

APPLICATION FOR HOSTING

**2028**

**TOURNAMENT OF  
HEARTS,  
CANADIAN WOMEN'S  
CHAMPIONSHIP**

**FEBRUARY 11 - 20, 2028**





## 2028 Tournament of Hearts, Canadian Women's Championship – February 11 to 20, 2028

### OBJECTIVE

Curling Canada is requesting expressions of interest for the hosting of the 2028 Tournament of Hearts, Canadian Women's Championship, February 11 to 20.

### BACKGROUND

Curling Canada is the national sport governing body responsible for the development, promotion and organization of curling in Canada. In cooperation with its Provincial and Territorial Member Associations, Curling Canada provides programs and services to curlers of all ages. The primary area of administration and the most financially consuming of Curling Canada's responsibilities are championships. On an annual basis, Curling Canada sanctions and conducts 16+ national curling championship events. Thousands of competitive curlers from all provinces and territories enter play at the curling club level with the hopes of becoming one of the Canadian Champions crowned annually. The championships are:

#### Season of Champions Events

- Brier, Canadian Men's Championship
- Tournament of Hearts, Canadian Women's Championship
- World Men's Championship & World Women's Championship (alternating years)

#### Non-Season of Champions Events

- Canadian Mixed (4-person) Championship
- Canadian Curling Club Championships
- Canadian Senior Men's and Women's Championships
- USPORTS / Curling Canada Canadian University Curling Championships
- CCAA / Curling Canada Canadian College Curling Championships
- Canadian Under-18 Championships
- Canadian Under-20 Men's and Women's Championships
- Canadian Mixed Doubles Championship
- Canadian Under-21 Mixed Doubles Championship
- Canadian Wheelchair Curling Championship

#### Trials Events (once every four years)

- Canadian Mixed Doubles Trials
- Canadian Curling Pre-Trials
- Canadian Curling Trials



## EVENT OVERVIEW & ECONOMIC IMPACT

### Event Dates:

- **Access to Ice:** February 5, 2028, at 01h00.
- **Practice:** February 10, 2027.
- **Competition Dates:** February 11 to 20, 2028.
- **Tear-down:** February 21, 2028.

### Event Details:

- Ten (10) days of competition.
- Eighteen (18) teams: 90 athletes, 18 coaches, 30 staff and officials.
- 375+ volunteers required.

### Previous Communities That Have Hosted This Event:

- 2026: Mississauga, ON
- 2025: Thunder Bay, ON
- 2024: Calgary, AB
- 2023: Kamloops, BC

### Future Hosts:

- 2027: Charlottetown, PE

### Details & Requirements:

- Arena Seating capacity (minimum 3,000).
- Convention space (minimum 16,000 square feet).
- Hotel rooms booked (not including fans/supporters) = 210+ rooms per night.

### Benefits & Economic Impact:

- National live television coverage 72+ hours.
- Economic impact is approximately \$6,000,000 - \$10,000,000
- Host Committee retains 8% of net ticket sales revenue.
- Member Association retains 2% of net ticket sales revenue.
- Host Committee retains 100% of any other lottery type revenues (i.e. 50/50).
- Volunteer engagement & development.
- Legacy opportunities.

## TIMELINES

Please see [below](#) for timelines for the bid process.



## BID PROCESS

- Bid packages will be treated with confidentiality as a ‘closed’ process given the multitude of stakeholders and diverse interests which may be represented.
- Curling Canada reserves the right to not accept any or all bids at its discretion.
- While Curling Canada is seeking the best possible bid for this event, it is not obligated to accept the highest bid.
- As above, bids must be in the form of written presentation only. If a site visit is required, Curling Canada will be responsible for all related expenses. Curling Canada reserves the right to disseminate further information to all candidates throughout the bid process.

This document must be fully completed as presented. We welcome other promotional / marketing documentation to support any bid, however, if this document is not completed, your bid will not be reviewed. If the space provided is not sufficient, please feel free to replicate the details requested and expand, as necessary.

Please include a list of proposed Host Committee Members (i.e. Vice Chairs & Directors) as part of the bid package. Please refer to [Appendix B](#) for details relative to the approved Host Committee Structure.

