



Coaching
Association
of Canada



Petro-Canada
Sport Leadership
sportif

Request for Proposal 2011



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1. Objective

The Coaching Association of Canada (CAC) is requesting proposals for the hosting of the 2011 Petro-Canada Sport Leadership sportif conference.

2. Background

CAC is a not-for-profit amateur sport organization with the mandate to improve the effectiveness of coaching across all sports and at all levels of the sport system. We work towards our mission of improving the experience of all Canadian athletes through quality coaching by working with our partners across the country.

Petro-Canada Sport Leadership sportif is an annual conference organized by CAC that fosters the development of Canada as a leading sport nation and reinforces the CAC's role in achieving that goal. One of the world's premier annual conferences for sport leaders, over 750 coaches, sport administrators, coach educators, and sport scientists convene for several days of learning, networking, and celebrating achievements.

The success of the Petro-Canada Sport Leadership sportif conference can be attributed to the collaboration of sport partners from more than 50 different organizations that participate in the conference as expert presenters or that facilitate parallel meetings.

Please refer to the Coaching Association of Canada's website for further information and background – www.coach.ca.

Conference highlights include (see Appendices for more details):

- Coaching Research Symposium
- Sport Exchange Forum
- Opening/Closing Plenary with keynote speaker(s)
- Sport Leadership Awards Presentation and Dinner
- Women in Coaching Luncheon and Plenary with keynote speaker(s)
- Sessions (24+ over four time slots)
- Roundtable Discussions
- Evening Social Activity
- 20 Partner Meetings

Economic Impact Assessment

The conference generates a total of \$1.6 million in economic activity with \$1.1 million occurring in the host city. This figure is based on results from the Canadian Sport Tourism Alliance's (CSTA's) Sport Tourism Economic Assessment Model – Professional Version (STEAM-Pro). Data for the survey was collected during the 2008 conference held in Calgary, Alberta.

Direct and indirect impact accounted for \$1.2 million of the total economic impact with an additional \$421,000 generated through induced impact. The direct impact includes the initial expenditure to host the conference such as the purchase of goods and services from wholesalers / distributors. The induced impact is the spending of those employed by the initial expenditures.

The combined spending of operations and visitors to the conference generated an estimated net economic activity (GDP) of \$773,561 through the province with \$462,844 occurring in Calgary.

Tax revenues totaling \$255,000 were supported by the conference. The event produced federal government tax revenues of \$139,000 and Government of Alberta taxes of \$71,000. Another \$446,000 in municipal taxes was generated through the province, of which \$38,000 was in Calgary.

3. Proposal Evaluation Process and Award

The selection committee will consist of the following CAC representatives:

CAC Selection Committee Members:

John Bales, Chief Executive Officer
Gaëtan Robitaille, Chief Operating Officer
Sandra Gage, Director, Marketing and Communications

Resource Person:

Trisa Zimmerman, Event Manager

Criteria:

- The Host City must be easily accessible by air, train, car.
- Hotel must be convenient to the airport and surrounding activities.
- Ideally, the Host City should be serviced by an international airport with adequate number of non-stop flights and passenger seats each day.
- Adequate meeting space with flexibility for programming needs must be available to the conference organizers.
- Meeting space must not be more than a 10-minute walk from the host hotel (if the meeting space is not at the hotel).
- Hotel block must be sufficient to service the delegates. Preference will be given to proposals that require 2 hotels or less.
- Appropriate space and setting for the Sport Leadership Awards Presentation and Dinner must be recommended.
- Support from the local/regional and provincial sport community is welcomed.
- Consideration for regional rotation of the event will be given.
- Sponsorship and revenue generation potential will be considered.

4. Proposal Requirements

a) **Hotels**

The host organization submitting the proposal must have hotel and venue contracts agreements in place prior to being awarded the 2011 Petro-Canada Sport Leadership sportif conference. Please provide current floor plans, current food and beverage menus (with costs), and list of in-house audio visual company price lists.

Preference is to minimize the number of hotels to accommodate our group.

Host Hotel – One full service hotel rated 3 stars or higher, must be proposed as the host hotel. Ideally, the host hotel must be able to accommodate a minimum of 250 guest rooms on peak nights.



Secondary Hotel – One secondary hotel may be proposed to assist in meeting the full room block required. The secondary hotel must be no more than 1 kilometer/10-minute walk from the host hotel, if possible. If required, a transportation shuttle system could be identified in the proposal (outline, route, timetable, companies to provide the service and costs).

