bid on hosting a sporting event in their community. In recent times sports tourism has emerged as a leading tourism sector, which sees many benefits beyond a healthy and vibrant community. The types of events this bid template could cover include a single sport regional event such as a Western Canadian Figure Skating Regional Championship or a multi-sport national event such as the Canada Games.

Benefits of Hosting Sports Events

- Legacies such as: volunteer experiences, athlete development, facilities, etc.
- Economic Impact
- Hosting Expertise
- Volunteerism and Leadership Development
- Community Partnerships
- Community Profile and Visibility
- Community Quality of Life and Spirit

Bid Committee

The Bid Committee is the group responsible for the bid submission. Bid Committees usually consist of a cross-section of individuals who bring specific skills to the table that can assist in hosting the event and/or preparing the bid. As an example, a Bid Committee might be made-up of senior staff person, Board members, key volunteers and persons outside the department or organization with relevant expertise. Bid Committee members usually evolve into a role on the Host Organizing Committee (HOC) once the bid to host an event has been successful. Bid Committees can be formal or informal – though it's important to note that even if the group is informal there are legal considerations the group needs to be aware of once the bid has been submitted. It is recommended the Bid Committee seek legal counsel to ensure it is structured in the best manner possible and that all parties understand the responsibilities of their role.

The Rights Holder

- Governing bodies of a specific sport or multi-sport event / Games that hold the rights to sporting events and related activities.
- Multi-sport organizations, single-sport organizations.
- Responsible for overseeing the bid process, awarding the event to a host community, and the overall management of the event.

The Bid Process

- Can be comprehensive and lengthy, depending on the size and scope of the event.
- Can include several components – submission of bid documents, in-person presentations and one or more site visits.
- Bid guidelines – details of the bid process, timelines, hosting standards, bid document requirements, selection process.
- Resource documentation – transfer of knowledge from other Host Organizing Committee(s) and the Rights Holder.

Rights Holder Hot List

What is the Rights Holder looking for in a host community?

- Motivation to Host
- Community Profile
- Partnerships
- Host Competition Venues
- Marketing Communications
- Business Plan
- Operational Plan
- Servicing the Athletes/Teams
- Host Experience

Bid Template Introduction

In the template to follow, the seven categories listed below have been used as the outline of a complete bid. The categories need to be addressed in the bid and will allow the Rights Holder to fully understand the capacity, expertise, experience and above all the willingness of a potential host towards the sought-after event. It should be noted that each event calls for specific hosting requirements or “Bid Guidelines” prepared by the Rights Holder. The template below is a guide and must be prepared in cooperation with the Bid Guidelines unique to each event.

Bid Document Categories

1. Introduction
2. Community Overview
3. Host Organizing Committee Overview
4. Business Plan
5. Operational Plan
6. Conclusion
7. Appendices

Using the Bid Template

The Bid Template begins at heading **1. Introduction**

To use the template:

1. Open the file in MS Word
2. Save the file as a new document to retain the original bid template document for future reference.
3. Delete all text above **1. Introduction**. Do not delete the Table of Contents.
4. All *italicized* text in the template is there for reference purposes and has been designed to be replaced with information and content specific to the bid being created.
5. The categories and sub-categories are not italicized and have been designed to be used as they have been written. Delete, amend and/or replace these items as necessary. Changes can easily be made to these items and should reflect the type of information required by the Rights Holder.
6. Once all content has been entered under each category and sub-category, right click on the table of contents and “update field”, “update entire table”. If necessary, adjust the font size of the Table of Contents to fit the page.

Bid Template

1. Introduction

In this section the Bid Committee makes a formal application to host an event. This can include the application form provided by the Rights Holder.

1.1. Letter of introduction

Letter of introduction – written on behalf of the Bid Committee from the Bid Committee Chair or President. Letter can be written into the document. Be sure to add signatures.

1.2. Motivation

Motivation to host the event and rationale supporting the bid initiative - why is the Bid Committee or community bidding?

1.3. Commitment

Commitment to abide by the standards established by the Rights Holder. What commitments are being provided? Who is responsible for any financial commitments or even financial short-comings – the community, the Bid Committee?

1.4. Executive Summary

Executive Summary of key points:

- *Advantages*
- *Strengths*
- *Why select your community or organization*

2. Community Overview

The Community Overview provides details about the type of community preparing to host the event. There are four sections to consider when describing the Community Overview – Community Profile, Government Support, Community Support and Community Achievements.