**In preparing proposals, applicants should consider how best to meet Curling Canada's objectives for this event:**

- Ensure the ongoing sustainability of the event by operating a financially viable event.
- A “Best in Class” event execution that supports athlete success.
- Present a world-class event that showcases our athletes and presents Canada as a global leader in the sport.
- Broad outreach within the community with significant involvement from local Indigenous peoples.
- Provide a superior entertainment experience for all spectators & viewers.
- Maximize exposure of the event through the media, television, participants and spectators at the event.
- Prominent promotion and exposure in local media.
- Leave a curling and economic legacy for the Host Community.

**Note:** Curling Canada welcomes submissions that propose multi-year and/or multi-event hosting arrangements. Bidders are encouraged to review the full 2026–2030 Event Schedule to identify additional opportunities for consideration. The schedule is available here:

<https://www.curling.ca/wp-content/uploads/2025/11/2026-2030-Quad-By-Type-Nov-17-25.pdf>

## EVENT

Event Application pertains to:

**2028 Tournament of Hearts, Canadian Women's Championship**

**February 11 to 20, 2028.**

Yes  No

Dates of proposed event:

Do you have the support of your Curling Member Association to bid?



Is the venue you are proposing for this competition an arena?

Yes  No

## MAJOR COMPETITIONS

List any major competitions / events hosted in the past 5 years.

Note: Prior hosting does not preclude awarding of this event

## HOST CITY INFORMATION

Name of Host City:

List any major activities or events scheduled to take place in your city **one year before and/or one year after** the proposed dates of this Curling Canada competition (not exclusive to curling events). Please include any events where a bid has been submitted or there is a plan to submit a bid where success is not currently known:

### EVENT

### DATES

## REVENUE GENERATION

Bid analysis by Curling Canada weighs revenue generation as **50%** of the strength of any bid.

## BID FEE

Minimum bid fee = **\$500,000.00**.



## Bid fee is made up of the following:

	<b>Cash:</b>	\$
<b>Value in Kind:</b> Please describe any value in kind contributions. (i.e. the venue rental fee is \$5000/day, but we will offer a discount of \$1000/day).	Value:	\$
<b>Description:</b>	Value:	\$
<b>Description:</b>	Value:	\$
	<b>Total Bid Fee:</b>	\$

## PLEASE DESCRIBE SOURCES OF FUNDING

For example, municipal, provincial government, destination marketing organization, etc. – include legal funding organization name and funding contribution amount:

## LETTERS OF SUPPORT

Please confirm that the following letters of support are included with your bid application

Member Association	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Local Curling Club(s)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Venue	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Destination Marketing Office	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Other (optional)	<input type="checkbox"/> Yes	<input type="checkbox"/> No

## VENUE MAP

**PLEASE PROVIDE A VENUE MAP OUTLINING ALL ROOMS ON ALL LEVELS AVAILABLE FOR USE.**

## VENUE INFORMATION

Name of venue(s):  
Address:  
Facility Contact Name:  
Facility Contact Phone:  
Facility Contact Email:  
Owner / management company (if any):  
Size of main competition surface:



Seating capacity of competition arena (attach seat map to bid):	
Number of suites available for sale:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Two (2) complimentary suites available for Curling Canada (mandatory):	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is the building equipped with a dehumidification system?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does the venue have air conditioning?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is the dehumidification system mechanical or desiccate?	<input type="checkbox"/> Mechanical <input type="checkbox"/> Desiccate
Is there an air exchange system?	<input type="checkbox"/> Yes <input type="checkbox"/> No
What is the horsepower of the refrigeration system?	
Provide an estimate of number of hours required to remove netting, glass and support posts:	
Provide a lighting level within the arena:	
Is there room for a mobile broadcast truck within the building or outside?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Number of dressing rooms:	
Number of function rooms available:	
Is there a functional room with toilet access available to be used for Doping Control purposes?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is there an existing medical / training room available?	<input type="checkbox"/> Yes <input type="checkbox"/> No
What medical service provider does the venue currently use?	
Distance to the closest hospital.	
Can sponsored food / beverage be brought into the arena?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is free parking available?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If paid parking, what is the cost?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Curling Canada requires a minimum of 30 reserved parking spots. Is this achievable?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is there a Jumbotron? Please attach technical specifications:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does the Jumbotron have an assigned operator available for the competition days?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is the concourse available to setup sponsor booths and kiosks for Curling Canada's corporate partners?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does the venue have free public WiFi available?	<input type="checkbox"/> Yes <input type="checkbox"/> No
What is the approximate strength, upload and download speeds for the building WiFi?	

