



British Columbia Amateur Hockey Association

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January 27, 2012

Mr. Ryan Robins
Hockey Canada
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Delivered via rrobins@hockeycanada.ca

Dear Ryan,

On behalf of the BC Hockey Executive Committee, I am pleased to submit our host bid for the 2014 RBC Royal Bank Cup in conjunction with the Vernon 2014 RBC Cup Bid Committee.

The host bid group has impressed us in the development of their bid and we are confident that they are capable of hosting a first class event working in partnership with BC Hockey and Hockey Canada.

I trust that this information is in order and that the particulars of the bid will meet the requirements of Hockey Canada, but if you require further information please contact me.

Regards,

Barry Petrachenko
Executive Director
BC Hockey

Then ...



... and now



2014 RBC Cup Vernon



The excitement returns!

Cover page photos

Top photo – Cam Sylven scores the tournament winning goal in sudden death overtime for the Vernon Lakers in 1990, the only time the national Jr. "A" tournament has been held in Vernon.

(Photo courtesy of the Vernon *Morning Star*)

“When I recall that game and the final moment, I remember an attitude our team had - *Never quit, against any odds...*” That's one of the things that really made that game exciting for our fans. We never quit.”

- Cam Sylven, Vernon Laker, 1988-1990

Bottom photo – Connor Jones (10) scores short handed against Spruce Grove on the Vipers' path to a second straight RBC Cup title in 2010.

(Photo courtesy Roger Tepper, Edge Photography)

“Kellen and I were lucky to play in two RBC Cups. It's a long, hard road to get there, but it's a fantastic tournament and we enjoyed every minute of it.”

- Connor Jones, Vernon Viper, 2006-2010

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INTRODUCTION: A Proud Tradition of Junior A Hockey

Citizens of Vernon and District appreciate the opportunity to bid for the 2014 RBC Cup. Hundreds of local hockey fans have told us, "It's about time!"

For each of the past three years, well over 100 Viper fans have travelled to Victoria, Dauphin, and Camrose to support the Vernon Vipers and to participate in our national Jr. "A" championship.



(Roger Tepper Photo)

Their presence has not been unusual. Hockey has long been a vital part of this community's culture and identity. The BCHL began with a meeting in a Vernon hotel room in 1960 and a Vernon team has played in the BCHL since its inception. Recent Viper success has increased local awareness of Junior hockey and has whetted the appetite for the calibre of play that the RBC Cup delivers.

With that desire for excellent hockey in mind, the Vernon 2014 RBC Cup Committee was formed to concentrate the efforts of passionate volunteers and community-minded sponsors. Right from the outset, community support for this bid has been strong.

The Vernon Bid Committee has the support of the British Columbia Hockey League and BC Hockey. Now, the Committee asks Hockey Canada for its approval to host the RBC Cup at Vernon's Wesbild Centre, May 10-18, 2014.

GOALS OF THE VERNON BID COMMITTEE

Our prime objective is to bring the national tournament to Vernon, where conversations frequently recall the last time the event was held here in 1990. Even recently arrived citizens know about the thrilling final game when the Vernon Lakers came from behind to defeat the highly favoured New Westminster Royals in overtime. That 1990 tournament marked the only time the national Jr. "A" championship has been played in the Okanagan.



As reported in the May 14, 1990 *Vernon News*, Coach Eddie Johnstone and his players celebrate the Cinderella 1990 win. (Photo courtesy of the Vernon Museum Archives)

“When we had that big come-from-behind win in 1990, that’s the loudest that barn has ever been. Vernon would love to feel that crazy excitement again.”
- Keith Chase, Vernon Laker assistant coach

The Bid Committee also wants to showcase this community and its beautiful surrounding area. In addition to the hockey, RBC Cup visitors will be able to experience a wide range of activities, including wine tours, superb golf, and a world class spa. In conjunction with Vernon Tourism, the Bid Committee will arrange for accommodation packages that can include such activities.

The event will feature the involvement of local groups, especially the Vernon Minor Hockey Association, which will be a major beneficiary of profits generated by the event. Minor hockey teams and individual players will be featured at the games through recognition ceremonies, skills contests, and mini games.

PREDICTORS OF SUCCESS

The Vernon area has the location, fan base, facilities, population base, volunteer base, financial resources, and track record to host a very successful national hockey tournament.

Fans will be drawn primarily from the Viper fan base – the team has led the BCHL in attendance four of the last five years. However, fans will also be drawn from nearby cities. Fans in Penticton, Kelowna, Salmon Arm, and Kamloops will be targeted because they are all accustomed to supporting top calibre hockey. (See the marketing plan on pages 25-2763 for more details.)

The City has had an enviable track record in hosting important athletic events. Here are some of the recent events that have enjoyed strong support:

- ◆ 2011 Sparkling Hill World Masters event at Sovereign Lake cross country ski area
- ◆ 2008 Ford Women's World Curling Championships
- ◆ 2008 Telus Skins Game
- ◆ 2005 FIS World Cup of Nordic Skiing
- ◆ 2004 Canadian Seniors Curling Championships
- ◆ 2000 Telus Skins Game

In February 2012, Vernon will host the BC Winter Games. Many of the leaders and volunteers associated with this event have indicated they want to be involved in the RBC Cup, should Vernon host the 2014 championship.

In addition, a number of area events are successful, year after year:

- ◆ Vernon Winter Carnival – February
- ◆ Annual Vernon Home & Leisure Show – April
- ◆ BC Open Gold Panning Championship - May
- ◆ Creative Chaos Craft Fair – June
- ◆ Sunshine Festival – June
- ◆ **Funtastic Sport and Music Festival – July** (see Funtastic's letter of support)
- ◆ Komasket Music Fest – July-August
- ◆ Okanagan Summer Wine Festival – July
- ◆ Sun Valley Cruise In – August
- ◆ Interior Provincial Exhibition (IPE) – September
- ◆ A Festival of Crafts – November
- ◆ The Shoparama Holiday Gift Show – December

All of the above events depend on loyal, dedicated volunteers, whose participation is an important component of their lifestyle.

THE HOST FACILITY

Basic Facts

The *Wesbild Centre* opened October 12, 2001. Its location at 3445 43rd Avenue is just two blocks from Highway 97, which runs through the centre of Vernon.



Its ice surface measures 85' by 200', the standard NHL size, but it can be expanded to the international size of 100' by 200'. Seating capacity is 3003, with 500 standing room spots. The parking lot has 608 spaces with additional free parking nearby.



The main entrance is at the concourse level, at the top of the seating area. The player and officials entrance is one floor down, at ice level.
(Photo courtesy of the Wesbild Centre)

Technical Overview

Wireless internet is available throughout Wesbild and wired internet is available in 95% of the building. An electronic scoreboard at centre ice is complemented by a shot clock at each end of the building. The Wesbild Centre's state-of-the-art sound system provides even audio coverage that's clear and undistorted to levels in excess of 100db, with minimal overlap and echoing.

The Wesbild Centre is a bright, welcoming facility. It has thirty-two 1,000 watt lights and twenty additional 1000 watt TV lights on the sides. Those extra lights were installed for the championship curling events hosted in 2004 and 2008. They also proved their mettle during the making of the hockey reality TV series, *Making The Cut*, in 2004 and 2006.



The lighting in the Wesbild Centre has previously met TSN, CBC, and Global broadcast standards.
(Roger Tepper Photo)

Facility Accommodation Highlights

Dressing rooms. In addition to the Viper dressing room, the referees' rooms, and a small dressing room designated as a medical room, a 22.5' by 32.5' dressing room will be allocated to each of the four visiting teams. Each room has toilet and shower facilities.

Laundry and Team Storage. Laundry facilities are available within the building and at local hotels and secure equipment storage will be made available.

Tournament Control Centre. The Wesbild Centre boardroom will be used as the tournament control centre. This 15.5' by 26' room is conveniently located on the main level concourse.

Media room. A fully electrical-serviced and cabled media room is available for broadcasters. This large room is on the west side of the building, where TSN has previously set up its broadcast production truck.

Press Box. This part of the facility is above the concourse level, at centre ice. One of the more spacious in the BCHL, the press box measures 16' by 55'. It easily accommodates the public address announcer, the music control station, the two electronic stats persons, the home radio broadcast crew, the visiting radio broadcast crew, a TV production team, and five media representatives.



The Wesbild
Centre Press
Box (Roger
Tepper Photo)

VIP Lounge. This 27 by 84' room is also on the concourse level. It is designed to serve food and beverages with room for up to 250 people.

Food and Beverage Service. Around the concourse, three food service stations are in place. Other portable stations will be added to serve snacks and beverages.

Other Services. On the lower level, areas will be designated for the following functions:

- ◆ Press conference area and post-game interview area
- ◆ The results and stats area
- ◆ The volunteer head quarters
- ◆ Medical services

See Appendix A, pages 38 and 39 for floor diagrams and the location of service areas.

BUSINESS PLAN

In preparing to make a bid for the 2014 RBC Cup, the Vernon bid committee has moved carefully through the process of ensuring that the tournament would be financially feasible in Vernon. The committee is now confident that sufficient funds will be garnered to generate a profit for the 2014 event.

The committee has already taken steps to control expenditures, mainly by negotiating favourable rates and gifts in kind. This approach will help achieve a healthy bottom line while maintaining a vibrant experience for players, fans, officials, and sponsors. All of Hockey Canada's guidelines will be met or surpassed through careful planning, judicious spending, and creative partnerships with businesses and government.