2.1. Community Profile

Overview of the community

- *Population, major industries, tourism products.*

Unique characteristics of the community that may enhance the bid

- *Special ties or relations to athletes of the sport or event being bid for.*

Weather profile

- *Weather summary, possible weather during event time.*

Transportation networks

- *Key transit schedules, routes, prices, charter busses and taxi service.*

Maps of key locations, sites and venues

- *Digital maps to include in document.*

2.2. Government Support and Partnerships

Government partnerships are critical to a successful bid and event on all levels – municipal, territorial and federally.

- *Describe the nature of partnerships with government (e.g. cash or value-in-kind contributions, Bid Committee or HOC support, other support).*
- *Provide letters of commitment / support from all government partners confirming and detailing their partnership.*

2.3. Community Support and Partnerships

Community partnerships are critical to a successful bid and event.

- *Highlight a variety of community components – cultural, educational, private sector, sport or other (e.g. cash or value-in-kind contributions, Bid Committee or HOC support, other support).*
- *What is the nature of community support and partnerships?*
- *Letters of commitment / support from all community partners confirming and detailing their partnership.*

2.4. Community Achievements

This is the community resume

- *Highlight past event hosting experiences*
- *Highlight capacity and history*
 - *Participants / volunteers*
 - *Attendance figures*
 - *Profit / loss*
 - *Economic impact numbers*

3. Host Organizing Committee (HOC) Overview

3.1. Legal

- *Board governance*
- *Operating structure*

3.2. Organization

- *Roles*
- *Responsibilities*
- *Leadership positions*

3.3. Key Individuals

- *Key individuals committed to the HOC with positions and bios*

3.4. Positioning

- *Mandate*
- *Vision*
- *Mission*
- *Core Values*
- *Goals*
- *Objectives*

3.5. Transition Plan

- *Plans of transition from Bid Committee to HOC*

4. Business Plan

Provide a high-level summary of the business plans referencing the business plan sub-categories.

4.1. Finance

- *Proposed event operating and capital budgets as required*
- *Financial projections must be realistic and achievable*
- *Focus on revenue validity and cost efficiencies (value-in-kind)*
- *Certified guarantor(s)*
- *Deficit management plan*

4.2. Sales and Revenue Generation

- *Self-generated revenue program*
- *Ticket sales program*
- *Sponsorship sales program*
- *Merchandising and licensing program*
- *Outline of fundraising initiatives
e.g. 50/50, silent and live auctions*
- *Special projects*
- *Donations program*
- *Grants program*

4.3. Marketing and Communications

- *Framework to provide guidelines (target markets, objectives, messaging, tactics, timing, creative, evaluation etc.)*
- *Advertising and promotion of event*
- *Branding and official trademarks of event*
- *Design guidelines*
- *Media and community / public relations*
- *Photography / video*
- *Publications / website*
- *Signage and pageantry*

4.4. Human Resources

- *Outline volunteer and staff program plans*
- *Plan components – needs analysis, roles and responsibility, timelines, recruitment, screening, orientation/training, coordination, assigning/scheduling and recognition*

4.5. Economic Impact

- *How will the event impact economically on the host community?*
- *Pre – and post – event economic impact study using Sport Tourism Economic Assessment Model (STEAM)*

4.6. Legacy Plan

Enhances support for sport, the host community and the Rights Holder

- *Non-financial and financial legacies*
- *Financial legacy – terms and conditions in the management of these funds*
- *Non-financial legacy – facilities, sport development, equipment, educational, promotional and volunteer development*

4.7. Critical Path

- *Outline timelines for key activities in the planning, organizing, staging and wrap-up of the event.*
- *Time period – from announcement of Host Community through to completion of the event (include any wrap-up or legacy activities).*
- *Transition stage details are very important*
- *Project management software should be considered*

5. Operational Plan

5.1. Sport Technical Requirements

- *Proposed date and time for the event*
- *Rational for the proposal*
- *Mention exclusivity and highlight dedication from the community and volunteer base*
- *Event schedules*
- *Equipment, materials and supplies*
- *Coaches and officials*
- *Results programs*
- *Proposed dates and times for test events*

5.2. Host Competition Venues

Select venues that are athlete focused, technically advanced and will support a variety of event stakeholder groups (athletes, coaches, managers, VIP's media, spectators, volunteers, sponsors, etc.)