## CONVENTION SPACE

Name of convention space or room(s) available for the Patch?



What are the dimensions of the available space/rooms?

Distance from the competition venue?

Number of tables available for use?

Number of chairs available for use?

Number of coolers available for use?

Is the room equipped with a music and entertainment system?

*If so, please provide specific details.*

Does the space have an assigned emergency medical services provider?

*If so, please provide specific details.*

Does the space have an assigned janitorial services provider?

*If so, please provide specific details.*

Does the space have in-house catering services?

*If so, please provide specific details.*

Can outside suppliers be brought in for any of the above services?

*If so, please provide specific details.*

Yes  No

Yes  No

Yes  No

Yes  No

Yes  No

## CONVENTION SPACE MAP

**PLEASE PROVIDE A CONVENTION SPACE MAP OUTLINING ALL ROOMS, RESTROOMS AND OTHER AREAS AVAILABLE FOR USE ON ALL LEVELS.**



## FINANCIAL INFORMATION

*Bid analysis by Curling Canada weighs Cost Controls as 40% of the strength of any bid.*

### BASE RENTAL FEE FOR VENUE (TOTAL AMOUNT)

Base rental fee for setup, official practice days, event days and tear down is the following:

### BASE RENTAL FEE FOR CONVENTION SPACE (TOTAL AMOUNT)

Base rental fee for setup, tables, chairs, etc., and tear down is the following:

### COSTS TO BE INCLUDED IN BASE RENTAL FEE

- IATSE costs in venue and convention space (if applicable)
- Ticket takers
- Ushers
- Box office staff
- On-site manager for all days outlined
- IT support manager for all days outlined
- Spectator medical services
- Security
- Use of any building owned equipment (staging, tables, forklift, stanchions, fridges etc.)
- Existing telephone lines (long distance included)
- Cleaning and custodial services
- Snow removal services
- Use of ice resurfacing machines
- Arena public address system
- In-house video system/jumbotron/jumbotron operator
- Access to edit suite
- In-house AV supervisor
- All dressing rooms
- Utilities (including electricity, electrician, gas, lighting, water, heating, ventilation, air conditioning, hot /cold water facilities, waste removal, interior and shore power for event broadcaster)
- Costs associated with take down of any stanchions, posts, glass and removal of netting
- Use of suites and boxes as outlined above



## Additional Costs To Be Paid By Curling Canada Include:

- In-ice sponsor logos and curling rings
- Carpeting, pipe and drape
- Setup and tear-down of media bench
- All ice making equipment

**Please complete the below expense templates to be included as part of the Bid Submission. If the space provided is not sufficient, please feel free to replicate the template and expand, as necessary.**

<b>Fees and Charges – Venue</b>			
DESCRIPTION OF SERVICES	Cost (Pretax)	Units	Total (Pretax)
<b>VENUE RENTAL (INCLUDED IN BASE RENTAL FEE)</b>			
Main Bowl Event (daily)			
Main Bowl Load-In and Load-Out and Install Days Cost Per Day			
<b>STAFFING (INCLUDED IN BASE RENTAL FEE)</b>			
Onsite Event Coordinator			
Front of House Coordinator			
Usher			
Facility Operations			
Production Coordinator			
Production Operator			
Security			
Paramedical			
Other:			
<b>BOX OFFICE</b>			
Single Ticket Processing Fee			
Credit Card Charges			
Debit Card Charges			
Other:			
<b>THIRD PARTY SERVICES</b>			
Third Party - Production Labour (Nasco)			
Other:			
<b>ADDITIONAL FEES</b>			
Internet and Connectivity			
Equipment Rentals			
Other:			
<b><i>Sub Total</i></b>			
<b>Total Fees Payable</b>			



