

2022 IIHF U18 WOMEN'S WORLD CHAMPIONSHIP

# BID PACKAGE



**IIHF**

Dear Host Cities,

We appreciate your interest in hosting the 2022 International Ice Hockey Federation Under-18 Women's World Championship.

As one of the top events on the international hockey calendar each season, the Under-18 Women's World Championship brings together the very best female players in the world under the age of 18, many who go on to star in the Olympic Winter Games. Players who have competed in the event previously include the likes of Kendall Coyne Schofield, Brianna Decker, Amanda Kessel, Megan Keller and Hilary Knight, to name a few.

It's not often our country has the chance to host a world championship, and the benefits are many, including the opportunity to welcome the world and forge life-long friendships; the economic opportunities included; and the benefit of learning about and celebrating other cultures.

Further, the U18 Women's World Championship is a foundational step in helping grow girls and women's hockey and the sport in general.

Needless to say, we are excited to have the event coming back to the United States!

Again, thank you for your interest in hosting the 2022 IIHF Under-18 Women's World Championship. Please do not hesitate to contact Madison Brown (Madison.Brown@USAHockey.org) from our staff with any questions.

Yours in hockey,



**Pat Kelleher**

Executive Director,  
USA Hockey



## INTRODUCTION

USA Hockey has been selected to host the 2022 International Ice Hockey Federation Under-18 Women's World Championship and will forward a host site to the IIHF for final approval.

Following site approval from the IIHF, USA Hockey will play host to the eight-team Championship, which will take place in early January of 2022. In order to ensure the Championship is organized and operated according to IIHF standards, USA Hockey has produced a set of guidelines to be followed by host cities and venues interested in bidding to stage this international competition.

The U18 Women's World Championship was first held in Calgary, Alberta, in January 2008 where the United States captured gold. Since then, Team USA has added seven more gold medals and five silver medals to its portfolio and is the only nation to play in the gold-medal game in every edition of the event.

As the U18 Women's World Championship has evolved, so too has the U.S. as a host country for the event. The Windy City of Chicago served as the first U.S. host of the U18 Women's World Championship in 2010 and Team USA took silver that year. In 2015, the event was staged in Buffalo, New York, where the U.S. earned gold for the first time on home soil. And in 2022, the U.S. will play host to the U18 Women's World Championship for the third time with every expectation that it will be the best yet.

### Site Selection Committee

Tony Driscoll – Asst. Executive Director, Marketing, Communications & Events

John Vanbiesbrouck – Assistant Executive Director, Hockey Operations

Katie Million – Director, Women's National Team Programs

Kristen Wright – ADM Manager, Female Hockey

Madison Brown\* – Manager, Events

\*Site Selection Committee primary contact

Madison Brown can be contacted at 719-538-1167 or [MadisonB@usahockey.org](mailto:MadisonB@usahockey.org).

### Bid Submission Due Date

Bid submissions are due to USA Hockey no later than October 31, 2020, and should be sent to:

USA Hockey  
Attn: Madison Brown  
1775 Bob Johnson Drive  
Colorado Springs, CO 80906  
[MadisonB@usahockey.org](mailto:MadisonB@usahockey.org)



## BID SUBMISSION REQUIREMENTS

To assist interested parties in their creation of a bid submission and ensure that all pertinent areas have been addressed, USA Hockey has provided specific hosting requirements in the following categories. Bid submissions should address, in detail, each of these focus areas.

1. Contract, Bid Timeline and Event Dates
2. Organizational Structure and USA Hockey Interface
3. Arena Requirements
4. Event Rights
5. Revenue
6. Hosting Obligations and Expenses
7. Staffing and Volunteer Recommendations

Appendixes:

- A. Sample Game Schedule
- B. Sponsorships

## CONTRACT

### Expectation and Timeline

At the time of the site selection, the Host must be willing to complete a term sheet with USA Hockey. From the term sheet, a legal contract with USA Hockey will be created by USA Hockey and must be signed eight months prior to the start date of the Championship.

