

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 29, 2020

Item 8, Report No. 40, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on September 29, 2020.

8. BID TO HOST CANADA SOCCER TOYOTA NATIONAL CHAMPIONSHIPS 2022-2023-2024

The Committee of the Whole recommends approval of the recommendation contained in the following report of the City Manager, the Acting Deputy City Manager, Community Services, the Deputy City Manager, Infrastructure Development, the Deputy City Manager, Corporate Services and Chief Financial Officer, and the Deputy City Manager, Public Works, dated September 22, 2020:

Recommendations

1. That staff in Tourism Vaughan, Economic and Cultural Development, Recreation Services, Parks Delivery, Parks, Forestry and Horticulture Operations, and Financial Planning and Development be authorized to submit a bid for the City of Vaughan to host the National Championship by October 23, 2020, in 2022, 2023, or 2024, in form satisfactory to the City Solicitor, Acting Deputy City Manager, Community Services, Deputy City Manager Infrastructure Development, and Chief Financial Officer.
2. That the City Clerk or Chief Financial Officer be authorized to enter into a hosting agreement with Canada Soccer should the City of Vaughan be successful in its bid, in form satisfactory to the City Solicitor, Acting Deputy City Manager, Community Services, Deputy City Manager Infrastructure Development and Chief Financial Officer.
3. That Council approve waiving of permit fees for the use of City parks and facilities that host events of the Championships.

Committee of the Whole (2) Report

DATE: Tuesday, September 22, 2020

WARD(S): ALL

**TITLE: BID TO HOST CANADA SOCCER TOYOTA NATIONAL
CHAMPIONSHIPS 2022-2023-2024**

FROM:

Jim Harnum, City Manager

Sunny Bains, Acting Deputy City Manager, Community Services

Nick Spensieri, Deputy City Manager, Infrastructure Development

Michael Coroneos, Deputy City Manager, Corporate Services and Chief Financial Officer

Zoran Postic, Deputy City Manager, Public Works

ACTION: DECISION

Purpose

Canada Soccer has put out an invitation to submit a bid for hosting the Canada Soccer Toyota National Championships for one of three age groups in 2022, 2023 or 2024 (National Championships). Tourism Vaughan, in partnership with Parks and Recreation, is seeking authorization to submit a bid by October 23, 2020 to host the event and enter into an agreement should Vaughan be awarded the opportunity to host the National Championships.

The Economic and Cultural Development Department Strategic Business Plan 2020 – 2023 and the Tourism Vaughan 2020 Business Plan outline objectives set out to attract and bid on events to increase Vaughan's profile, tourism visitation and spend in the City. The National Championships are estimated to deliver an economic impact of \$700,000.

Report Highlights

- Tourism Vaughan, the destination marketing organization for the City of Vaughan, with Recreation and Parks, is exploring an opportunity to submit a bid to host the National Championships for one of the three age groups in 2022, 2023 or 2024.
- Each competition will consist of over 500 athletes, officials and event staff, resulting in bringing approximately 800 room nights to local accommodations and an estimated economic impact of \$700,000 to tourism industry sectors such as food and beverage, retail and attractions.
- A \$30,000 grant is committed to the host municipality from Canada Soccer for each competition.
- The City of Vaughan required contribution of approximately \$80,000 will offset staffing and administration requirements for the competition. Staff will request funds in the appropriate budget year from Municipal Accommodation Tax (MAT) sources.
- Venue requirements from the City include use of City of Vaughan Soccer fields which would be an opportunity to showcase City facilities and fields to host the championships including 3 new FIFA quality certified artificial turf soccer fields.
- A bid submission is due October 23, 2020. Staff have submitted a non-binding letter of interest, due to Canada Soccer on September 19, 2020.

Recommendations

1. That staff in Tourism Vaughan, Economic and Cultural Development, Recreation Services, Parks Delivery, Parks, Forestry and Horticulture Operations, and Financial Planning and Development be authorized to submit a bid for the City of Vaughan to host the National Championship by October 23, 2020, in 2022, 2023, or 2024, in form satisfactory to the City Solicitor, Acting Deputy City Manager, Community Services, Deputy City Manager Infrastructure Development, and Chief Financial Officer.
2. That the City Clerk or Chief Financial Officer be authorized to enter into a hosting agreement with Canada Soccer should the City of Vaughan be successful in its bid, in form satisfactory to the City Solicitor, Acting Deputy City Manager, Community Services, Deputy City Manager Infrastructure Development and Chief Financial Officer.
3. That Council approve waiving of permit fees for the use of City parks and facilities that host events of the Championships.

Background

Sport tourism events play an important role in city building, generating a positive impact on the local economy, community development and civic pride. The goal of bidding on and successfully attracting events like the National Championships is to increase Vaughan's profile, tourism visitation, and spend in the City. Tourism events such as these directly impact various sectors in the tourism industry such as accommodations, food and beverage, retail and attractions. The National Championships will deliver an

estimated economic impact of \$700,000¹ through the participants, friends and family visiting Vaughan over the 5-day event.

Each year, the National Championships are held simultaneously in three host cities across the country, identified by three age groups:

1. *U-15 Cup: Under 15 male and female National Championship*
2. *U-17 Cup: Under 17 male and female National Championship*
3. *Challenge and Jubilee Trophy: Senior men's and women's National Championship*

Separate hosts are required for each age category. The 6-day competition starts on the Wednesday and goes through to the Monday. The dates for the competition are:

- October 5 – 10, 2022
- October 4 – 9, 2023
- October 9 – 14, 2024

Each competition consists of 500 athletes and 40-60 officials and event staff. In 2019, the National Championships featured:

- 62 teams across all 3 competitions
- 151 matches played
- 98 matches broadcasted
- 1,550 of athletes/team staff participated
- 136 match officials

If awarded the event, as host municipality, the City of Vaughan would be responsible for:

- Financial contribution of approximately \$90,000 to offset staffing and administration requirements for the competition. Local tourism organizations, like Central Counties Tourism, may contribute to this amount;
- Formation of a Local Organizing Committee (LOC) responsible for the implementation of logistics, operations and promotional planning for the event, as outlined by Canada Soccer. Staff will explore various models to properly resource the LOC including staff and community group volunteers; and
- Allocation of City of Vaughan Soccer fields through Recreation Services.

As recently as 2016, Ontario Soccer has hosted the event in Vaughan using the Ontario Soccer Centre facilities in conjunction with City of Vaughan facilities. Additional resources such as bus services and accommodations were used. Ontario Soccer has offered verbal confirmation to support the City's bid submission through use of its facilities and contributions to the LOC.

¹ The Economic Impact of Sport Chek National Club Championships -U-18 Cup in Ontario in 2016 generated by Ontario Ministry of Tourism, Culture and Sport TREIM model, Feb. 2017; and STEAM 2.0 from The Conference Board of Canada

Previous years hosted by Ontario Soccer:

2016 – Vaughan – Under 18 Boys and Girls
2014 – Vaughan – Senior Men and Women
2012 – Vaughan – Under 14 Boys and Girls
2010 – Vaughan – Under 16 Boys and Girls
2008 – Vaughan – Under 18 Boys and Girls
2006 – Vaughan – Under 14 Boys and Girls
2004 – Vaughan/Etobicoke – Under 14 Boys and Girls
2002 – Vaughan/Etobicoke – Under 16 Boys and Girls
2001 – Vaughan/Etobicoke – Senior Men and Women
2000 – Vaughan/Etobicoke – Under 15 Boys and Girls

ECONOMIC IMPACT

An estimated impact of \$700,000 to local GDP is anticipated as a result of hosting the Championships with local hotels, restaurants and shopping venues are benefiting from visitation by participants, friends and family over the 5-day event.

Previous Reports/Authority

- [Tourism Vaughan Corporation 2020 Business Plan](#)
- [Economic and Cultural Development Department Strategic Business Plan 2020-2023](#)

Analysis and Options

The host community will be required to assign competition and training fields as outlined in the bid (Attachment 1) as follows:

- Minimum of 5 competition fields
- Minimum of 1 training field (to be separate from competition fields)
- 4 dressing rooms for teams at all competition fields
- 2 separate dressing for Match Officials
- Dedicated toilets and shower facilities in each dressing room

Through preliminary research, Vaughan can host the event at a combination of the following venues:

- Ontario Soccer Centre – the association has provided verbal commitment that the facility is available for requested dates.
- Vaughan Grove Sports Park
- North Maple Regional Park
- Concord Thornhill Regional Park

STAFF RESOURCES - LOCAL ORGANIZATING COMMITTEE (LOC)

If awarded the event, the City of Vaughan will be required to form a Local Organizing Committee (LOC) responsible for the implementation of logistics, operations and promotional planning for the event, as outlined by Canada Soccer.

Staff will explore various governance models to properly resource the LOC including City staff, community group volunteers as well as collaborative efforts from the Provincial Soccer Organization, Ontario Soccer. The objective will be to ensure that human resources are appropriately enlisted and deployed to ensure fiscal responsibility and accountability. The LOC will also leverage the Recreation Department's strong relationship with the soccer community as well as their expertise in managing the required facilities. Regular reporting to Canada Soccer will provide opportunities to address challenges, providing guidance and direction to the LOC.

Financial Impact

The National Championships' projected operating budget of \$120,000 per year includes transportation, accommodation and food services, and includes a municipal contribution of up to \$90,000 to fund the staffing and administration requirements of the National Championships. See Table 1.

If awarded the event, the LOC will be responsible for various expenses to be covered by the estimated \$90,000 contribution from the host municipality. A summary of these expenses includes:

- operations such as medical, uniforms, volunteer food and beverage and more;
- transportation for teams and officials, social events for Provincial representatives;
- facilities rentals, and;
- match Official Instructions, education sessions, meals and related travel expenses.
- potential revenue loss from waiving of field permit fees.

Should Vaughan be awarded the Championships, staff will explore sources of funding for the host municipality contribution for the budget year Vaughan is awarded. Viable sources of the funding include the City portion or TVC portion of the Municipal Accommodation Tax (MAT), both intended to support tourism initiatives and projects. Local organizations, like Central Counties Tourism (RTO 6), may also be relied upon for contributions.