## Fees and Charges – Convention Space

DESCRIPTION OF SERVICES	Cost (Pretax)	Units	Total (Pretax)
<b>CONVENTION SPACE RENTAL (INCLUDED IN BASE RENTAL FEE)</b>			
Main Space Event (daily)			
Main Space Load-In and Load-Out and Install Days Cost Per Day			
<b>STAFFING (INCLUDED IN BASE RENTAL FEE)</b>			
Security			
Paramedical			
Janitorial Services			
Other:			
<b>THIRD PARTY SERVICES</b>			
Third Party - Production Labour (Nasco)			
Other:			
<b>ADDITIONAL FEES</b>			
Internet and Connectivity			
Equipment Rentals			
Other:			
<b><i>Sub Total</i></b>			
<b>Total Fees Payable</b>			

## TICKETING, SERVICE FEES & ADVANCE PAYMENT TERMS

Please identify the venue's current ticketing provider and provide details on applicable or anticipated fees, including fee ranges where possible. Curling Canada reserves the right to procure a third-party ticketing provider; please outline any venue-specific requirements, constraints, or implications associated with Curling Canada introducing its own ticketing platform. All fees related to ticketing including credit card charges will be considered payable by the customer over and above the advertised price and must be displayed to the customer at the time of purchase. Curling Canada acknowledges ticket related fees vary by venue and ticket service provider. Further, Curling Canada acknowledges that many ticket fees are generated at the "per event" or "per game" level however, due to the number of draws in our full event and weekend packages, venue must agree to adjust the per game/event rate to a reduced package rate for all fee types, deemed reasonable by Curling Canada. As a condition of any bid being accepted, any and all fees must be agreed to before any announcement being made. Please list applicable ticket related fee categories and identify what they include as applicable.



Where possible and only if applicable, provide estimated ticket fees for the following categories:

14 - 25 game packages: CRF or Facility Fee, Ticket Service Fee, Other (if applicable).

4 - 13 game packages, CRF or Facility Fee, Ticket Service Fee, Other (if applicable).

2 - 3 game packages, CRF or Facility Fee, Ticket Service Fee, Other (if applicable).

Single game tickets, CRF or Facility Fee, Ticket Service Fee, Other (if applicable).

Unless otherwise outlined in your bid, all suite ticket revenues will be added to the gross receipts of the event. As a condition of any bid being accepted, if pre-existing venue agreements with suite owners prevent the event from receiving all ticket revenue from suites, a negotiated buyout must be agreed to before the event is awarded. Please describe suite agreement details as it pertains to ticket revenue and identify the proposed buyout amount, if applicable.

In the event that your existing ticketing provider, if applicable, is unable to provide the necessary level of technology to meet Curling Canada's package and reserved seating needs, or if your ticketing provider agreement is not exclusive or not applicable to our event, please advise what venue fees would have to be applied in a situation where Curling Canada sources its own supplier.

Curling Canada will require advanced funds on ticket sales at a minimum rate of 75% of face value. The understanding is retained funds will go towards paying rent and expenses. Venues must agree to advance funds on a mutually agreed to schedule as part of a venue agreement. That schedule will be no less than quarterly payments starting no more than 3 months after the initial on sale. All ticket sales proceeds will be held in a trust account in the name of Curling Canada.

Exclusive Ticket Provider:

Contact Name:

Email:

Mobile:



## HOTEL INFORMATION

Please complete the required general hotel information below for major hotels. An official and more detailed Hotel Request For Proposal will be sent to area hotels by Frank Di Rocco, Regional Director, Meeting Encore/Fuel Sports on behalf of Curling Canada. For all hotel related questions, please contact Frank DiRocco at [fdirocco@meetingencore.com](mailto:fdirocco@meetingencore.com).

Hotel #1 Name

Address

Distance in kilometres from venue

# of Rooms

Room Types

Room Rates

Contact Person

Email Address

Hotel Website

Hotel #2 Name

Address

Distance in kilometres from venue

# of Rooms

Room Types

Room Rates

Contact Person

Email Address

Hotel Website

Hotel #3 Name

Address

Distance in kilometres from venue

# of Rooms

Room Types

Room Rates

Contact Person

Email Address

Hotel Website



## MERCHANDISE

- The venue will allow Curling Canada to set-up kiosks for the sale of event related merchandise.
- All revenue generated from the sale of event related merchandise will belong solely to Curling Canada.

## CONCESSIONS

- All concourse food and all beverage and suite concession sales revenue (alcoholic and non-alcoholic) on official practice days and event days will be split 75% Venue / 25% Curling Canada unless otherwise negotiated.