Room Rate (guaranteed)

Room rate must not exceed \$150 Cdn per night plus tax and should be commensurate with the property rating, region, and property type/location. A history of room rates for the conference will be provided to those parties that submit letters of intent. Note – the current and previous year hotel rates can be found on our website:

2009 - \$142 Cdn/night – Sheraton Vancouver Wall Centre

2008 - \$134 Cdn/night – Hyatt Regency Calgary

Room Block

It is estimated that there will be 750+ delegates attending the conference in 2011. Proposals require that the room block be held as of the time of submission (letter of confirmation from the hotel is to support this). CAC will control approximately one third of the block with a rooming list. The breakdown of rooms needed is as follows (Note – this breakdown is all inclusive):

Day	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday
Standard Room (80% are single occupancy)	20	110	245	345	345	40	Check-out
Suites	0	4	4	4	4	0	Check-out
TOTAL	24	129	289	404	404	50	Check-out
					TOTAL ROOM NIGHTS		1121

Attrition

Attrition clauses will not be accepted as part of room block commitments. Proposals must include statement(s) to this effect from the hotel(s). Fair cancellation clauses are appropriate.

Complimentary Room Nights

Complimentary bedrooms during the conference dates at the host hotel will be based on a 1:50 ratio (**minimum**). Proposals must include a statement to this effect from the hotel.

Other complimentary rooms to be offered, if possible, at the host hotel include:

- Site visits: a total of 8 nights prior to the conference
- Complimentary meeting space: up to 3 meetings prior to the conference (one meeting typically held in winter, spring, and summer for a maximum of 20 people)
- Conference dates: 2 standard rooms for CAC staff
- Conference dates: 2 complimentary suites

Reservation cut-off date

Maximum 30-day cut-off before the room commitment is released for general sale, with rooms and agreed upon rates available to attendees after this cut-off date based on space availability.

Maximum 20-day cut-off for rooms within the CAC block before the CAC block is released for general sale, with rooms and agreed upon rates available to CAC after this cut-off date based on space availability.

Parking

Complimentary parking for up to 5 vehicles (distribution of these passes is at the discretion of CAC). Proposals must include a statement to this effect from the hotel.

Internet and Power Fees

Complimentary rates for the duration of the conference for Internet and power fees must be included in the proposal (guestrooms and meeting room space).

b) Meeting Space

All meeting space must be located in the host hotel and/or adjoining convention center if possible. The proposed conference lay-out is attached as an appendix. Please note that CAC reserves the right to change the proposed lay-out with no financial penalty. The conference has never used a convention centre for our meeting space needs in the past, however, it has been used for the Sport Leadership Awards.

- Pre-conference – minimum of 10 meeting rooms for 2 days prior to the start of the conference:
 - Registration (for the duration of the conference as well)
 - CAC office and storage (for the duration of the conference as well)
 - 10-50 people = 3
 - 50-100 people = 3
 - 75-200 people = 2 (with abilities to change room set-up into break-out sessions)
- Sessions – minimum of 24 Sessions over a minimum of 3-4 time slots. The sessions run simultaneously to one another. Room size needs per session time slot is as follows:
 - 10-50 people = 2
 - 50-100 people = 4
 - 75–150 people = 4
- Opening Keynote address – Rounds for 700, theatre is acceptable as well
- Closing Keynote address – Rounds for 600 people, theatre is acceptable as well
- Women in Coaching Luncheon and Plenary (keynote address) – Rounds for 700
- Sport Leadership Awards Presentation and Dinner – Dinner service for 700, staging and theatre style for the presentation – 700, reception hosting area for 700
- Social evening activity – venue suggestions for 400+

c) Rental Equipment

A significant expense for the conference includes:

- Renting audio-visual equipment,
- staging,
- hiring simultaneous translation services and
- transportation (rental cars and local bus transportation for moving delegates from venue to venue – if applicable.)

Each proposal should outline the service providers in these areas to be considered. Please include price lists and recommendations, if possible.

