



OneHockey

A division of OneXsports

December 8-13, 2020
Atom/Squirt Division
Tournament



MOST ENTERTAINING HOCKEY TOURNAMENTS IN THE WORLD Since 2003
888-784-6444 • www.onehockey.com



Thank you for expressing interest in hosting the Atom/Squirt International Invite by OneHockey, the largest elite Atom/Squirt division youth ice hockey tournament ever hosted. Being the host of this inaugural event will result in an annual event for your city for at least two years. The objective of this RFP is to provide general information regarding the site selection process for the Atom/Squirt International invite, review projected team and visitor numbers, and outline initial logistics. You will find an introduction to the basic organizational components, as well as answers to the most frequently asked questions. Should you decide to submit a bid for this potential Atom/Squirt International Invite, please follow the Bid Document Guidelines at the end of this presentation. Thank you again for your interest in the Atom/Squirt International Invite, and I look forward to possibly working with you and your local organizing committee.

Sincerely,

A handwritten signature in black ink, appearing to read "Sebastien Fortier", with a long horizontal stroke extending to the right.

Sebastien Fortier
Founder/CEO, OneHockey



ABOUT ONEHOCKEY

Since 2003, OneHockey has been hosting the most organized, competitive and entertaining ice hockey tournaments in North America. We have grown from hosting 4 tournaments annually to more than 30 in just 3 years. OneHockey's outstanding reputation was established by hosting AAA elite boys tournaments. Due to increasing customer demand, we have added AA, A and B/House level events to our lineup as well. To deepen our customer reach, OneHockey has also added several tournament/showcase options for girls and high school teams. OneHockey hosted our first European tournament in Slovakia this year, and it was such a huge success, we are scheduled to return next May.

What separates OneHockey from other tournament groups? First, our tournaments are very organized so the players, parents and coaches feel assured that no details are ever overlooked. Scouts always attend our events, especially our showcases. This year alone, 10 former OneHockey players were drafted into the NHL. Hundreds of our players receive NCAA scholarships to Division I and III schools.

OneHockey offers the most entertaining tournaments in North America. As soon as you walk through the doors of the arena, you will know this isn't an average ice hockey tournament. You will hear the music coming from the lobby and rinks, you will see the mascots and the children dancing along with them, our OneHockey expo will be in full swing and you will know you are at a OneHockey tournament.





ABOUT THE ATOM/SQUIRT INTERNATIONAL INVITE

Improving an existing concept

- The city of Quebec has been hosting their Peewee tournament since 1960
- This Peewee tournament fills itself year after year
- Our concept will be superior, larger and better organized
- Your city is the ideal location to host this event

What makes this concept superior?

- 3 Game minimum (compared to 2 in Quebec)
- 6 day tournament for teams who advance all the way (compared to 12 in Quebec)
- Every arena fully decorated and with appealing atmosphere (compared to 1 in Quebec)

Tournament Format

4 Divisions of 32 teams, with 8 brackets of 4 teams. 8 local teams in total (2 per division)

Each team will play 3 games, with the top 8 teams advancing to the 1/4 final round, then our semi-finals and finally, the championship. 2010 AA - 2010 A - 2011 AA - 2011 A

An example of EACH our four Division:

Bracket 1

Local Team
Canadian team
USA Team
USA Team

Bracket 4

Canadian team
Canadian team
USA Team
USA Team

Bracket 7

International Team
Canadian team
USA Team
USA Team

Bracket 2

Canadian team
Canadian team
USA Team
USA Team

Bracket 5

Local Team
Canadian team
USA Team
USA Team

Bracket 8

Canadian team
Canadian team
USA Team
USA Team

Bracket 3

International Team
Canadian team
USA Team
USA Team

Bracket 6

Canadian team
Canadian team
USA Team
USA Team



TEAMS & VISITORS BY NUMBERS

Tournament Participants

5,000 parents/siblings

2,244 players

390 coaches

1,332 teams

Daily Attendance (from local fans)