The City of Vernon and its surrounding communities recognize the short term and long term benefits of hosting a national Jr. "A" hockey championship. We anticipate full cooperation from the leaders of those communities. In particular, Tourism Vernon will actively assist in drawing visitors to the 10-day tournament.

Objectives For Hosting The 2014 RBC Cup

These are our primary objectives:

- ◆ Host a tournament that meets or exceeds Hockey Canada's guidelines and regulations.
- ◆ Project a positive image of Vernon and the North Okanagan; promote the attractiveness of Vernon as a tourist destination.
- ◆ Provide an economic boost to Vernon and District.
- ◆ Involve the community in a manner that generates community spirit and brings the community closer together.
- ◆ Inspire young hockey players to strive for the level of excellence demonstrated by Canada's best Jr. "A" hockey teams.
- ◆ Leave a physical legacy as a reminder of the tournament.
- ◆ Provide an economic boost for Vernon Minor Hockey.

"We look forward to the boost that the RBC Cup would provide for local minor hockey players and coaches. You can count on our association to work closely with the host committee."

- Michelle McCrea, Administrator, Greater Vernon Minor Hockey Association

A 2014 RBC Cup Legacy

The Vernon bid committee foresees a two-part legacy:

1. contribute to the financial well-being of Greater Vernon Minor Hockey, and
2. leave a physical legacy in the Wesbild Centre. As this bid is being finalized, the bid committee is investigating two main options:
 - ♦ a permanent projection screen similar to the screen installed at Camrose's Edgeworth Centre prior to the 2011 RBC Cup, and
 - ♦ four LED screens affixed to the centre ice scoreboard

Note: a sponsor has agreed to assume the costs of the physical legacy item.

Finances

As specified by Hockey Canada, the host committee will divide equally among each of the participating teams, a minimum of \$25,000 to a maximum of \$50,000 based on the net profits of the event. A cheque for a minimum payment (\$25,000 or \$5,000 per team) will be given to the Hockey Canada representative at the start of the event.

Payments will follow the scale outlined by Hockey Canada. The "net earnings" will be the funds remaining after the host committee covers all tournament expenses – expenses incurred to solicit the necessary approvals to host the event, cost of facility improvement to better accommodate the hosting of the event, and all operating costs involved in hosting the event.

An RBC Cup hosted by Vernon will base its financial success on three main factors:

- ♦ Aggressive and wide-reaching ticket marketing initiatives,
- ♦ Corporate and local business sponsorship, and
- ♦ Careful control of the bottom line – expenses will be minimized by soliciting Gifts In Kind.

“Not including coverage of the actual event when it happens, our estimated promotional value [for publicity and advertising of a RBC Cup in Vernon] is **\$119, 240.**”

- Jason Armstrong, Program Director – 1075 Kiss FM

Host Committee Financial Responsibilities

After studying Hockey Canada's guidelines, the Vernon organizing committee understands that it will provide

- ♦ appropriate and acceptable hotel accommodation for all visiting teams participating in the RBC Cup (i.e. 16 double rooms per team)
- ♦ all team travel expenses (to a maximum of 30 people per team), in addition to the Branch Representative from each team including:
 - return airfare to Kelowna International Airport
 - return ground transportation from Kelowna to Vernon
 - local ground transportation at the event
 - \$1500 per day as a meal allowance
 - all expenses related to the arena facility
 - 200 complimentary tickets for each game of the tournament made available to Hockey Canada
 - 200 game tickets for the use of participating teams
 - on-ice and off-ice officials required for the event (including travel, accommodation and other costs associated for two referees from outside the Host Branch)
 - a qualified physician and ambulance service onsite for all games
 - an official photographer who will provide Hockey Canada all negatives
 - a maximum of 31 accreditation passes for each participating team
 - Branch Representative expenses (as outlined by Hockey Canada)
 - hotel accommodation and meals for official team delegations, on-ice officials, and other representatives
 - ground transportation for participating teams, on-ice officials, and VIPs
 - arena facilities for all games, practices, on-ice officials, minor officials, security team, off-ice officials, and dressing room supplies
 - marketing, promotional, public relations and related sponsor servicing expenses
 - ceremonies, hospitality centre, awards and protocol programs
 - administration expenses including staffing, offices, and meeting rooms
 - media services and related expenses
 - game fees for on-ice officials
 - team services expenses as outlined by Hockey Canada
 - costs associated with Hosting the RBC Cup Awards Banquet

Profit Sharing Overview

The Vernon organizing committee plans to share operating profits as follows:

- ♦ the five RBC Cup participating teams – 25%, to a maximum of \$50,000
- ♦ Greater Vernon Minor Hockey – 33.3 % of remainder
- ♦ Community youth programs (Boys and Girls Club, Teen Junction) – 33.3 % of remainder
- ♦ Vernon Viper community initiatives – 33.3 % of remainder



Budgets

<u>2014 RBC CUP - Vernon, BC</u>			
<u>Optimistic Budget</u>			
<u>REVENUES:</u>	<u>CASH</u>	<u>IN-KIND</u>	<u>TOTAL</u>
Grants	\$165,000.00	\$80,000.00	\$245,000.00
Corporate Sponsors	\$193,500.00	\$174,240.00	\$367,740.00
Ticket Sales	\$463,508.00	\$0.00	\$463,508.00
Merchandise Sales			0.00
Fundraising	\$53,065.00	\$0.00	\$53,065.00
TOTAL REVENUE	\$ 875,073.00	\$ 254,240.00	\$ 1,129,313.00
<u>EXPENSES:</u>			
Event Cancellation Insurance & Legal	\$3,500.00	\$10,000.00	13,500.00
Facility Costs	\$0.00	\$55,000.00	55,000.00
Accommodations	\$38,390.00		38,390.00
Meals	\$79,920.00		79,920.00
Transportation	\$130,000.00		130,000.00
Event Site Visit - Previous Year	\$12,000.00		12,000.00
Officials	\$5,380.00		5,380.00
Sponsorship Servicing Costs	\$10,000.00		10,000.00
Advertising/Promotion	\$4,810.00	\$174,240.00	179,050.00
Printing	\$7,000.00		7,000.00
Game Operations	\$5,000.00		5,000.00
Opening & Closing Ceremonies	\$7,500.00		7,500.00
Signage/Pageantry	\$15,000.00		15,000.00
Player Gifting	\$2,080.00		2,080.00
Hospitality	\$25,000.00		25,000.00
Volunteers - Apparel & Appreciation Event	\$25,000.00		25,000.00
Office Expenses	\$15,000.00		15,000.00
Host Committee Expenses	\$2,500.00		2,500.00
Press Conferences	\$1,500.00		1,500.00
Special Events	\$50,000.00		50,000.00
Video Services - Game Copies	\$1,500.00		1,500.00
Laundry & Towel Service	\$5,000.00		5,000.00
Accounting	\$0.00	\$10,000.00	10,000.00
Medical	\$1,500.00		1,500.00
Credit Card Fees	\$3,200.00		3,200.00
Contingency	\$50,000.00	\$5,000.00	55,000.00
TOTAL EXPENSES	\$500,780.00	\$254,240.00	\$755,020.00
NET PROFIT	\$ 374,293.00	\$ -	\$ 374,293.00

Revenue stream details are available in Appendix F, pages 55-57



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Vernon Bid 2014 RBC Cup

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2014 RBC CUP - Vernon, BC
Operational Budget

See
Appendix F,
pages 55-57,
for revenue
stream
details

<u>REVENUES:</u>	<u>CASH</u>	<u>IN-KIND</u>	<u>TOTAL</u>
Grants	\$60,000.00	\$25,000.00	\$85,000.00
Corporate Sponsors	\$114,000.00	\$174,240.00	\$288,240.00
Ticket Sales	\$399,808.00	\$0.00	\$399,808.00
Merchandise Sales			0.00
Fundraising	\$53,065.00	\$0.00	\$53,065.00
TOTAL REVENUE	\$ 626,873.00	\$ 199,240.00	\$ 826,113.00
<u>EXPENSES:</u>			
Event Cancellation Insurance & Legal	\$3,500.00	\$10,000.00	13,500.00
Facility Costs	\$55,000.00		55,000.00
Accommodations	\$38,390.00		38,390.00
Meals	\$79,920.00		79,920.00
Transportation	\$130,000.00		130,000.00
Event Site Visit - Previous Year	\$12,000.00		12,000.00
Officials	\$5,380.00		5,380.00
Sponsorship Servicing Costs	\$10,000.00		10,000.00
Advertising/Promotion	\$4,810.00	\$174,240.00	179,050.00
Printing	\$7,000.00		7,000.00
Game Operations	\$5,000.00		5,000.00
Opening & Closing Ceremonies	\$7,500.00		7,500.00
Signage/Pageantry	\$15,000.00		15,000.00
Player Gifting	\$2,080.00		2,080.00
Hospitality	\$25,000.00		25,000.00
Volunteers - Apparel & Appreciation Event	\$25,000.00		25,000.00
Office Expenses	\$15,000.00		15,000.00
Host Committee Expenses	\$2,500.00		2,500.00
Press Conferences	\$1,500.00		1,500.00
Special Events	\$50,000.00		50,000.00
Video Services - Game Copies	\$1,500.00		1,500.00
Laundry & Towel Service	\$5,000.00		5,000.00
Accounting	\$0.00	\$10,000.00	10,000.00
Medical	\$1,500.00		1,500.00
Credit Card Fees	\$3,200.00		3,200.00
Contingency	\$25,000.00	\$5,000.00	30,000.00
TOTAL EXPENSES	\$530,780.00	\$199,240.00	\$730,020.00
NET PROFIT	\$ 96,093.00	\$ -	\$ 96,093.00



