

BC MASTERS

EVENT HOSTING MANUAL



www.curlbc.ca

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INTRODUCTION

Provincial curling championships are the responsibility of Curl BC. Curl BC selects a local volunteer committee to assist in the organization and presentation of the event. Ongoing communication should occur between the Host Committee and the Curl BC office.

An agreement will be signed between the host facility committee and Curl BC, acknowledging hosting and financial obligations.

This manual identifies the major organizational requirements and related decisions required to successfully stage the event. A committee Chairperson should be assigned and receive a copy of the entire manual; each sub-committee should receive a copy of their respective section.

Goals & Objectives

Curl BC and the host committee commit to the following objectives:

- To stage a premium event that provides the best facilities and conditions in which the curlers may compete on an equal basis to the best of their abilities
- To make the volunteer experience as enjoyable as possible
- To ensure the event is organized in an efficient and cost-effective manner
- To promote the sport of curling

Curl BC Staff

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Curl BC is responsible for all technical aspects of the event and will assign the following technical staff for the event: Competitions Manager, Chief Umpire and Head Ice Technician.

An event Liaison will also be assigned by the Chair of the Curl BC Board. The liaison will be representing Curl BC at the event and should be invited to participate in committee meetings if they live in the area. However, the event planning and communication of technical information is an operational responsibility that will be carried out by the Curl BC office staff. Should Curl BC staff not be in attendance for the event, the Liaison will be responsible for all dealings with the title or presenting sponsors of Curl BC and Curling Canada.

The Chief Umpire will handle all on-ice issues and the Curl BC Liaison will be responsible for any off-ice decisions that are made during the event.

COMMITTEE DUTIES

A host committee should be established to organize the delivery of the event. All meeting minutes should be sent to the Curl BC office. It is suggested that each committee member be assigned to a specific area. Suggested division of responsibilities are:

Chairperson

- Overall responsibility for committee

Treasurer

See page 9

- Responsible for tracking the budget

Secretary

- Responsible for taking meeting minutes and distributing minutes to committee members and Curl BC

Sponsor Liaison

See page 10

- Secure local sponsors not in conflict with provincial sponsors
- Identify all event and provincial sponsors appropriately in all event publicity
- Communicate with all sponsors on what part of the schedule of events they will be included in
- Make sure that local and provincial (Curl BC) sponsors are known, greeted at the door, shown VIP seating, and introduced to event organizers, if appropriate
- Be on site to assist sponsor representatives, provide sponsors with tickets to games and social functions, and arrange VIP seating area for sponsors
- Send thank you letter following the event

Officiating Coordinator (preferably a Level 2 Official)

See page 11

- Contact the Curl BC office to arrange for an officiating course if required
- Obtain and schedule volunteer officials in consultation with the Chief Umpire
- Confirm availability of officiating equipment with the Curl BC office

- Arrange for an officials' room away from the public areas of the curling venue
- Assist the Chief Umpire throughout the event

Fundraising and Ticket Sales

- Plan fundraising activities prior to and during the event (ex. 50/50, raffle, silent auction)
- Obtain gaming license if necessary (<http://www.pssg.gov.bc.ca/gaming/licenses/>)
- Print, distribute and sell tickets for the event (if committee chooses to)
- Prepare and obtain volunteers to sell event admission tickets, if necessary
- Curl BC can arrange for online ticket sales through EventBrite, if desired

House and Ice

- Ensure there are sufficient ice technicians/helpers scheduled for the event and sufficient time and access to the ice beforehand to adequately prepare it for the championship
- Ensure changing facilities and lockers are available
- Reserve seats for coaches and officials
- Arrange for on-ice seating for officials
- Look after scoreboard signs, washroom cleanliness and accessibility, coffee shop schedules, security, first aid and emergency response plan

Publicity/Communications

See page 12

- Liaise with Curl BC to produce and distribute info to the media
- Liaise with Curl BC regarding information for the website
- Prepare and distribute posters
- Arrange for website volunteers to update and manage online scoring
- Arrange for volunteers to post results on the leaderboard

Program (if desired)**See page 13**

- Prepare a program; Curl BC's Communications and Marketing Manager can provide a template, if desired
- Liaise with Curl BC office to ensure all team photographs and biographies are received
- Arrange volunteers to sell the programs

Social and Hospitality**See pages 14-15**

- Plan all social events, including banquet and entertainment
- Arrange a hospitality room for teams to provide snack items
- Arrange for snacks and beverage in officials' and volunteer room
- Be in contact with teams leading up to the event
- Determine transportation needs, assign volunteer drivers as required
- Arrange for parking area for teams and host vehicles
- If a Best Western hotel is not available, ensure that the committee has blocked rooms at a host hotel of their choice and communicate that choice with Curl BC's Competitions Manager