To further support the budget, Canada Soccer provides various opportunities and streams for the host to raise funds for hosting the event which include:

- percentage of merchandise sales;
- local sponsorship;
- ticket sales; and
- provincial and Municipal government funding.

Tourism Vaughan will support expenditures related to destination attraction inclusive of those incurred through the bid process, and visitor servicing such as accommodations and leisure time entertainment logistics. This is in alignment with previously hosted tourism events like Rogers Hometown Hockey hosted in January of 2020. Any funds that remain will be utilized as legacy funding in support of local sport programming.

TABLE 1: DRAFT BUDGET

Item	Description	Amount
Canada Soccer	Hosting grant	\$30,000
Host Municipality	City Funding	\$90,000
TOTAL		\$120,000

Broader Regional Impacts/Considerations

Sport Tourism continues to be an area of focus for many municipalities in the Greater Toronto Area, including Brampton, Mississauga, Toronto and London to name a few.

Through various governance models including municipal service corporations like Tourism Vaughan, destination marketing organizations, sport specific tourism entities like Sport London, or city departments like the Tourism and Events unit in Brampton, these corporations have all developed sport tourism strategies outlining plans to attract sporting events to the destination.

As Tourism Vaughan is in its inaugural year, an Interim Meetings and Events Strategy has been developed as a COVID-19 pandemic support measure to prioritize meeting and event attraction, ahead of development of a Destination Master Plan that will provide a 5-year vision for the corporation.

In order to appropriately compete with long established destinations, it is essential that Vaughan pursue events which it can confidently attract and host, such as the National Championships. Through the Destination Master Plan, staff will continue to evaluate the City's viability as a sport host destination, required policy and funding sources and a long-term plan for sport tourism.

Conclusion

Hosting the National Championships would build Vaughan's position as a host friendly sport community to event organizers for future provincial, national and international level events. It will also deliver overnight stays which will support further MAT revenues. Beyond these, sport hosting has many local benefits including engagement with the local volunteer cohort and support for local community groups, businesses and increases destination awareness and recognition for Vaughan as a visitor destination.

For more information, please contact: Feiona Gobin, Tourism Development Officer at feiona.gobin@vaughan.ca

Attachment

1: Canada Soccer Toyota National Championships 2022-24 RFP

Prepared by

Ashley Travassos, Manager of Tourism, Arts and Cultural Development
at ashley.travassos@vaughan.ca

Feiona Gobin, Tourism Development Officer at feiona.gobin@vaughan.ca

Approved by

A stylized black ink signature, likely of Raphael Costa, consisting of a few fluid, sweeping strokes.

Raphael Costa
Acting Director of Economic and
Cultural Development

A blue ink signature, likely of Zoran Postic, featuring a circular loop at the beginning and a short horizontal line at the end.

Zoran Postic
Deputy City Manager, Public Works

A black ink signature, likely of Nick Spensieri, with a large, prominent 'N' and a long horizontal line extending to the right.

Nick Spensieri
Deputy City Manager
Infrastructure Development

Reviewed by

A black ink signature, likely of Jim Harnum, with a large 'J' and a long, slightly wavy horizontal line.

Jim Harnum
City Manager

A blue ink signature, likely of Michael Coroneos, with a cursive 'M' and a long, flowing horizontal line.

Michael Coroneos
Deputy City Manager, Corporate
Services and Chief Financial Officer

A blue ink signature, likely of Sunny Bains, with a cursive 'S' and a long, flowing horizontal line.

Sunny Bains
Acting Deputy City Manager
Community Services



CANADA SOCCER
TOYOTA NATIONAL CHAMPIONSHIPS
2022-2023-2024

REQUEST FOR PROPOSAL

Any questions regarding this document or the bid application process should be directed to:

JESSIE DALY

Senior Manager, Events • Canada Soccer
237 Metcalfe Street • Ottawa, ON K2P 1R2
T: 613-237-7678 EXT. 2271 E: jdaly@canadasoccer.com



CANADA SOCCER TOYOTA NATIONAL CHAMPIONSHIPS 2022-2024 REQUEST FOR PROPOSAL

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CANADA SOCCER TOYOTA NATIONAL CHAMPIONSHIPS 2022-2024 REQUEST FOR PROPOSAL

PART 1- OVERVIEW

1.1 INTRODUCTION

As of February 7, 2020, Canada Soccer is now accepting proposals from Canadian communities to host the 2022, 2023 and 2024 Canada Soccer National Championships. These events will be organised and executed by Canada Soccer in collaboration with the Local Organising Committee (LOC) as established by the successful bidding applicant.

Each year, the Canada Soccer National Championships (herein referred to as National Championships) are held simultaneously in three host cities across the country, identified by three age groups:

- **U-15 Cup:** Under 15 male and female National Championship
- **U-17 Cup:** Under 17 male and female National Championship
- **Challenge and Jubilee Trophy:** Senior men's and women's National Championship

As the National Championships are event properties owned by Canada Soccer, the Association oversees all aspects of planning and implementation of these events and will, by written agreement, delegate aspects of the organisation and execution of the event to the LOC. In addition to this, the LOC will be responsible for hosting, as outlined in this RFP, the teams, officials and Canada Soccer delegates from arrival to departure. The LOC will also be responsible for providing the competition and training fields that meet the minimum hosting requirements, and will also take on, with the support of Canada Soccer, the local responsibility of promotion and community engagement. The LOC will be required to assume the financial responsibilities for hosting the National Championship.

The successful bid will demonstrate the ability to stage national sporting events in a cost-effective manner with a focus on excellence in the following areas: participant experience, facility and event management/operations, spectator potential, as well as community engagement, local sponsorship and human resource provision.

Canada Soccer, as the rights holder, retains and controls all commercial inventory for the National Championships. These rights, which include but are not limited to, audiovisual and radio recording, reproduction and broadcasts, multimedia, sponsorship, marketing and promotional activity. However, it should be noted that LOC marketing, promotional and revenue opportunities exist (see section 2.11).

The opportunity to bid is open to all Canadian communities. Canada Soccer strongly encourages bidding communities to obtain the support of the Provincial or Territorial Soccer Association, City, and/or Local Soccer Club. The final site selection for the National Championships will be managed by Canada Soccer's Competition Selection Committee. Successful bid applicants will



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be awarded one of the National Championship Competition age categories by the Canada Soccer Competitions Committee.

1.2 ABOUT CANADA SOCCER

Founded in 1912, Canada Soccer is the national sporting organisation for the sport of soccer in Canada. Canada Soccer is respected throughout the world and is recognized by the Federation International Football Association (FIFA) and the Government of Canada as the governing body of the sport of soccer in Canada.

Canada Soccer represents all soccer interests and provides leadership, coordination and direction in all areas of the sport. A not-for-profit organisation, Canada Soccer is run under a sound business model by a volunteer board of directors and dedicated full-time professional staff. The membership of Canada Soccer consists of 13 Provincial and Territorial Sports Organisations (PTSOs) that provide leadership for soccer in each province and territory together with the professional clubs and leagues located and operating in Canada.

CANADA SOCCER VISION AND MISSION STATEMENTS

VISION

Leading Canada to victory and Canadians to a life-long passion for soccer.

MISSION

To provide leadership in the pursuit of excellence in soccer, nationally and internationally, in cooperation with its members and partners.

The Canadian Soccer Association (Canada Soccer) is the official governing body for soccer in Canada.

In partnership with its members, Canada Soccer promotes the growth and development of soccer in Canada, from grassroots to high performance, and on a national scale.

Soccer is the largest participatory sport in Canada and is considered the fastest growing sport in the country.

There are nearly 1,000,000 registered Canada Soccer members in Canada within 1,500 clubs across 144 districts that operate in 13 Provincial Territorial Member Associations.

The Canadian Soccer Association is affiliated with the Fédération Internationale de Football Association (FIFA), The Confederation of North, Central American and Caribbean Association Football (Concacaf) and the Canadian Olympic Association.



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More information about Canada Soccer can be found at www.CanadaSoccer.com

SOCCER HOSTING OBJECTIVES

Building on the success of Canada Soccer's proven hosting ability (most recently FIFA Women's U-20 World Cup Canada 2014 and the FIFA Women's World Cup Canada 2015™) Canada Soccer wishes to continue to engage stakeholders and partners in bringing the highest level amateur soccer to Provinces/Territories and Municipalities from coast to coast. In doing so Canada Soccer's objectives are to:

- Determine the national champions in the respective age categories
- Provide an outstanding competitive opportunity and environment for players and coaches
- Offer match officials the ability to excel at the national level
- Promote soccer across the country
- Raise the profile of the National Championships to a major sporting event
- Ensure an enjoyable experience for all participants
- Provide professional development opportunities and leave a legacy for host communities wishing to stage national competitions
- Attract spectators to the competition
- Achieve maximum visibility and exposure through broadcast and media for the competition, the sport and the host community

1.3 NATIONAL CHAMPIONSHIPS

DESCRIPTION OF THE EVENT

As Canada Soccer's largest national event featuring clubs from coast-to-coast, the National Championships have served as the nation's premier amateur soccer competition for more than 100 years, with the men's competition inaugurated in 1913 and the women's competition inaugurated in 1982. At all age levels, the National Championships provide a meaningful 6-day soccer competition experience for host cities and participating teams, as well as the players, coaches, support staff, officials, and volunteers.

In 2017, the National Championships youth competitions were reorganized into two age categories: the U-15 Cup and U-17 Cup for both boys and girls soccer. Previous editions featured U-14, U-16, U-18 competitions for youth, however combining the age groups better reflects Canada Soccer's Long Term Player Development (LTPD) model. Canada Soccer's National Championships youth competitions feature some of the country's bright young talents. The National Championships are competitions owned and managed by Canada Soccer which take place annually on the Thanksgiving long weekend in October and consist of the following



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competitions: U-15 Cup; U-17 Cup; Challenge Trophy and Jubilee Trophy. The 6-day competition starts on the Wednesday and goes through to the Monday. In 2022, the competition will be held October 5-10 inclusively. In 2023, the competition will be held October 4-9 inclusively. In 2024, the competition will be held October 9-14 inclusively.