2014 RBC CUP - Vernon, BC

Breakeven Budget

See
Appendix F,
pages 55-57,
for revenue
stream
details

<u>REVENUES:</u>	<u>CASH</u>	<u>IN-KIND</u>	<u>TOTAL</u>
Grants	\$90,000.00	\$25,000.00	\$115,000.00
Corporate Sponsors	\$79,000.00	\$174,240.00	\$253,240.00
Ticket Sales	\$303,408.00	\$0.00	\$303,408.00
Merchandise Sales			0.00
Fundraising	\$28,065.00	\$0.00	\$28,065.00
TOTAL REVENUE	\$ 500,473.00	\$ 199,240.00	\$ 699,713.00
<u>EXPENSES:</u>			
Event Cancellation Insurance & Legal	\$3,500.00	\$10,000.00	13,500.00
Facility Costs	\$55,000.00		55,000.00
Accommodations	\$38,390.00		38,390.00
Meals	\$79,920.00		79,920.00
Transportation	\$130,000.00		130,000.00
Event Site Visit - Previous Year	\$10,000.00		10,000.00
Officials	\$5,380.00		5,380.00
Sponsorship Servicing Costs	\$10,000.00		10,000.00
Advertising/Promotion	\$4,810.00	\$174,240.00	179,050.00
Printing	\$6,500.00		6,500.00
Game Operations	\$5,000.00		5,000.00
Opening & Closing Ceremonies	\$7,500.00		7,500.00
Signage/Pageantry	\$12,500.00		12,500.00
Player Gifting	\$2,080.00		2,080.00
Hospitality	\$24,693.00		24,693.00
Volunteers - Apparel & Appreciation Event	\$25,000.00		25,000.00
Office Expenses	\$15,000.00		15,000.00
Host Committee Expenses	\$2,500.00		2,500.00
Press Conferences	\$1,500.00		1,500.00
Special Events	\$25,000.00		25,000.00
Video Services - Game Copies	\$1,500.00		1,500.00
Laundry & Towel Service	\$5,000.00		5,000.00
Accounting	\$0.00	\$10,000.00	10,000.00
Medical	\$1,500.00		1,500.00
Credit Card Fees	\$3,200.00		3,200.00
Contingency	\$25,000.00	\$5,000.00	30,000.00
TOTAL EXPENSES	\$500,473.00	\$199,240.00	\$699,713.00
NET PROFIT	\$ -	\$ -	\$ -



The excitement returns!

Vernon Bid 2014 RBC Cup

Human Resources

The Vernon organizing committee is building an experienced, motivated team. Each member of the leadership group has a proven track record in managing community events and/or business operations. Here is the core group:

Host Committee Co-Chairs: Chris Collard and Mike Lane

Chris Collard is the driving force behind the bi-annual endurance race known as Raid The North Extreme. He manages the logistics of the six-day race and ensures its financial stability. He is also on the Executive of the Vernon Minor Hockey Association and is the Association's Junior Divisions Coordinator (for ages 5-10.) A Certified Financial Planner, Chris operates Collard Financial Solutions Ltd. in Vernon.

Mike Lane is a Director of the Vernon and District Funtastic Sports Society. An avid hockey fan, he records online game statistics at the Vernon Vipers home games. Although Mike works in Kelowna as the Controller for Flair Airlines, he has lived in Vernon his entire life. He vividly remembers the thrilling final game of the 1990 Centennial Cup, the only time the national championship tournament has been hosted by Vernon.



Chris [L] and Mike [R]

The following page lists task committees and their chair persons. Appendix J, page 76, presents the host committee's organizational chart.

Office Support and Administration: Tammy Frater

Ticketing: Cheryl Trachuk

Finance and Business Operations (includes 50-50 tickets): Jason Bilodeau

Marketing & Communications: Don Klepp

Major Sponsorship (corporate, business, and government sponsors): Akbal Mund

Game Sponsorship and Fundraising (game sponsors and on-ice promotions related to sponsors and game event fundraising): Glen Kuhnlein

Venue Negotiations and Management: Mike Lane, Chris Collard, and Don Klepp

Food & Beverage: Rod Gorsline

Accommodations and Team Hosting: Nancy Noakes

Volunteers / Human Resources (includes volunteer security): Betty Klepp

Media and Broadcast: Todd Miller

Ceremonies / Special Events/Protocol: Nancy Davies

Medals and Awards: Blair Peden

Transportation (team transport and complimentary shuttle service): Gary Sedlick

Technology: Jamie Callender

Statistics and Off-ice Officials: Claude Bruce

Medical and Emergency Services: Dr. Gavin Smart

School Liaison: Chad Soon

Minor Hockey Liaison: Michelle McCrea

Accreditation and Registration: Jason Baughen

Visiting Team Services: Larry Black

Coordination with Vipers: Jason Williamson

Competition: Bryce Kakoske



Volunteers

Vernon has a large base of enthusiastic and experienced volunteers upon which to draw. In addition to the band of volunteers who work the Viper games, many others have gained experience with such large scale events as the BC Winter Games, the two recent championship curling tournaments, the World Masters Nordic skiing event, the FIS Nordic World Cup, the two Telus Skins Games at Predator Ridge, and the hugely successful Funtastic sport and music festival. Unbidden, many people have already offered their services.

The Volunteer Coordinator will work closely with all committees to

- ◆ identify the type of jobs available on each committee and number of volunteers required;
- ◆ determine dates and times volunteers are required;
- ◆ determine special skills required for certain jobs;
- ◆ determine if committees will require assistance to recruit volunteers;
- ◆ assist committees with recruitment and registration, as necessary;
- ◆ ensure all committee volunteers are registered;
- ◆ obtain information for the development of the Volunteer Application Form, the registration database;
- ◆ respond to inquiries during the recruitment campaign;
- ◆ continually ensure that required number of volunteers are obtained, thus avoiding the recruitment of too many volunteers; and
- ◆ ensure volunteer information required by other committees is obtained, such as the quantities of volunteer clothing, ID tags, and the food for the appreciation party.

Volunteer Recruitment. A call for volunteers will be made at Viper hockey games and in the local media. Also, we will appeal directly to persons who are on the volunteer rosters of such events as the BC Winter Games, Funtastic, and the curling events. Interest is already high, with many people offering their services as soon as they heard of the pending Vernon bid.

Volunteer application forms will be available at the 2014 RBC Cup office, on the internet, and at the Vernon Viper office. The volunteer application form will identify background, experience, time commitment, and interests. We will recruit bilingual volunteers to support French speaking participants and to ensure bilingual services are provided at all key sites and events. All completed volunteer application forms shall be forwarded to the Host Organizing Committee.

Volunteer Screening. Those volunteer candidates who have not been recommended by a member of the Host Steering Committee will be interviewed and police checks will be undertaken where necessary to ensure the safety and integrity of the event.

Volunteer Training. All volunteers will participate in a training session, which will provide an overview of the event and the importance of their roles. Then, committee leaders will offer further portfolio specific training. At each site where volunteers are working, a site supervisor will be available to fully support volunteers and to help volunteers make immediate decisions.

Volunteer Rewards Program. Our Volunteer Reward program for the 2014 RBC Cup will include volunteer apparel, a discount of game tickets, snacks during shifts, and an appreciation party. This program helps ensure volunteers will show up for their shifts and increases professionalism and team atmosphere.



Volunteer Rally. Prior to the commencement of the 2014 RBC Cup a rally will build energy and momentum and reinforce volunteers' understanding of how they fit in to the overall process of helping the 2014 RBC Cup showcase the warmth and genuine hospitality of the community. Volunteers will pick up their volunteer apparel at this rally.

Marketing and Ticket Sales

A downtown Vernon office has been identified as Vernon's centre for the 2014 RBC Cup. Inquiries will be directed to this office and to the host committee's dedicated email address, rbc2014vernon@gmail.com. This office will be established by January 2012. The office will also direct ticket purchasers and potential purchasers to the "game, stay, and play" packages that the host committee will design in conjunction with Tourism Vernon and local hotels.

The Host Committee will use Hockey Canada's digital ticketing system for the 2014 RBC Cup. The Committee understands that the system will come with all the necessary equipment to set up an onsite ticketing office in the host venue. The Committee also understands that the cost of this system will be borne by Hockey Canada and that it will be the only ticketing system associated with the RBC Cup.

The following three pages provide details of a marketing plan that is designed to

- ♦ build and maintain interest in the event,
- ♦ engage the local community and fans throughout the Okanagan-Similkameen area,
- ♦ encourage visiting teams' fans to enjoy the attractions offered by the Okanagan, and
- ♦ achieve a gross ticket sales goal in excess of \$300,000.

Here are the highlights of the ticket marketing plan:

Product	Initiative/Target	Dates	Sales Goal
\$150 package	Viper season ticket holders	27 Oct 2012 – 1 Feb 2013	1200 packages
\$150 package	Other BCHL season ticket holders	1 Feb 2013 – 28 Feb 2013	200 packages
\$169 package	Christmas Gift pack	5-24 Dec 2012	100 packs
\$199 package	Regular ticket pack – all local	1 Mar 2013 – 1 May 2014	500 packs
\$199 package	Sold by Minor Hockey teams who receive 25% of sales revenue	1 Sept 2013 – 1 May 2014	200 packs
\$199 package	Sold by local merchants	1 Oct 2013 – 1 May 2014	200 packs
Single tickets	(\$14/\$16/\$18)	14 Apr 2014 – 18 May 2014	400/game

Flex packs of 5 tickets or 10 tickets for round-robin games will be offered

2014 RBC Cup Marketing Campaign



The excitement returns!