If a vendor listed is an in-house provider, please note this. If a hotel or convention center has any restrictions regarding the vendors that can be used, labor laws, unions, fees etc., please include a copy of the policies in the proposal.

d) Travel

Please indicate the travel options for delegates to your city and venues, proximity to airport(s), in the proposal.

e) Special Events/Receptions

Please indicate the options for hosting special events/receptions (include capacities) in the chosen hotel as well as the surrounding area (minimal travel is key). Traditionally there have been 5 main events hosted:

1. Sport Leadership Awards Presentation and Dinner – Dinner service for 700, staging and theatre style for the presentation – 700, reception hosting area for 700
 - Formal setting
 - VIP attendance
2. Social evening activity – venue suggestions for 400+
 - Informal social setting for networking and fun
 - 2 hours in duration

The social activity in previous years have been held at the following venues:

2008 – Calgary – Sports Bar – Flames Central

2007 – Halifax – Beer and Mussels at Pier 21

2006 – Vancouver – Wine and Cheese at the hotel

3. Receptions – 3 to 4 in total – size of group can vary from 20 people to 150
 - Formal setting
 - By invitation
4. Sport Exchange Forum – small “tradeshow” type exhibits
 - Minimal set-up required (usually a table, with chairs and power accessibility to each exhibitor)
 - 20-30 exhibits estimated
 - Traditionally, CAC has not used a show company for the Sport Exchange Forum. We may consider doing this for future conferences.
5. Roundtable Discussions
 - Historically held in the main plenary room (for the keynote speaker presentations)

f) Volunteers

CAC does all of the planning and implementation of the event based on contracts in place with the CAC Steering Committee and Local Advisory Committee (appointed). There will be an opportunity by the bid/host committee to identify representative(s) to sit on the Local Advisory Committee.

It is estimated that between 30-50 volunteers are required to assist in the areas of transportation/airport, registration, session management, and special events/receptions through the duration of the conference. Volunteer recruitment will be done through the Local Advisory Committee.

Please indicate from where and how volunteers could be recruited.

g) Letters of Commitment

- The signing authority for the submission of this proposal
- Hotels (host and secondary – if applicable)
- Demonstrated support from the local/regional and provincial sport community

h) Sponsorship

Sponsorship opportunities are available for the Petro-Canada Sport Leadership sportif conference for interested parties. Sponsorship received in the past include cash and in-kind services such as transportation, gifting, signage, and hospitality including the hosting of a reception at the previous year's event to promote the staging of the conference in a particular city.

Please indicate in your proposal if you would be interested in pursuing sponsorship opportunities. A complete package is provided for sponsors including:

- Designation as a **conference partner**
- **Official presenter status** for a specific conference component
- Access to 750+ of the country's top sport leaders and coaches
- Hosting opportunities including complimentary conference registrations (*amount to be negotiated*) and Sport Leadership Awards tickets for key staff and Board members
- Logo inclusion on conference signage and printed materials
- Logo presence on official conference website as well as link
- Petro-Canada Sport Leadership sportif logo use
- Opportunity to have permanent display throughout conference
- Distribution of materials to all conference delegates in conference packages

Additionally, we would be pleased to circulate information to our network of national and provincial/territorial sport organizations regarding the potential hosting of meetings in advance/during the conference.

i) Recommended Dates

Indicate the recommended dates based on availability of the venue(s) in the proposal. Note: The conference is usually held during the second weekend of November. This timeframe is preferred. Please take into consideration venue and hotel space and the amateur sports calendar. Note – proposed dates can include Remembrance Day.

5. Timelines

Availability of Request for Proposal Guidelines

- a. Circulated via SIRC, CSTA, CAC communication channels

Friday, February 6, 2009

Letter of Intent for Proposal Submission

Friday, March 6, 2009

Deadline for submission of questions to CAC

Wednesday, March 18, 2009

Answers to questions provided by CAC to all parties who submit a letter of intent for proposal

Friday, March 20, 2009

Submission of Proposal to the Coaching Association of Canada

Friday, April 17, 2009

Review of Proposals

- b. CAC reserves the right to determine the proposal review and selection process. Upon receipt of the proposals, the Selection Committee shall assess the need for in-person presentation or site visitation. If required, these will be set-up accordingly.
- c. The applicants will be notified accordingly of the decision of CAC.

May to July 2009

Site selection finalized

- d. The site selection will be based on the recommendation of the CAC Selection Committee.
- e. The decision of the CAC Selection Committee will be final.
- f. A public announcement of the site for the 2011 Petro-Canada Sport Leadership sportif conference will be made by the CAC communication methods following the completion of all contracts by the selected site.

August 2009

6. Submission and Deadlines

Submission of Letter of Intent for Proposal

Please send electronically to Trish Zimmerman, Event Manager, tzimmerman@coach.ca no later than 23:59 (EST), **Friday, March 6, 2009**.

