



Expression of Interest for 2021-2022

Save Pond Hockey Events

OBJECTIVE AND BACKGROUND

As part of the Climate and Sport Initiative, GLOBE Series is requesting Expressions of Interest for the hosting of two Save Pond Hockey events in Canada in late 2021 and/or early 2022

Climate change is threatening the future of Canada's favourite sports. The Climate and Sport Initiative uses sport as a platform to educate, engage and empower Canadians to protect our planet for future generations. It shines a spotlight on the direct effect of climate change on the sports we love—and on our nation—and empowers us all to get in the game of preserving both. The Initiative is led by GLOBE Series, The Delphi Group, and Leading Change Canada, funded in part by the Government of Canada, delivered in partnership with the Clean Foundation, and championed by Hayley Wickenheiser.

We are seeking two Canadian communities to host the first two Save Pond Hockey Events in late 2021 and/or early 2022. The events will feature five-time Olympian Hayley Wickenheiser and other top athletes. The purpose of the events is to raise awareness with as many local hockey fans as possible about the impacts of climate change in a fun and engaging way. Attendees will watch star athletes in their element, celebrate local and global climate leadership, and enjoy the magic of outdoor hockey. In accordance with our mandate, the events will be run as sustainable events.

Activities will be tailored to the selected communities and may include: a game of shinny featuring community members and athletes, a hockey skills lab, an athlete and community free skate, inspirational Spark Talks featuring athletes and sustainability experts, a contest focused on municipal sustainability or other related events.

If local restrictions at the time of the event do not allow for an in-person game, the Initiative will work with the selected communities to organize impactful virtual events, featuring athlete meet-and-greets, for example.

EVENT LOGISTICS

The Climate and Sport Initiative is in search of two (2) Canadian communities to host the first Canadian Save Pond Hockey events. It is the intent that events will be held on or near outdoor rinks. The dates of the events are flexible and can be held between November 20, 2021 and February 16, 2022. Prospective bids should state the preferred dates or date for hosting the event and the availability of the venue during this period.

As the rights holder, GLOBE Series will provide the following support and resources to the partner host communities:

- Book, coordinate, and provide funding for professional athletes
- Provide all event branding and signage
- Book event videographer and photographer



- Develop key messaging and detailed run-of-show
- Deliver national marketing and communications plan
- Coordinate (free) ticketing/registration
- Cover costs of security and labourers for on-site event set-up

The selected host community is responsible for providing a venue consisting of:

- Outdoor or indoor ice rink measuring at least 6000 square feet (ideally 10000+ sq ft)
- Venue access for a 6-hour duration on the day of the event, with option to access for set-up the day before depending on the scale of event
- Bleachers, Boards, Nets, A/V and other venue-specific equipment as necessary
- 2-3 change rooms for Teams, ideally with toilets & showers
- Operational Room/Office space with internet connection
- Potential for on-site food services
- Potential for VIP Reception Area accommodating up to 30 people
- Dedicated free parking available for Organizer needs
- Appropriate outlets/power source for hospitality needs (as determined by Host). Onsite power capabilities to be specified if the venue is an outdoor rink.
- Identify list of potential hotels within 20 km of venue. Please include rates for 12 room nights for event dates in proposal.

HOST COMMUNITY MINIMUM REQUIREMENTS

The host community is expected to:

- Identify and supply the venue. Please provide details regarding venue seating capacity, potential for internet connection with up to 5mb/s upstream capacity, any in-house A/V and list of equipment provided at venue as part of rental.
- Take on the local responsibilities for promoting the event to ensure maximal attendance and local media coverage. GLOBE will assist and support the Host with content-specific stories, athlete/team information and other information to support local media interest.
- Secure any necessary permits and Emergency Personnel to comply with local requirements based on final design of event



OTHER VALUE-ADDED BID ENHANCEMENTS

- Communities who submit a bid in partnership with local sport and environmental organizations will be favoured.
- Experience and number of Host/local personnel who will be involved in event planning advisory support and/or event production support.
- Assistance in requesting participation from city officials and obtaining any necessary permits and permissions to host the event.
- Support to recruit and train local event volunteers.
- Support in securing local sponsors for the various assets available. GLOBE will retain marketing rights to this event but will work with the Host to promote the event and identify local commercialization opportunities. GLOBE retains the right to offer commercialization opportunities to their existing sponsors.
- Willingness to consider adopting emission reduction targets if not already in place or adopt enhanced longer-term climate target. Hosts and partners of the Climate and Sport Initiative are encouraged to join the [Race to Zero](#) international campaign.

EXPRESSION OF INTEREST

Applicants should provide a brief letter outlining:

- The proposed organization that would take on responsibility for hosting the event, and the key individuals and other local partner organizations proposed to support delivery of the event
- The name of the proposed outdoor and/or indoor venue for the event, including a description of its ability to meet the requirements set out in this document. Photos and/or site map may be included if applicable.
- Overview of any current or planned climate action that the Host/partners are interested in showcasing as part of the Climate and Sport Initiative
- Any other information related to value-add enhancements.

ASSESSMENT CRITERIA

EOIs will be assessed according to the following criteria:

- Venue compliance: the venue satisfies the requirements set out above
- Organizational capacity: the ability of the host to meet the organizational requirements for the event
- Potential for maximal/strategic exposure: the potential of the Host to ensure maximal exposure of the event in terms of spectator attendance, local media coverage, etc.



CLIMATE + SPORT INITIATIVE

Funded in part by:
Financé en partie par :

Canada

- Financial: any proposed financial/sponsorship contribution including venue costs or access to potential grants
- Sustainability: of proposed venue and community initiatives

TIMELINES

- Submission of Expression of Interest (EOI) to the Initiative: **June 15, 2021**
- Review of EOIs
a) GLOBE Series reserves the right to determine the EOI review and selection process. Upon receipt of the EOIs, the Selection Committee shall assess the need for further clarification. If required, follow-up virtual meetings will be set-up accordingly. b) The applicants will be notified accordingly of GLOBE's decision by **June 21, 2021**, with official public announcement made shortly thereafter.
- Selected Hosts will be required to sign a hosting agreement within 30 days of notification which outlines the parameters to assist in the final design, organization and presentation of the event.
- The date, venue and specific event scope will be determined at least six months prior to event delivery (to take place **no later than February 2022**)

GLOBE reserves the right not to accept any of and/or all of the bids at its sole and unfettered discretion.

Expressions of Interest are due June 15, 2021. Submissions and inquiries should be directed to Melissa Harris, Climate and Sport Initiative Director, mharris@delphi.ca