Vernon Bid 2014 RBC Cup

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Initiative	Detailed Activities	Market	Timeline	Objectives
Initial PR Activities	<ul style="list-style-type: none"> ◆ Mike Lane is interviewed on Sun FM – October 7 ◆ Chris Collard is interviewed on KISS FM and on CHBC TV – October 7 ◆ Mike and Chris are interviewed on video for vernoncentral.ca – October 7 ◆ Mike and Chris appear at the October 7 Viper game, where they'll be presented to the fans ◆ Stories will be posted on <i>Castanet.net</i> and <i>VernonCentral.ca</i> ◆ News releases re: the announcement of the co-chairs and the donation campaign will be sent to the <i>Vernon Morning Star</i> 	<p>Vernon-area hockey fans</p> <p>Potential sponsors</p>	Oct 5-16, 2011	<ul style="list-style-type: none"> ◆ Present key information to Vernon-area hockey fans ◆ Begin to develop an image of the 2014 RBC bid that will provide a supportive background for the bid group's community and corporate appeals ◆ Foster a positive image of the Vernon bid group itself (key ideas to promote: the group is energetic, committed, and professional)
Establish Facebook and Twitter sites	<p>Mike Lane has established email, Facebook, and Twitter accounts</p> <p>Note: these will be replaced by accounts set up by Hockey Canada.</p>	Users of non-traditional media	<p>Establish Oct 10, 2011</p> <p>Maintain for the duration of the bid process</p>	Start to build a level of excitement
Donation table and draws	Set up donation table at Viper home games. Contributions will be counted as down payments on ticket packages and will be eligible for season ticket and RBC ticket draws	Viper fans	Oct 2011 - Jan 2012	Increase awareness of the RBC Cup and involve fans in the bid process. Raise funds for the bid itself. Goal: \$5000
Establish an Initial Web Presence	Vernoncentral.ca will devote a section of its website to the Vernon bid for the 2014 RBC Cup. From a link on the home page, site visitors will have access to feature articles, video interviews, information re: volunteer opportunities, sponsorship options, and fund raising updates	Local hockey fans, potential volunteers and potential sponsors	<p>Launch: Jan 15, 2011</p> <p>If bid is successful, this site will be replaced by Hockey Canada's site.</p>	Build interest in the bid itself and prepare for the next stage, if and when the bid is successful. At that point, the site would morph into an online newsletter for the 2014 RBC Cup
Viper Draws	During selected games in the Viper season, draws will be made for RBC Cup merchandise or game tickets.	Viper game attendees	2012 and 2013 seasons	Create a database of RBC enthusiasts and maintain awareness of the event and pre-event activities.
\$150 Ticket Package Promotion	Viper season ticket holders will have until February 1, 2013 to reserve their seats for the 13 RBC Cup games. Each ticket holder will have the option of purchasing one more \$150 package, Oct 27, 2012 - Feb 1, 2013	Viper season ticket holders	Promotion runs from Oct 27, 2012 to Feb 1, 2013	Sales goal: 1200
\$150 Ticket Package Promotion	Note: this price will also be available to BCHL season ticket holders other BCHL cities, but especially in the nearby BCHL cities of Salmon Arm, West Kelowna, and Penticton.	BCHL season ticket holders	Feb 2, 2013 to Feb 28, 2013	Sales goal: 200
Christmas Gift Pack \$169	Available to Viper season ticket holders. Pack includes the 13-game RBC Cup game package and Viper souvenirs, presented in a hockey stocking.	Viper season ticket holders	Promotion runs Dec 5-24, 2012	<p>Sales goal: 100</p> <p>PR goal: maintain awareness of the event</p>

Initiative	Detailed Activities	Market	Timeline	Objectives
\$199 Ticket Package Sales Campaign	Advertised and publicized through a variety of media: <ul style="list-style-type: none"> ◆ Vernon <i>Morning Star</i> ◆ KISS FM radio ◆ The Sun FM stations in the Okanagan ◆ Vernoncentral.ca ◆ BCHL website ◆ Vernon Viper website ◆ Social media: Facebook, Twitter 	All inhabitants of the Okanagan-Similkameen	Campaign begins Mar 1, 2013	Sales goal: 500
Ticket Campaign Board	A board with the arena seating arrangement will be displayed at the Wesbild Centre. Seats on the board will be covered as they are sold.	Potential purchasers	Oct 27, 2012 to April 2014	Maintain awareness of the event and spur potential purchasers to "get 'em before they're gone."
Minor Hockey Cooperative Fundraiser	Partner with Vernon Minor Hockey Association to sell \$199 ticket packages. 25% of sales proceeds will go to the Minor Hockey Association. The Minor Hockey team that sells the most ticket packages will gain free admission to two RBC Cup round robin games. (All players on the team and their coaches will be eligible.)	Parents, friends, relatives, neighbours of Minor Hockey players	Campaign begins Sept 1, 2013 and continues until May 1, 2014	Build and maintain awareness of the event. Sales goal: 200
Vernon Merchant Campaign	Local merchants and other organizations that have a public presence will be encouraged to participate in a two-part contest: <ol style="list-style-type: none"> 1. A prize of 4 RBC Cup VIP passes (including 13-game ticket pack and VIP lounge access) will be awarded to the business that sells the most ticket packages. Merchants will be encouraged to subsidize the ticket packages. 2. The merchant that runs the most creative in-store display and campaign will be the subject of a feature article in the Vernon <i>Morning Star</i> newspaper. A similar story will appear on Vernon's local online news source, vernoncentral.ca 	Vernon citizens and shoppers from neighbouring towns	Campaign begins Oct 1, 2013 and continues until May 1, 2014	Build and maintain awareness of the event. Sales goal: 200
School Adopt A Team Program	Local schools will be invited to adopt the four visiting teams. In conjunction with teachers, the Host Committee will develop a program that combines internet research done by students, art work and bios (for the adopted team's dressing room), and other activities that have educational value. The adopted team will be invited to visit the school. The participating students and their teachers will be provided with tickets for a game where they can cheer for their adopted team.	Students and their relatives and teachers	Begin the program at the beginning of the CJHL playoffs. Each school will know which region from which they will adopt a team, and will follow the playoffs as they progress.	Help engage the community in the tournament and the visiting teams in the community. Demonstrate Vernon's hospitality. Build an interest in hockey into the curriculum. Engage future Viper fans.

Initiative	Detailed Activities	Market	Timeline	Objectives
RBC Cup Newsletter	An electronic newsletter will be sent via email to Viper season ticket holders, fans who donated during the Donation Table campaign, and to others who purchase RBC Cup packages. The newsletter will also go to merchants who participate in the Vernon Merchant Campaign and to Minor Hockey teams.	All persons who have demonstrated support for the event	Begins shortly after Hockey Canada announces who will host the 2014 RBC Cup	<ul style="list-style-type: none"> ◆ Recruit volunteers. ◆ Provide information for those who have already committed to volunteer. ◆ Build and maintain excitement for the upcoming event. ◆ Share news about the ticket campaigns. ◆ Share news about potential tournament participants.
Vernon Tourism Campaign	<p>In conjunction with Tourism Vernon and Vernon tourist-oriented businesses, we will build packages that combine RBC game tickets, local accommodation, special restaurant offers, discounted admission to local attractions, wine tours, and special golf rates.</p> <p>Notes: Such packages are already well-established components of tourism marketing in the area. We will augment the offerings with hockey tickets.</p> <p>We will also investigate the possibility of building packages that include airfare.</p>	Fans of visiting teams.	<p>Information will be sent to each Jr. "A" league early in 2014.</p> <p>Then, when league playoffs are nearing conclusion in April, the contending teams will be sent promotional material</p>	<p>Encourage fans of visiting teams to enjoy a complete 10-day vacation in the Okanagan.</p> <p>Few Canadian areas offer the combination of climate, location, attractions, and amenities that the Okanagan offers.</p>
Single Ticket Sales	Prices: \$14 for round robin games \$16 for semi-final games \$18 for final game	All fans, including the 200 allocation per game for fans of participating teams	Single game tickets will go on sale April 15, 2014	Sales goal: 400 walk up per game
Local Presence	Vertical banners on lampposts down Hospital Hill (which leads from the south on Highway 97 into downtown Vernon) and on the 18 blocks that Highway 97 travels through downtown Vernon. Each banner will display "2014 RBC Cup" and the name of the individual or business that sponsors that banner.	Vernon and area citizens	Commencing at the beginning of the 2013-14 season	PR goal: Maintain awareness and build interest in the event.
Local Media Presence	Continuing awareness will be built through a series of interviews and feature articles in local media. Extensive support has been promised by Kiss FM radio, the Vernon <i>Morning Star</i> newspaper, and vernoncentral.ca, a local online news source.	Vernon and area citizens	Commencing if and when Vernon is announced as the bid winner	PR goal: Maintain awareness and build interest in the event.
Social Media Sites	Use accounts established early in the bid process, and replace these with accounts set up by Hockey Canada.	Users of non-traditional media	Use for the entire process, from the bid to the event	Maintain interest and involvement

Sponsorship And Fundraising

Corporate and government sponsorship will be critical to ensure a successful event. The Host Committee will ensure that sufficient funds are secured through cash sponsorship and gifts in kind. Also, the Committee will make every effort to recognize contributions by sponsors and will engage sponsors in the event through the VIP lounge and dedicated seating.

