

# 2025 Atlantic Championships

## Bid Guidelines



# 2025 Atlantic Championship Bid Guidelines

Hockey New Brunswick will be hosting the **U15 Atlantic's** and **U15 Female Atlantic's**. Both events will be held April 10<sup>th</sup>-13<sup>th</sup>, 2025.

## 1.0 EVENT FORMATS

**Participating teams:** New Brunswick  
Newfoundland and Labrador  
Nova Scotia  
Prince Edward Island  
Host Team

### Game Lengths

U15 Championship	3 x 20 periods	Flood after each period
U15 Female Championship	3 x 20 periods	Flood after each period

### Number of Games

All Championships include ten (10) round robin games, followed by a bronze and gold medal game. There are twelve (12) games in total.

### Schedules

Event schedules are located in Appendix A.

## 2.0 SELECTION COMMITTEE

The host Member shall establish a selection committee and select the host for their respective event each year. The host Member shall set any specific selection criteria as required.

## 3.0 EVENT MANAGER

Each Championship shall have a designated Event Manager to oversee the event to work with and support the host committee. The Event Manager shall oversee the operations of the event. The host Member shall appoint the event manager.

## 4.0 BID APPLICATION PROCESS

Teams and/or associations may submit a bid document to host an event. In addition to an official Bid Document, all bids must include **Form A** in their bid submission.

**Deadline to submit bids for both events is September 23<sup>rd</sup>, 2024.**

Please send the bid information to Nic Jansen at the Hockey New Brunswick office ([njansen@hnb.ca](mailto:njansen@hnb.ca)).

Bid Applicants may submit questions by email to the hosting Member pertaining to the bid requirements during the bidding process. Should the host Member receive any bid questions or make changes to the bid guidelines, they will notify all parties of such changes and/or information in writing.

## **5.0 HOSTING STANDARDS**

- The host association/team must demonstrate the ability to stage regional events in a highly successful manner, both financially and logistically;
- The host association/team must have a strong volunteer base within the business and hockey community to draw on for leadership; and
- The host association/team must have an arena complex, which would be suitable to serve as the main site for all games.

## **6.0 COMMUNITY OVERVIEW**

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

## **7.0 BUSINESS PLAN**

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

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

## **8.0 FINANCIAL**

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

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

- Responsible for all game expenses, including arena facility rental (ice rental) and staffing (building staff and security).

- Game lengths are outlined in Section 1.0 [Event Formats].
- Tournament schedules contained in Appendix A
- Arrange all event administration expenses, including staffing, offices and meetings;
- Responsible for other related costs outlined in Section 14.0 [Protocol];
- Responsible for awards banquet. See Section 16.0 [Banquet];
- Responsible for costs of all awards;
- Responsible for accreditation;
- Costs associated with the on-ice officials according to host Member policy. This includes game fees and any applicable inter province travel.
- All events, will utilize the four (4) person officiating system.
- Applicable game fees may be obtained from the host Member.
- Costs for off-ice officials such as scorekeeper, announcer, timekeeper, music etc.;
- Costs to operate a hospitality room for the event;
- Any related marketing, promotional, and public relations expenses; and
- Costs associated with any ancillary events in conjunction with the event.

Please provide details on the following (attach any related documentation):

- Outline a plan for the potential of surplus funds that may be realized from hosting the event. Where will the surplus be used/donated?
- Outline who will be the financial guarantor of the event – should the event not be profitable, ensuring all bills are paid upon completion of the event.

#### Revenue Opportunities

- Host committees are permitted to sell and retain profits from event merchandise, photography, 50/50, programs etc.

#### Bid Support/Endorsement

- Each bid submission should include a letter of support/endorsement from the host team's association or zone.

## 9.0 ARENA FACILITIES

The Host Committee must have facility agreements in place prior to the bid being awarded. Please demonstrate that a facility has been booked and an agreement is in place.

The host arena(s) must meet the following minimum standards:

- Minimum 5 dressing rooms, plus an adequate official's room. Each team must be given their own dressing room for the duration of the event. If that is not possible, provide details on a secondary plan to accommodate teams. For example, an adequate and secure separate storage and drying facilities must be provided if each team is not allocated their own dressing room for the championships;
- May be required to provide 1 additional dressing room or suitable room for female players at minor events to use where applicable;
- Adequate seating for spectators;
- Exclusive use of the arena facility for the duration of the event;

- Approval to display sponsors' advertising throughout the arena, including, but not limited to exclusive use of rink boards and ice logos;
- Exclusive right to sell event merchandise, souvenir programs, and photographs;
- Provide a hospitality room for parents, coaches, special guests etc.; and
- All arena contracts entered into by the Host Organizing Committee regarding the event will be subject to approval by host Member. Bids must include copies of rental agreements or letter of confirmation from arena.