All National Championships are open to one (1) representative team of each Provincial and Territorial Soccer Association in Membership subject to Regional preliminary qualifying series as may be determined by Canada Soccer and provided for in the Competition Regulations. For reference an electronic copy of the 2020 Competition Regulations can be found at https://www.canadasoccer.com/files/2020Final__Regulations_for_National_Regional_Championships.pdf

Separate hosts are required for each age category of the national competition. Each respective competition features Provincial and Territorial club winners from across the country who, through a series of qualification, have earned the right to be declared the Provincial or Territorial Champion. Approximately 500 athletes plus 40-60 officials and event staff are involved in each competition. Out of town numbers vary depending on the age category. Traditionally the youth competitions attract parents and siblings whereas the senior competitions are focused on a club event.

ECONOMIC IMPACT STUDY

Economic impact number can be studied based off of the following:

The 2019 National Championships featured:

- ✓ 62 teams across all 3 competitions
- ✓ 151 matches played
- ✓ 98 matches broadcasted
- ✓ 1550 of athletes/team staff participated
- ✓ 136 match officials

1.4 BID PROCEDURE

The process of selecting the host community is focused on one primary objective: to select the best community to receive the right to host the National Championships. Canada Soccer reserves the right not to award the event to any bidding communities if they so decide.

TIMELINE OF EVENTS

7 February 2020 Canada Soccer opens candidature for the National Championships by sending an invitation letter to bid to potential Bidding communities.



CANADA SOCCER TOYOTA NATIONAL CHAMPIONSHIPS 2022-2024 REQUEST FOR PROPOSAL

- 19 September 2020** Deadline for potential bidding communities to send their letter of interest to Canada Soccer. Note that from this date forward, responses from Canada Soccer to individual questions submitted by potential hosts will be shared to all bidding communities.
- 23 October 2020** Deadline for bidding communities to send their bid document to Canada Soccer by filling out the Bid application (see Part 3).
- 30 October 2020** Canada Soccer informs each bid community whether their bid has met the mandatory commitments and whether their bid is accepted or not. Canada Soccer will provide information of the names of the bidding communities.
- [+ 7 to 30 days]** Canada Soccer Evaluation Committee members study the various bid proposals and score each topic of the bid application individually for each bid (see appendix 6).
- [+ 1 day]** Canada Soccer Evaluation Committee recommends to the Canada Soccer Competitions Committee the best proposals to host the National Championship.
- November 2020** Canada Soccer Competitions Committee awards and announces the selected venues and which National Championship they will host.

LETTER OF INTEREST

Interested bid communities must send a letter of interest to Canada Soccer by 17:00hrs ET on the deadline outlined above. The letter must state the bidding community's interest in hosting the event and state the community's intention to submit a full bid application. This letter should be submitted electronically to jdaly@canadasoccer.com.



CANADA SOCCER TOYOTA NATIONAL CHAMPIONSHIPS 2022-2024 REQUEST FOR PROPOSAL

HOSTING OBLIGATIONS

Each event is hosted by a Province/Territory Association, a Club, or a Municipality selected by Canada Soccer through an RFP process. Ideally it is a combination of all interested stakeholders, which are ultimately responsible for the organization of the competition which in practice forms a local organizing committee that carries it through.

Bidding communities must meet minimum standards outlined in this document to stage a National Championship. See Part 2, *Minimum Hosting Standards*.

The following mandatory commitments from a bidding community are required. If the bid does not include the following mandatory elements, the bid will be rejected:

- Bid application with answers to all questions and all requested appendices (note the existing text is not to be modified);
- Commitment letters signed by bid institutions stating the type of support they will offer for the event;
- Signature of the Bid Committee (Bidding Template 5)
- Two (2) letters of support must be submitted with your application as follows:
 1. A letter of support from either the Provincial/Territorial Soccer Association, Soccer Association, or registered club
 2. A letter of support from the Municipality, tourism office, or proposed facility

1.5 BID RULES

CONFIDENTIALITY

Confidential information is defined as any document marked "confidential" and which requires secure storage and limited reproduction and distribution. Potential bidding communities should not use the information for any purpose other than to prepare their Bid for the National Championships. Confidential information should not be transmitted to parties not involved in the process, including members of the media.

GUIDING PRINCIPLE

Canada Soccer believes the procedures for determining the host community, from the initial expression of interest in the bid, to the selection of the host community, should be based on an open dialogue and fair process for all bidding communities. This process shall be conducted in an ethical manner, including but not limited to the following qualities: fairness, openness,



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transparency, equity and respect for all bidding communities.

BID DOCUMENT

To minimize the costs of submitting a proposal, Canada Soccer requires that proposal documents be produced and submitted on letter-size paper and spiral bound, or bound using some other inexpensive method.

Three (3) copies (submitted in English) should be delivered to:

Canada Soccer
Attn: Jessie Daly - Senior Manager, Events
237 Metcalfe Street
Ottawa, ON
K2P 1R2

No later than 17:00hrs ET on 23 October 2020.

An electronic copy of the bid must also be submitted to jdaly@canadasoccer.com

The numbering within the submitted bid application must be maintained, reflecting the same numbering and order in Part 3 (*Bid Application*) of this document. A table of contents must be included at the beginning of the bid application.

The Canada Soccer logo may not be used in any documentation of the bidding communities.

COMMUNICATION

Potential bid hosts must address all questions in writing via email to Jessie Daly, Senior Manager, Events, who will forward the replies to all potential bid hosts.

Jessie Daly
Senior Manager, Events
Canada Soccer
jdaly@canadasoccer.com

No formal or informal presentation relating to the bid shall be held with Canada Soccer Board of Directors, Canada Soccer Competitions Committee, Evaluation Committee or staff, other



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than where invited by the Chair of the Evaluation Committee or if a site inspection is undertaken in advance of the decision.

No gifts or tokens of appreciation of any kind shall be offered to Canada Soccer Board of Directors, Canada Soccer Competitions Committee, Evaluation Committee or staff in respect of a bid for the National Championships.

1.6 BID EVALUATION

Canada Soccer will nominate an Evaluation Committee to review all bids. Each member will review each bid application and score each topic individually.

Bidders will be assessed according to the following criteria:

WEIGHTING

		Weighting %
1	Background This section will evaluate the background of the bidding community, including climate, event experience, and the roles and experience of the potential LOC members. <i>See Bid Application 1.1-1.4</i>	5
2	Support and partnerships This section will evaluate both committed and potential support systems (including partners/stakeholders, governments, organizations, institutions, staff, Provincial/Territorial Soccer Association, local clubs, etc.) that the bidding community has established. <i>See Bid Application 2.1-2.4</i>	5
3	Facilities This section will evaluate the degree to which the proposed facilities meet or exceed the requirements. <i>See Bid Application 3.1-3.4</i>	20
4	Competition This section will evaluate the background of the competition organizing	5



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		Weighting %
	committee and evaluate match official provision. <i>See Bid Application 4.1-4.2</i>	
5	Finance (including revenue generation) This section will evaluate the degree to which the proposed financial model (revenues and expenditure) demonstrates the demands of the competition. This includes the financial risk assessment, webcasting/broadcasting, and marketing plan. <i>See Bid Application 5.1-5.3</i>	15
6	Communication, hosting services and other activities This section will evaluate spectator potential, community engagement and outreach, and media and hosting services. <i>See Bid Application 6.1-6.3</i>	10
7	Operation Organization This section will evaluate the experience of the host committee and their ability to meet the operational and organizational requirements. This includes airport, transportation, media, security, official language, and technological operations. <i>See Bid Application 7.1-7.7</i>	20
8	Legacy This section will evaluate the legacies that the event will leave at the local, provincial and national level as well as evaluate what makes your community unique from other communities. <i>See Bid Application 8.1-8.2</i>	5
9	Overall Bid Presentation	15
	TOTAL	100



CANADA SOCCER TOYOTA NATIONAL CHAMPIONSHIPS 2022-2024 REQUEST FOR PROPOSAL

PART 2- MINIMUM HOSTING STANDARDS

2.1 INTRODUCTION

This document is designed for Member Associations, Municipalities, or Clubs, who are considering to bid for the challenge of staging a National Championship. It is prepared by Canada Soccer who are the rights holder and has overall responsibility for these events.

Host associations must meet minimum standards outlined in this document to stage a National Championship. Any variation from these standards shall be agreed to in advance and will subsequently be incorporated into the Hosting Agreement.

Hosting a National Championship is an effective means for communities looking to improve facilities with the support of their respective municipalities. It delivers professional development opportunities to staff and volunteers involved in hosting competitions, and leaves a memorable and lasting impression of your community or region for the participants.

2.2 ROLES AND RESPONSIBILITIES

A large number of people, in different organizations, must all work together to stage a successful National Championship. Excellent facilities are not enough – to ensure successful delivery of a National competition all stakeholders must work closely together under the guidance of Canada Soccer. As Canada Soccer and the LOC work together to host a National Championship, it is imperative that all roles and responsibilities are clearly defined to ensure a successful event. A Hosting Agreement will be prepared that details the specific requirements once a community has been awarded an event.

CANADA SOCCER RESPONSIBILITIES

Canada Soccer is the rights holder of the National Soccer Championships and it plans and executes these competitions. Canada Soccer evaluates bids and awards the championships to Host Associations through its Competitions Committee.

Annually Canada Soccer will decide on the following items:

- ✓ Competition Regulations
- ✓ Number of teams
- ✓ Competition Format
- ✓ Appointment of Match Commissioners, General Coordinators, Assistant General Coordinators and Supervisor of Officials



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The duties of Canada Soccer appointed personnel are contained in the Regulations for the National and Regional Championships.

