

2024 Canadian Lawn Bowling Championships

REQUEST FOR PROPOSAL FOR HOST CITY

Overview

Bowls Canada Boulingrin (BCB) is seeking a Host for the 2024 Canadian Lawn Bowling Championships to be held mid-to-late August of 2024. The 2024 Canadian Lawn Bowling Championships involves 8 teams from the following provinces:

- British Columbia
- Alberta
- Saskatchewan
- Manitoba
- Ontario
- Quebec
- Nova Scotia
- New Brunswick/Prince Edward Island

The event will consist of the following disciplines:

- Men's and Women's Singles, Pairs, Triples, and Fours
- Men's and Women's Youth event (ages 14 to 21)
- Para event (classifications from B1 to B8)

The purpose of this document is to solicit a potential Host City for this event. A Host Organizing Committee (HOC) would be established, consisting of BCB representatives as well as local host club representatives.

The HOC would be responsible for technical components (see Appendix A), including facility preparation, set-up, volunteer management, and assisting with sourcing partners, vendors, and suppliers. The Host City and HOC must take on the responsibility of promoting the event locally to ensure maximum attendance and media coverage. The Host City and HOC are expected to undertake a contribution commitment of a minimum of \$30,000. BCB will be pursuing provincial sport hosting grants where applicable and will provide a hosting grant to the HOC to support this event.

Anticipated Schedule:

	Green #1	Green #2	Green #3	Green #4
Day 1	Practice, Registration, Opening Ceremonies			
Day 2	Men = Singles/Fours	Women = Pairs/Triples	Youth	Para
Day 3	Men = Singles/Fours	Women = Pairs/Triples	Youth	Para
Day 4	Men = Pairs/Triples	Women = Singles/Fours	Youth	Para
Day 5	Men = Pairs/Triples	Women = Singles/Fours	Youth – Finals	Para - Finals
Day 6	Finals	Finals		

Note: 4 greens can be from a single 4-green club, or two 2-green clubs in a co-host bid. The primary focus will be on using 4-greens for this event, however a 2-green bid would be considered if necessary. Such a schedule would look like this:

	Green #1	Green #2
Day 1	Practice, Registration, Opening Ceremonies	
Day 2	Men = Singles/Fours	Women = Pairs/Triples
Day 3	Men = Singles/Fours	Women = Pairs/Triples
Day 4	Men = Pairs/Triples	Women = Singles/Fours
Day 5	Men = Pairs/Triples	Women = Singles/Fours
Day 6	Finals	Finals
Day 7 (morning)	Practice, Registration	
Day 7 (afternoon)	Youth	Para
Day 8	Youth	Para
Day 9	Youth	Para
Day 10	Youth – Finals	Para - Finals

Objectives

BCB's objectives for this event include:

- Create an attractive and exciting entertainment event that will highlight the provincial championships, athletes, and the sport
- Maximize exposure of the event through media and spectators
 - Streaming via BCB's online sites will be required
 - The event should be featured prominently in local media
 - Ticketing should take place, with appropriate seating and spectator experience taken into consideration
- Operate a profitable event, with the following targets achieved or exceeded:
 - \$7,500 in sales revenue – this could include concessions, gate admissions, parking, merchandise, vendor licensing, etc.
 - \$20,000 in municipal/provincial hosting grant support
 - \$10,000 in sponsorship/partnership revenue (or in-kind)
- Ensure there is a legacy for the host. This may include:

- Hosting coaching or officiating workshops
- Hosting volunteer training workshops
- Upgrading existing infrastructure
- Purchase of new equipment / renovation of existing equipment

Submission Requirements

Potential Host Cities must submit a proposal that outlines the following:

1. The proposed venue(s) for the competition, including a description of its ability to meet the requirements laid out in this document.
2. Proposed dates in the timeframe of mid to late August.
3. One or more accommodation options including price quotations. For each option, the number of fully and partially accessible rooms must be included. Preference will be given to the proposed option that includes the highest number of fully accessible rooms within a reasonable price point.
4. A detailed budget showing the contribution sources from both public and private sources. Contributions can be shown as cash or through in-kind contributions.
5. Key members of the Host Organizing Committee.
6. Support from the Provincial Bowls Association.