## **10.0 HOTELS**

The Host Committee must have hotel agreements in place prior to the bid being awarded. Teams are responsible for hotel costs. Bids must meet the following hotel requirements:

- Provide the availability of a minimum of 20 hotel rooms per team (excluding host team) to house the participating teams, parents, guests etc. (preferably in one hotel) – approximately 60 rooms per night;
- Rooms should be blocked for Wednesday night through to the departure date on Sunday of the event;
- Hotels must be within reasonable proximity of the host arena;
- All traveling teams (out of province) are required to stay at the designated host hotel as per the event protocol.
- Preferred hotel room rates must be negotiated by the Host Committee. Teams are responsible for the payment of hotels; and
- Bids must include a copy of hotel agreements that have been reached with proposed hotel properties. Agreements should outline negotiated prices for teams and confirmation of dates, services etc.

## **11.0 TRANSPORTATION**

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

- Provide emergency transportation assistance from arenas and hotels, as required.
- All teams are required to provide their own transportation while on site and transportation to the event and return home.

## **12.0 SALES**

The bid presentation should outline the degree of support the Host Committee anticipates from the following sources:

- A ticket sales plan outlining a strategy for the pricing, packaging and distribution of ticket sales for the overall event;
- Venue sales plans should indicate the level of sales which can be achieved at the arena venues, in such areas as photography, merchandise and souvenir program; as well as any other revenue potential that may be available;
- Provincial and municipal support available should also be addressed, including major financial contributions for hosting regional events; and

- Other contributions, such as in-kind donations and services, should also be outlined in the bid.

Every effort to maximize the cost efficiencies surrounding the staging of the event would be taken into account in the bid presentation. For instance, the Host Committee's ability to obtain support in the area of advertising and promotion, hotel rates, transportation services and other subsidies that could significantly enhance the financial success of the event.

### 13.0 MARKETING

**Media** - The bid presentation should outline any proposed media advertising and publicity campaign for the event. The bid should describe anticipated contributions from local/regional media leading up to the event, as well as the overall budget for advertising and promotional activities.

**Game Results** - The host committee must provide an in-venue scoreboard that displays tournament schedule and results.

**Event Logo** - Each Championship has a logo that has been designed by the Atlantic Members and will be provided.

**Website** - The Atlantic Members have established a new web portal for all Atlantic Championships that will be used: <http://aaa.atlanticaahockey.ca/>

The site includes tournament schedule, rosters, game scores, standings etc. Each host committee must designate a volunteer to oversee the website prior to and during the championships.

**Web Broadcasting** - All games will be broadcast via webcast by a pre-approved company, as identified by the Provincial Members through a contractual agreement. The company has exclusive rights to this broadcasting.

### 14.0 PROTOCOL

The Host Committee will be responsible to co-ordinate all protocol arrangements for the event in accordance with guidelines provided by the host Member. This will ensure activities such as opening and closing ceremonies, awards, special receptions and hospitality arrangements are conducted in accordance with the event protocol.

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

**Ceremonies** - The host must establish and deliver an opening and closing ceremony. Scripts and format for the opening and closing festivities for each game will be provided by event manager. The event manager will work with the host committee on the creation and delivery of event ceremonies.

**Game Tickets** - Reserve a total of 20 event passes (complimentary) for the Host Member.

**Hospitality** - Provide a hospitality space for parents, coaches, special guests etc.

**Awards** - The host committee must provide the following awards for the championship. This includes:

- Championship team banner (note: Banners are provided by Hockey Canada for the U18 and U18 female Championships)
- Gold, Silver and Bronze medals presented to the teams. (25 medals per team)
- Player of the Game Awards after each game. One player per team.

The following awards shall be presented at the awards banquet based on round robin play:

- Top Scorer
- Top Defense
- Top Goalie
- Top Forward
- Most Valuable Player

All awards will be selected by an Awards Committee. This committee must be established by the host committee and be independent of the host team.

**Gifts** - The host committee is encouraged to provide a supplemental gift to each "Player of the Game" recipient. Related costs to such gifts are the responsibility of the host committee.

**Program** - The host committee may produce a souvenir program for the event. The program should include team profiles, tournament schedule etc. Please note that a complimentary full page must be reserved for the host Member. The host committee may control and sell advertising for the program to offset related costs.