Canada Soccer is further responsible for the following:

- ✓ Hosting Agreements
- ✓ Provision of Hosting Grants
- ✓ National coordination/information dissemination
- ✓ Governing body
- ✓ Competition schedule
- ✓ Liaising with National Sponsors/ National sponsor activation
- ✓ Competition branding and sponsor recognition
- ✓ Assisting with local sponsor engagement
- ✓ Centralised Merchandise Program
- ✓ Promotions (advertising, give away prizes)
- ✓ Representative participation
- ✓ Print ready trifold program
- ✓ Broadcast/streaming contracts
- ✓ Appointing Match Officials to the competition and assigning them to matches
- ✓ Maintaining competition website, results, standings, and stories
- ✓ Referee education workshops
- ✓ Arranging team travel

CANADA SOCCER REFEREES' COMMITTEE RESPONSIBILITIES

Canada Soccer Referees' Committee is ultimately responsible for ensuring appropriate refereeing standards for these games. Depending on the location, it may arrange for out-of-province referees to be sent in to augment local resources (airfare at Canadian Soccer Association expense). They will work directly with the Hosting Organization to make sure that appropriate referee standards are maintained, providing pre-competition education and training together with ongoing evaluation during the competition. The appointment of referees to games is arranged by the Canada Soccer Supervisor of Officials. Four (4) match officials will be appointed to each match.

LOCAL ORGANIZING COMMITTEE (LOC) RESPONSIBILITIES

Upon the award of a National Championship a Local Organising Committee (LOC) shall be set within thirty (30) days. This Committee must establish financial controls, budgets and reports, and is responsible for guaranteeing the finances of the event. The LOC will be required to create functional concepts for the execution of its responsibilities to ensure that the standards are met for each event. The LOC are the people who make it all work. They handle all the local details, including (but not limited to):



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- ✓ Prepare and manage the budget for the competition
- ✓ Prepare functional area concepts of operation
- ✓ Prepare updates as required in the Hosting Agreement
- ✓ The LOC Chair is to attend Canada Soccer's National Competitions Workshop. Note that the Provincial/Territorial staff person involved with the competition may also attend the workshop on request
- ✓ Booking competition field(s) and training locations.
- ✓ Booking meeting room(s) for competition needs
- ✓ Arranging transportation to/from the nearest airport
- ✓ Arranging airport operations to ensure smooth arrivals and departures (meet and greet)
- ✓ Arranging team transportation to/from all games (plus one (1) training session)
- ✓ Arranging Match Official transportation
- ✓ Arranging qualified physio/first aid at each field
- ✓ Liaising with the local media and any local sponsors/officials
- ✓ Planning for Opening and Award Ceremonies and protocol in conjunction with Canada Soccer
- ✓ Appointing Assistant General Coordinators for each competition field
- ✓ Assist in the coordination of reports on the competition and matches through Canada Soccer's digital channels and library
- ✓ Assist in coordinating rights-free photography for Canada Soccer's digital channels and library
- ✓ Appoint an Event Administrator to enter game results daily on the Canada Soccer website, as well as any other competitions related data entry
- ✓ Ensure Canada Soccer screening requirements are met for all LOC staff and volunteers that are involved with or will interact with youth.
- ✓ Prepare an information package to be sent to Canada Soccer for distribution to all participating Teams and their respective Provincial/Territorial Associations at least ninety (90) days prior to the start of the National Championships
- ✓ Accommodations (confirm booking only, payment is the team responsibility)
- ✓ Provide +/- 30 Match Officials with appropriate experience as required by Canada Soccer from within the Provincial or Territorial Soccer Association and/or local community
- ✓ Ticket sales concept
- ✓ Team services
- ✓ Volunteers
- ✓ Youth Programme (ex. ball retrievers, flag bearers)
- ✓ Installation of signage and wayfinding provided by Canada Soccer
- ✓ Arrange for storage for event materials
- ✓ Source commentators for all matches (where possible) with a requirement to source commentary for final and semi-final matches
- ✓ Provide infrastructure for broadcast



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BENEFITS OF HOSTING

By hosting a National Championship in partnership with Canada Soccer there will be the opportunity to enhance the profile of the game, engage with the local volunteer cohort to support the event, achieve recognition as a superb host, propose events that compliment the competition, and use the occasion to stimulate interest in your particular part of Canada.

Canada Soccer hosts a dedicated micro-site for each competition. Hosts will be provided the opportunity to promote the venue and local sponsors on this medium subject to approval of content by Canada Soccer. During the period of the 2018-2019 competitions the National Championship website attracted over 670,000 page views.

Furthermore, Canada Soccer is committed to stream all of the matches from the main and one secondary competition fields. This provides the host with an opportunity for it, and any local sponsors, to get exposure across the country throughout the duration of the competition.

2.3 HOSTING GRANT

An event hosting grant is provided by Canada Soccer based on the number of participating teams in the competition being hosted. Currently at circa \$30K the grant is payable by installments with 30% being held over until the completion of the National Championship and submission of final reports.

The grant payment schedule is as follows:

- 30% in March- subject to approval of concept of operation submission
- 40% in July
- 30% post-competition upon final report submission

2.4 COMMERCIAL RIGHTS

Canada Soccer is the owner of all of the commercial rights around the National Championships. These rights include, among others, audiovisual and radio recording rights, reproduction and broadcast rights, multimedia rights, sponsorship, marketing and promotional rights and incorporeal rights such as logo and emblems and rights arising under copyright law, whether currently existing or created in the future, subject to any provision as set forth in specific regulations.

The goal is to provide all championship participants with an elite level sporting experience that is befitting of the National Championships and is consistent across all venues. Specifically, Canada Soccer's objectives in this area are to build the brand of the National Championships,



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service the competition's national partners, develop marketing collateral, and deliver a merchandising solution with minimal risk to the LOC.

In order to accomplish these objectives together with the LOC, Canada Soccer will:

- ✓ Secure and service national sponsorship for each event, which includes coordinating all partner activations and promotions with each LOC.
- ✓ Support the LOC in confirming that each host venue is clear of conflicting signage and that any non-conflicting signage does not exceed 3' x 8' in size.
- ✓ Support the LOC to ensure that the official title and terminology is used across each local venue.
- ✓ Work with the LOC to ensure competition logo is used correctly across all marketing and communication platforms.
- ✓ Develop welcome banners to be displayed at the fields and hotels.
- ✓ Develop official competition letterhead, promotional posters, and other competition specific collateral materials.
- ✓ Support ticket sales concept creation and implementation.

BROADCAST/STREAMING

Canada Soccer will organize a stream at the primary and secondary field locations of all competitions. In addition, Canada Soccer will be responsible for producing a multi-camera enhanced broadcast including commentary for the Challenge and Jubilee Trophy semi-final and final matches. Where possible and in collaboration with the LOC, Canada Soccer will look to establish local streaming solutions at each competition outside of the primary field.

The LOC is responsible for providing the infrastructure to support broadcasting at the primary and secondary field locations. This includes:

- ✓ Camera position/centre field platform with clear view of pitch plus 18 yard line platform for enhanced broadcast
- ✓ Access to power
- ✓ Position for commentators
- ✓ Access to stable internet connection

NATIONAL COMMUNICATIONS SUPPORT

Canada Soccer serves as official spokesperson for the National Championships. The LOC will be required to identify a Venue Communications Officer who will serve as liaison between national



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and venue communications and act as the key communications contact and liaison with local marketplace. Press operations and media relations will include:

- ✓ National communications support from Canada Soccer headquarters
- ✓ Provision of national scope for communications and media relations
- ✓ Reporting scores from each match of the competition via Canada Soccer Twitter page (@canadasoccerEN & @canadasoccerFR)
- ✓ Collecting photos for canadasoccer.com and Canada Soccer's online database (<https://www.flickr.com/photos/canadasoccer/>)

Canada Soccer is responsible for maintaining a unique micro-site site for each competition under the Canadasoccer.com banner: www.canadasoccer.com/nationals. In addition, the LOC will identify a venue writer and venue photographer who produces content before and during the competition for Canada Soccer's digital properties and provides in-match updates for Canada Soccer's digital properties.

2.5 HOTELS

REQUIREMENTS FOR TEAMS

Canada Soccer has partnered with Hudson Travel Group Sport Services (HTG) as the official accommodations provider. HTG will be responsible for all hotel negotiations and contracts. Consequently for this bid, please identify inventory based on the below requirements.

The LOC for a National Competition shall work with HTG to provide (but not pay for) hotel accommodations for all visiting teams, with a maximum of four (4) to a room up to a maximum of twenty (20) players and five (5) team staff and a single room for the Provincial Representative. It is recommended that each team be allocated 7 double rooms and 1 single room. Double rooms are considered rooms with 2 double beds. Rooms that have a double bed and a pull-out couch are not considered to be a double room.

Each participating team will be required to submit a pre-organized rooming list within the time frame set by the HTG.

In addition, the following requirements for team hotels should be taken into consideration when contracting the hotels:

- ✓ In Championships where there are both male and female participants only teams of the same gender should be accommodated on the same hotel floors. Males and females may be accommodated in separate hotels if required. It is recommended that these



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hotels be as close together as possible and the room costs for these hotels be the same for both.