15,000 + Spectators





THE VENUES

Main Venue Requirements

- 5,500+ seats
- Fully staffed
- Staff to handle ticket sales
- Staff to handle parking sales and traffic control
- Dedicated office space (at least 1600 square feet)
- Media Facilities: Adequate space for media work, interviews and dining areas.
- Hospitality Areas: Adequate space for OneHockey international sponsor and local sponsor hospitality.
- Internet: A minimum of 20 MB upload/20 MB download connectivity is required.
- Adequate personnel must be available to assist in planning and executing the event on the venue's behalf. Please define any union labor requirements in the Bid Document.
- Player equipment storage area (space for teams to leave their bags and to arrange delivery to their next game/venue).
- Competition Radios: Ideal – 15 multi-channel two-way radios should be available. The radios should be able to communicate from venue to venue.
- PA System: Ideal – A PA System that can be utilized to make regular announcements and can play music while broadcasting to entire venue should be available.
- Provide athletic training services (per venue)

Press Conference

Host city is responsible for organizing a press conference to announce the event. Local and National medias should be invited.

Vendors / Sponsors

Vending Area: Vendors should be able to set up at the venue as well as the other venues.

Food & Beverage Concessions: An area with a large variety of quality, healthy, and competitively priced food vendors onsite throughout the event that will serve breakfast and lunch and that can serve all participants and spectators with a proportional amount of public seating. Complimentary meals from on-site food vendors should be provided for OneHockey staff.

Other Host Requirements

- Weather cancellation insurance provided by the host.
- Welcome signs and branding within airports and hotels that participants utilize.
- Local volunteers to assist with pre-event set-up, team check-in, on-site logistics and post-event break down.
- Well established local marketing plan to showcase destination's attractions, restaurants.

VOLUNTEERS

3-6 volunteers per ice at all times.

1 Announcer per ice surface

2 scorekeepers per ice surface

Job descriptions:

Venue manager (enter scores, attend the office, ect).

Team guides (assist our teams as needed).

1 professional mascot PER VENUE at all times (costumes provided by OneHockey).

1 professional player interviewer PER VENUE at all times (set up provided by OneHockey).

1 IT volunteer to post the interviews on the OneHockey youtube page.



HOST FAMILIES

For this event, OneHockey is offering local hosting opportunities to every EUROPEAN/ASIAN team. Approximately 80 families will be needed. This offering is very appealing to out of town teams, and the Quebec Pee wee Tournament refuses thousands of families each year. This service is very much in demand for this type of tournament, and one or two people should handle the applications and communication for host families.





SPONSORSHIP OPPORTUNITIES:

To offset the financial commitment, OneHockey is prepared to grant the Local Organizing Committee certain event specific benefits. These benefits may in turn be sold to an unlimited amount of sponsors. OneHockey will help create the SPONSOR DECK with you.

- Sponsorship split 25% Kingston Tourism / 50% OneHockey

Gate Revenue Split (same as above)

This tournament will bring in local and out of town hockey fans. The daily gate fee has been set at \$10.00 for one day and tournament a full pass at \$30.00. 14 and younger are free or charge. We anticipate this revenue to easily exceed \$500,000.

**food & beverage/concessions to be discussed.



HOST ORGANIZATION RIGHTS TO OFFSET THE BID FEE

Sponsorship Opportunities:

To offset the financial commitment, OneHockey is prepared to grant the Local Organizing Committee certain event specific benefits. These benefits may in turn be sold to an unlimited amount of sponsors. OneHockey will help create the SPONSOR DECK with you.

- Sponsorship split 50% Your City Tourism / 50% OneHockey

Gate & Parking Fees Revenue Split (TBD)

This tournament will bring in local and out of town hockey fans. The daily gate fee has been set at \$8.00 and tournament a full pass at \$30.00. 15 and younger are free or charge. We anticipate this revenue to easily exceed \$500,000

\$20 for a tournament pass.