Ceremonies**See pages 16-17**

- In consultation with Curl BC, organize Opening and Closing Ceremonies, including equipment (podium, carpet, public address system, grippers for on-ice participants, trophies, table for trophies, flags, and signs), sign bearers, singers or musicians, piper, guests, etc.
- Organize awards table for the Closing Ceremonies (Curl BC has overall responsibility for organizing this portion of the event)
- Arrange for a photographer; ensure that headshot photos are taken for the use of the broadcast team, as well as team photos and photos of any award winners



CHECKLIST

Before the Event

- Sign a contract with Curl BC
- Establish host committee and assign roles and if possible, shadow the prior year's committee
- Create event budget
- Develop sponsorship package and later obtain and produce sponsor signage
- Recruit volunteers
- Create a welcome letter for teams outlining the facility and contacts for the event
- Arrange for a photographer
- Source any necessary equipment not provided by Curl BC
- Invite dignitaries to event/ceremonies (Curl BC will contact provincial sponsors on your behalf)
- Develop a ticketing plan and print tickets
- Coordinate Banquet
- Liaise with Curl BC's Competitions Manager to:
 - Receive names of Chief Umpire and Curl BC Liaison
 - Receive and organize in-ice logos and event banners
 - Create schedule of events
 - Receive team rosters and contact info
 - Contact teams regarding transportation requirements and book hotel rooms
 - Organize Spare Pool
- Liaise with Curl BC's Education & Camps Coordinator to schedule officiating course if needed
- Liaise with Curl BC's Communications and Marketing Manager to:
 - Establish specifications of a printed event program
 - Recieve team photos and bios for program

1 Month Before the Event

- Confirm volunteer schedule
- Winners package arrives at club (trophy may come with the defending champion)
- Liaise with Curl BC's Competitions Manager to obtain the playdowns.curlbc.ca password

After the Event

- Liaise with the Chief Umpire to pack up all equipment and arrange necessary pick-up
- Send photos of the top three teams to Curl BC's Communications and Marketing Manager
- Volunteer appreciation event
- Submit the event report and financial statement within 30 days of the event to Curl BC's Competitions Manager
- Return the championship banner and the in-ice logos to the Curl BC office

VOLUNTEERS

Volunteer Recruitment

- Within the curling club
- Social media
- Newspapers

Each committee member or sub-committee needs to determine how many volunteers they will need each day for their area. It is recommended to recruit approximately 50 volunteers.

Training of officials is encouraged. Contact Curl BC's Education & Camps Coordinator - Kim Dennis kdennis@curlbc.ca - to arrange a course.

An appreciation event can be planned and included in the event budget as a thank you to the volunteers.

EVENT FORMAT

Master Championship Format Women

- 8 team round robin
- 8-end games
- 3 team page playoff

Master Championship Format Men

- 8 team round robin
- 8-end games
- 3 team page playoff

Curl BC will work with the host committee to establish the final schedule of events that is acceptable to both parties.

Please check with the ice maker to confirm how much time they need to prep the ice prior to the start of the event.

Draw

Curl BC will provide the draw for the event, including the designated seeding of teams.

Teams will play under the Curling Canada Rules of Curling for Officiated Play unless superseded by Curl BC Rules. The Curl BC Rules can be found in the yearbook and on the website.

Ice Technicians

The committee should secure a qualified ice technician and staff to prepare and maintain the ice for this event. If this is a concern please contact the Competitions Manager. Three volunteers helping with ice maintenance per draw is recommended.

BUDGET

Curl BC Event Costs

- Regional Playdowns
- Use of online scoring - playdowns.curlbc.ca
- Liaison expenses
- Honourarium and expenses for Chief Umpire
- Ice Consultant fees (if necessary)
- Team subsidy
- Prize packages (crests, plaques, medals, pins)
- Event signage
- Team travel subsidies
- Sponsor fulfillment
- Miscellaneous equipment costs (i.e. investment in new time clocks, officiating equipment repairs, rocks, etc.)
- National team subsidy
- Advertising
- Staff time
- Insurance coverage

Committee Budget

The following is a list of potential budget items. The committee budget should be sent to Curl BC for review.