- ✓ Hotels with guest room balconies should be avoided wherever possible
- ✓ A team delegation should be housed on the same floor
- ✓ Team staff must be in the same proximity as their teams
- ✓ Team rooms should be grouped together in proximity
- ✓ Internet access to be negotiated, where possible, in basic price of accommodation
- ✓ Rooms with doors that provide direct access to outside should be avoided.
- ✓ Access to pay per view channels should be restricted.
- ✓ Mini-bars should be emptied
- ✓ Rooms should be non-smoking
- ✓ Laundry room in hotel (if there is no laundry room in the hotel a list of laundromats in the area must be provided)
- ✓ At least 2 rooms per team should be held for late check out. Check if there are any other events scheduled at the hotel (such as weddings, etc.) during the tournament that would be disruptive to the teams
- ✓ Hotel Security – confirm what type of security the hotel has in place.
- ✓ Outside guests, if possible, should not be mixed in or on the same floor as the teams.
- ✓ Confirm the ability to place competition signage and display match results and standings in the hotel housing the teams
- ✓ Identify separate hotel for parents, if possible
- ✓ In a hotel where restaurants are available, no arrangements for food are required however the hotel may want to provide available options to teams

REQUIREMENTS FOR CANADA SOCCER STAFF

HTG will work with Canada Soccer and the LOC to to book hotel accommodation at the main team hotel for the Match Commissioner, General Coordinator, and Assistant General Coordinator:

- ✓ Three single rooms with arrangements made for direct billing to Canada Soccer
- ✓ Complimentary internet service
- ✓ Complimentary parking for Match Commissioner, General Coordinator and Assistant General Coordinator

REQUIREMENTS FOR CANADA SOCCER MATCH OFFICIALS AND SUPERVISOR OF OFFICIALS

Through HTG, the LOC will be required to book hotel accommodation at a separate hotel from that of the teams and Canada Soccer staff for the Supervisor of Officials and Canada Soccer appointed match officials:



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- ✓ Match Officials appointed by Canada Soccer Referees Committee will be accommodated in double rooms. The LOC is responsible for a maximum of three (3) double rooms. If additional rooms are required, the LOC will be requested to book these rooms; the additional cost will be borne by Canada Soccer.
- ✓ Book a single room for the Supervisor of Officials
- ✓ Book double rooms for appointed assessor(s) with direct billing to Canada Soccer.
- ✓ Complementary internet service
- ✓ Complimentary parking for the Supervisor of Officials

REQUIREMENTS FOR MEETING ROOMS

The LOC will be required to book the following meeting rooms:

- ✓ A pre-tournament meeting room plus a room for daily meetings with Provincial Representatives and which can be used by the Match Commissioner as needed.
- ✓ An event office large enough to accommodate both LOC and Canada Soccer personnel
- ✓ Meeting room for Pre-Competitions Meeting and any other meeting(s) that may be called.
- ✓ Meeting room at each team hotel for Cast and Brace Meeting prior to competition.
- ✓ Meeting room to be available for any Discipline Hearings and for the daily meetings with Provincial Representatives.
- ✓ Meeting room at the Referee Hotel the day before the competition starts and each evening for the duration of the competition with a minimum capacity of 60 persons

2.6 OPENING AND AWARD CEREMONIES

The LOC, in conjunction with Canada Soccer, will be responsible for organising any opening ceremonies and the Award Ceremony.

A full opening ceremony is not mandatory, but there should be some recognition of the start of the competition. This can be in the form of a ceremonial coin toss, involving local dignitaries from the province or municipality, to an event that acknowledges local culture. An opening ceremony that takes place on the field in advance of a game should not take longer than 10 minutes and is restricted to the time between team warm-ups finishing and the start of the game opening production. With the exception of a coin toss, the competing teams will not be on the field during the opening ceremony. The LOC is required to provide the concept for its opening ceremony to Canada Soccer no later than 3 months in advance of the competition start date.



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An Award Ceremony is required to be staged by the LOC. A concept detailing the Award Ceremony is to be provided to Canada Soccer by the LOC no later than 3 months prior to the competition start date. All participants, teams, team staff, Provincial Representatives and Match Officials are mandated to attend for the youth competitions (U-15 Cup and U-17 Cup). Canada Soccer will provide the awards and the scripting for the run of show. The LOC is responsible for providing the following:

- ✓ PA system
- ✓ Bilingual announcer
- ✓ National Flag
- ✓ Award hosts (medal carriers)
- ✓ Logistics set up in accordance with approved LOC concept (including team signage, etc.)
- ✓ Guest Invitations and hosting
- ✓ Canada Soccer sponsor partner's invitations (details to be provided by Canada Soccer)
- ✓ Media invitations

2.7 TECHNICAL REQUIREMENTS

COMPETITION MATCH SCHEDULE

Canada Soccer will be responsible for the Competition Match Schedule. In conjunction with the LOC, Canada Soccer will set the kickoff times and field allocation. The final schedule shall be produced no later than ninety (90) days prior to the start of the competition.

When scheduling the kickoff times the following is taken into consideration:

- ✓ Half time interval
- ✓ Sixty (60) minutes scheduled between games to permit a warm-up period, pre-game ceremonies, etc. as required in the countdown for the match production.
- ✓ Kickoff times will not be scheduled to start any later than 19h00, unless specifically requested by the LOC, with a rationale, for consideration.

PLAYING FACILITIES STANDARDS

Proposed venues for any National Championship competition must be of the highest standards. In addition to the playing surface and dressing rooms, competition field facilities must provide opportunities for branding, spectator seating area, security, medical and media support, and parking. Training Fields should be in good condition, marked to a similar size as the primary competition field and provide the minimum of clean dressing room and washroom facilities.



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Where permanent advertising is affixed in any proposed competition venue a schematic with photographs must be provided to Canada Soccer when bidding to host. Certain advertising may need to be removed or covered (competing sponsors, not appropriate for the age, etc). LOCs are to establish whether there are any exclusivities within the venue that may need to be taken in consideration when evaluating the bid.

To stage one of the National Championship competitions, a minimum of five (5) competition fields are needed and at least one (1) training field.

COMPETITION FIELDS

- ✓ Competition Fields may be properly groomed natural turf or FIFA approved artificial turf, marked in accordance with FIFA Laws of the Game, and must have goals, complete with white goal nets, and corner flags.
- ✓ Artificial turf that has other soccer markings may be used. Where artificial turf has gridiron football markings this may be proposed as a 3rd – 5th competition fields, providing that the football uprights can be removed.
- ✓ Each competition field must be of full size, ideally marked at 105m x 68m but no less than 100m x 64m.
- ✓ Alternative game pitches must be provided, in case of inclement weather.
- ✓ Goals are to be properly secured, if portable goals are used they are to be firmly anchored or sandbagged. Wheels are to be removed.
- ✓ Each field must have technical areas for each team marked in accordance with the Laws of the Game and a designated 4th Official area complete with a table and two (2) chairs
- ✓ Covered benches must be available for each team and the fourth official. If covered benches are not available alternate arrangements are to be made to protect the teams from inclement weather. Team benches must have the capacity to seat a minimum of fourteen (14) players.
- ✓ Floodlights at a minimum of 800 lux may be used. Where used, a lighting certificate should be provided to confirm an even distribution of light across the playing surface
- ✓ Designated access for emergency vehicles must be identified for each competition field
- ✓ Security must be present
- ✓ Spectators must be kept at a distance from the field to ensure the safety of players and match officials. Appropriate physical barriers should be used, if required a minimum of one (1) metre from the touchline. Teams must be separate from spectators.
- ✓ No smoking is permitted in any of the competition accredited areas this includes but not limited to, the technical area, dressing rooms or the vicinity of the field of play
- ✓ Stands or bleachers are required for at least one hundred (100) people (plus PA/Press Box) on at least one competition field. For the senior competitions, all fields must be enclosed, with facilities for payment of an admission fee.
- ✓ At youth championships, no alcohol shall be sold or consumed in the competition venue or at any social functions that the athletes are invited to attend.



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DRESSING ROOMS

- ✓ A minimum of four (4) dressing rooms are required at all competition fields for the teams to allow games to be scheduled back to back.
- ✓ Two (2) separate dressing rooms must be available for the Match Officials (note that there is a possibility of mixed referee teams)
- ✓ Each dressing room will have dedicated shower and toilet facilities

MATCH BALLS

Three (3) match balls must be provided to the referees for each game.

LOCAL ASSISTANT GENERAL COORDINATOR (LAGC)

A Local Assistant General Coordinator is to be assigned to each game by the LOC in conjunction with Canada Soccer General Coordinator. Their role is to:

- ✓ Collect game sheets from competing teams
- ✓ Monitor the game and ensure that the results are submitted
- ✓ Ensure that the requirements of the Competition Regulations are met
- ✓ Monitor the team warm-up period
- ✓ Confirm that the games balls are on site
- ✓ Check Corner Flags/Goal nets are in place
- ✓ Confirm teams have access to drinking water
- ✓ Ensure competition area is clean post-game in preparation for the following game
- ✓ Oversee the crowd management and security at the competition area
- ✓ Be aware of how emergency medical services may be summoned, where the portable AED is located and who is responsible to operate the AED
- ✓ Submit a daily checklist to the General Coordinator that includes any competition breaches

YOUTH PROGRAMME

The LOC should provide at least four (4) uniformed “ball retrievers” for each game (male or female youth soccer players in uniform are ideal as long as their attire does not clash with the players’ colours). Maximum number of ball retrievers is eight (8) per game. Ball retrievers should be a minimum of 14 years old. They are to be accompanied by a chaperone.

For the semi-finals and final matches, a minimum of twelve (12) flag bearers should be recruited. They can be male or female youth soccer (U-16) players in uniform. This group will



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carry the national flag and the provincial flags of the competing teams' Province/Territory in the pre-game ceremony. Flag bearers will be required to be at the competition field no later than two (2) hours prior to the KO of the game to receive instructions and rehearse.

TRAINING FACILITIES

The LOC is responsible for identifying training facilities and are responsible for the cost of one (1) training session for each team. Such training facilities are to be separate from the competition fields.

Teams will advise the LOC no later than two (2) weeks prior to the competition of their training requirements. Should a team subsequently cancel their pre-arranged training it will be responsible for any costs to the LOC resulting from such cancellation.

REFEREE REPORTING

The LOC is also responsible for providing the infrastructure required to complete referee reporting. An area dedicated to referee input is required at each competition field. The requirements for this room are as follows:

- ✓ A desk and chair
- ✓ Reliable internet access
- ✓ Computer and printer

2.8 TRANSPORTATION

The LOC is responsible for compiling a transportation concept for moving the players and team staff as approved who are accredited by Canada Soccer. For National Championships, this comprises of a maximum of twenty (20) players and five (5) team staff. In addition, there must be a seat for the Provincial/Territorial Representative on the bus.