Timelines

The following timelines have been established by BCB for this bid process:

- July 23, 2023 – Request for Proposal Released
- September 5, 2023 – Deadline for Proposal submission
- September 30, 2023 – Finalization of selection of Host

Assessment Criteria

Bids will be assessed according to the following criteria:

- Venue: the venue must satisfy the requirements set out in the Facility Requirements section
- Financial: the event has a detailed budget with the ability to perform all required aspects in a sustainable manner
- Organizational capacity: the host has the ability to meet the requirements for the event
- Promotional exposure: the host has the ability to ensure maximum local exposure of the event in terms of spectator attendance, local media coverage, etc.
- Accommodation and Transportation: participants' ease of travel to the location will be considered as will the hosts ability to meet ground transportation and accommodation requirements during the event. Costs to participants for travel and accommodation will be considered.

Facility Requirements

Location	<ul style="list-style-type: none"> The site of each green used in an event should be located near a main host lodging area (ie. host hotel) of the participants (competitors, officials, etc.), such that the maximum travel time from the host lodging area to the green is thirty (30) minutes by car. The site of each green must be accessible (or be made accessible for the event) for the participants and the many types of transportation vehicles (cars, buses, medical vehicles, etc.).
Greens	<p>Greens, Ditch and Banks</p> <ul style="list-style-type: none"> The host will advise and assure BCB that the greens being used for the event will reach a high degree of uniformity in pace and performance. All greens must be a suitable standard of performance for the event. The green, ditch and banks of each green must comply with Section 4.1, Clauses 46, 47, 48 of the Laws of the Sport of Bowls Crystal Mark 4th Edition 2022, Bowls Canada Domestic Regulations and the Conditions of Play. <p>Quantity of Rinks</p> <ul style="list-style-type: none"> The preferred minimum number of suitable and available rinks is 32 across four greens. This can be achieved at a single four-green facility, or across a combination of one or two-green facilities within proximity (e.g., 30 minutes drive) to the host accommodation. <p>Pace of the Green</p> <ul style="list-style-type: none"> The pace of each green must be between 11 and 15 seconds as measured per Appendix C, Clause C.26 of the BCB “Laws of the Sport of Bowls Crystal Mark 4th Edition, 2022. If using the SRPM, greens should measure between 13’ and 20’. Personnel responsible for preparing the greens for play should endeavour to maintain the pace of the greens within this range.
Equipment	<p>Mats and Jacks</p> <ul style="list-style-type: none"> Two mats and one jack must be made available per rink. Mats and jacks must meet the specifications shown in Section 4.2, Clauses 50 and 51 of the BCB “Laws of the Sport of Bowls Crystal Mark 4th Edition, 2022”. <p>Bowls Pushers</p> <ul style="list-style-type: none"> At least one bowls “pusher” or “rake” must be made available per rink. <p>Scoreboards and Timers</p> <ul style="list-style-type: none"> A minimum of one scoreboard must be made available per rink. Scoreboards should include the score and the number of end being played. Scoreboards should be of a size such that its information can be easily read from the opposite end of the rink. Ideally, each green/venue should have a countdown clock easily viewed by participants on the green

	<p>Spray Chalk</p> <ul style="list-style-type: none"> For Singles, each marker must have spray chalk. It is the responsibility of the host club to order/purchase spray chalk for use in the Singles. <p>Groundsheets</p> <ul style="list-style-type: none"> In rare circumstances, the tournament officials may require the placing of groundsheets. Two groundsheets per rink should be available. <p>Sponsor Recognition</p> <ul style="list-style-type: none"> Space to appropriately display National sponsor banners and signs Space for sponsor displays or tables are available
Lighting	<ul style="list-style-type: none"> It is preferable that all greens have suitable lighting in order to allow play in darkness, if required.
Shelter	<ul style="list-style-type: none"> Sufficient space inside a closed facility or facilities such as a clubhouse or storage building must be provided to allow all players, officials, spectators or others to seek shelter in the event of lightning.
Toilets	<ul style="list-style-type: none"> Toilets, whether permanent facilities or temporary facilities (such as “porta-potties”), should be provided within 50 metres of each green. Toilets should be inspected on a very regular basis throughout the day and restocked with supplies as required. Toilet facilities will be cleaned and sanitized appropriately. Accessible toilet facilities must be available.
Drinking Water	<ul style="list-style-type: none"> Complimentary drinking water, whether a permanent water fountain, water cooler system, or water bottles should be provided within 50 metres of each end of each green and be available complimentary to all participants. It can be safely estimated that each athlete will drink between two to three LITRES of water EACH day. BCB and the HOST will work collaboratively to identify a drinking water solution that is both physically safe and environmentally sound.
Security and Storage	<ul style="list-style-type: none"> A secure, locked building must be provided at each site. A space should be provided within the secure, locked building(s) to allow for storage of championship equipment and awards

Financial Support

Hosting the Canadian Lawn Bowls Championships requires a contribution of financial (or VIK) support by the bidder.