Revenue

- Curl BC Team Subsidy (\$175/team)
- City Grant - check to see what support is available
- Sponsorship
- Ticket/Program Revenue
- Fundraising - silent auction, raffle, 50/50

Expenses

- Ice Rental*
- Advertising
- Team Banquet and Hospitality
- Tickets/Event Program
- Facilities/Equipment
- Ceremonies/Photography
- Sponsorship Fulfillment (signage, etc.)
- Volunteer Expenses (meals, gas, appreciation event)

*An expense item of \$600 per day for ice rental can be included as an expense in the budget when determining the gross profit for the event. This is not an amount that is paid for separately by Curl BC.

Any capital expenditures over \$500 need to be approved in writing by Curl BC.

SPONSORSHIP

Curl BC Sponsors

Curl BC reserves the right to sell multi-year title and presenting sponsorships for all nine BC Championships. Contact of Curl BC's sponsors must go through the Curl BC office unless agreed to otherwise ahead of time.

The following Curl BC sponsors have category exclusivity in their respective categories:

- Ambrosia Apples - apples
- belairdirect - home and auto insurance
- Kruger (Scotties) - paper products
- Best Western - hotel
- AMJ Campbell - moving and storage
- Ice King - ice scraping equipment
- Connect Hearing - hearing aids
- OpenRoad Auto Group - automotive retailer

Connect Hearing is the title sponsor so the title of this event is the Connect Hearing BC Masters Curling Championships.

To give the title sponsor recognition, the committee will be required to:

- Invite a representative from the sponsor to sit at the head table and speak at the banquet, Opening Ceremonies and Award Presentations
- The sponsor will be given the opportunity to provide displays, brochures or other literature to be placed on display
- The sponsor will provide an educational demonstration at the championships
- Provide the sponsor's representative with 10 VIP passes for the duration of the event (if the event is ticketed)

If your club has conflicting sponsors, it is expected that they will not have a presence during the week of the Championship. If you have any questions or concerns, please contact Scott Braley at sbraley@curlbc.ca

Curl BC Sponsor Contributions

- Best Western - discounted hotel rates
- AMJ Campbell - storage and delivery of event equipment
- Ambrosia Apples - apples

The Committee can sell additional sponsorship packages, but should consult with Curl BC to ensure there are no conflicting sponsors that would violate any Curl BC agreements. The committee is responsible for any signage materials related to the packages that they sell. Previous committees have found it beneficial to speak at a Chamber of Commerce meeting, increasing event exposure and developing potential sponsor contracts.

Signage

Any conflicting sponsor signage must be covered during the event. Curl BC will provide a BC Master Championship banner and standings boards. The committee will be responsible for any lost or damaged equipment.

OFFICIATING

Officials

Curl BC will assign a Level 3 Chief Umpire for the event to handle all on-ice issues. The local organizing committee should name a local officiating coordinator to their host committee. This person is responsible for recruiting and scheduling volunteer officials in consultation with the Chief Umpire (appointed by Curl BC). This person should be someone familiar with officiating (preferred level 2) and who knows the volunteers in their community. They can obtain a list of local volunteer officials from the Curl BC Officiating Coordinator. In consultation with the local organizing committee, the Chief Umpire and Curl BC Officiating Coordinator can assess the need for an officials training course as needed. Officiating courses can be booked through the Curl BC Education and Camps Coordinator Kim Dennis - kdennis@curlbc.ca.

Requirements for each draw include:

- 1 Chief Umpire
- 3 Supervisors
- 1 Timer per sheet
- 1 On-Ice Observer per sheet

Officiating Equipment

Curl BC will provide the necessary officiating equipment for the event, including:

- Laser measure
- Radios and headsets
- Magnetic boards for game umpires
- Time clocks (or Curl Time on laptops and daisy chains)

The local committee should provide:

- Multi-plug extension cords
- Scissors
- Stopwatches
- Pens, paper, pencils

We also ask that a room at the venue be assigned as an Umpires' room. This room should be secured or lockable. This room should contain the following:

- Above requested items
- Access to power outlets to charge radios, etc.
- Sufficient hanging space for Umpires' clothing
- Table and chairs
- Refreshments
- Posted umpire schedule

Staging Requirements:

- Table and chair behind each sheet of ice for timing umpires (off ice – could be lower viewing or upper viewing – depending on venue)
- Chairs, preferably not plastic, on ice for game umpires

COMMUNICATIONS

Curl BC and our media partners own the broadcast and streaming rights for our events. Any other media or individuals who want to do filming of the on-ice action that takes place during the event must get prior approval from Curl BC. Still photography is allowed, as long as photographers adhere to the 'no flash photography' rule and any other rules outlined by the Chief Umpire.

