CURLING ALBERTA

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MEN'S & WOMEN'S PROVINCIAL CHAMPIONSHIP

Combined Championship | Host Community Bid Package | 2027–28 and future seasons

An opportunity to bring Alberta's best to your community

Curling Alberta invites curling clubs and communities to express interest in hosting the combined Men's and Women's Provincial Championship: a premier arena-based event bringing together Alberta's top men's and women's teams, their supporters, sponsors and curling fans.

Hosting is a chance to showcase your community, welcome visitors, mobilize local businesses and volunteers, inspire young curlers and create a lasting local legacy. Curling Alberta provides championship expertise and technical leadership; the host community delivers the local experience.

The championship at a glance

Event	Planning basis
Competition	Combined men's and women's championship; plan for 12 teams per gender, subject to confirmation
Venue	Arena required; four competition sheets and spectator seating
Timing	Tentative January 9–16, 2028, subject to confirmation; earlier exclusive arena access for ice installation and setup
National pathway	Winning teams advance to the applicable national championships, subject to eligibility
Partnership	Curling Alberta leads competitive and technical delivery; the host leads local event operations

A quick first look

Before developing a budget or formal bid, use the following pages to decide whether your venue and community could be a good fit. If you can answer "yes" to the core requirements, we encourage you to speak with Curling Alberta about the opportunity.

1 | Could your facility host?

The championship must take place in an arena, not a curling club. A nearby curling club is a valuable asset for practice ice, volunteer engagement and community activation. Proposed facilities will be reviewed for both technical suitability and the spectator experience.

Facility feature	Minimum expectation	Preferred / added value
Playing surface	Arena capable of four-five competition-quality curling sheets	Strong arena ice plant, sufficient installation access and safe circulation
Spectator seating	1,000 seats	1,200+ seats with good sightlines
Accommodations	150+ available rooms in host area	Convenient team, official and spectator accommodation; confirmed room blocks
Athlete change rooms	Capacity for at least 32 people (teams/coaches/ice tech ect.); appropriate separate spaces	40+ capacity; accessible and flexible arrangements
Officials	Suitable dedicated room; local officiating support plan	Room for 20–30+; local pool of 20 Level 1 and 4 Level 2 officials (30+ and 8+ preferred)
Media and broadcast	Broadcast-suitable facility; media work area for 10	Excellent camera positions, wired data and electrical lines, production access
Social and hospitality	Space for social lounge and volunteer hospitality	Welcoming licensed lounge / VIP and sponsor activation areas
Accessibility	Accessible public entry, circulation, seating and washrooms	Inclusive spectator, athlete and volunteer experience
Connectivity	Reliable high-speed internet, power and wired data access	Dedicated secure wired connections and private Wi-Fi
Practice ice	Practical plan for team practice	Curling club in close proximity

Also required: secure equipment storage, parking, public and athlete circulation, sufficient auxiliary rooms, and exclusive arena access for ice installation, setup, competition and teardown. Final technical approval rests with Curling Alberta.

2 | Does your community have the capacity?

An excellent venue is only one part of a successful championship. Curling Alberta looks for a committed host club and community ready to work together.

Ask yourselves	What a strong bid demonstrates
Is the curling club engaged?	A willing host organization and credible event leadership
Is the municipality supportive?	Facility access, municipal endorsement, possible in-kind support or grants. If not, can Curling Alberta help champion the support?
Can we recruit volunteers?	A local network to support timing, ice operations, ticketing, hospitality, security and event delivery
Can businesses get involved?	Local sponsorship, services, promotion and visitor hospitality
Have we hosted events?	Experience delivering curling or other multi-day community/sport events
Will people attend?	Local and regional promotion, fan engagement and a plan to fill the stands
What is our legacy?	A compelling reason to host: participation, youth development, community pride or longer-term club benefit

What would hosting mean to you?

We want to hear the story behind your bid. Why does your club and community want this championship? What could it accomplish locally? How will you engage residents, schools, businesses and community partners?

What Curling Alberta brings to the partnership

- Competition leadership: format, draw, rules, eligibility and championship standards.
- Appointment and compensation of designated umpires and head/assistant ice technicians.
- Competition rocks, carpet, pipe and drape, field of play equipment, timing and technical equipment, equipment transportation, medals and trophies.
- Provincial sponsor coordination, championship branding, event website and provincial promotion.
- Ticketing and volunteer-management platform setup, broadcast coordination and planning guidance.