Sponsorship Packages

The Vernon bid committee has identified two streams of sponsorship plans:

- ♦ [major sponsorship packages](#) that start at \$5,000, and
- ♦ [community sponsorship plans](#) that will accommodate more modest budgets.

Appendix D, pages 51-52, provides details of the two types of packages that are being discussed with potential sponsors. In many cases, these packages will form the basis for custom-designed plans that will meet each sponsor's individual PR and marketing goals.

The bid committee already has met several potential sponsors that are ready to jump on board if Vernon wins the bid for the 2014 RBC Cup.

Appendix D, page 50, lists potential sponsors that have been or will be invited to participate.

The Vernon Host Committee will consult with Hockey Canada to determine any possible conflicts with Hockey Canada's sponsor exclusivity agreements.

Sponsorship Services

A special committee will tend to the details that are tied to each sponsorship agreement. Sponsors will be treated like gold, an attitude that will be made clear during discussions with potential sponsors.

Current Wesbild Centre and Viper Sponsors

Wesbild Holdings Ltd., which operates the Predator Ridge and Turtle Mountain real estate developments in Vernon, is the arena's title sponsor. Within the Wesbild Centre, the Vipers sell the rink boards and rail banners. All other signage is sold by the arena itself.

Currently, 60 rink board sponsors, 16 banner sponsors, and 24 sponsors of backlit signs make up the roster of Wesbild Centre and Vernon Viper sponsorship partners. Many other sponsors are also involved as advertisers, game event sponsors, or promotional sponsors. (See Appendix E, page 54.)

"We certainly look forward to this event coming to Vernon once again. You can count on the business community to make a sizeable contribution to its success."

- George Duffy, General Manager – Greater Vernon Chamber of Commerce

Other Fundraising

The Host Committee has a number of ideas for complementary events that will engage segments of the community while contributing to the tournament coffers. These ideas include a golf tournament at Predator Ridge, a Hockey Hall of Fame Outreach rental, draws for NHL players' signed jerseys, draws associated with the donation table at Viper home games, and ticket marketing campaigns that share profits with Minor Hockey teams and other local sports teams.



A donor signs the receipt book after placing a down payment on possible RBC Cup tickets. A list of supporters who've contributed to the cause appears in Appendix D, page 53.
(Roger Tepper photo)

The Host Committee will lease electronic equipment to operate the 50-50 draws during the 13 games of the tournament. Doing so will maximize the earning potential of this fundraiser.

Merchandising

The Host Committee acknowledges that Hockey Canada holds the merchandise and vendor rights for the RBC Cup. As the attached facility lease agreement (Appendix B) states, the Wesbild Centre releases entirely the full right to Hockey Canada to sell merchandise with no financial compensation to the Wesbild Centre. The Vernon Host Committee will support Hockey Canada's merchandise sales plan to achieve maximum sales of merchandise before and during the tournament.

OPERATIONAL PLAN

In preparing to make a bid for the 2014 RBC Cup, the Vernon bid committee has moved carefully through the process of ensuring that the tournament would be financially feasible in Vernon. The committee is now confident that sufficient funds will be garnered to generate a profit for the 2014 event.

Protocol

The Vernon Host Committee will coordinate all protocol arrangements for the RBC Cup according to guidelines outlined by Hockey Canada. The 2014 event will meet Hockey Canada's specifications for game tickets, VIP hospitality, sponsorship recognition, accreditation, ceremonies and awards, including a local gift in the "player of the game" ceremonies for each game.

Specifically, the organizing committee will

- ◆ Reserve an allotment of 200 complimentary best available game tickets for Hockey Canada volunteers and corporate partners.
- ◆ Provide a VIP hospitality area and passes for a maximum of 200 persons per game.
- ◆ Hockey Canada will receive a maximum of 200 passes per game.
- ◆ Provide accreditation to Hockey Canada dignitaries and sponsors to facilitate access to the various hospitality areas in accordance with guidelines provided by the Steering Committee.
- ◆ Obtain approval from Hockey Canada for all scripts and formats for the opening and closing ceremonies for all games.
- ◆ Obtain approval from Hockey Canada for all on-ice participants in all ceremonies for the event including the event Closing Ceremonies.
- ◆ Ensure proper protocol is observed in the involvement of other dignitaries, including but not limited to provincial politicians, civic leaders, etc.
- ◆ Ensure that awards ceremonies are organized in a manner consistent with Hockey Canada guidelines.

Arena Facilities

The Wesbild Centre, as outlined on pages 12-14, is well suited to host the RBC Cup because of its location, size, and amenities.

The facility has been tentatively reserved for the 2014 RBC Cup.

Seating capacity is 3006, with another 500 spaces of standing room that circle the main level concourse. Food service and beverage service stations also ring that concourse.

As indicated on pages 12-14, this arena will comfortably provide space for players, officials, media, and volunteers. Areas have been designated for all key components of a successful event:

- ◆ assigned team dressing rooms and storage
- ◆ on-ice officials dressing rooms
- ◆ results and stats centre



-
- ♦ media centre and press conference area
 - ♦ press box, including space for TSN's broadcast cameras and on-air team
 - ♦ television broadcast work centre
 - ♦ information and ticketing centre
 - ♦ VIP lounge
 - ♦ several concessions (serving a variety of hot and cold items)
 - ♦ souvenir centre
 - ♦ sponsor display areas

Appendix A, pages 38-39, shows the locations of the Wesbild Centre's facilities and amenities.

The host arena will be available exclusively to the Host Organizing Committee for two days prior to the event and one day following the Final Game. The arena will be available on a "clean" basis as outlined by Hockey Canada. The arena will be free of any displays that compete with any of Hockey Canada's national sponsors in the venue.

Hotel Accommodations and Food Services

The Vernon bid committee has identified five hotels to house Hockey Canada representatives, teams, and officials:

- ♦ Best Western Vernon Lodge
- ♦ Prestige Hotel
- ♦ Sandman Inn
- ♦ Village Green Hotel
- ♦ Holiday Inn Express

Appendix C, pages 45 and 46, shows that two of the premier hotels have made their full inventory available for May 10-18, 2014. Page 5 lists other accommodation options for visitors to the event.

Restaurants are located in or very near to each hotel and, as page 6 indicates, visitors will have many other dining options in downtown Vernon.

Transportation

Teams will arrive at the Kelowna International Airport. They will be greeted by a Team Host (bilingual where required) who will assist them with luggage and equipment and will escort them to their team touring coach for the 30 minute drive to the team hotel in Vernon. The Team Host will be assigned to the team for the duration of the tournament. The Team Host will be available to the team 24 hours a day. Each team will have access to bus service, as requested, throughout the tournament.

If a team comes in its own coach, the Host Organizing Committee will reimburse the team for the use of that coach. The exact amount will be negotiated). At the end of the 2014 RBC Cup Tournament, each team's dedicated Team Host will assist the team in loading the touring coach, and will assist in departing.



Bilingual Services

The Host Organizing Committee acknowledges the requirement to provide services and announcements in English and French. Therefore, the Host Organizing Committee will

- ♦ ensure all promotion materials and information intended for the general public prior to, during and after the RBC Cup shall be made available in both official languages;
- ♦ enlist a sufficient number of bilingual people to fill specific roles where bilingual requirements must be met;
- ♦ provide bilingual event related directional signage with venues, hotels, and arenas;
- ♦ provide written materials for the teams and visitors in both official languages;
- ♦ include a bilingual component in the Opening and Closing Ceremonies and in all games; and
- ♦ include a bilingual component in the RBC Awards banquet.

Team Services

After studying Hockey Canada's guidelines, the Vernon organizing committee understands that it will provide the following services:

- ♦ Laundry service for teams to have their team laundry done after practices and games. This will include jerseys, socks, and player undergarments.
- ♦ Equipment Repair service on call for all teams in the case of an emergency.
- ♦ Shower supplies in the team dressing rooms for all travelling teams.
- ♦ Daily towel service for all teams following practices and games.
- ♦ Industrial fans and heaters where necessary to assist in drying of team equipment between games and practices.
- ♦ Access to drinkable water in venue.
- ♦ Snack station at each room prior to practices and games. Supply list can include yogurt, bagels, granola bars and fruit.
- ♦ Access to ice for Gatorade containers and for team training staff.
- ♦ Provide a qualified physician on site for all practices and games. Provide an ambulance service on site for all games.
- ♦ Provide a list of other qualified medical professionals that can be made available on call for the teams during the tournament. Dentist, Chiropractor, Physio, Massage, etc.
- ♦ Video equipment and staff to provide game DVD's to all competing teams within an hour of the game.

Accreditation and Security

The Host Organizing Committee will provide the following in order to meet expected standards for security and accreditation:

- ♦ An accreditation system that includes a registration package and identification card (photo preferred) for participating teams, officials, media, tournament officials, Branch Reps, Hockey Canada staff, volunteers, arena staff, VIP's and other dignitaries approved through the Host Organizing Committee and Hockey Canada.

-
- ♦ A computerized final accreditation list that will be approved by the Host Organizing Committee and Hockey Canada prior to the event.
 - ♦ A colour coded system that helps control access and secures certain areas in the arena. This plan will be built in partnership with the accreditation team and the security team.
 - ♦ Dressing room areas that are limited to players and officials.
 - ♦ Medical personnel who have access to any areas they need without delay.
 - ♦ A risk management plan and emergency action plan developed by the security team.