Each visiting team must be met at the airport, and transported to their accommodation and returned to the airport. These transfers will include the team's equipment; luggage vans may be required. Transportation shall also be provided for all teams and their Provincial/Territorial Representatives from the accommodation to the games and practice fields. (Preferable that teams playing or having played each other are not to be on the same bus. If this is not possible, consideration needs to be made to keep the teams separate). In the case that there are two team hotels (male/female), the LOC will also be responsible for transporting team representatives at the other hotel to and from the hotel in which the Pre-Competitions Meeting takes place.



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Where a team has been approved to travel to the championship via ground transportation, they must advise Canada Soccer and the LOC no later than two (2) weeks prior to the start of the competition if they will require local transport. Teams will be required to pay for any transportation if they cancel where there is a resulting cost to the LOC involved.

The LOC is responsible for providing local ground transportation for the match officials appointed by Canada Soccer to and from the airport, to and from the accommodation, and to and from the competition venues.

If a Host is appointed where the accommodation and competition venue is further than one (1) hour's travel from an airport served by scheduled airline service, the LOC will be required to provide a concept of travel for those teams. The LOC may also be required to assist Canada Soccer with ground transportation for teams that cannot fly into the host city.

2.9 MATCH OFFICIALS

The LOC is responsible for identifying match officials from within the Province or Territory at an appropriate level as determined by Canada Soccer for each Competition. Typically this ranges from 30 – 35 local officials. In addition Canada Soccer will appoint out of Province match officials at its discretion. Where Canada Soccer appoints match officials the LOC is responsible for the per diem of up to six (6) match officials appointed by Canada Soccer. The per diem will be Canada Soccer rate (In 2019 this amount was \$58.00 per day less specific meal allowance when provided by host, i.e. banquet or separate social event)

All match officials are to be paid game fees by the LOC for each match equivalent to that paid by the Member Association where the competition is hosted to match officials of its final of the relevant provincial level competition in the current season.

Canada Soccer will appoint a Supervisor of Officials (SoO) who will be responsible for the appointment of officials to the games. The LOC will identify a manager of officials to work in conjunction with the SoO and the locally assigned match officials.

Water, isotonic drinks and snacks are to be made available to the match officials at the competition venue.

CONFERENCES, CLINICS, AND WORKSHOPS

Canada Soccer provides match officials training for local referees in the respective host Province or Territory prior to the National Championships. The size and scope of the clinics is dependant on the number of local officials who will be engaged. Canada Soccer will work with



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the LOC and the PTSO to coordinate this training to maximise the effectiveness of the education provided.

2.10 HOSPITALITY

The LOC is invited to provide a hospitality suite for the social interaction of the team staff, Provincial/Territorial Representatives and competition organizers. If provided it should be in the team hotel but not on the same floor as any of the athletes.

The LOC may host social events during the period of the competition at its discretion. Where social events are organised Canada Soccer and local sponsorship representatives should be invited. Match Officials should attend official functions, and Provincial/Territorial representatives are required to be in attendance.

SOCIAL FUNCTIONS

The LOC may organise a social function for Provincial/Territorial Representatives, and others, at its discretion. If organised it should reflect the local flavour of the region where the competition is held.

2.11 HOST ASSOCIATION REVENUE OPPORTUNITIES

MERCHANDISE

Canada Soccer centrally organises merchandise for all competitions. It selects the item lines and approves design and placement of the branding. Merchandise is available on line pre-competition to allow participants to pre-order. The LOC is to identify an appropriate space for the merchandise outlet in the competition venue. The LOC will receive a percentage of the profit based on sales of the merchandise linked to the competition they are hosting. Canada Soccer does not receive any income from this venture.

In addition Canada Soccer will coordinate opportunities for the LOC to order apparel through Canada Soccer's merchandise vendor.

LOCAL SPONSORS

Beyond the Canada Soccer National Championships sponsor exclusivities, LOCs are encouraged to engage local sponsors in available categories to support the National Championships. Local sponsors shall not compete with any of the categories owned by Canada Soccer. A comprehensive list will be provided by Canada Soccer for guidance. Canada Soccer will assist LOCs when pitching to potential local sponsors where required.



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Local Sponsorship Acquisition Process is as follows:

- ✓ Review categories of exclusivity
- ✓ Submit potential / targeted sponsors to Canada Soccer for approval
- ✓ If potential sponsor is in conflict with an existing Association sponsor Canada Soccer will manage first-right-of-refusal process
- ✓ LOC to confirm local sponsors as agreements are finalized

TICKET SALES

The LOC may charge game admission and all revenue stays with the host. A ticketing concept should be submitted to Canada Soccer for review to ensure that Canada Soccer assets and resources are provided to support the initiative.

GOVERNMENT FUNDING

Sports tourism is high profile and many Provincial/Municipal governments offer funding for hosting national events. The LOC is responsible for securing any local Government Funding. No approach should be made by the LOC for Federal Financial Support.

2.12 FIRST AID/MEDICAL

HEALTH CARE STANDARDS

Athletes competing in National Championships deserve appropriate medical care, both preventative and in case of injury or illness.

Ideally, local health professionals with experience in sport medicine should provide leadership to this process. The Canadian Academy of Sport Medicine, the Sport Physiotherapy Division of the Canadian Physiotherapy Association, and the Canadian Athletic Therapists Association may be of assistance in locating appropriately qualified sport medicine officials in your community who may be of assistance in organizing and coordinating medical care for the event. Qualified sport medicine professionals are in high demand and it is increasingly the norm that honoraria and other considerations are provided to such health professionals.

MINIMUM FIRST AID/MEDICAL REQUIREMENTS

An appropriately trained and qualified first-aid provider, such as an athletic therapist or sport physiotherapist, must be available at all competition venues while games are in progress in order to provide initial care to injured players. This person must also be available one (1) hour before and after each game for preventative measures and taping. Teams will be expected to



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pay for the cost of tape or for non-hospital treatment. The services of members of the St. John's Ambulance Society, off-duty paramedics or Emergency Medical Technicians may be obtained to assist with the provision of onsite first-aid. It must be noted that there may be costs associated with some of these approaches to care.

Arrangements must be made in advance with emergency health care officials and local emergency departments alerting them to the time and location of the competition(s) and the potential for serious injury on the field of play. Access to the competition site(s) and fields of play by emergency medical service personnel and ambulances, must be predetermined and shared with the medical services together with the correct address and match-day schedules.

Tournament officials and referees must be advised of the nature of the medical and emergency services provided for the duration of the tournament and the location of all emergency medical equipment. A portable AED shall be available at each competition venue and a designated person(s) identified who is approved to operate the AED.

The Local Assistant General Coordinator in each game must be aware of how emergency medical services may be summoned.

The LOC will be required to prepare a Medical Information Sheet for inclusion in team information packages describing:

- ✓ Arrangements for the provision of medical care.
- ✓ Any local conditions concerning the recognition/acceptance of provincial health insurance and any requirements for the payment of services.
- ✓ The location of local pharmacies and health facilities (with map).
- ✓ Communication procedures teams must follow regarding the reporting of on-field medical issues to the competition organising staff, including concussions and return-to-play. (See Competition Regulations)

2.13 EVENT DOPING REQUIREMENTS (CANADIAN CENTRE FOR ETHICS IN SPORT)

Where doping control take place at National Championships, the LOC is responsible for providing:

- ✓ Chaperones
- ✓ Facilities
- ✓ Beverages
- ✓ Parking

CHAPERONES



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Individuals will need to be recruited as volunteer Chaperones for doping control. Chaperones are responsible for athlete notification and should be available for training with the Doping Control Officer (DCO) at least one hour prior to the start of testing. One Chaperone per athlete is required and Chaperones must be of the same gender as the athletes to be tested and be over 18 years of age.

FACILITIES

The doping control station should be located in close proximity to the competition site. When possible, it should be located away from heavy traffic areas to ensure a secure area. The doping control station shall be clearly marked with signs.

Wherever possible, the doping control station shall be divided into three separate, but interconnected areas (preferably, but not necessarily, three rooms). These areas are:

Waiting Room

Doping Control Processing Room

Washroom

BEVERAGES

The LOC is responsible for providing individually sealed bottled water for the athletes who are being tested. Any other beverages provided must be approved by the DCO, and must be non-alcoholic and non-caffeinated.

2.14 CRISIS MANAGEMENT

Canada Soccer and the LOC will establish a Crisis Management Team. The LOC should identify a suitable location to house the Crisis Management team if required to be deployed. The location should have access to power, internet and be able to accommodate up to 15 persons. An alternative location should be available in the event that the initial site is inaccessible.



PART 3- BID APPLICATION

The bid application is to be returned to the rights holder in the format outlined below.

Bidding communities will be evaluated by Canada Soccer Competition Evaluation Committee on the basis of each of the topics below. Certain topics will have more importance than others; please see the Bid Evaluation section for more information.

Please respond to the topics below in your bid application, maintaining numbering that is consistent with the numbering in this section.

1. BACKGROUND

- 1.1 Please describe your bidding community.
- 1.2 Please outline the meteorological climate for the proposed event date.
- 1.3 Which sporting events and non-sporting events has your bidding community hosted previously?

2. SUPPORT AND PARTNERSHIPS

- 2.1. Who will be the event promoter and the event partners/stakeholders?
- 2.2. Have you received any commitments of support from various local, regional, provincial governments, organizations or institutions?
- 2.3. What is your staffing plan for planning this event if you are selected as the host community?
- 2.4. Do you have support from the Provincial or Territorial Soccer Association, local soccer association/club

3. FACILITIES

- 3.1. Does the existing competition site facility comply with or exceed the obligations (not including technical rules and regulations)?
- 3.2. Does the existing competition site facility, including the equipment, comply with or exceed the technical rules and regulations?
- 3.3. Does the existing training site facility, including the equipment, comply with or exceed rules and regulations?



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- 3.4. Will any venues require a capital upgrades budget and if the answer is yes, do you have confirmation of funding and a confirmed construction timetable?

4. COMPETITION

- 4.1. Who will Chair the Local Organizing Committee? What will be their role and what is their event background?
- 4.2. Who are the potential members of the LOC? Who will be the competition organising committee for the event and what are their backgrounds?
- 4.3. How many referees (who can officiate as per technical regulations) do you have in your region who will not require accommodation?