We anticipate this revenue to easily exceed \$100,000.

Host will retain all revenue from food & beverage/concessions.

Licensing structure and fees.

Designation/Marks: Right to use the OneHockey text, logo and trophy imagery, as well as the official event title in relation to the specific title to promote and advertise in association with the event.

Advertising: Name or logo inclusion in all advertising placed by OneHockey to promote the event (e.g., print ads, press releases, direct email, social and digital media, etc.).

Television: A mutually agreed upon number of 30-second television spots per day on the domestic telecast of the event (Hockey Channel).

Signage: Logo inclusion in on-ice or in-stadium signage, depending on commitment level.

Host City on-ice ID: Name of host City can be painted on the ice.

Display Booth: Booth space on the concourse or designated display area of the venue to distribute pre-approved marketing materials to attendees.

Program Ad: Advertisement in the Official Program produced by OneHockey (size TBD / artwork provided by sponsor).



ONEHOCKEY RESPONSIBILITIES

1. Market and publicize the event throughout the Hockey community and thoughtfully select teams from all over the world to attend the event and patronize area hotels, restaurants and attractions.
2. Provide event specific equipment - event signage and certain operational items.
4. Establish event schedule.
5. Provide, house and pay all event officials.
6. Provide awards backdrop and conduct award ceremonies.
7. Provide event ads in USA Hockey, Hockey Canada and International hockey publications.
8. Design an event specific website.
9. Provide event awards.
10. Provide participant gifts.
11. Provide liability insurance. A certificate of insurance is available for inspection listing host organization as additional insured.
12. Secure game broadcasting online.
13. Handle all advertising, media relations and PR activities related to the event.
14. Costs to provide meals for all media, volunteers and staff.



HISTORICAL HOTEL USAGE & EXPECTATIONS

Similar Size Event History

OneHockey MINNESOTA GONE WILD since 2012.

This event has been sold out at 85 teams since 2013.

We have generated 4500- 5000 room nights every year since 2013.

For our Atom tournament, we expect 99 teams to need hotel rooms for a minimum stay of 4 nights.

99 Teams x 17 rooms = 1,683

4 nights = 6,732

As for the 5th night, we expect 500 rooms to be booked

Grand Total - 7,332

OneHockey is open to work with you in order to secure hotels and handle the bookings.

We expect room rates to be in between \$120 to \$200 per night.

OneHockey is looking at a \$20 rebate with a 1/16 comp room ratio from each hotel.



PROPOSAL PROCEDURE

When reviewing proposals, OneHockey utilizes a 360-degree approach to RFP review and will look at the following:

1. Availability of high quality and suitable facilities.
2. Hotels (selection, affordability, safety and commitment to our partner housing bureau).
3. Transportation (drivability and proximity to airport).
4. Strength of Local Host Committee/Convention and Visitors Bureau/Sports Commission commitments.
5. Strength of local Ice hockey community (membership/participation rates).
6. Proposal enhancements outside of listed requirements.
7. Strength, accuracy and quality of overall proposal package submitted. We encourage proposals to be written in the following format and meet the minimum criteria below:

1. Introduction

- Please include general information as to why the event should be hosted by your organization including qualities that make your site unique.
- Describe other events supported by your organization which demonstrate your ability to successfully host this event.
- Please list in detail how your organization would be able to support and execute the responsibilities outlined above in this RFP
- Specific detail into how the proposed competition venue and ancillary event space can meet the “ideal” or “acceptable” requirements is essential. If these details cannot be met by venue, please list how your organization can help supplement requirements or by what third party companies/ partners would be available to contract out to meet our operational needs.
- Supporting photographs and venues are required to help describe the venue.



HOST FEE

OneHockey is asking for a \$100,000 Host Fee for this International Event and will sign a 3 year contract.

In the event there are questions prior to our meeting, please feel free to contact Sebastien Fortier at 661-209-0726 or sebastienf@onehockey.com.

