

## **2021 Curling Alberta Combined Men's and Women's Provincial Championship Committee Directors**

### **Director - Event Operations – Jill Richard, Curling Alberta Staff**

**Roles:**

Support the Event Manager's teamwork with the Committee in the planning, organization and presentation of the Event. Guided by Curling Alberta's policy, the Director Event Operations will provide support and guidance in the local marketing and financial implementation of the event.

### **Liaison to the Director – Event Operations – Dawn Gavin, Curling Alberta B.O.D.**

**Roles:**

Support the Director and provide Board oversight – Event Operations, provide sound advice and guidance.

### **Event Manager(s) – Britney Andersen & Michael Laderoute, Curling Alberta Staff**

**Roles:**

The Event Managers will be responsible for the day-to-day liaison with the Event's volunteer Directors. Representing Curling Alberta, the Event Managers will be under the direction of the Director Event Operations. Ultimately, the Event Managers are responsible for the overall organization of the Event in coordination with the Committee Directors and Volunteers.

The Event Managers shall participate in all implementation team meetings and Committee meetings.

### **Sponsorship Directors (2-3 Positions)**

**Roles:**

Develop a Sponsor Package for presentation to local and provincial businesses.

Responsibilities include sponsor prospecting, proposal customization and presentation, contract revision and servicing, and sponsor follow-up, fulfillment and support. Tracks sponsorship income and in-kind donations. Submits bi-weekly prospects activity and reports to Event Managers. Ensures sponsor agreements and recognition are correctly implemented. Two to three volunteers required to help follow-up and secure sponsors.

### **Social Media and Promotions (Marketing) Director**

**Roles:**

To develop an all-encompassing promotions and social media plan, this includes the lead up and during the event. All posts with mention of sponsors must be pre-approved by Event Managers and sponsors. Oversee all event communication, photos and live streaming.

### **Live Streaming Director**

**Roles:**

Partner with Social Media/Marketing Director. Recruit commentators, coordinate scripting, sponsor fulfillment, and stats, etc. Arrange for camera operators.

### **Ice Director**

**Roles:**

The Ice Director will be appointed by Curling Alberta and work under the direction of the Event Managers. The local ice and rocks volunteers will work directly under the appointed Arena, Rocks & Ice Director. Supports the needs of the Head Ice Technician.

### **Assistant Ice Director (optional, non-priority)**

**Roles:**

Supports the Ice Director. Coordinates volunteers and their needs (e.g. scheduling, meals, etc.)

### **Facilities/Venue and Signage Director**

**Roles:**

Coordinates the setup of bleachers, pipe and drape, furniture, staging, Sportsnet Camera platform and all other facility set-up needs. Organizes with the Event Managers and Sponsorship/Marketing Director the hanging of signage throughout the facility for sponsor and partner sponsorship fulfillment.

### **Officials, Timers & Stats Director**

**Roles:**

Reports to and supports the Chief Umpire and works with the Volunteer Director, schedule training courses, certified officials, and timers. Responsible to ensure all officiating equipment is received, handled, and repackaged appropriately.

### **Transportation & Parking Director**

**Roles:**

Responsible for transportation and related services for all participating competitive teams, VIP's, media, entertainers and other special guests at the Curling Alberta Women's and Men's combined championship event. These include organizing the logistics for pick-up upon arrival and drop-off upon departure at the YYC airport, transport between the hotel and the arena.

**Hospitality Director****Roles:**

Responsible for arranging welcome packages teams and sponsors. Work with the Event Managers to make accommodation arrangements. Responsible for the set-up and operation of all the event lounges including the CA/officials, media lounge, sponsors'/VIP/players' lounge, volunteer lounge, and if space allows, the Sportsnet Tec lounge. Determine the basic layout and functionally positioning for all event related bars and equipment. Schedule appropriate volunteer staffing requirements in each lounge. Ensure the lounges are properly maintained and that there are always snacks and water available. Each lounge will have specific refreshments and snacks tailored to the needs of the people that have access to the lounge. It is the responsibility of the volunteers working in each lounge to ensure that access to that lounge is in accordance with the accreditation policies.