The host is not expected to design a championship from scratch. A detailed Hosting Toolkit, operational guidance and draft agreement are available for interested communities.

3 | What does the financial opportunity look like?

Once your community sees a good fit, the next step is a realistic event budget. Previous host budgets will be shared to assist with planning. Hosting creates opportunities for ticket sales, local sponsorship, grants, food and beverage, merchandise, social events and community fundraising, alongside significant arena and operating costs.

Revenue / financial item	How it works
Ticket sales	Host retains event ticket revenue, subject to applicable taxes and transaction costs
Local sponsorship	The host retains local sponsorship revenue, subject to a proposed contribution to Curling Alberta of approximately 10% of cash sponsorship revenue. The final percentage will be confirmed before execution of the Hosting Agreement.
Provincial, title and presenting sponsors	Rights and revenue remain with Curling Alberta unless otherwise agreed
Grants, food and beverage, merchandise, events	Host retains applicable revenue, subject to grant, vendor and venue terms
Hosting fee	$40,000 payable to Curling Alberta within 45 days after the event
50/50 raffle	Net proceeds split equally under a separate agreement
Operating result	Host retains any surplus and is responsible for any deficit after all obligations

Major cost responsibilities (High-level)

Curling Alberta covers	Host covers
Designated umpire and ice technician compensation; competition equipment and transport; provincial branding; medals and trophies; staff support; agreed broadcast share	Arena rental and conversion; local infrastructure and signage; internet; athlete and official hospitality; permits, insurance and security; local marketing; ceremonies; agreed broadcast share

Broadcast production is coordinated by Curling Alberta, with the cost split confirmed in writing. Broadcast partner and cost is pending approval. The final Hosting Agreement will define sponsorship calculation, in-kind treatment, reporting and payment terms.

Simple financial illustration

The proposed sponsorship revenue contribution is 10% of local cash sponsorship revenue, subject to confirmation following a review of the 2027 Drayton Valley Championship's final financial results.

For illustration purposes, if a host secures $60,000 in local cash sponsorship, a 10% contribution to Curling Alberta would equal $6,000, leaving $54,000 before sponsorship fulfillment costs.

The separate $40,000 hosting fee and all other host expenses must also be included in the event budget. This example is provided for planning purposes only and does not represent a revenue projection or a finalized sponsorship contribution rate.

A detailed draft Hosting Agreement and the Master Hosting Toolkit can be provided when your community is ready to evaluate the full hosting commitments.

4 | How does Curling Alberta select a host?

Curling Alberta considers the overall strength of the proposal, host and community, not simply the largest venue or highest revenue forecast. All mandatory technical requirements must be met or an exception expressly approved.

Selection consideration	What we want to see
Arena and technical readiness	A suitable, accessible arena with sufficient seating, space, internet, broadcast capability and access windows
Host and community commitment	Active curling club leadership, municipality/facility cooperation, location and strong local support
Experience and volunteers	Capable organizers, realistic volunteer capacity and relevant event experience
Financial feasibility	Conservative budget, realistic revenue assumptions and ability to manage financial risk
Spectator and sponsor experience	Accommodation, social space, marketing reach and ability to deliver partner commitments
Legacy and local impact	Clear benefit to curling, the host club and the wider community

5 | Ready to bid?

Start with a conversation with Curling Alberta. A complete proposal should then include:

- Host club/organization, bid contact, requested year and proposed arena.
- Venue photos, floor plan, proposed ice/seating configuration and written facility availability.
- Accommodation inventory, accessibility and broadcast/internet capabilities.
- Proposed organizing leadership, volunteer approach and relevant hosting experience.
- Letters of support from municipality, arena operator, curling club and community partners.
- Brief statement of community impact and desired curling legacy.
- Preliminary event budget, revenue strategy and anticipated financial result.

Bid information

Bid deadline: January 1, 2027 | Award date: February 1, 2027

Submission contact: Britney Andersen, Men's and Women's Championship Coordinator (Director of Operations). Britney.andersen@curlingalberta.ca or 587-2237528

Shortlisted applicants may be invited to a venue walkthrough and financial review. Final selection is subject to a signed Hosting Agreement and applicable championship standards.

Expression of interest

Host organization: _____ Community: _____

Proposed arena: _____ Hosting year: _____

Contact / email: _____

Why we want to host (attach a short statement): _____

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