5. FINANCES INCLUDING REVENUE GENERATION

- 5.1. Please elaborate on the event's financial risk assessment following the production of your draft operational budget for the event.
- 5.2. Do you intend to have the event webcast/broadcast outside of the commitment made by Canada Soccer? If yes, please give details in the webcasting/broadcasting plan as well as the type of support the Organizing Committee will provide to the webcaster/broadcaster.
- 5.3. Please outline your marketing plan (sponsorships, ticketing, merchandising and fundraising). How will you be able to raise revenues factoring in the marketing obligations?

6. COMMUNICATION, HOSTING SERVICES AND OTHERS ACTIVITIES

- 6.1. Please outline your communication plan factoring in the communication obligations. More specifically how can you ensure that many spectators will be present?
- 6.2. What type of services to the media do you intend to provide during the event?
- 6.3. What type of hosting services do you intend to provide to VIPs and sponsors?

7. OPERATIONS

- 7.1. Please outline your accommodations plan.
- 7.2. Please outline your airport operation plan including airport shuttles.
- 7.3. Please outline your local transportation plan.
- 7.4. What type of medical services do you intend to provide, and where?
- 7.5. Please describe the security access control plan at the venues.
- 7.6. What will be your official language plan for this event?



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7.7. Please describe the technology infrastructure that will be available at the venues.

8. LEGACY AND CONCLUSION

- 8.1. What type of legacy will this event leave at the local, regional, provincial and national level?
- 8.2. If you have the ability, please provide an economic impact statement.
- 8.3. Why should we select your community to host this event?



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APPENDICES

Bidding communities need to include the following appendices:

- Bidding Template 1** Bidding community site map with all venue locations
- Bidding Template 2** Competition Venue Form and Site floor plan with photos (one per site)
- Bidding Template 3** Training site Form and floor plan with photos (one per site)
- Bidding Template 4** Accommodation form (one per proposed hotel)
- Bidding Template 5** Bidding Statement (signed by Bid Committee Chair)



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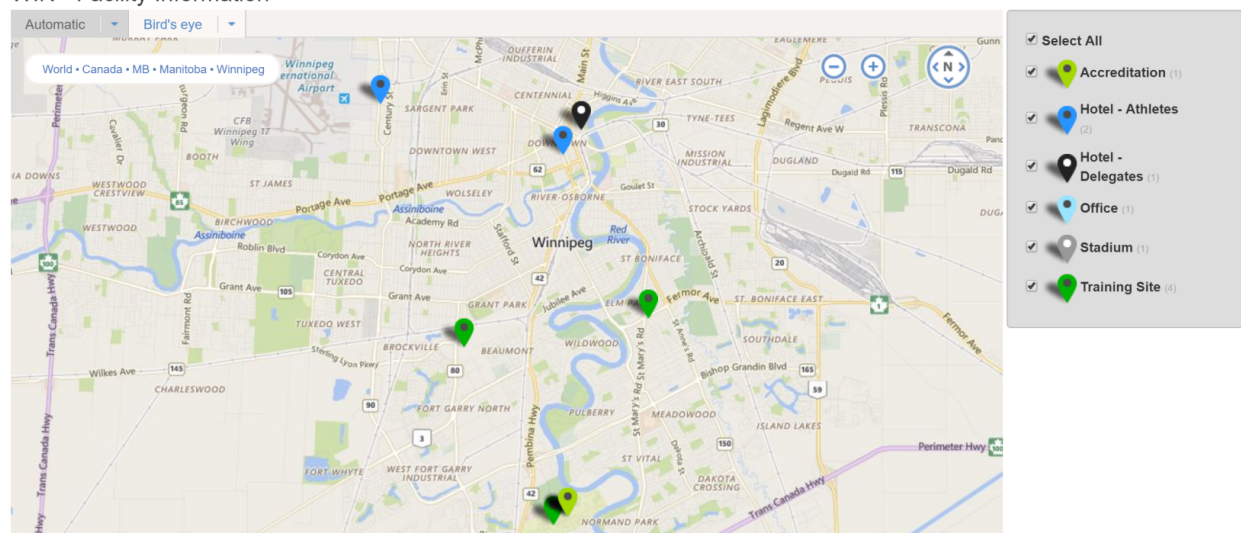
BIDDING TEMPLATE 1- BIDDING COMMUNITY SITE MAP

Requirements:

- A map including all venue locations
- Distance charts that include the following:
 - Distance between training site(s) and hotel(s)
 - Distance between hotel and airport
 - Distance between hotel and stadium

COMMUNITY SITE MAP (EXAMPLE):

WIN - Facility Information



DISTANCE CHARTS (EXAMPLES):

Hotel to training sites

Training Site	Distance	Travel Time
Harrison Trimble	4km	10-12 mins
Bernice MacNaughton	5km	10-15 mins
Rocky Stone	4km	10-12 mins

Hotel to airport, stadium

Site	Distance	Travel Time
Hotel to airport	9km	15-20 mins
Hotel to stadium	4km	5-10 mins

	Moncton Stadium	Harrison Trimble	Bernice MacNaughton	Rocky Stone	Delta Beausejour	Crowne Plaza	Greater Moncton International Airport
Moncton - in km							
Moncton Stadium							
Harrison Trimble	3						
Bernice MacNaughton	6	6					
Rocky Stone	5	4	3				
Delta Beausejour	4	4	5	4			
Crowne Plaza	4	4	5	4	0		
Greater Moncton International Airport	10	11	13	12	9	9	



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BIDDING TEMPLATE 2- COMPETITION VENUE FORM, PHOTOS & SITE FLOOR PLAN

Requirements:

- A Competition Venue Form must be filled out for **each** proposed competition venue (minimum of 5 competition fields)
- The following photos must accompany each Competition Venue Form:
 - The field of play
 - The dressing rooms
 - The facilities
- A venue floor plan must accompany each Competition Venue form

*Please note that this form spans three (3) pages in length. Please ensure that you fill out the form in its entirety for **each** competition venue

Competition Venue Form		
Venue General Information		
Venue Name		
Venue owner's name		
Venue address		
Telephone number		
Contact name & position		
Venue website address		
Year of construction		
Year of last major renovation(s) (start & end date of renovations or new builds if applicable)		
Name of club(s) using site		
Travel distance (kms) to nearest proposed team hotel		
Travel time (minutes) to nearest proposed team hotel		
Venue rental cost (per hour)		
Field of Play Information		
Information	Response	Remarks
Competition field name		
Dimensions of pitch (105x68 preferred)		
Type of pitch	<i>Natural grass or Artificial turf</i>	<i>Turf rating (if applicable):</i>
Dedicated soccer pitch?	<i>Yes/No</i>	<i>Details of other sport markings (if applicable)</i>
Lighting	<i>Yes/No</i>	<i>Lux amount (if applicable):</i>
Fixed goals	<i>Yes/No</i>	<i>Size, number</i>



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Moveable goals	Yes/No	Size: How many:
Benches	Yes/No	Covered/uncovered (if applicable):
Separation of spectators from pitch area	Yes/No	How? (ex. Fence)
Seating capacity	Permanent seating: Temporary seating:	
Existing sound system	Yes/No	Specifications
Existing scoreboard/video board	Yes/No	Specifications
Emergency power generator	Yes/No	Separate and independent
Workroom(s) to be used for event operation		
Workroom	Name	Size
Indoor room(s) (create one line per room)		
Outdoor field(s) (create one line per field)		
Outdoor space(s) (create one line per space)		
Athletes and Officials Services		
Service	Yes/No/NA	Number
Team dressing rooms		
Shower(s)		
Washroom(s)		
Referee dressing room(s)		
Medical room		
Doping control room(s)		
Marketing		
Aspect	Yes/No/NA	Number
Does venue have permanent advertising?		
Does venue have agreement with a concessionaire who has exclusivity?		
Does venue have beverage vending machines?		
Does venue have product exclusivity?		
Does venue have spectator snack bars?		
Does venue have spectator elevators?		
Does venue have merchandising sales area(s)?		
Does venue have VIP area?		



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Does venue have media area?				
Transportation				
Aspect	Yes/No/NA	Number	Remarks	
Parking (for cars)		<i># of spaces</i>		
Parking (for buses)		<i># of spaces</i>		
Drop off/pick up load zone			<i>Number of cars and buses that can do this at the same time</i>	
Loading dock			<i>Forklift requirement?</i>	
Public transportation			<i>Specify distance from venue to bus stop</i>	
Does venue include following?				
Facility/Equipment/Supply/Service	Included at no extra charge?	Additional cost (if not included)	Not available at venue	Remarks
Available for duration of competition?				<i>If not available for duration of competition, specify availability</i>
Fit-out and decommissioning days?				<i>Specify number of days</i>
Access to venue prior to fit-out and decommissioning period?				
Clean venue with no advertising				
All workrooms listed above?				
All outdoor field(s)/space(s) specified above?				
Sports equipment				<i>Specify</i>
Scoreboard and clock				<i>Specify</i>
Furniture, fixtures, and equipment				<i>Specify</i>
Electricity consumption				
Waste management				
Parking during event				
Parking prior to event				
Janitorial services for all rooms*				
Janitorial services for spectator area*				
Janitorial services for outdoor field(s)*				
Field maintenance*				
Plumber services*				
Electrician services*				
Manpower services*				
Sound technician(s)*				
Scoreboard/video technician(s)*				
Telecommunication technician(s)*				



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Receptionist service*				
Security personnel*				
Internet Capabilities				
Area	Wireless/Ethernet		Remarks	
Throughout venue				
Events office				
Referee reporting room/dressing room				
Other				

**specify in remarks if this service must be provided by owner due to exclusivity clauses*



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BIDDING TEMPLATE 3- TRAINING VENUE FORM, PHOTOS & SITE FLOOR PLAN

Requirements:

- A Training Venue Form must be filled out for **each** proposed training venue
- The following photos must accompany each Training Venue Form:
 - The field of play
 - The dressing rooms
 - The facilities
- A venue floor plan must accompany each Training Venue form