Submission of Proposal

Please submit **1** printed copy and **1** CD with all documents in Adobe (PDF) file format of your proposal including all signed letters of commitment no later than 23:59 (EST), **Friday, April 17, 2009** to:

Coaching Association of Canada
Attn: Trish Zimmerman, Event Manager
141 Laurier Avenue West, Suite 300
Ottawa, Ontario K1P 5J3
tzimmerman@coach.ca
613-235-9500 fax

All proposals and supporting documentation shall become the property of CAC and will not be returned to the bidder. Confidentiality will be maintained for each proposal received.

Proposals received after the deadline will not be accepted. They will remain un-opened and will be returned to the sender. No exceptions will be granted to this requirement.

Once CAC is in receipt of your proposal, we will not allow for any changes or modifications to your submission. Please ensure your submission is final.

Once submitted, your proposal may be withdrawn at any time.

Any costs associated with preparing and/or presenting (if applicable) proposals in response to this RFP and for providing any additional information required by CAC to facilitate the evaluation process are the sole responsibility of the company and will not be reimbursed by CAC.

Neither the transmission of this RFP to bidding organizations nor acceptance or receipt by CAC of proposals shall imply any obligation or commitment on the part of CAC to enter into an agreement of any kind in respect of any or all contents of the proposals. CAC does not obligate itself to accept the lowest or any proposal. CAC reserves the right to negotiate any or all terms of a contract resulting from the RFP undertaking.

CAC has the right not to select a proposal if it is deemed that the project will not continue or if it is perceived that none of the proposals meet the needs of the organization. CAC also has the right to cancel this RFP at anytime and shall not be obliged to provide reasons for the cancellation.

7. Inquiries

Inquiries or questions concerning any aspect of the RFP can be directed to: Trish Zimmerman, Event Manager, tzimmerman@coach.ca, 613-235-5000, x9-2359.



APPENDICES



Proposal Criteria Checklist

City	
Recommended Dates	
Accessibility	
Hotel(s), star rating, rate(s)	
Room block sufficient?	
Attrition clause	
Complimentary room nights	
Parking	
Internet and power	
Meeting space adequate	
Space adequate for the Sport Leadership Awards	
Rental equipment/service providers adequate	
Special events/Receptions	
Letters of commitment	
Sponsorship/Revenue Generation	
Other	



Conference Lay-out (sample)

- lay-out is an example for reference and is based on previous years. It is subject to change based on the confirmed conference program.
- all times are estimated.

Stream 1	
Stream 2	
Stream 3	
Stream 4	

WEDNESDAY AND THURSDAY

8 : 0 0 – 2 3 : 0 0	Registration/CAC Office
8 : 0 0 – 2 3 : 0 0	Partner Meetings 10-50 people = 3 50-100 people = 3 75-200 people = 2 (with abilities to change room set-up into break-out sessions)
1 8 : 3 0 – 2 2 : 0 0	Receptions (x 2 for 100 people)

FRIDAY

8 : 0 0 – 1 6 : 0 0	Registration/CAC Office				
8 : 0 0 – 9 : 0 0	Breakfast and Opening Plenary – Keynote speaker(s)				
9 : 3 0 – 1 2 : 3 0	Exhibits Open	X 2 session options	X 2 session options	X 2 session options	X 2 session options
1 2 : 3 0 – 1 4 : 0 0		Lunch Break			
1 4 : 3 0 – 1 7 : 3 0		X 2 session options	X 2 session options	X 2 session options	X 2 session options
1 8 : 0 0 – 2 2 : 0 0		Awards Presentation and Dinner			

SATURDAY

8 : 0 0 – 1 6 : 0 0	Registration/CAC Office				
8 : 0 0 – 9 : 0 0	Plenary				
9 : 3 0 – 1 2 : 3 0	Exhibits Open	X 2 session options	X 2 session options	X 2 session options	X 2 session options
1 2 : 3 0 – 1 4 : 0 0		Women in Coaching Lunch and Keynote Speaker			
1 4 : 3 0 – 1 7 : 3 0		X 2 session options	X 2 session options	X 2 session options	X 2 session options
1 9 : 3 0 – 2 1 : 3 0	Social				

SUNDAY

8 : 0 0 – 9 : 3 0	Registration/CAC Office Continental Breakfast
9 : 3 0 – 1 1 : 3 0	Closing Plenary – Keynote Speaker(s)