Host cities should target a minimum of \$20,000 of public funding which can be from municipal and provincial public funding sources. Private funding from sponsorships or partnerships should be targeted in the range of \$10,000. This may also include in-kind

contributions of products or services required to stage the event (for example, discounted subsidized revenue rental and services). Private funding sources and sponsorships must not conflict with current Bowls Canada partners and sponsors. Bowls Canada must approve any private funding sources.

Bowls Canada will be pursuing federal support of a comparable amount.

Bowls Canada encourages bidders to share in the rewards (and risks) of hosting this event. Bidders are encouraged to propose a profit/loss sharing framework between the host and BCB for the hosting of the event.

Proposed Costs

Bidders must consider all proposed costs including but limited to:

- Venue rental cost and all additional costs related to services charges, etc anticipated in use of the venue. This should include any fee schedule for supplemental time/materials costs charged for use of the venue and include green preparation costs.
- Anticipated accommodations and room rental costs
- Food services costs
- Transportation Costs
- Promotion costs (including streaming infrastructure and audience seating)

Details on requirements for those areas are in the following sections.

Host Organizing Committee

In order to successfully plan and execute an event of this scale, an experienced and competent local organizing committee is required. The members of this committee should have some previous experience in the planning of similar sporting or cultural events. The committee should be made up of people with expertise and knowledge in a variety of different fields. The members can come from various organizations, including the Provincial Bowls Association (PSO), local tourism board, local sport tourism agency, local bowls clubs, etc.

It is recommended that the HOC will consist of the following positions:

- **Chair**
This person is the main point of contact between the local organizing committee and Bowls Canada, is responsible for submitting the bid, ensuring event specifications are met and managing the rest of the committee members.

- **Marketing & Promotion Manager**
This person is responsible for driving communications and marketing strategies at the local level to create local market awareness. They are the local contact for all promotional initiatives in the markets prior to the event. The Marketing & Promotion Manager will be responsible to and work with the Bowls Canada marketing team.
- **Treasurer**
The Treasurer will be responsible for onsite fiscal management of the event. They will work closely with Bowls Canada to manage the event budget.
- **Volunteer Coordinator**
This person is responsible for the recruitment, training and scheduling of all local staff members and volunteers as well as finding a set-up and tear-down crew.
- **Head Greenskeeper**
This individual is responsible for ensuring that the greens meet minimum championship play standards for the event and that the greens are returned to their regular standard at the conclusion of the event.
- **Communications Liaison**
This individual is responsible for ensuring that communications regarding the event are maintained with all interested parties including the Host City staff department, facility, provincial association and others.

Local Staff & Volunteers

- **Markers**
4 per round of singles, per discipline
The singles portion of the event (men's and women's, youth, and Para) each require 1 marker per rink. It is advisable to have numerous markers per day to operate in shifts. BCB will support Marker Training in advance of the event to ensure qualified markers are available.
- **Set-up / Take Down**
2-4 per day
Setting up the equipment each day (mats, jacks, pushers, etc.) must occur an hour before play begins, and be cleaned up at the end of each day.
- **Chief Scorers**
2-3 for the event
A scoring system will be provided by BCB, but Chief Scorers must be used to enter the scores of each game into the system. It will be up to the Chief Scorers to confirm standings at the conclusion of the event in collaboration with the Chief Umpire and BCB Staff.
- **Promotions**
4-10 for the event

Promotions volunteers will be expected to sell event programs, event merchandise, distribute “swag bags” to participants, take photographs and upload to the event page, and more.

- **Streaming**

2-4 for the event

Several volunteers will be needed to assist with streaming the playoffs/finals. Depending on the broadcast team sourced to produce the event, this may include camera operators, commentators, or assistance with running cables and set-up/tear down of streaming equipment.

- **Volunteer Services**

2 per day

Volunteer Service personnel are responsible for ensuring a volunteer schedule is created and adhered to, monitor check-in of volunteers, distribute t-shirts/accreditations/swag-bag for each volunteer, and generally organize/coordinate volunteers during the event.