Media Services

The Host Organizing Committee will service all media working on the RBC Cup, by providing the following equipment and services:

- ♦ a media work and results room at the Wesbild Centre; the room will be equipped with the list of items found in Appendix F of Hockey Canada's *Bid Guidelines*;
- ♦ a media mix zone area at ice level, for the interview area for post practice and post game media requests; the mix zone will be in close to the dressing rooms and will be shielded from the general public;
- ♦ the Host Organizing Committee will submit press releases or press conferences aligned with the RBC Cup to Hockey Canada for its final approval;
- ♦ the Host Organizing Committee will assign a Media Chair and three assistants to work directly with Hockey Canada staff; and
- ♦ the Host Organizing Committee will prepare a list of local media contacts well in advance of the tournament.

Photography

The Host Organizing Committee understands that Hockey Canada will provide the official event photographer for the RBC Cup. This photographer retains all rights with respect to retail sales of RBC Cup photos. Hockey Canada retains the rights to all the images from the RBC Cup and will ensure the Host Organizing Committee has any event related images they require for reporting or legacy purposes at no cost.

This photographer will require full access to the venue including cat walks to install strobe lights for the event.

Hockey Canada must approve any other photo credentials requested for the RBC Cup. All approved photographers will have to sign a legal waiver prior to receiving access to the venue.

Event Statistics

An Electronic statistics/results system will be provided by Hockey Canada. However, the Host Organizing Committee will provide dedicated volunteers to enter the real time stats. Also, the Host Organizing Committee will provide laptops, a dedicated internet line, a printer and photocopiers to operate this system and provide timely results.

Hockey Canada will provide staff to assist the media servicing team during the event.

Webcasting

In order to facilitate the webcasting of RBC Cup games, the Host Committee will supply a high speed dedicated internet line and suitable broadcast space for three broadcasters, and one or more cameramen.

Medical and Emergency Services

Residents and visitors to Vernon have access to a number of clinics and the Vernon Jubilee Hospital. Dr. Gavin Smart, who has an interest in sports medicine, will coordinate medical services for the event. Also, EMS staff, ambulance staff, and St. John's Ambulance will be on call during the event. Transportation to the hospital, which has a new full-service, 24-hour emergency department, takes less than 10 minutes.

Ambulance Service

The Vernon branch of the British Columbia Ambulance Service provides 24-daily pre-hospital, inter-hospital care and transportation of sick and injured patients. The branch's equipment includes a fleet of ALS ambulances staffed by 26 full-time and part-time paramedics.

Dental Services

Arrangements have been made for 24-hour, on-call dental services to participants.

Self-Referral Services

There are six walk-in medical clinics in Vernon. The city also offers 10 physiotherapy clinics and more than 20 chiropractic clinics.

Insurance

Hockey Canada will supply the liability insurance certificate prior to the start of the event upon request of the Host Organizing Committee.

The Host Organizing Committee will secure event cancellation insurance in the event that the RBC Cup or any other ancillary events must be cancelled for seen or unforeseen reasons.

The Host Organizing Committee will obtain content insurance for all RBC Cup related supplies, awards, materials, and equipment shipped in advance and stored on site.

Special Events

School tours will be arranged for visiting teams, to meet the students who will support them in upcoming games. Chad Soon, a teacher who has been successful in organizing events that combine school activities with hockey promotions, is keen to organize relationships between local school groups and the visiting teams. He envisions art work and welcome messages placed in the visitor dressing rooms; he plans to have the chosen classes attend afternoon games and cheer

for their associated teams; he will suggest research projects so that students can learn about the regions and communities of the visiting teams; and he has plans to widely publicize the students' involvement in this project.

The Host Organizing Committee is planning a golf tournament at Predator Ridge, one of Canada's premier golf courses. This tournament is aimed at visitors and fans, not at the teams and their support staffs.

An inventory of local attractions such as the Victorian-era O'Keefe Ranch, the Cherryville gold panning centre, the Okanagan Science Centre, Silver Star Resort, the Alan Brooks Nature Centre, and the downtown murals will be available in tours designed for RBC Cup participants and fans.

The Awards Banquet, scheduled for the seventh evening of the tournament, will feature a smooth, efficient presentation of awards and light entertainment by a comedian and/or musician. Current plans call for the banquet to be held at the Vernon Lodge, a facility that caters to many large banquets annually.

NOTE: The Host Organizing Committee will consult and collaborate with Hockey Canada to celebrate the 100th anniversary of the founding of the Amateur Hockey Association of Canada. The 2014 RBC Cup should include special recognition of that milestone.

Volunteers

Detailed information regarding volunteer recruitment, training, and rewards is available on pages 15 and 16.

“All of us fans in Section C are excited that we might host the RBC Cup. If Vernon gets this tournament, I'll volunteer to help make it a success.”

- Rod Gorsline, dedicated Viper fan

Maximizing the Athletes' Experience

The visiting athletes will be treated well. They will be provided excellent accommodations, and team hosts will be carefully chosen for their customer service orientation and their knowledge of what Vernon has to offer. Special tours will be available to those teams who wish to participate. Teams will be made welcome in the community, starting with a school that will be assigned to each visiting team. Unique gifts will be given to the Players of the Game, and all players will take away Okanagan mementoes.

Probably the best way to afford the players a quality experience is to pack the rink with fans, which is exactly what the host committee intends to do.

COMMUNITY OVERVIEW

The City of Vernon, which has about 39,000 residents, is the commercial centre of the North Okanagan. Vernon's market area includes about 83,000 people in rural areas and the adjacent communities of Armstrong, Cherryville, Coldstream, Falkland, Lavington, Lumby, Oyama, and Silver Star. Leaders in those communities are being approached, to identify ways of involving their citizens in the tournament and its ancillary activities. **In other words, an RBC Cup in Vernon will be a regional event. Fans and volunteers will be drawn from the entire region.**

In addition to a full range of shopping opportunities, residents of the region use a wide variety of services in Vernon. They access medical services, recreational activities, and cultural events.

Because of the Okanagan Valley's favourable climate, picturesque terrain, and wide range of leisure pursuits, Vernon joins its Okanagan neighbours in welcoming a steady stream of tourists. Many of these tourists return year after year, and a sizeable number retire in the area.

Not surprisingly, then, Vernon offers a full buffet of tourist services. More than 20 hotels and motels provide over 1200 hotel rooms and 60 to 70 restaurants cater to various tastes and budgets. Golf, skiing, sailing, mountain biking, parasailing, swimming, water sports, sky diving, rock climbing, appeal to active visitors, but there are plenty of other less strenuous activities to enjoy.

The following pages provide highlights of the services and attractions available to tournament participants and visitors. More detail is available at the following websites:

- ♦ <http://www.tourismvernon.com/>
- ♦ <http://www.tourismvernon.com/index.php/accommodation/>
- ♦ <http://www.urbanspoon.com/n/85/8907/British-Columbia/Vernon-restaurants>
- ♦ <http://www.tourismvernon.com/index.php/activities/attractions>

Accommodations

Luxury accommodations At the sybaritic end of the scale, the five star Sparkling Hill wellness centre and hotel is the winner of the 2011 Senses Wellness Award for Best Spa Resort Worldwide. It is situated on a promontory within the Predator Ridge Resort, itself a high end resort that offers hotel suites and luxury cottages.

For more information, visit <http://www.sparklinghill.com/> and <http://www.predatorridge.com/>

Lakeside lodging is available on Kalamalka Lake at the Lakeside Illahee Inn, whose amenities are described at <http://www.illahee.com/>

Two outstanding properties on Okanagan Lake offer year-round accommodations:

- ♦ the Outback Resort (<http://www.theoutbackresort.com/>) and
- ♦ the Strand Resort (<http://www.strandresort.ca/>)

All of the above luxurious properties are 20 minutes or less from downtown Vernon.

Convenient accommodations In central Vernon, 17 hotels and motels offer services and rates that range from budget to four-star.

Officials, visiting teams, and Hockey Canada representatives will be housed in the following hotels:

- ♦ Best Western Vernon Lodge <http://www.rpbhotels.com/hotels/vernon/best-western-plus-vernon-lodge/>
- ♦ Prestige Hotel <http://www.prestigehotelsandresorts.com/vernon-prestige-hotel.php>
- ♦ Sandman Inn <http://www.sandmanhotels.ca/hotels/vernon/>
- ♦ Village Green Hotel <http://www.villagegreenhotel.com/>
- ♦ Vernon Holiday Inn Express <http://www.hiexpress.com/hotels/us/en/vernon/yvebc/hoteldetail>

In addition, a new Fairfield Inn, a Marriott property, will be available by the end of 2012.

All of the above hotels are about five minutes from the Wesbild Centre and the tournament banquet facility, as shown at right.

Alternate accommodations

Visitors have other choices in the Vernon area. Over 30 B&B establishments offer comfortable, friendly places to stay. Several ranches and farms in the area welcome guests. Cabin rentals, campgrounds, and RV parks complete the options available to Vernon visitors.



Restaurants

Tournament participants and fans will have plenty of dining options, with about 85 restaurants to tempt them.

The choices include steak houses, fine dining establishments, pizza restaurants, pubs, casual dining spots, country cafes, and because this is the Pacific Northwest, scores of coffee shops.