**Backup Goalie** - There will be a back-up goalie assigned to the championship. The host Member will coordinate and schedule a goalie for the event. Such goalie(s) should be included in such areas as player gifting, invitation to banquet etc.

**Electronic Game Sheets** – The host committee is encouraged to consider the use of Electronic Game Sheets for the Championship event. If required, the host Member can provide guidance and support.

**Other** - The host committee must provide the following and are responsible for related costs:

- Provide suitable snacks and drinks for all teams (in their dressing rooms) for each game.
- Provide a tournament gift for each participating player.
- Provide practice and game pucks for all games.

## **15.0 ACCREDITATION**

The Host Committee will be responsible to provide accreditation which includes an identification card. The host committee is responsible for the costs of the accreditation passes. Accreditation will be provided for the following participants:

- Players
- Team officials (maximum 5 per team)
- On-ice officials
- Tournament Committee
- Designated Media
- Designated VIPs
- Member Representatives/staff

**Note:** If teams wish to secure additional accreditations for team officials, they may make formal request through the host committee. Additional costs may apply.

## 16.0 BANQUET

The Host Committee will be responsible for the organization and costs of the awards banquet. This includes facility costs, guest speaker and meal costs for all players, team officials, designated VIP's and Member officials. Each team is allocated a maximum of 25 banquet tickets which is used for players, team officials and includes the Member representative.

Please outline a plan of action for the tournament banquet (ie. location, budget etc.). The banquet will be held on the Saturday evening of Championship.

The host committee shall select and be responsible for a guest speaker at the banquet.

**Note:** There will not be a banquet at the U18 Championship.

## 17.0 MEDICAL

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

- Outline services available at local hospitals and clinics (including dental, physiotherapy, athletic therapy); and
- First Aid medical services available on-call at all games.

## 18.0 FINAL REPORT

The selected hosts will be required to file a final report with the host Member no later 60 days upon completion of the event. The report should include a summary of activities, financial report (income statement), report on positives, negatives, how the event can be better, future recommendations etc. Such reports are vital to ensure that the hosting process is effective for the Atlantic Members. We appreciate the support of the selected host committee with this request.

**NOTE:** The contents of this document are the primary guidelines for this event. Details surrounding this event are subject to change by the Atlantic Members prior to the event. Once the event is awarded, the host Member will work closely with the Host Committee on the specific details and any additional requirements etc. related to the Championships.



# APPENDIX A

## Atlantic Championship Schedules

Below outlines the order of games and times for events hosted by each Member. Exceptions on game times may only be considered upon request by the host committee and granted approval from the four Atlantic Members.

Game #	Time	Hockey NS	Hockey NL	Hockey NB	Hockey PEI
<b>THURSDAY</b>					
1	1:00 pm	NS vs PEI	NL vs NS	NL vs NB	PEI vs NB
2	4:00 pm	NL vs NB	NB vs PEI	PEI vs NS	NS vs NL
	7:15 pm	Opening Ceremonies			
3	7:30 pm	Host vs PEI	NS vs Host	NL vs Host	NB vs Host
<b>FRIDAY</b>					
4	10:00 am	NB vs NS	PEI vs NL	NS vs NB	NL vs PEI
5	1:00 pm	Host vs NL	Host vs NB	Host vs PEI	Host vs NS
6	4:00 pm	PEI vs NB	PEI vs NS	NS vs NL	NL vs NB
7	7:00 pm	NS vs Host	NL vs Host	NB vs Host	PEI vs Host
<b>SATURDAY</b>					
8	9:00 am	PEI vs NL	NS vs NB	PEI vs NL	NB vs NS
9	12:00 pm	NB vs Host	Host vs PEI	Host vs NS	Host vs NL
10	3:00 pm	NL vs NS	NB vs NL	NB vs PEI	NS vs PEI
<b>SUNDAY</b>					
11	9:00 am	Bronze Medal	Bronze Medal	Bronze Medal	Bronze Medal
12	12:00 pm	Gold Medal	Gold Medal	Gold Medal	Gold Medal



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## FORM A – BID APPLICATION

Please check which event you are applying for:

U15 Atlantic Championship

U15 Female Atlantic Championship

Association/zone making application: _____
President: _____
Primary Bid Contact/Chairperson: _____
Ph: _____ Email: _____

Host Arena: _____
Address: _____
Website: _____
Number Dressing Rooms: _____

Primary Host Hotel: _____
Address: _____
Website: _____
Proposed Rates: _____
Secondary Hotel (if applicable): _____
Address: _____
Website: _____
Proposed Rates: _____

**President:** \_\_\_\_\_  
Print

\_\_\_\_\_  
Signature