- *Description of facilities*
- *Facilities standards and layouts*
- *Facilities set-up and requirements*
- *Details of any facilities contracts that may be required*

5.3. Athlete and Team Services

- *Outline essential and special services that will be provided for the benefit of the athletes, coaches and officials*
- *Focus on the athlete/teams*

5.4. Accommodations

- *Outline proposed accommodations plans for all stakeholder groups*
- *Location, capacity, in-site services*
- *Focus on the event's participants, particularly the athletes*
- *What type of accommodation arrangements are in place for VIP's and sponsors?*
- *Detail any accommodation contracts – ie, discounted rates, room blocks, etc.*

5.5. Food and Beverage Services

- *Outline proposed food and beverage services plan for all stakeholder groups*
- *Location, capacity, on-site services*
- *Focus on the event's participants, particularly the athletes*
- *Details of any food and beverage contracts – ie. sponsorship agreements, etc.*

5.6. Transportation Services

- *Outline plans for the movement of all stakeholder groups*
- *Athletes, coaches, managers and other participants plus related sport equipment and materials*
- *VIPs, media, officials, etc.*
- *Dedicated buses, dedicated vehicles, shuttle service, cargo vans/trucks, etc.*
- *Emergency transportation requirements*
- *Parking requirements and permits*

5.7. Registration and Accreditation

- *Outline plans for registering and accrediting all stakeholders pre-event and during the event*
- *Sufficient equipment, materials to process the required number of registrations/accreditations at all times*
- *Details for proposed Accreditation Centre (location, hours of operation, capacity, resources, etc.)*

5.8. Security Services

- *Outline plans to ensure that all event stakeholder groups and spectators will be provided with adequate security.*
- *Access control services, ie., check points*
- *Emergency plans*

5.9. Information Technology

- *Outline plans to provide the information technology equipment and services required for the event*
- *The acquisition, set-up and management of all IT devices, services and related infrastructures*
- *Provide an efficient telephone and radio system that will connect to all event operations*

5.10. Venue Management and Operations

- *Outline plans for the efficient management of all venue operations*
- *Set-up/fit-out, maintenance and take-down*
- *Functional accessibility*

5.11. Media Services

- *Outline media relations plan (pre-event, during event, post-event)*
- *Provide all media equipment and service requirements*
- *Provide details of available media resources (print, radio, television, internet)*
- *Media Centre – location, size, resources*
- *Results Centre – location, size, resources*
- *Broadcast Centre – location, size, resources (if applicable)*

5.12. Hospitality and Protocol

- *Awards / Medal Ceremonies*
- *Families / Supporters Program*
- *Honoured Guests / VIP program*
- *Services – information kiosks, preferred seating / tickets, special events and receptions, transportation, etc.*
- *Training – staff and volunteers*

5.13. Ceremonies and Special Events

- *Opening and Closing Ceremonies*
- *Special events – community, participants, stakeholders*

5.14. Medical Facilities and Emergency Services

- *Outline plans to provide for all of the medical needs of all stakeholders, including on-site services*
- *Describe the available medical facilities, resources and emergency services*
- *Outline if an anti-doping program will be implemented*

5.15. Bilingual Services

- *Outline plans to communicate with and serve the stakeholders and public in both official languages*
- *Confirm compliance with Canada's Official Languages Act and policy requirements*

5.16. Environmental Services

- *Outline plans to ensure that services delivered for the event will be environmentally attainable / sustainable*
- *Environmentally responsible in all business practices in order to reduce the environmental footprint of the event*
- *Respond to any requirements as outlined in the Rights holder program guidelines if applicable*

5.17. Warehousing, Storage, and Procurement

HOC is responsible for the procurement and storage of all required equipment and goods for most events.

- *Outline plans for a procurement and inventory management system*
- *Speak to storage space and operating requirements*

5.18. Risk Management

With most events the HOC is responsible for providing the necessary financial, operating and legal safeguards for the event.

- *Outline plans to access, plan, manage and control all potential event liabilities*
- *Legal compliance – know the regulatory environment*
- *Mitigate risk with appropriate insurance coverage*

6. Conclusion

- *Another opportunity to clearly spell out why the Rights Holder should award the hosting of their event to your community.*
- *Highlight the competitive advantages and/or strengths of your community and how you stand apart from the competition.*

7. Appendices

- *Appendices are typically printed handouts that accompany the bid document.*
- *Appendices can be saved as .PDF or .JPG files, which would allow these documents to be inserted into the digital bid document.*

7.1. Budget

7.2. Organizational Charts

7.3. Maps

7.4. Venue Layouts

7.5. Letters of Support

7.6. Other appendices (as applicable)