To give some idea of the variety available in this tourist town, here's an overview of the ethnic restaurants found in Vernon:

- ♦ Asian (Asian fusion – 3; Chinese – 9; East Indian – 3; Japanese – 3; Thai – 2; Vietnamese – 2)
- ♦ Greek – 1
- ♦ Italian – 5
- ♦ Mediterranean - 1
- ♦ Mexican – 2
- ♦ Ukrainian - 1

Visitors will be familiar with such stalwarts as Boston Pizza, Denny's, East Side Mario's, Earl's, Joey's Only, The Pantry, Red Robin, and the White Spot. Of course, all the fast food chains are represented. However, visitors may later talk about real finds such as the family run Tita's Bistro, the exotic Bamboo Beach Fusion Grille, and the aptly named Eclectic Med, which includes venison and bison on its menu.

There's no reason for any visitor to go hungry in Vernon!

Local Attractions

When participants and fans aren't at the rink, there is plenty to see and do in the North Okanagan. While mid-May might be a bit early to enjoy the beaches, the weather is often very mild in spring. The average high temperature in May is 21.2 Celsius, which provides conditions for comfortable outdoor activities.

Vernon's history goes back to the 1860s, and one of the places to explore that history is *O'Keefe Ranch*. The ranch once encompassed 15,000 acres, including most of present-day Vernon. Its mansion-styled ranch house, church, blacksmith shop, and other well-preserved buildings and exhibits give an idea of North Okanagan ranch life 150 years ago.

Another interesting glimpse into the past is at the *Goldpanner Campground* in Cherryville. Here, visitors can pan for gold and they can see where Chinese miners dug for gold in the hillsides.

Okanagan flora and fauna are on display at the *Allan Brooks Nature Centre*, just five minutes from downtown and in town visitors will find entertaining and interesting interactive displays at the *Okanagan Science Centre*. This science centre is found in Polson Park.

The North Okanagan has four *wineries*, although the bulk of the Okanagan's 120+ wineries are found in the central and southern parts of the Valley. Still, they're easily accessible by car or tour bus, especially the Kelowna-area wineries.

In Vernon, several agricultural venues are worth visiting. For example, *Davison's Orchards* has displays, tours, and orchard products such as apple juice and their famous pies. Next door, the *Planet Bee honey farm* also has tours and tasting of its honey products. Planet Bee also produces and sells mead, an alcoholic drink made from honey.

The *Okanagan Springs brewery* and the *Okanagan Spirits craft distillery* are both found downtown. Okanagan Spirits has won numerous international awards for its fruit brandies, grappa, liqueurs, aquavit, gin, and absinthe.

Visitors can select from among several *spas* in the area. Perhaps the best known are Predator Ridge's AVEDA™ concept salon and spa and the award winning Sparkling Hill wellness centre. Among other distinctions, Sparkling Hill is known for its 3.5 million Swarovski crystals, its 40,000 square foot Kurspa, and its cryotherapy cold sauna in which a treatment involves spending up to three minutes in a room set at -110°C.



Sparkling Hill Resort Entrance (Photo Courtesy of Sparkling Hill Resort)

Recreation

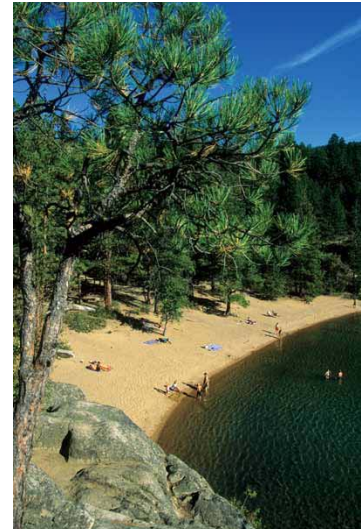
The region's geography and favourable climate encourage physical activity of all kinds.

Water sports For most, the lakes are still a little chilly in mid-May, but that doesn't stop people from hitting the beach. Beach volleyball is popular and when the water warms, all manner of water sports are in evidence in the Okanagan and Kalamalka lakes.

Swimming, riding water scooters, canoeing, rowing, water boarding, water skiing, and sailing are all popular in the valley.

The Vernon area also features Otter Cove, Western Canada's first freshwater scuba diving and snorkeling park.

In April and May some outdoor enthusiasts engage in the classic Okanagan "three-pack" – they cross-country ski, sail, and play golf, all on the same day. (For some, the three-pack includes skiing, golf, and an evening hockey game.)



Ellison Park beach
(Photo courtesy of Vernon Tourism)

Golf The Okanagan has become a destination golf area. In the Vernon area alone, golfers have access to five courses.

Three are found within the city limits. The Rise, which features spectacular views high above the city, is a Fred Couples signature design. The venerable Vernon Golf and Country club has tree-lined fairways that test tee shots. On the east side of town, Hillview is an executive-length course that's easy to walk.

About 15 minutes north of town, Spallumcheen offers an 18-hole championship layout and a 9-hole track for more casual play. Another four courses are available in Armstrong and Salmon Arm, all within 40 minutes of downtown Vernon. Similarly, six courses on the north side of Kelowna are no more than 45 minutes away.

The area's prime golf attraction is **Predator Ridge**, 15 minutes south of Vernon. It boasts two 18-hole tracks that have won rave reviews. The new Ridge course's mountain terrain complements the links style layout of the original Predator course. The Ridge 18 was named Canada's best new course for 2010.



Hole 7 of the Ridge course
(Photo Courtesy of Predator Ridge)

Hiking is popular in the region. Visitors are welcome to join the wilderness wanderers in the Vernon Outdoors Club. The group organizes regular rambles around the Vernon area and helps to maintain local lake, canyon, and mountain trails.

Geocaching is a real-world outdoor treasure hunting game. Players use GPS-enabled devices to locate hidden containers called geocaches and then they share their experiences online. Within an 80-kilometre radius of Vernon a staggering 1,179 active geocaches are waiting to be discovered, so you could say that geocaching has caught on here. Locally, approximately 400 caches will occupy the most dedicated geocachers for a few days. More information and registration are available at www.geocaching.com

Another very popular outdoor activity in the area is *mountain biking*. Various levels of trails have been developed in the hills and mountains above Vernon. The Silver Star Mountain Resort trails are known across Canada, but there are many other great places to ride.



(Photo courtesy of Vernon Tourism)

Those who prefer to explore on a motorized vehicle can get advice and companionship from members of the *Vernon ATV club*, which hosts educational seminars and group trail rides.

A quieter activity, *fly fishing*, is available year-round in the lakes that dot the mountains above the valley. The Kalamalka Fly Fishing Society promotes the art of fly fishing to eager anglers of all ages. The Society's members offer fly-fishing and casting courses, and will welcome visitors.

Parks British Columbia has established five provincial parks close to Vernon.

Ellison Provincial Park is a 200-hectare area 16 kilometres south of Vernon on the shores of Okanagan Lake. This park offers biking and hiking trails, granite cliffs for scrambling and bouldering, beaches, swimming areas and the Otter Cove scuba diving and snorkelling area. The park also has a pet beach and is home to some of the most popular camping spots in the Okanagan!

Fintry Provincial Park, on the west side of Okanagan Lake, is part of the former Fintry Estate. Waterfalls and wildlife make this a popular hiking area. History buffs are taken with the old manor house, the octagonal barn, and other old buildings on site, while campers enjoy the many campsites and amenities.

Kalamalka Lake Provincial Park, which covers about 4,200 hectares, offers spectacular views of colourful Kalamalka Lake and its many bays. This day-use park has many trails that are popular for hiking and horseback riding in the summer and snowshoeing and cross-country skiing in the winter. Cougar Canyon is popular with rock climbers. Approximately 432 varieties of vascular plants can be found in the park plus several species of wildlife, including black bear, coyote, mule deer, bobcat, lynx, and cougar. Numerous birds and reptiles add to the park's natural beauty.



Kalamalka Lake
(Photo courtesy of Vernon Tourism)

Kekuli Bay Provincial Park, a smaller park, offers a newly developed campground and boat launch. Located on Kalamalka Lake, Kekuli Bay is perfect for boaters and water sport enthusiasts. Walking trails and a playground make the park a popular spot for young families, and it's conveniently located just a few minutes south of Vernon.

Silver Star Provincial Park, the largest of the five parks, covers more than 5,500 hectares. It's the go-to place for winter recreation but offers a multitude of summer activities as well. Bikers, hikers and horseback riders can access several kilometres of ski and snowmobile trails.

For more information, visit: www.env.gov.bc.ca/bcparks/

A relaxing few hours can be spent in *Polson Park*, at the south end of Vernon's downtown. Its network of walking paths help one explore the ponds and flower gardens. Along the walking paths one will find sitting benches, picnic tables and shelters. The highlights of the walking tour include the bird ponds, the flower clock, and the Japanese and Rose Gardens. Established in 1908, Polson Park is a landmark in the community. It hosts many activities and special events. Also the park is the home of the Lawn Bowling Club, the Interior Space and Science Centre, the Arts Council, and Vernon Heritage Hall.

Cultural

Music. The home of recording artists Daniel Powter and Andrew Allen, Vernon has an active music scene that includes performances by touring performers at the state-of-the-art Vernon and District Performing Arts Centre. The Vernon Jazz Club hosts regular performances. Local coffee shops and bars offer opportunities for jam sessions and open mic performances.

Theatre. A lively local theatre scene includes performances at Powerhouse Theatre. Galaxy Cinemas offer first run movies on seven screens, while the downtown Towne Cinema screens second run movies at reduced rates. It's also the home of the Vernon Film Society, which presents films not normally shown in commercial theatres.

Art Galleries. Vernon has several public galleries, including the Vernon Public Art Gallery, Gallery Vertigo, the Headbones Gallery, Gallery Odin, the Jubulani Art Gallery, the Caetani Cultural Centre, and the Ashpa Naira Gallery.