## SPONSORSHIP AND SIGNAGE

- The building will allow, at no additional charge, sponsors to donate food and beverage for distribution to volunteers, sponsors, media, athletes and officials for use throughout the venue including on the field of play.
- The building will allow sponsors of Curling Canada to set-up kiosks which may include serving and brewing food or beverage products for sale.
- The building will provide a list of all current sponsor signage and placement in the venue (below). Please include visuals where possible.
- If the space provided is not sufficient, please feel free to replicate the details requested and expand, as necessary.
- A full list of current Curling Canada National Partners is included in [Appendix A](#).



## SPONSORSHIP AND SIGNAGE – CLEAN ARENA REQUIREMENT

As part of the venue's obligations for hosting the 2028 Tournament of Hearts, Canadian Women's Championship, Curling Canada requires a clean arena environment to protect national and event sponsors.

By signing below, the Arena Management confirms and agrees that, except for advertising expressly approved by Curling Canada, the arena will be free from all permanent and temporary advertising, signage, and commercial branding for the duration of the event, including load-in and load-out periods, as required by Curling Canada.

This confirmation is a condition of hosting approval.

### ARENA MANAGEMENT:

Arena Management Name:

Signing Authority (Name):

Position:

Email:

Phone:

Date:

Signature:

A large, empty rectangular box with a light gray background, intended for the signature of the Arena Management.

### CONTACT INFORMATION

Venue Name:

Signing Authority (Name):

Position:

Email:

Phone:

Date:

I have the authority to bind the Corporation:

Signature:

Yes  No

A large, empty rectangular box with a light gray background, intended for the signature of the Contact Information authority.

### AREA MAP

Please provide an area map showing the airport, venue, convention centre, proposed hotels and nearby restaurants.



## COMMUNITY INVOLVEMENT

Bid analysis by Curling Canada weighs community involvement and desire as 10% of the strength of any bid. Please attach a separate document to the application package (two pages or less) answering the following questions.

- Why does your city want to host this championship?
- What sets you apart from other potential bidders?
- If your bid is successful, what are the committee's plans to market the championship to local residents?
- If your bid is successful, what are the committee's plans to engage local sponsorship in support of this event?
- Most events of this magnitude require a minimum number of volunteers. If your bid is successful, what are the committee's plans to engage local citizens to volunteer for this event?
- Curling Canada invites organizations that support our purpose to create meaningful experiences. Please outline your organization's plan to support this initiative, how you currently conduct your business, and how you would help us with fulfill our purpose.
- If your bid is successful, how will you engage with local Indigenous communities in a meaningful way, both leading up to and during the event?

Submitted By (Name):

Position:

Organization:

Email:

Phone:

Date:

Signature:

## SUBMIT ONE (1) ELECTRONIC COPY TO:

**Tanya Colburne**

Curling Canada, Director, Event Operations

Email: [tanya.colburne@curling.ca](mailto:tanya.colburne@curling.ca)

Phone: 1-902-599-1155



## TIMELINES FOR THE BIDDING PROCESS

DEADLINE	DELIVERABLE	NECESSARY DOCUMENTS	WHO IS RESPONSIBLE
February 5, 2026	Release all Bid Opportunities for the 2027-2028 curling season.	2027-2028 Bid Documents	Curling Canada
February 5, 2026 to April 30, 2026	Question Period	Questions can be submitted to <a href="mailto:tanya.colburne@curling.ca">tanya.colburne@curling.ca</a>	Bid Committee Lead
May 31, 2026	All application packages due to Curling Canada	Completed Bid Document and All Supporting Documentation	Local Bid Committee
September 30, 2026	Decisions & Notifications		Curling Canada
Fall 2026	Announcements		Curling Canada



## Appendix A

### Curling Canada's 2025-2026 Season of Champions National Sponsor Product/Service Category Exclusivities

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#### 1. Kruger Products Inc.