Oct. 31, 2020	Bid applications due to USA Hockey
Nov. 1 – Dec. 31, 2020	Video calls with potential hosts
	Site visits to finalist host cities (pending)
Feb. 15, 2021	Host site selected and notified
May 2021	Contract finalized and signed by both parties

### Event Dates

With final dates of the event to be discussed and negotiated with the Host, the approximate dates for this event are January 9-16, 2022.



## ORGANIZATION STRUCTURE & USA HOCKEY INTERFACE

As the IIHF member federation in the United States, USA Hockey is responsible on behalf of the IIHF for the staging and management of the Championship and will form a partnership to oversee the operation of the Championship with the Host.

To ensure the Championship is conducted in accordance with acceptable international standards, a host organizing committee will be structured to manage the hosting operation as follows:

### Host Organizing Committee

The Host Organizing Committee will represent the Host and USA Hockey in the day-to-day management of the hosting obligations. It will be responsible for the staging and promotion of the Championship and will be made up of the Host-Appointed USA Hockey Liaison, USA Hockey's AED of Marketing, Communications and Events, USA Hockey's Manager of Events and other personnel, as necessary.

Recommended areas of focus requiring oversight and representation within the Host Organizing Committee include, but are not limited to:

- Marketing and promotions
- Hockey operations
- Arena operations
- Statistics
- Team services
- Accommodations and food service
- Ticketing
- Media
- Transportation
- Volunteer operations

### Host-Appointed USA Hockey Liaison

The Host will be expected to appoint a dedicated event executive to assist with the management and coordination of the day-to-day preparations of the Championship, beginning at the time of Host selection. The appointed member will work directly with USA Hockey's manager of events and provide regular updates.



## ARENA REQUIREMENTS

The Host must secure and cover the expenses of a maximum of two (2) competition venues, with one designated as the primary arena, which will include medal-round games. Special consideration will be given to competition venues that have two (2) sheets of ice in one building. If there are two (2) separate competition venues, both arenas should be within 30 miles (or 30 minutes travel time) of one another.

The main arena should have a minimum seating capacity of 1,500, while the secondary arena should have a minimum seating capacity of 300. The proposed arenas must be available to the Host exclusively and on a “clean” basis, beginning two days prior to the Championship and ending one day following the Championship. Exclusive advertising rights within the arenas include, but are not limited to: dashers, bench boards, penalty boxes, and in-ice logos, as well as flexibility with incremental interior and exterior signage. All arena contracts entered into by the Host regarding the Championship will be subject to the prior approval of the Host Organizing Committee.

Although not an inclusive breakdown, the following minimum technical standards and event needs pertaining to the arenas must be met and outlined within the bid submission:

### Hockey Operations

- Dedicated support for the eight (8) teams in the Championship
- Daily practice ice for all teams and officials as required per IIHF sport regulations
- Dedicated locker rooms for all teams playing and/or practicing within the arenas, with private shower/bathroom facilities and secured storage and drying space; separate coaches areas if possible
- For every game, a separate coaches meeting room for each of the two (2) participating teams, if applicable
- Dedicated locker room for game officials with private shower and bathroom facilities and secured storage and drying space; separate game-day officials locker room
- Game countdown clocks located in each team and officials locker room
- Ample space for team skate sharpeners and equipment repairs
- Additional locker room or ancillary space with a bathroom to be used for doping control

### Host Community

- Connection to and support from the local youth/girls hockey community
- Close proximity to an international airport (within two hours travel time)



