

APPLICATION FOR HOSTING

2028

**U SPORTS/Curling Canada
Canadian University Curling
Championships**

&

**CCAA/Curling Canada
Canadian College Curling
Championships**

February 21 - 25, 2028





2028 U SPORTS/Curling Canada Canadian University Curling Championships

CCAA/Curling Canada Canadian College Curling Championships

OBJECTIVE:

Curling Canada is requesting expressions of interest for the hosting of the U SPORTS/Curling Canada Canadian University Curling Championships & CCAA/Curling Canada Canadian College Curling Championships – February 21 - 25, 2028.

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 18, at 01h00.
- **Practice:** February 20, 2028.
- **Competition Dates:** February 21 - 25, 2028.
- **Tear-down:** February 25, 2028.

Event Details:

- Five (5) days of competition.
- Thirty-two (32) teams: 160 athletes, 32 coaches, 12 staff and officials.
- 100+ volunteers required.

Previous Communities That Have Hosted This Event:

- 2026: Regina, SK
- 2025: Lethbridge, AB
- 2024: Fredericton, NB

Future Hosts:

- 2027: Calgary, AB

Details & Requirements:

- Minimum eight (8) sheets.
- Seating capacity (minimum 250).
- Hotel rooms booked (not including fans/supporters) = 200+ rooms per night.

Benefits & Economic Impact:

- Economic impact is approximately \$750,000-\$850,000.
- Host Committee retains 100% of all ticket sales revenue.
- Host Committee retains 100% of any local sponsorship sales.
- Host Committee retains 100% of any other lottery type revenues (i.e. 50/50).
- Grant funding of more than \$16,000.
- Hotel rebate of \$10/room.
- Curling Canada covers 100% of all Officials, Event Manager and Award expenses.
- 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. Chair & Directors) as part of the bid package. Please refer to [Appendix A](#) for details relative to the approved Host Committee Structure.

Note: Bidders are not required to submit financial or pricing information for this event bid. Submissions will be evaluated entirely on non-financial criteria, including capability, experience, and proposed approach.

In preparing proposals, applicants should consider how best to meet Curling Canada's objectives for this 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 businesses.
- Provide a superior entertainment experience for all spectators & viewers.
- Prominent promotion and exposure in local media.
- Leave a curling and economic legacy for the Host Community.

EVENT:

Event Application pertains to: **U SPORTS/Curling Canada Canadian University Curling Championships & CCAA/Curling Canada Canadian College Curling Championships**

Dates of proposed event: **February 21 - 25, 2028**

Do you have the support of your Curling Member Association to bid? ☐ Yes ☐ No

Is the venue you are proposing for this competition an arena? ☐ Yes ☐ No



Is the venue you are proposing for this competition a curling rink?

☐ 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

LETTERS OF SUPPORT

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

Member Association

☐ Yes ☐ No

Local Curling Club(s)

☐ Yes ☐ No

Venue (if different from Curling Club)

☐ Yes ☐ No

Destination Marketing Office (or equivalent)

☐ Yes ☐ No

Other (optional)

☐ Yes ☐ 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 (attach seat map to bid):

Is the building equipped with a dehumidification system?

☐ Yes ☐ No

Does the venue have air conditioning?

☐ Yes ☐ No

Is the dehumidification system mechanical or desiccate?

☐ Mechanical ☐ Desiccate

☐ Yes ☐ No

Is there an air exchange system?

What is the horsepower of the refrigeration system?

Provide an estimate of number of hours required to remove netting, glass and support posts (if applicable):

Provide a lighting level within the venue:

Is there room for a small mobile broadcast truck within the building or outside?

☐ Yes ☐ 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?

☐ Yes ☐ No

Is there an existing medical / training room available?

☐ Yes ☐ No

What medical service provider does the venue currently use?

Distance to the closest hospital.

Is free parking available?

☐ Yes ☐ No

If paid parking, what is the cost?

Does the venue have free public WiFi available?

☐ Yes ☐ No

What is the approximate strength, upload and download speeds for the building WiFi?



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.