**Banquets Director****Roles:**

Organize the food & beverage, entertainment, banquet program script and VIP invites (in coordination with the Event Managers).

**Ceremonies & Entertainment****Roles:**

Opening and Closing Ceremonies, arrange pipers, VIPs, flag bearers, anthem singers, sound system, develop script and identify an MC. Game Day, Develop a 5 - 7-minute entertainment schedule prior to each draw. Organize a Live Streaming Broadcast, per draw, in conjunction with the Social Media and Promotions Director. Book entertainment for the Hot Shot Saloon. All entertainment must be approved by the Event Managers. Identify storage area, load-in location, electrical requirements, location of stage, lighting requirements, and band dressing room.

**Tickets and Accreditation Director****Roles:**

Create a ticket package, in conjunction with the Event Managers, research, and organize options for ticketing. Schedule volunteers at a "ticket" table to greet and validate game day tickets. Work with partner hotels, Calgary Tourism and Alberta Tourism to offer ticket packages.

**Fundraiser/Raffle Director****Roles:**

Develop a 50/50 strategy (frequency per draw/per day) coordinate any fundraising opportunities, baskets, etc.. Make a volunteer schedule, control sheets and licensing requirements (before and after the event).

**Bar Services Director (Social House & VIP Bars)****Roles:**

This role will include the Social House and VIP bar(s). Work closely with 7 Chiefs F&B Manager. Oversee the volunteers and operations of the bars. Schedule volunteers with proper serving certification, in conjunction with the Volunteer Director. Determine the basic layout and functionally positioning for all event related bars and equipment. Ensure enough stock is maintained of liquor, beer, ice, limes, lemons, Red Solo cups, etc... before and during operating hours. Set and maintain standards for safe food handling, cleanliness and safety. Ensure all volunteers are following these standards.

**Volunteers Director****Roles:**

Design a volunteer sign up and recruitment form (digitally, online), choose volunteer uniform and order, upon approval by the Event Managers. Work with all other committee Directors to fulfill their volunteer positions, organize a volunteer recognition event on the last day of the event before tear-down.

**Security Director****Roles:**

Plan and organize security needs and schedule for all licensed/ticketed areas, including the corridor upstairs, separating the twin arenas.

**Event Program and Merchandise Director****Roles:**

Plan, layout and produce programs with ads, team pictures, sponsors and VIP messages. Obtain quotes to have the program printed. Organize the distribution and selling of programs at the event.

**Media Director****Roles:**

Identify an official photographer for the event and all required images for each event component. Support all media personnel.

**Health and Safety Director****Roles:**

Includes watching for trends of Covid-19 and aware of present environment. Work closely with Directors to educate and keep informed of health and safety updates. Work with Directors whose volunteers are involved in serving Food and Beverage, to educate and ensure proper food and beverage handling. Set-up and manage hand sanitizer stations throughout the facility. Set-up a "rock-handle" and hand sanitizer station in each arena for use by competitors.

**Community Spirit/Engagement Director****Roles:**

Your role will include developing programs on behalf of Curling Alberta to create Community Engagement before, during and after the Championship. We are inviting the City of Calgary and surrounding area and the Tsuut'ina Nation to celebrate our Women's and Men's Provincial Championships. Curling Alberta invites everyone to become part of the 2020-2021 Curling Alberta Women's and Men's Provincial Championship to celebrate, our sport, our community and our house.

**Financial Director****Roles:**

Assist with budgeting, develop control sheets, grant writing, and final reporting. Reconcile daily bar(s), tickets receipts and cash. Prepare deposits of all event revenue and hand the deposit over to the Event Manager daily. Provide bookkeeping and financial reporting for the event.