“Consumer and Away-From-Home Paper Products”. For additional clarity, the Category consists of paper products, personal hygiene paper products, sanitary paper products, or any of the following products:

- Consumer and away-from-home paper and sanitary products (including facial tissue, paper towels, bathroom tissue, moist wipes, and feminine hygiene);
- Incontinence products and diapers;
- Forest and Wood Products (including lumber, wood panels, and floor and subfloor systems);
- Paper and tissue products (including Newsprint, Coated Paper, Super-calendered Paper, Directory Paper, Paperboard, Container Board, and Packaging Products);
- Any product or service that may be reasonably considered to be competitive with or a substitute for any of the foregoing.
- Examples of companies with competitive products include: Irving Consumer Products, Kimberly-Clark, P&G

#### 2. Montana's BBQ & Bar: Casual Dining Restaurant

category consists of **full-service restaurant chains** (with or without separate bar areas) that primarily offer a casual or laid-back sit-down environment, and includes restaurants such as, without limitation: Boston Pizza, Joey's, Earl's, Cactus Club, Ricky's, Mr. Mike's, White Spot, Jack Astors, Shoeless Joes, Swiss Chalet, Kelsey's, East Side Mario's, The Keg, Canadian Brewhouse and Lonestar.

#### 3. AMJ Campbell: Moving, Transportation & Storage

#### 4. Home Hardware: Retail Hardware

- For clarity, the Category consists of retail hardware and home improvement retail outlets such as, without limitation: Canadian Tire, Rona, The Home Depot, and Princess Auto. The Category does not include any individual product or service offering that may be sold or distributed at a retailer location within the Category, unless that product or service is a proprietary brand or otherwise exclusively available at a hardware retailer in the Category. By way of example, CCA could offer sponsorship rights and benefits to a third party in the category of “Tools” e.g., DeWalt or Black & Decker), but could not sell those rights and benefits to Canadian Tire for its “Mastercraft” line of tools.



**5. Agricultural Seed, Nutrients and Crop Protection and Digital Agriculture Software Services and Applications.**

**6. CNH Industrial/New Holland: Agricultural and Construction Equipment**

- For clarity, the Category consists of the manufacture of a full range of agricultural machinery including, but not limited to, tractors, combine harvesters, balers, forage harvesters, self-propelled sprayers, haying tools, seeding equipment, hobby tractors, utility vehicles and implements, and grape harvesters; as well as a full line of construction equipment including tractors, skid steer loaders, compact track loaders, backhoe loaders, tractor loaders, compact wheel loaders, and compact excavators.
- Examples of competitors include: John Deere, Brandt, Kioti, Kubota, Mahindra, Caterpillar,

**7. BKT Tires – Tires and Tire Manufacturing** product/service category. For clarity, the category consists of the manufacturing of tires for automobiles, motorcycles, off-highway and other vehicles, whether in the consumer, transport, agricultural, industrial or other sector.

**8. AGI – Agricultural Infrastructure, Storage, Handling & Technology Solutions (exclusivity for Brier only)**

**9. Connect Hearing - Hearing Healthcare Provider.**

- Examples of competitive service providers include: Hearing Life Canada, Hear Right Canada, Amplifon Canada.

**10. Sports Betting; online gaming & betting, sportsbooks and associated software/platforms.** For clarity, the Sports Betting category does not include casino games offered by land-based casino operators and lottery services and products offered by provincial lottery corporations. For example, the Sports Betting category shall not include lottery products offered by the Ontario Lottery and Gaming Corporation (“OLG”), but shall include the OLG’s PROLINE+ Sports Betting products.

**11. Pharmasave - Pharmacy Retailer.**

- Examples of competitors are: Shoppers Drug Mart, Rexall, Guardian Pharmacies

**12. Goldline – Merchandise & Apparel.**

*Updated Jan. 2026*



## Appendix B

### SOC Events – Host Committee Structure

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#### CURLING CANADA EVENT STAFF

- Director, Event Operations – Oversees the overall strategic vision, organization and presentation of the event.
- Director, Event Marketing – Oversees the overall marketing strategy as well as fan engagement efforts for the event.
- Event Manager – Leads and oversees day to day operations and detailed event planning and execution. Primary point of contact for all internal staff, Host Committee Chair and Directors.
- Coordinator, Marketing & Tickets – Responsible for all aspects of ticket sales and local promotions.
- Senior Coordinators, Sponsorship & Game Day Experience (2) – Responsible for all aspects of local and national sponsorship fulfilment in addition to assisting with fan engagement activities.
- Director, Communications & Media Relations – Responsible for the overall communications strategy as well as all media relations pre-event, and on site.
- Director, Information Services & Technology – Responsible for organizing all IT requirements associated with the event.
- Director, Philanthropy & Youth Impacts – Responsible for all youth engagement activities and programs as well as managing the Curling Canada Foundation – For the Love of Curling efforts.
- Manager, Food & Beverage Services – Responsible for organizing and operating all aspects of the Patch, including ordering product and inventory control as well as managing all personnel including bartenders and servers.
- Master of Ceremonies – Official MC and host of the Patch for the duration of the event.
- Slider – Curling Canada's official Mascot.
- Game Day Production Lead – Responsible for executing all game day production elements in venue.
- Chief Ice Technician – Responsible for all aspects of ice making and maintenance for the event.
- Chief Umpire – Responsible for ensuring the rules of the game are followed.