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

AREA MAP

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



COMMUNITY INVOLVEMENT

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:

Signature:

SUBMIT ONE (1) ELECTRONIC COPY TO:

Tanya Colburne

Curling Canada, Director, Event Operations

Email: 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 tanya.colburne@curling.ca	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

Non-SOC Events – Host Committee Structure

CURLING CANADA EVENT STAFF

- Director, Event Operations – Oversees the overall strategic vision, organization and presentation of the event.
- Event Manager – Directors and oversees day to day operations and detailed event planning and execution. Primary point of contact for all internal staff, and Host Committee Chair.
- Communications & Media Relations – Responsible for media relations pre-event, and on site.
- Chief Umpire – Responsible for maintaining the integrity of the field of play.

HOST COMMITTEE

The Host Committee is comprised of one (1) Chair, nine (9) Directors, and their associated volunteer teams.

The Bid Committee, in collaboration with the appointed Event Chair, is responsible for appointing the Directors who will lead the functional teams within their respective areas. The Directors will work closely with one another and collaborate with the Event Chair to ensure the smooth execution and overall success of the event.

A general structural outline for the Host Committee is as follows:

VOLUNTEER COMMITTEES

COMMITTEE	DESCRIPTION / TASKS	# OF VOLUNTEERS	REPORTS TO
Venue Operations	Volunteers support event operations and logistics at the venue including event set-up and tear-down, truck and equipment loading/unloading, setting up tables and chairs, signage placement, and general venue maintenance during the event. Physical work and lifting required. Volunteers must be flexible and comfortable with long periods of standing and walking.	6+	Director – Venue Operations
Ice Crew	Volunteers work under the direction of the Chief Ice Technician to assist with ice maintenance throughout the event. Availability may be required during the week prior to the event for ice making and following the event for ice removal	6-8 (venue dependent)	Director – Ice Crew



	(venue dependent). Shifts may range from early morning to late evening. Physical work required. <i>Volunteers must be the age of majority in the host province/territory.</i>		
Officials	Volunteers operate game clocks and update digital scoreboards under the direction of Curling Canada officials and the Chief Umpire. Accuracy and attention to detail are required.	25-35+ (1 scorer + 1 timer per sheet, per draw)	Director – Officials
Information & Team Services	Information and Team Services volunteers manage access control to restricted venue areas and assist with on-site accreditation distribution. Duties include credential checking, monitoring controlled access points, and staffing the information desk as required. Volunteers are also responsible for ensuring they have sound knowledge of the event, so they can answer any/all questions, as required. Volunteers support teams with event-related needs including information support, access to local services and assistance with arrivals and departures (if applicable). Volunteers act as a liaison between teams and the Host Committee.	6-10+	Director – Information & Team Services
Volunteers	Volunteers support recruitment, scheduling, check-in, uniform (if applicable) and accreditation distribution, and volunteer communications. This committee acts as a central point of contact for volunteers and supports other committees with staffing needs and last-minute coverage.	6-8+	Director – Volunteers
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 ambassadors in the community, while attending and supporting activities throughout the city promoting the event. Most volunteers will have shifts in the months leading up to the event. Volunteers must be able to travel within city limits.	4-6+	Director, Community Engagement



VIPs & Hospitality	Volunteers assist with the planning, set-up, execution, and tear-down of hospitality areas including VIP, officials, and volunteer lounges, as well as any opening reception, social nights, and/or event banquet (if applicable). Responsibilities may include room set-up, décor, guest flow and seating support, meal service assistance, cleaning, and general hospitality support. <i>Volunteers must be the age of majority in the host province/territory.</i>	6-8+ (may require more volunteers if servers are required)	Director – VIPs & Hospitality
Ceremonies	Volunteers assist with opening and closing ceremonies, awards presentations, flag bearing, on-ice activations, and information desk support. Fan-facing role requiring flexibility, strong communication skills, and comfort with standing and walking.	6-8+ Flag Bearers: 1-2 per region	Director – Ceremonies
50/50 <i>(if applicable)</i>	Volunteers support the 50/50 program through ticket sales during the event. Volunteers must be comfortable engaging with fans and walking throughout the venue. <i>Volunteers must be the age of majority in the host province/territory.</i>	12-15	Director – 50/50