### **Media, Broadcast & Statistics**

- Press box and/or other space on both rinks for stats personnel (minimum three positions on ice level, preferably in scorer's box, and minimum five positions in press box/other space)
- Suitable television/live stream and radio broadcast space, including a press box or platform for video recording/live streaming
- Suitable mixed zone space (for both rinks, if using two venues)
- Press box facilities in both rinks capable of hosting media representatives (20 at primary rink, 10 at secondary rink)
- Acceptable television camera/live streaming position(s) and arena lighting for live television broadcasts (broadcast/live stream plans TBD)
- Acceptable room for stats office (one in each rink, if using two venues)
- Acceptable room(s) for media workroom and media hospitality

### **Hospitality**

- One suite, if applicable, or hospitality space with catering abilities that can accommodate corporate partner or special interest demands
- One suite, if applicable, or hospitality space on main rink (with a view of the ice) with catering abilities that can accommodate VIPs, IIHF staff and accredited officials; ancillary space on secondary rink a plus

### **Other Rights**

- Exclusive rights to distribute promotional and premium items at both arenas
- Right for IIHF, USA Hockey and event sponsors to have product displays in lobby and/or concourse areas

## **EVENT RIGHTS**

### **Logos & Trademarks**

The official event logo for the Championship will be developed and approved by USA Hockey and the IIHF. The expense of creating the event logo will be the responsibility of the Host. The use and/or application of the official trademarks and logos for the event are subject to the prior approval of USA Hockey.

### **Broadcasting & Digital**

The IIHF and USA Hockey exclusively own the broadcast rights to include TV, radio, website, web content and web streaming for the Championship.



## REVENUE

The bid submission should include a financial overview reflecting, in general terms, all potential revenue channels associated with the hosting of the Championship, which the host will retain. The bid should include, but is not limited to, the following categories:

### **Ticketing**

With IIHF and USA Hockey approval, the Host will be responsible for the management and oversight of all aspects of the ticketing process including, but not limited to: box office operations, pricing structure, ticket package offerings, ticket artwork and design, ticket production, distribution plan and revenue projections. As the rights holder of this Championship, USA Hockey will share the ownership rights to the ticket database with the Host.

#### **Ticket Hold Requirements:**

- 40 tickets in the best available location of the main rink at no cost (IIHF)
  - Final usage determined three (3) months prior to Championship
- 20 tickets in the best available location of the secondary rink at no cost (IIHF)
  - Final usage determined three (3) months prior to Championship
- 28 tickets at no cost for each of the participating teams for the games in which they play, excluding Team USA and Team Canada
- 80 tickets at no cost for all games in which Team USA plays
- 60 tickets at no cost for all games in which Team Canada plays
- 100 tickets (seat kills) for all games to serve as the participant tribune. These are intended only for the use of non-playing, participant teams and immediate team staff members
  - Not required to be in a desirable location but should be located in the area of the bowl
- TBD seat kills for photography and broadcast requirements, if needed

#### **Suites, if applicable\***

- Revenue derived from all suite sales must be included as ticketing revenue back to the event budget
- If available, two suites will be provided to the IIHF and USA Hockey at no cost for the duration of the Championship. Food and beverage costs will be the responsibility of the IIHF and USA Hockey

*\*Suites are not a requirement for this event. If proposed venues do not have suites, ancillary spaces can be utilized for hospitality purposes as needed.*





### **Merchandising**

USA Hockey's merchandise partner will be responsible for creating the event merchandise plan, inclusive of purchasing, anticipated level of sales and revenue (with assistance from the Host) and determining retail prices. The Host will be responsible for selling the merchandise on consignment at the venue(s) and entering into a revenue share with the merchandise partner.

### **Sponsorship Sales**

The Host shall develop a sponsorship sales strategy to include with the bid submission, including details of sample sponsor packages that will be proposed to local/regional companies. An overview of available sponsor inventory can be found in Appendix B.

There are a number of international and national sponsorship commitments in place that will extend to the hosting of this IIHF event. At the present time, the exclusive partners for this event include Tissot (watches) and Nike (athletic apparel). All other categories of inventory remain open for this event. A final list will be provided to the Host Organizing Committee no later than April 1, 2021. Further details regarding the marketing rights will be included in the event contract. All local corporate sponsor packages are subject to the prior approval of the Host Organizing Committee.

