



Bidding for a Softball Canada Canadian Championship

BID PREPARATION

FEASIBILITY PHASE

The initial phase of any hosting endeavour is the feasibility phase. This phase allows the hosting group or organization to sit down and take a long hard look at the event and whether or not it makes sense to host it.

Softball Canada suggests forming a committee to perform this task, with members from a wide range of backgrounds to maximize expertise and experience. The committee should look at the event specifications (from Softball Canada and the host committee's perspectives) and then examine each of these areas:

- Facilities, both existing and planned;
- Community infrastructure (transportation, accommodations, etc.);
- Human resources (staff and volunteers, including recruitment and screening);
- Finances (revenues and expenses).

Obviously, the event must pass the test in all these areas to have a chance of success in the final analysis. A failing grade in one area cannot be compensated for by a high passing grade in another area since all are required elements of a successful event.

The concept for the bid must follow. This can be examined by the committee that looked at the facilities, infrastructure, human resources and finances, or the host bid committee as a whole can look at it. What are the host bid committee's expectations? What are the expectations of both Softball Canada and the provinces/territories (teams)? Do the two sets of expectations work together or do they not? Again, it is obvious that for the event to be successful, the two sets of expectations must not conflict with each other.

The final part to try is to identify the standards for successful hosting of the event. This step will include the standards defined by Softball Canada and the standards that the host bid committee considers important. These standards can be helpful throughout the whole hosting process.

BID PHASE

The second phase in the hosting process is the bid phase. The first phase, the feasibility phase, should have convinced the host bid committee that it could host the event successfully. The bid phase should place the host bid committee in a position where it can convince Softball Canada that the committee not only *can* host the event successfully but can do so better than anyone else.

Softball Canada strongly urges host bid committees to make their intentions known to Softball Canada at this point to allow Softball Canada to assist the committee with its work.

In addition, your local tourism bureau can be of great assistance in preparing your bid. While each tourism bureau can offer different services, the following are some common services:

- Preparation of bid book.
- Prepare a PowerPoint presentation for the bid.
- Assist with a hotel search and rate summary.
- Assist with a ground transportation search and rate summary.
- Liaise with hotels and city officials.
- Provide event media assistance.
- Identify pre-event and post-event tour options.
- Assist with promotion of the event on their Website and Calendar of Events.
- Provide materials for promotion and event participants such as:
 - maps of city
 - brochures of city
 - city pins
 - posters

In addition, getting the support of your city or provincial government for your bid will greatly assist the host committee in planning and hosting a Canadian Championship. It is strongly encouraged to have a member of the government sit on the host committee. This can ensure that any services or products required from these departments are handled in a timely manner.

The ideal timelines for the bid process are:

- prior to October 1st, two years prior to the year of the championship — make "expression of interest" to Softball Canada;
- October 1st, two years prior to the year of the championship — submit a formal bid to Softball Canada;
- after being awarded a championship — work on attracting sponsors and partners, building the host team, planning, acquiring required facilities, etc.;
- August — host the event.

Softball Canada suggests that the host committee form a small subcommittee or action team to develop the bid. This team should:

- Develop a vision for the event, its goals and objectives.
- Take the standards for success identified in phase one and develop them in more detail.
- Raise the funds required for the bid.
- Completely research the event, perhaps even attending the current year's championship.
- Obtain the endorsement of the host Provincial/Territorial Softball Association and include the written endorsement in the bid package. **This is required.**
- Obtain letters of endorsement/support from the various levels of government.
- Develop the bid package.
- Present the bid package and presentation to the host committee for review and feedback.
- Make any changes suggested by the host committee.

Once the team has developed and refined the bid, the host bid committee should:

- Submit the bid package to Softball Canada by October 1st, two years prior to the year of the championship you are interested in.

At this point Softball Canada will make a decision and award hosting rights to a host committee (hopefully *your* host committee).

The host bid committee should evaluate its bid at this point, regardless of success or failure in obtaining hosting rights. This evaluation and review will be helpful for future hosting attempts.

If your bid is selected, then you will receive an email letter acknowledging the bid approval with an attached contract that needs to be signed by the Host Committee and Provincial/Territorial body. Softball Canada will forward a copy of the signed Hosting Agreements to the Host Committee Chairperson.

BID PROCEDURES

Potential hosts for Softball Canada Championships must submit bids to the national office. The bids are reviewed by the Softball Canada Canadian Championships Committee and the Board of Directors before approval.

The following are the steps that must be followed in submitting a bid for a Canadian Championship:

1. Potential hosts for Softball Canada Canadian Championships must submit their completed Bid Application Package to their Provincial/Territorial Softball Association for their review and approval.