For provincial events, Curl BC will:

- Produce and distribute media releases to province-wide media before, during and after the event
- Advertise the event on regional posters, the Yearbook, the Curl BC website, online scoring site(s), social media, etc.
- Allow the committee to put an advertisement in the Curl BC newsletter (re: tickets, volunteers, etc.). Please send any advertising or content for inclusion in The Curling Connection to the Curl BC Communications and Marketing Manager
- Provide social media assistance, if interested

Online Scoring

Curl BC will provide live scoring software through playdowns.curlbc.ca. The committee should organize one volunteer per draw to update the game scores end by end. Curl BC will provide a manual for the software to be utilized.

PROGRAM

The host committee is responsible for the production of a souvenir program, but it is not a requirement for this event. Previous committees have created one because it is a way for them to feature local sponsors. **Committees must provide Curl BC with a proof (digital or hard copy) of the program before going to print.**

If the committee would like access to a program template, the committee representative should contact Curl BC's Communications and Marketing Manager at least one month before the event. Some training may be required to get the committee volunteer up to speed with the design software.

The committee can also choose to pay a graphic designer to produce the program.

After the playdowns have been completed, Curl BC's Communications and Marketing Manager will collect team photographs and player biography forms and forward them to the host committee for use in the event program.

The program should include:

- Event title on cover
- Curl BC logo on the cover
- Message from Curl BC Chair
- Draw and schedule of events
- Team pictures and biographies

Other suggestions:

- Message from the Mayor
- Message from the Event Chair
- Local sponsor advertisements

The committee can sell additional advertising, however, exclusivity is expected in the categories for all Curl BC sponsors (see Sponsorship section on page 10).

If the committee does not want to provide a program, it is advisable for them to post team rosters and a draw schedule on the club's website, or request that Curl BC advertise the event schedule in The Curling Connection. Liaise with Curl BC's Communications and Marketing Manager to set this up.

HOSPITALITY

Best Western Booking

Best Western Hotels retains first right of refusal regarding rooms. Curl BC will book a block of hotel rooms for the teams. If there is no Best Western in your community, please contact your local hotels to find the best rate and ensure that 2 rooms are held for each of the 18 teams attending plus one room each for the Curl BC Liaison and Chief Umpire. Please communicate this information with the Curl BC Competitions Manager.

Qualifiers Package

Curl BC will be sending an information package to the playdown events to be distributed to the teams as they qualify for this event. The host committee shall provide a welcome letter to the teams that includes host committee contacts, host city information, travel or transportation information and any other necessary details.

Contact your city's tourism office to see if they can provide brochures or offer discounts to the competitors.

Other items that will be included in the package: provincial crests, player biography forms, event competitor's guide, schedule of events, championship draw, hotel information and anti-doping information.

Team Liaison

Many committees like to assign one specific person to be the main contact with the teams. Responsibilities of that person would be to:

- Prepare a welcome letter to be given to teams as they qualify
- Contact each team to determine any special needs (i.e. dietary, extra banquet tickets, etc.)
- Determine which teams will require transportation
- Arrange for a spare pool in consultation with the officiating committee and Curl BC
- Arrange a welcome basket for the teams (budget dependent)
- Coordinate team photo sessions
- Set up team locker room
- Be available throughout the event to handle any questions or issues that may arise

Hospitality Suite

A hospitality suite should be set up for the athletes, coaches, key sponsors such as Connect Hearing, officials and volunteers to utilize throughout the event. Suggested items - water, fruit, granola bars, baked goods, cheese and crackers, coffee and tea.

Spare Pool

With assistance from Curl BC, a spare pool should be arranged with a minimum of three substitutes of each gender. Spares shall be a minimum of 60 years of age or older on December 31 prior to the national championship. Arrange for the curlers in the spare pool to have a practice during the pre-competition practice in order for teams to observe if interested. If a team requests the use of a spare, liaise with the Chief Umpire and the team to make sure a team lineup sheet is filled out.

Transportation

Arrange for volunteers with vans or large vehicles to be available during the event if needed. Many teams will drive themselves to the event and throughout the week. However, some teams may fly and would then need someone to pick them up at the airport and depending on the location of the hotel, someone to drive them between the club and the hotel. Once the teams have qualified for the event, contact them to find out their needs and plan a transportation schedule accordingly.

Ensure that volunteer drivers have appropriate insurance and licensing.