### **Concessions and Catering**

The Host must include projections within the bid submission that outline the level of concession sales and suite catering revenues, if applicable, that will be achieved within the arenas and as part of ancillary events taking place in space owned and/or managed by the Host.

### **Parking**

If applicable, the Host must include projections that outline the parking revenues that can be attributed to the hosting of the Championship. Special parking for up to 15 vehicles at the venue(s) must be made available to accommodate IIHF, USA Hockey and VIP needs, at no cost.

### **Grants**

The host is encouraged to seek local, state and federal grants that recognize the multicultural celebration and help support the hosting of this international event.



## **PROPOSED BREAKDOWN OF EVENT EXPENSES, OBLIGATIONS AND OTHER RESPONSIBILITIES**

This list is not inclusive of all costs associated with the event but gives a breakdown of the main expenses incurred with the hosting of this World Championship.

### **USA Hockey Obligations and Expenses Covered**

- Hotel accommodations for event officials and referees, IIHF staff and USA Hockey staff for the duration of the Championship
- Daily transportation for event officials and referees, IIHF staff and USA Hockey staff for the duration of the Championship
- Meals and per diem for event officials, referees and IIHF staff
- Daily allowance for event officials and referees
- Accreditation software and supplies
- Doping control expenses
- Pre-event site visits and meetings

### **Host Obligations and Expenses Covered**

- Building operations expenses, maintenance and security
- Staffing fulfillment and volunteer operations
- Ticketing system and supplies
- Signage, dashers and in-ice logos
- Laundry, locker room supplies and team services for teams and officials
  - Supplies include, but are not limited to: practice pucks, towels, basic hygiene products, light snacks outside locker rooms, bottled water, etc.
- Medical services for practices and games (EMTs, ambulance, etc.)
- Media services and work area needs
- Volunteer/staff apparel
- Designated meeting space at main venue or hotel for up to 50 persons to be used throughout the Championship



### Shared Expenses and Responsibilities

- Hotel and meal accommodations for eight teams for the duration of the official Championship dates; assistance with securing favorable rates at local hotels, with special consideration given to USA Hockey's hotel partner
- Daily bus transportation for eight teams to/from team hotels and arena(s) and upon arrival to and departure from the U.S.; assistance with securing favorable rates with a local transportation company
- Marketing and promotions
  - Both the Host and USA Hockey will, in good faith, work to use their internal assets to promote the event, in addition to supplemental paid marketing
- Ice costs
- "Player of the Game" awards (2 per game)
- Participant gift bags

*The line items included in the lists above are a broad overview of the main expenses of the event and not inclusive of all costs associated with the event.*

### Other Host Responsibilities:

- Assist in securing a meeting space for up to 50 people to be used for Directorate meetings for the duration of the event
- Assist in securing favorable rates with a local transportation company(s) for passenger vans and rental vehicles
- Provide support as required for planning opening and closing ceremonies
- Installation of in-ice logos, dashers and venue signage

## STAFFING AND VOLUNTEERS

In addition to typical arena operations and game staffing, the Host should be prepared to fill staffing and volunteer needs in the following categories:

### Team Hosts

- One team host per team for the duration of the championship (two hosts can be assigned to one team to split responsibilities, if needed). Team hosts will serve as the liaison between the team and the organizing committee and will be required to attend all team practices and games, and be a resource for the duration of the event.



### **Team Services**

- Laundry personnel
- Designated individual(s) to handle restocking of supplies and hygiene products, bottled water, food, etc.