- **Ticketing / Gate Admissions**

4-6 per day

Ticketing personnel are responsible for selling entry tickets to spectators. It is their responsibility to ensure only those with the proper ticket or accreditation are permitted within the venue at all times. It is recommended a minimum of two volunteers work per shift, with at least two shifts scheduled per day.

- **Security**

1-2 per day

Security personnel must be deployed each day to ensure only those who have purchased tickets or have the proper accreditation are permitted within the venue. This could be volunteer-based, or paid professionals at the discretion of the HOC.

- **Languages**

1-2 per day

Services must be available in both official languages every day of the event. This means at all times, at least one staff member of volunteer must be fluently bilingual to ensure services can be offered in the language of choice of each participant. A bilingual volunteer can serve in other roles, provided they are able to assist when necessary for translation purposes.

Accommodations / Rooms

The following requirements must be met for athletes, officials, and support personnel.

Accommodations:

Lodging can be sourced via hotels, university/college residences, or any other source provided the minimum number of rooms per team can be met:

- 8 standard rooms per province (4 for men; 4 for women), consisting of double or triple beds
- 2-4 accessible rooms per province (combination of fully accessible and semi-accessible will be considered)
- Umpires: 3 rooms per day, consisting of double beds
- Staff: 4 rooms per day, consisting of double beds

Meeting Rooms:

- Two meeting rooms must be secured for two days (practice day, and the day before) for classification of para-bowlers.
- Each meeting room must have power and internet capabilities
- Each meeting room must also be suitable for classification, which means:
 - One must be at least 10 feet in length and have the ability to close all windows and become completely dark for visually impaired classification
 - One must have space for a table and chairs, as well as a massage bed for the bench test for physically impaired classification

Food Services

Food is expected to be sourced via food trucks or other pop-up sources such that the HOC is not expected to cater meals to the athletes, participants or spectators. The source should be on-site or within a 5-minute walk, and provide options that are suitable to dietary needs (vegetarian, vegan, etc.). Should the host club have a bar and/or concession, food requirements must be met to comply with local food safety regulations.

A social event is encouraged before/after the event, which should include a food option. The specifics, and location, of such a social event are up to the HOC to determine. The cost for this may be passed on to participants if necessary.

Medical Services

The venue should have a designated medical site for the duration of the event. The HOC is responsible for ensuring trained medical personnel is on-site from one-hour before games begin, to one-hour after the last game has finished. At minimum, personnel must have valid First-Aid and CPR training. The HOC is also responsible for ensuring an up-to-

date medical kit and AED is available, as well as an up-to-date Emergency Action Plan is available.

Parking & Transportation

Free parking must be made available for HOC, event officials and BCB staff, as well as other specified dignitaries. Consideration will be given to bids providing sourced shuttle transportation for officials and participants from the accommodation to the venue daily.

Accessible transportation must be sourced for bowlers with disabilities, which may include designated transit options, private accessible vans/taxis, or any other service that is capable of transporting bowlers with disabilities in a safe and equitable manner.

Media and Communications

The HOC is responsible for generating media interest for the event in multiple forms: print, radio, television, social media, etc. Local media should be sought out for coverage during the event, as well as post-event to report on results and impact on the local community and economy.

BCB will support the local media organizer with event-specific stories, athlete/team information, and other information to support local media interest. Publicity and communications should be made available in both official languages; the HOC media and communications team will need to work collaboratively with BCB to ensure the official languages requirement is met.

Streaming

Streaming must occur during the playoffs/finals. Due to the nature of most bowls clubs, it is acceptable that only one game per playoff round be streamed (i.e. if men's pairs finals and women's fours finals occur at the same time, one or the other would be streamed). BCB will work with the HOC to secure a broadcast team to provide coverage. The HOC must ensure the venue can accommodate streaming requirements, including equipment and resources necessary to stream, high-speed internet, power supply/cables, broadcast booth, volunteer positions for camera operation/announcers as necessary, etc.

Commercial Rights

BCB would retain marketing rights for this event and encourages the HOC to obtain sponsors. Any sponsors the HOC sources must be approved with BCB prior to formal agreements being signed. BCB will work with the HOC to promote and commercialize this event. BCB retains the right to offer commercialization opportunities to their existing partners or to any sponsors they may source for this event.

Site Visits

Bidders are responsible for covering airfare, accommodation and meal costs for one (1) person designated by BCB to undertake a site visit as part of the proposal assessment process.

Contact Information

If you have any questions or require additional information, please direct them to:

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