2. Potential hosts must submit the following to Softball Canada's National Office, by October 1, two years prior to the Championship date you are bidding on.
 - a) An electronic copy of the completed Hosting Application Package
 - c) The bid deposit consisting of a certified cheque payable to the Canadian Amateur Softball Association for \$1000.00 for each Championship being sought. The remaining deposit for the U23 Mens and Mens events will need to be sent within 30 days upon approval.
 - d) Your Provincial/Territorial Softball Association's letter of endorsement.
 - e) Any other information that will assist the Canadian Championships Committee in assessing your bid.
3. The Canadian Championship Committee will review all applications and make their recommendations to Softball Canada's Board of Directors.
4. A copy of the hosting agreement must be signed by Softball Canada, the successful host committee and the Provincial/Territorial Softball Association immediately after the Championship has been awarded.
5. After receipt of the signed hosting agreement, Championship hosts will be formally announced by Softball Canada.

After October 1, if any Canadian Championships still remain unallocated, applications will be received on a first come, first serve basis, at which time the Canadian Championship Committee will review the application received and make their recommendation to Softball Canada's Board of Directors for ratification. After receipt of the signed hosting agreement, Softball Canada will formally announce the Championship host after the 30 day waiting period.

At its sole discretion, Softball Canada's Board of Directors has the right, after consultation with the Canadian Championship Committee, to move, change, or cancel any championship.

Canadian Championships shall be awarded:

- To Softball Canada member associations in good standing. Other organizations within a Province/Territory wishing to host a Canadian Championship must receive the approval and sanctioning of a Softball Canada member organization.
- With consideration of an East/West provincial/territorial balance.
- With consideration of the overall quality of the formalized Application Package.
- With consideration of financial implications to all parties involved in the event.

The following selection criteria must be addressed in complete detail in a bid proposal and will be used in evaluating all Host Applications. Host Committees can enhance their chances by being thorough and complete.

Item 1 Championship and/or Event

- Indicate which championship the bid proposal is for.
- Include the year(s) being proposed.
- Indicate the proposed dates of the event as per guidelines.

Item 2 Host Organization

- Provide a brief resume for each of the organization's directors.
- Outline the organization's past hosting experience.
- Indicate whether or not the organization is incorporated.
- Provide the organization's current financial statements.

Item 3 Host City

- Outline what support, if any, is being provided by the host city toward the proposed Softball Canada Canadian Championship.
- Provide demographics for the local Softball community and explain how the bid will benefit this community.

Item 4 Other Hosting Partners

- Provide information on any other government and/or corporate partners who will contribute to the success of the bid

Item 5 Fund-Raising

- Detail ideas for revenue generation (use of bingo, casino, etc.) and expected amounts.
- Indicate any potential or secured sponsors, type of sponsorship (cash or in-kind) and the amount of the sponsorship.
- Provide the organization's current financial statements.
- Provide a proposed budget for the championship.

Item 6 Promotion/Marketing

- Identify how you plan to advertise/promote the event.
- Identify your communications plan for the media, the softball community, etc.

Item 7 Special Events

- Identify your plans for any other events at your championship (i.e. ceremonies, meet and greet, social activities, contests, tour, etc.).

Item 8**Facilities**

- Identify the number of diamonds and the specifications of each diamonds (dimensions, lighting, field materials, dugouts, scoreboard, fixed and portable signage, bullpens, and fence heights).
- Detail the availability of practice fields, secondary fields.
- Describe the availability of ancillary services (team rooms, umpire change rooms, showers, water supply, press box, phone/fax services, public address system).
- Describe spectator facilities (seating capacity, shelter, washrooms, parking, concession stands).
- Provide details of available emergency medical facilities (on-site and off-site).
- Include photos, maps and diagrams where they might be helpful.

Item 9**Event Staff**

- Identify volunteer requirements (include numbers and duties).
- Indicate the names and contact information for committee chair people, including their qualifications.
- Identify plans for recruiting and screening.

Item 10**Food/Accommodations**

- Identify the host hotel for teams. Include capacity, type of facility, room rates, banquet facilities, any special features and proximity to the ball park(s), restaurants, and shopping.
- Identify the accommodations to be used by Softball Canada personnel (Supervisor, Assistant Supervisor, UIC, DUIC, and working umpires). Include capacity, type of facility, room rates, banquet facilities, any special features and proximity to the ball park(s), restaurants, and shopping.
- Detail the types of restaurants, their proximity to the host hotel and average meal costs.

Item 11**Designated Airport**

- Identify and provide details on the designated airport and its national and regional service. The designated airport must be a major airport with numerous flights from around the country arriving and departing daily.

Item 12**Transportation**

- Provide information on local transportation services the host will provide for Softball Canada personnel from and to the airport and to and from the host hotel and ballpark.

Item 13**Letters of Support**

- Bids must include a letter of endorsement from the Provincial/Territorial Softball Association (**mandatory**).

- Bids should be accompanied by letters of support from municipal, regional, and provincial governments as well as local, regional softball associations and corporate sponsors.

Item 14 Operating Budget

- Include a draft budget of revenues/expenses and projected profit.

Item 15 Declaration

- The Provincial/Territorial Softball Association must sign the bid application in addition to providing a letter of support.