### **Statistics**

- One local stats coordinator to oversee the overall stats operations for the event, including training the stats crew; reports directly to the IIHF Results Manager through the Championship
- A minimum of seven statisticians are required for each game to operate the IIHF Hydra system/assist in spotting for stats categories
- Two runners for each game to deliver stats before, during and after games; can be shared with media runner

### **Game Presentation & Ceremonies**

- Public Address Announcer
- Personnel to handle promotions/giveaways
- Video board, if applicable
- In-game host, if applicable
- Ceremonies coordinator/game director

### **Doping Control**

- One or two female chaperones per game; post-game only (schedule to be created prior to the Championship for staffing purposes)

### **Transportation**

- Transportation coordinator, if applicable
- Shuttle/rental car drivers, if applicable
- Box truck drivers, if applicable, for airport arrivals/departures

### **Accreditation**

- One or two assigned persons to oversee the accreditation operations. Manage the input of staffing, volunteers and guests prior to the Championship, and operate the accreditation headquarters for the duration of the Championship

### **Media**

- Media coordinator(s) to oversee the media workroom and mixed zone operations, gather media requests for practices and games and serve as a resource for media for the duration of the event



## APPENDIX A

### Sample Game Schedule

Below is the game schedule from the 2019 IIHF U18 Women's World Championship, held in Obihiro, Japan.

Date	Time	Game	Arena
Sunday, Jan. 6	13:00	SWE v. CAN	Arena 1
	14:30	FIN v. JPN	Arena 2
	17:00	USA v. RUS	Arena 1
	18:30	CZE v. SUI	Arena 2
Monday, Jan. 7	13:00	SWE v. RUS	Arena 1
	14:30	CZE v. JPN	Arena 2
	17:00	CAN v. USA	Arena 1
	18:30	SUI v. FIN	Arena 2
Wednesday, Jan. 9	13:00	RUS v. CAN	Arena 1
	14:30	JPN v. SUI	Arena 2
	17:00	USA v. SWE	Arena 1
	18:30	FIN v. CZE	Arena 2
Thursday, Jan. 10	14:30	Quarterfinal 1*	Arena 1
	14:30	Relegation 1/3	Arena 2
	18:30	Quarterfinal 2*	Arena 1
Saturday, Jan. 12	13:00	Semifinal 1	Arena 1
	14:30	Relegation 2/3	Arena 2
	17:00	Semifinal 2	Arena 1
	18:30	Placement Game	Arena 2
Sunday, Jan. 13	13:00	Bronze Medal Game	Arena 1
	14:30	Relegation 3/3	Arena 2
	17:00	Gold Medal Game	Arena 1

\*The quarterfinal round consists of only two games, as the top two seeds in Group A receive a bye into the semifinal round.



## APPENDIX B

### Sponsorships

#### Category Exclusive Sponsorships

The IIHF and USA Hockey are continuing to pursue category exclusive sponsors prior to the 2022 IIHF U18 Women's World Championship and will do so until March 1, 2021. Subject to business and confidentiality concerns, USA Hockey agrees to communicate to the Host in advance any potential category exclusive sponsors in an effort to eliminate possible conflicts. Please note that category exclusive sponsors might be added after the date listed above and will be communicated to the Host.

#### Local/Regional Sponsorships

The Host shall have the right to sell local and regional sponsorships with prior written approval of USA Hockey, in order to eliminate the possibility of category conflicts with event, IIHF and USA Hockey current and prospective marketing partners.

#### Potential Sponsor Inventory

- Dashboards at each rink
- In-ice logos in both rinks
- All event signage (interior and exterior)
- PA reads and corresponding video board graphics, if applicable
- Pouring rights
- Premium tickets
- Hospitality opportunities
- Event app, if applicable
- Social media inventory
- Non-exclusive bench rights (towels, water bottles, etc.)
- "Player of the Game" awards
- Game sponsor (including intermission activities, etc.)
- Fan fest, if applicable
- Tabling opportunities at venue(s)
- Event program advertising, if applicable
- Inclusion on event promotional materials (posters, schedule cards, etc.)
- Premium product branding and giveaway opportunities
- Event website banner ad placement
- Zamboni wraps at venue(s)