## HOST COMMITTEE

The Host Committee is comprised of three Vice Chairs, 14 Directors and their associated volunteer teams.

The Vice Chairs oversee their own event areas (Event Operations, Hosting and Fan Engagement) while working under the guidance of the Event Manager.

The Vice Chairs are responsible for appointing the Directors who will lead functional teams in their specific areas. The Vice Chairs will work closely together and will collaborate with their Directors to ensure a smooth execution and overall event success.

A general structural outline for each Vice Chair's area is as follows:

Vice Chair – Event Operations	Vice Chair – Hosting	Vice Chair – Fan Engagement
Venue Operations Ice Crew Timing, Scoring & Stats Media Support Access Control & Accreditation	Transportation & Team Services VIP & Hospitality Volunteer Services	Fan Experience & Game Day Youth Engagement Community Engagement Merchandise Patch Services 50/50

## VOLUNTEER COMMITTEES

COMMITTEE	DESCRIPTION / TASKS	# OF VOLUNTEERS	REPORTS TO
Venue Operations	Volunteers will support event operations and logistics at the arena including event set up and tear down, truck and equipment loading and unloading, setting up tables and chairs, signage, managing watercooler distribution and general maintenance during the event. Volunteers need to be flexible and dynamic for this position and be comfortable with a lot of walking and standing. Physical work and lifting required. Most volunteers will have shifts before the start of the event and after its conclusion.	6	Vice Chair, Event Operations
Ice Crew	Volunteers will work under the direction of the Curling Canada Chief Ice Technician. Volunteers will need to be available for the entire week preceding the event to make ice, for the duration of the event for maintaining ice and to assist with taking ice out after the event. Volunteers need to be flexible and dynamic for this position and be comfortable with a lot of walking and standing. Physical	20 <i>Must be 19 and over</i>	Vice Chair, Event Operations



	work and lifting required. Shifts may be any time from 6:00am to midnight. Volunteers must be 19 and over to volunteer on this committee.		
Timing, Scoring & Stats	<b>Timing/Scoring:</b> Volunteers will be directed by the Curling Canada Chief Timer and the duties will include managing the time clocks and updating digital scoreboards during the event. Curling Canada certification may be required to volunteer in this area. <b>Statisticians:</b> Volunteers will be directed by the Curling Canada Chief Statistician and the duties will include keeping stats during the event. Curling Canada certification may be required to volunteer in this area	24 stats, 24 scorers/timers	Vice Chair, Event Operations
Media Support	Volunteers will be directed by the Curling Canada Director of Communications and will assist with obtaining interview requests for athletes, operation of the media bench, maintenance of the media lounge area and other tasks, as required, during the event.	12	Vice Chair, Event Operations
Access Control & Accreditation	Volunteers will act as access control and check accreditation at restricted areas, in venue, during the event. Some volunteers will be required to work at an accreditation desk managing on-site accreditation distribution needs.	25	Vice Chair, Event Operations
Transportation & Team Services	Volunteers will drive event delegates such as athletes, VIPs and event staff locally and between the host hotel and competition venue and will also provide support for the teams before and during the event. Drivers are restricted to the local city and will include airport pick-up/drop-off. Dispatch takes calls and provides direction to a pool of volunteer drivers driving event vehicles. Team services responsibilities include, but are not limited to, arranging team airport pick-ups and drop-offs, equipment transfers, airport welcome, accreditation, uniform and special gift distribution. Early mornings and late-night shifts will be required. Some volunteers will begin their shifts before the event starts. A clean drivers abstract, and valid driver's license are required. Volunteers must be 25 and over to volunteer on this committee.	30 <i>Must be 25 and over</i>	Vice Chair, Hosting
VIP & Hospitality	Volunteers will assist with the preparation and management of VIP lounges and hospitality areas with a wide range of responsibilities, including set-up/tear-down,	12 <i>Must be 19 and over</i>	Vice Chair, Hosting