*Please note that this form spans three (3) pages in length. Please ensure that you fill out the form in its entirety for **each** training venue

Training Venue Form		
Venue General Information		
Venue Name		
Venue owner's name		
Venue address		
Telephone number		
Contact name & position		
Venue website address		
Year of construction		
Year of last major renovation(s) (start & end date of renovations or new builds if applicable)		
Name of club(s) using site		
Travel distance (kms) to nearest proposed team hotel		
Travel time (minutes) to nearest proposed team hotel		
Venue rental cost (per hour)		
Field of Play Information		
Information	Response	Remarks
Training field name		
Type of pitch	<i>Natural grass/ Artificial turf</i>	<i>Turf rating (if applicable):</i>
Dedicated soccer pitch?	<i>Yes/No</i>	<i>Details of other sport markings</i>
Lighting	<i>Yes/No</i>	<i>Lux amount (if applicable):</i>
Fixed goals	<i>Yes/No</i>	<i>Size: How many:</i>
Moveable goals	<i>Yes/No</i>	<i>Size: How many:</i>



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Benches	Yes/No		Covered/uncovered (if applicable):		
Workroom(s) to be used for event operation					
Workroom	Name	Size	Floor level	Floor type	Remarks
Indoor room(s) (create one line per room)					
Outdoor field(s) (create one line per field)					
Outdoor space(s) (create one line per space)					
Athletes and Officials Services					
Service	Yes/No/NA	Number	Remarks		
Team dressing rooms			Average size of each		
Shower(s)					
Washroom(s)					
Referee dressing room(s)			Average size of each		
Medical room and general access			Average size		
Marketing					
Aspect	Yes/No/NA	Number	Remarks		
Does venue have permanent advertising?			Specify where		
Does venue have beverage vending machines?					
Does venue have product exclusivity?			Specify exclusive product and when exclusivity expires (if applicable)		
Transportation					
Aspect	Yes/No/NA	Number	Remarks		
Parking (for cars)		# of spaces			
Parking (for buses)		# of spaces			
Drop off/pick up load zone			Number of cars that can do this at the same time Number of buses that can do this at the same time		
Does venue include following?					
Facility/Equipment/Supply/Service	Included at no extra charge?	Additional cost (if not included)	Not available at venue	Remarks	
Available for all required training days?				If not available for all required training days, specify availability	
Fit-out and decommissioning days?				Specify number of days	
Access to venue prior to fit-out and decommissioning period?					
Clean venue with no advertising					
All workrooms listed above?					



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All outdoor field(s)/space(s) specified above?				
Sports equipment				<i>Specify</i>
Furniture, fixtures, and equipment				<i>Specify</i>
Electricity consumption				
Waste management				
Parking during event				
Parking prior to event				
Janitorial services for all rooms*				
Janitorial services for outdoor field(s)*				
Field maintenance*				
Plumber services*				
Electrician services*				
Manpower services*				
Telecommunication technician(s)*				
Receptionist service*				
Security personnel*				

**specify in remarks if this service must be provided by owner due to exclusivity clauses*



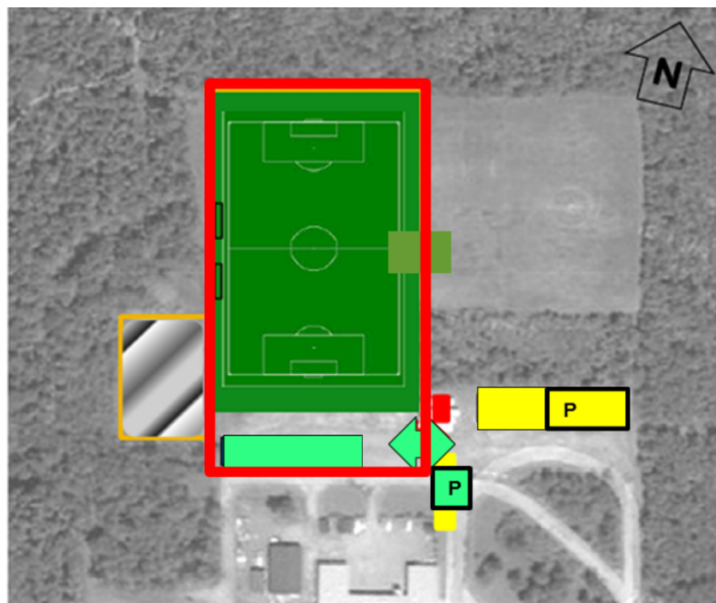
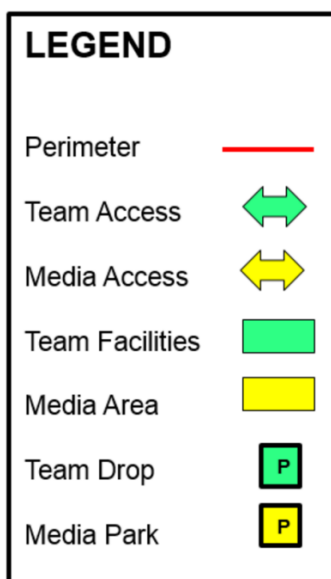
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COMPETITION AND TRAINING VENUES

SITE FLOOR PLAN

- Please use the below examples as guidelines for submitting your venue floor plans as required for Bidding Template 2 and Bidding Template 3

SITE FLOOR PLAN (EXAMPLE):



A legend must accompany each site floor plan that includes the following:

- Perimeter
- Team Access and Drop off
- Match Officials Access and Drop off
- Spectator Access
- Team Change rooms/Facilities
- Match Official Change rooms/Facilities



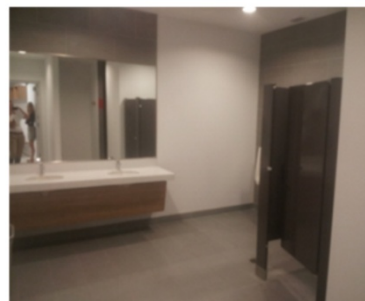
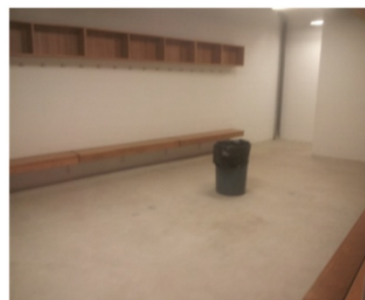
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COMPETITION AND TRAINING VENUES

SITE PHOTOS

- Please use the below examples as guidelines for submitting your venue photos as required for Bidding Template 2 and Bidding Template 3

VENUE PHOTOS (EXAMPLES):



Please ensure you include photos of the following areas of each venue:

- The field of play
- Dressing Rooms
- Facilities



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BIDDING TEMPLATE 4- ACCOMODATION FORM

Requirements:

- Please fill out one accommodation form for **each** proposed hotel
- Please note that there will be a **minimum** of two proposed hotels:
 - Team hotel(s)
 - Match Commissioner, General Coordinator, Supervisor of Officials and Canada Soccer appointed Match Officials hotel(s)

*Please note that this form spans two (2) pages in length. Please ensure that you fill out the accommodation form in its entirety for each proposed hotel

Accommodation Form			
General Information			
Hotel name			
Hotel owner			
Hotel address			
Telephone			
Hotel website address			
Opening year			
Last renovation			
Capacity			
Room type	Capacity	Booked	Costs +tax (without breakfast)
Single (1 bed)			
Double (1 bed)			
Twin (2 beds)			
Triple (2 beds)			
Quad (2 beds)			
Characteristics			
Number of stars			
Number of meeting rooms			
Total square meters of meeting rooms			
Number of restaurants within hotel			
Number of bars within hotel			
Services available in rooms			
Transportation			
Travel	Travel distance (km)	Travel time (in minutes, by car)	
Hotel to airport			
Hotel to downtown			
Hotel to competition site			
Hotel to training site			
Other			



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Number of parking spots available (cars)	
Number of parking spots available (buses)	
Number of pick up/drop off spots available (cars)	
Number of pick up/drop off spots available (buses)	
Distance from public transportation stops	



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BIDDING TEMPLATE 5- BIDDING STATEMENT

The bid committee represented by [organization name] _____ agree to comply with the following statement:

Cooperate fully with Canada Soccer in the staging and hosting of the Event and assume responsibilities for all expenses concerning the National Championship Competition 2022/2023/2024. Agree that all contents of the bid application submitted by the bid committee and the bid institution are binding, unless it is conflicting with the obligations listed in the Request for Proposal for the National Championship Competition 2022/2023/2024. Any changes to the bid application once the event has been awarded must be approved by Canada Soccer prior to taking effect.

Immediately after being awarded the event by Canada Soccer and no more than 30 days later, the Bid Committee will create a Local Organizing Committee (LOC) which shall be responsible for the organization of the event.

The appointment of the LOC is conditional upon the Organizing Committee undertaking in form and substance satisfactory to Canada Soccer to fully comply with the terms and conditions of the obligations listed in the RFP and the Hosting Agreement which will be completed upon award of a National Championship Competition. Both the Bid Committee shall be liable for all commitments entered into by them, individually or collectively, in connection with the organization and staging of the event, including any obligation under the Hosting Agreement for the National Championship.

X

Bid Committee Chair



CANADA SOCCER TOYOTA NATIONAL CHAMPIONSHIPS 2022-2024 REQUEST FOR PROPOSAL

BID APPLICATION CHECKLIST

Please use this checklist before submitting your bid application to ensure that you have completed all the necessary components of the application

- ✓ You have responded to each of the eight (8) key topics and their accompanying questions as outlined in *Part 3- Bid Application*
- ✓ You have included each of the five (5) completed bidding templates and fulfilled the listed requirements within each template
- ✓ You have included an Operational Budget
- ✓ You have included a Table of Contents
- ✓ You have three (3) bound hard copies to submit
- ✓ You have included a letter of support from a registered club, Provincial/ Territorial Soccer Association, or Soccer Association
- ✓ You have included a letter of support from **one** of the following: Municipality, Tourism Office or proposed facility