Previous and Future Locations and Host Hotels

Year	Date	Location	Hotel	Number of Conference Registrations
2000	November 17-19	Calgary, AB	The Westin Calgary	471 (320 out-of province)
2001	October 19-21	Mississauga, ON	Delta Meadowvale Resort and Conference Centre	457 (164 out-of province)
2002	November 1-3	Montreal, QU	Renaissance Montreal Hotel	589
2003	October 30- November 2	Vancouver, BC	Sheraton Vancouver Wall Centre	546 (363 out-of province)
2004	October 29-31	Winnipeg, MB	Fairmont Winnipeg	503 (343 out-of province)
2005	November 11-13	Quebec City, QU	Hilton Quebec	572 (379 out-of province)
2006	November 3-5	Vancouver, BC	Sheraton Vancouver Wall Centre	670 (494 out-of province)
2007	October 12-14	Halifax, NS	Westin Nova Scotian	568 (456 out-of province)
2008	November 7-9	Calgary, AB	Hyatt Regency Calgary	770 (536 out-of province)
2009	November 13-15	Vancouver, BC	Sheraton Vancouver Wall Centre	
2010	November 18-21	Ottawa, ON	Westin Ottawa	



Hotel Room Contract Booking Commitments - By Year

Year	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	TOTAL
2000			40	50	150	125	20	385
2001								555 (with 378 minimum pick-up required)
2002				25	250	250		525
2003			75	150	200	200		625
2004				100	252	150	50	552
2005	15	15	40	80	250	250	50	700
2006			150	280	300	30		1010
2007 (Contract)		10	50	125	250	250	25	710 (10% attrition allowed)
2007 (Actual)	4	26	100	106	224	161	29	650
2008		10	160	260	300	280	50	1060 (with 848 minimum pick-up required)
2009		50	275	425	475	425	50	1700 (Includes International Component)
2010		20	110	245	345	345	40	1106

Sample Hotel Food and Beverage Needs

Notes:

- Menu ideas are suggestions only.
- Numbers and times are estimates.

Wednesday, November 5		
Set-up – Lunch	10 people 12:30-13:30	Boxed Lunch

Thursday, November 6		
Morning start – CAC	10 people 7:00-10:00	Health and Wellness Breakfast
Morning start – Partners	100 people 7:30-10:30	Health and Wellness Breakfast
Lunch – CAC	10 people 12:00-13:00	Working lunch – Soup and Sandwich buffet
Afternoon Break – Partners	100 people 15:00-15:30	Afternoon Break
Dinner and Social – Partners	100 people 17:30-21:30	
Social – Partners	100 people 19:30-21:00	A mixture of hot/cold hors d'oeuvres and reception platters. Cash bar, 1 complimentary drink ticket (beer & wine only).

Friday, November 7		
Morning start – CAC	16 people 7:00-10:00	Health and Wellness Breakfast
Morning Breakfast – Partners	100 people 8:00-9:00	Health and Wellness Breakfast
Lunch – CAC	10 people 12:00-13:00	Working lunch – Soup and Sandwich buffet
Sport Exchange Forum	600 people Lunch 11:30-13:30	This is NOT a sit down lunch. Need to be able to wander with food in hands. Cater to vegetarians as well.
Afternoon Break	600 people 14:30-15:00	Coffee/Tea/Water/Juices/Pop Cookies Whole fruit
Awards Ceremony/Reception/ Dinner	700 people	Reception and Dinner Cash and Host Bar
Pre or Post Award Reception	50 people	Host Bar “Nibbles” (guests will have just eaten)



Saturday, November 8		
Round Table Discussions	500 people 7:30-8:30	Breakfast – on the go
Lunch – CAC	10 people 12:00-13:00	Working lunch – Soup and Sandwich buffet
WiC Luncheon	600 people Plated Lunch 12:30-14:00	Veggie Lasagna and salad, dessert * Presentations will occur while lunch is being served.
Reception – Partners	100 people Reception 17:30-19:30	A mixture of hot/cold hors d'oeuvres and reception platters. Cash bar, 1 complimentary drink ticket (beer & wine only).

Sunday, November 9		
CAC Meeting	16 people Breakfast 7:30-8:30	Traditional Eggs Benedict
Morning Breakfast	500 people 8:00-9:00	Coffee/Tea/Water/Juices Whole fruit Muffins/pastries Yogurt
Partner Meeting	12 people Lunch 12:00-13:00	Working lunch – Soup and Sandwich buffet
Lunch – CAC	8 people 12:00-13:00	Working lunch – Soup and Sandwich buffet