	cleaning, inventory and distribution of refreshments, snacks and other necessary items, decorating, greeting and check-in of VIP guests and sponsors. The VIP & Hospitality Committee will also be responsible for assisting with the planning and execution of any ancillary receptions, and/or VIP functions, as required. Volunteers must be 19 and over to volunteer on this committee.		
Volunteer Services	Volunteers will support the execution of the volunteer program for all volunteers before and during the event. Volunteers will be responsible for a range of activities, including volunteer lounge maintenance, volunteer recruitment, volunteer uniform and accreditation distribution, volunteer check-in and volunteer celebrations. Volunteers will be responsible for assisting other committees with volunteer scheduling, must be able to respond to last minute requests from other committee members, be a central source for event information for all volunteers, and seek feedback, suggestions and complaints regarding volunteering.	15	Vice Chair, Hosting
Fan Experience & Game Day	Volunteers will assist in the presentation and execution of all arena activations and game day activities including up close & personal, anthem singers, flag bearers, managing the info desk and assisting Curling Canada's official mascot, Slider. Volunteers will also work closely with Curling Canada's sponsorship team assisting with promotional giveaways and sponsor activations. Volunteers need to be flexible and dynamic for this position, engaging with fans and be comfortable with a lot of walking and standing.	25	Vice Chair, Fan Engagement
Youth Engagement	Volunteers will work under the direction of Curling Canada's Senior Manager, Philanthropy & Youth Impacts and the Youth Engagement Coordinator to assist in the delivery of youth related initiatives including Future Stars, School Program, Youth In-Venue Experience, Hit Draw Tap and Rockfest.	20	Vice Chair, Fan Engagement
Community Engagement	Volunteers will be responsible to assist with various marketing initiatives and promotional events leading up to and during the event, such as street teams and paint the town initiatives. Volunteers will act as local	10	Vice Chair, Fan Experience



	ambassadors in the community, while attending and supporting activities throughout the city promoting the event. Volunteers will also support Curling Canada's sponsorship team with local sponsorship opportunities. Responsibilities also include management of the street curling, event trophy, event banners and tent cards distribution, as well as assisting with VIP and team gifting/special events. Most volunteers will have shifts in the months leading up to the event. Volunteers must be able to travel within city limits.		
Merchandise	Volunteers will work in the official souvenir store under the direction of Curling Canada's merchandise partner – Goldline. Volunteers will provide store set-up and retail assistance to patrons, as well as processing the sale of souvenirs. Volunteers will also assist with keeping the store tidy and stocking merchandise. A comfort level working in retail, using an iPad and a friendly demeanor with fans is an asset. Some volunteers will begin their shifts a few days before the event to help set-up the store. Volunteers may be required to stand for long periods and may have to do some lifting.	25	Vice Chair, Fan Engagement
Patch Services	Volunteers will work under the direction of the Curling Canada Food & Beverage Manager to serve beer, wine and spirits. Bar Backs assist with inventory control and stocking coolers. Bussers provide table clean-up. Ambassadors assist with orders, and sales processing. Volunteers will also assist in the delivery of a variety of organized Patch Games in between draws. Volunteers need to be prepared to work in the Patch wherever needed and to be on their feet for long periods of time. Volunteers will need to be available for late nights during the event and will be trained pre-event for duties related to the sale and serving of beverages. "Serving it Right" or other provincial qualification certificates may be required (related costs covered by Curling Canada). Volunteers must be 19 and over to volunteer on this committee.	80 <i>Must be 19 and over</i>	Vice Chair, Fan Engagement
50/50	Volunteers will support the 50/50 program through the selling of 50/50 tickets during the event. Volunteers are responsible for interacting with fans while selling 50/50 tickets on a handheld device. Volunteers	30 <i>Must be 19 and over</i>	Vice Chair, Fan Engagement



	need to be comfortable with a lot of walking and standing. Volunteers must be 19 and over to volunteer on this committee		
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