Banquet or Luncheon Guidelines

Curl BC will provide a subsidy for the banquet as a contribution towards the meal costs of the teams and the guests. Guests should include the Curl BC Liaison, Chief Umpire, major sponsors, media and dignitaries.

Most committees prefer to host the banquet at the curling club to save on costs. Another option is to reserve a banquet room at the host hotel.

Decorations, seating arrangements and entertainment are the responsibility of the host committee. It is suggested that entertainment be kept to a minimum as these athletes are ultimately there to compete and do not tend to way to stay too late or have too many distractions.

A social event following the round robin is also encouraged for teams and volunteers.

If the club/committee has any concerns or issues with providing meals to the teams, please contact Curl BC right away.

Tickets

The following event tickets should be issued complimentary:

- Participating teams including alternates and coaches
- Up to 5 tickets for next year's host committee
- Up to 5 passes for Curl BC (to be confirmed prior to the event)

CEREMONIES

The host committee shall work with Curl BC in organizing and conducting the Opening and Closing Ceremonies for the event, with the appropriate representation from sponsors, Curl BC, and the host committee.

Planning Checklist:

- Confirm time for Opening Ceremonies with Curl BC
- Send invitations to potential guest speakers
- Arrange for a piper
- Determine who will be the Master of Ceremonies
- Determine who will throw the ceremonial rock and sweepers
- Ensure team signage is prepared for ceremonies
- Arrange for a singer of the national anthem
- Obtain flags (if using)
- Determine order of procession of all participants
- Determine on-ice location of dignitaries, piper, teams
- Determine requirements for a podium and microphone (arrange for rental if needed)
- Prepare a program for the master of ceremonies
- Coordinate the piper, dignitaries, team on the day off

Sample Opening Ceremonies

The duration of the Opening Ceremony should be approximately 30 minutes. The times below are just added for information and may be changed to any time of the day.

6:00	Master of Ceremonies (MC), dignitaries, anthem singers, and RCMP assemble in their designated places on the ice. Piper, flag bearers, and curlers assemble off ice
6:15	MC makes welcome remarks, which is followed by the march. The piper leads the march through the pattern decided on for the teams. Flag bearers follow the piper, followed by all the curlers.
6:20	MC introduces the singers for the anthem. This is followed by introductions for any or all of the following speakers. Speeches should be kept short. Sponsors should be recognized and the title sponsor should be given the opportunity to speak if they wish.
6:25	Introduction of the teams, skip's names only
6:28	Mayor - Welcome on behalf of the host municipality
6:30	MLA - Welcome on behalf of the Province of BC
6:32	Curl BC Liaison - Welcome on behalf of Curl BC
6:34	President of host club - Welcome on behalf of host club
6:36	MC introduces and thanks the chair(s) of the event
6:38	MC introduces the Honorary Rock Throwing Team as the team takes their places on designated sheet
6:40	Honoarary Rock is thrown
6:42	MC wishes all of the teams good luck. Piper leads the march out. The curlers fall in line behind the piper as he passes them, the flag bearers and RCMP fall in behind the last of the curlers, and the dignitaries exit last.

Photographs

An official event photographer should be in place. The photographer should take a photo of all the teams with the members who will travel to nationals at the start of the event. These photos should be taken in between practice ice times ahead of the start of the event. The winning team photograph will be supplied to Curl BC immediately after the finals are over. Official team photos should be taken from left to right - skip, third, second, lead (see example below). Photos of the medal winners, award winners, and the trophy presentation must also be provided to Curl BC, along with any action shots.



Prize Packages

In conjunction with the title sponsor, Curl BC will provide the prize package:

- Trophy for winning team of each gender to display at their home club for the year
- Medals - gold, silver and bronze for the top three finishers
- Team allowance for winning team (to be issued after the event)
- BC uniforms
- Championship banner to be displayed in the winning team's home club (to be provided at a later date)

The Curl BC Liaison will be responsible for working with the winning team to fill out necessary documentation required of Curling Canada.

Closing Ceremonies

Bronze medals will be presented following the semi-final game. It is usually a low-key presentation in the lounge.

The Closing Ceremonies will be held immediately after the final games are completed. It is a less formal ceremony and all the teams are not required to stay. At the Closing Ceremonies, the runners-up should be presented with silver medals and the champions should be awarded with the trophy and gold medals.

To prepare for the ceremonies, set up involves setting up the trophy and awards on a table for display and setting up the sound system.

REPORTING

The host committee is responsible for submitting a report on the championship and a financial statement to the Curl BC office within 45 days of the completion of the event.

Please include recommendations for future committees and any suggestions for additions to this hosting manual.