Also, two local artists have studios that are well worth a visit. Each has an international reputation confirmed by placing art in collections world wide. D. H. Elzer is a painter, sculptor, and mixed media artist, while the engaging Bob Kingsmill is a ceramic muralist, mask maker, sculptor, and potter.

The Downtown Murals. Vernon is known for its collection of 27 large murals that cover the sides of buildings, with some murals as large as 300 feet long and 40 feet high. The Vernon murals, which depict heritage themes, comprise one of the largest collections of outdoor public art in Canada. The following scene of World War I era apple pickers uses the *trompe l'oeil* or "trick of the eye" technique.



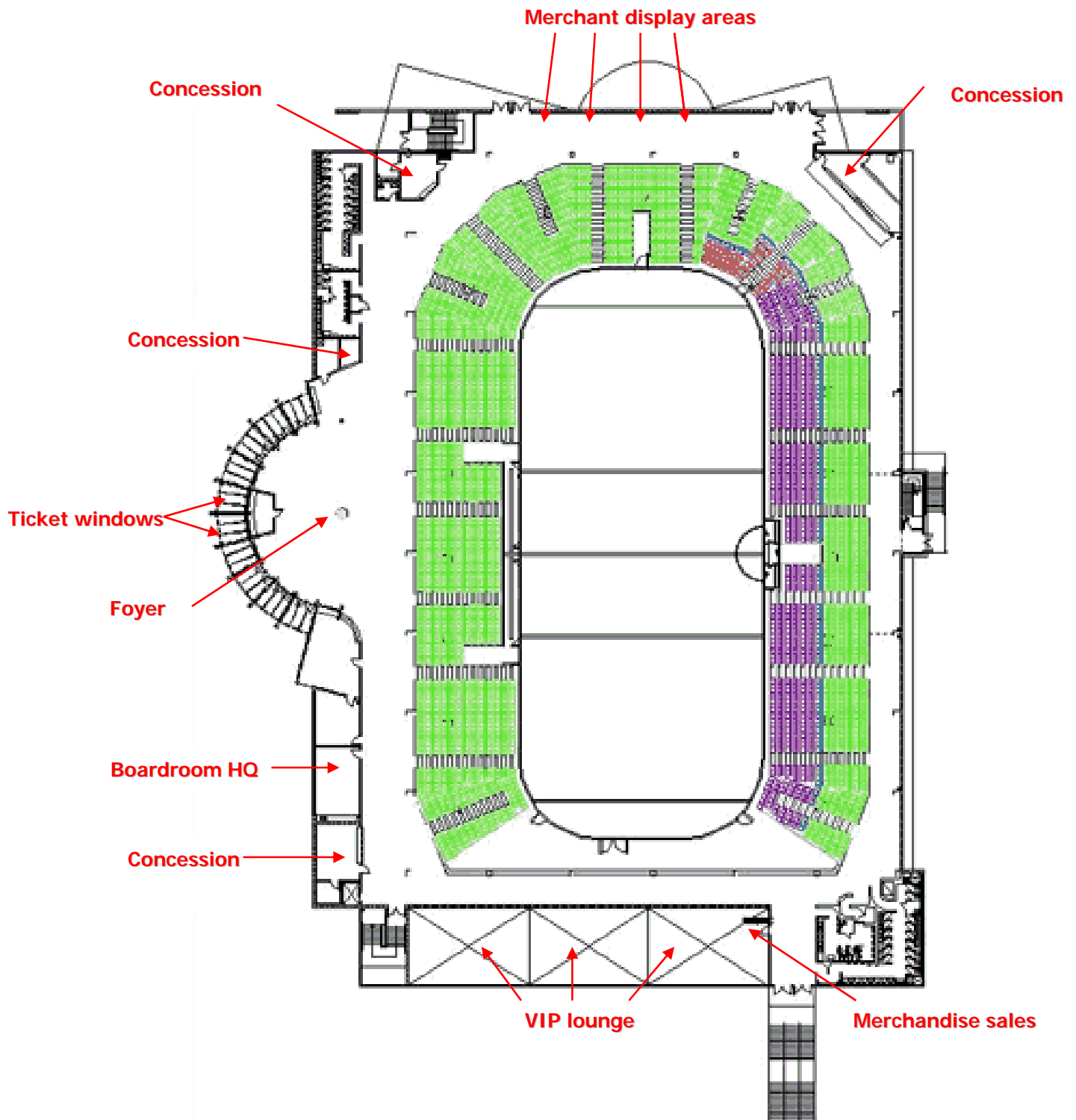
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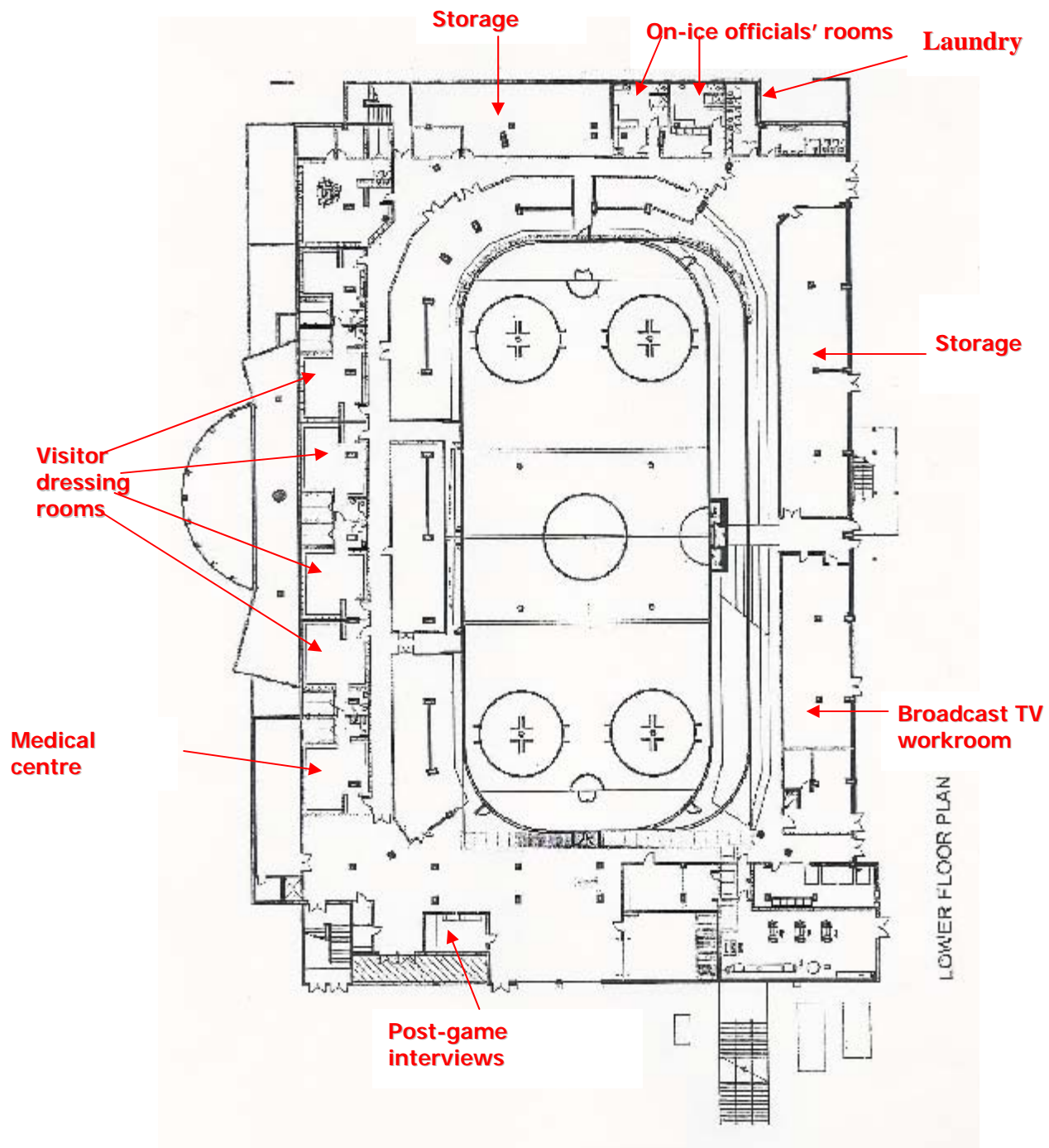
APPENDIX A: Wesbild Centre floor diagrams

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Wesbild Centre Upper Level



Wesbild Centre Lower Level



APPENDIX B: Wesbild Centre Lease Agreement



FACILITY RENTAL AGREEMENT Contract # _____

BETWEEN: _____

AND: **City of Vernon, 3400 30th St. Vernon, BC V1T 5E6**

THIS FACILITY RENTAL AGREEMENT is between the Regional District of North Okanagan, incorporated under the laws of the Province of British Columbia and having an office and place of business at 9848 Aberdeen Road, Coldstream, British Columbia, V1B 2K9, and the renter stated on the contract.

WHEREAS:

- A. The Regional District of North Okanagan (the "Regional District") is the **owner** of the Wesbild Centre located at 3445 43rd Avenue, Vernon, B.C. V1T 8P5 (hereinafter called the "Facility");
- B. The City of Vernon is the **operator** of the Wesbild Centre located at 3445 43rd Avenue, Vernon, B.C. (hereinafter called the "Facility");
- C. The Renter wishes to rent the Facility as set out below.

NOW THEREFORE THIS AGREEMENT WITNESSETH that in consideration of the mutual covenants and agreements herein, the Regional District and Renter covenant and agree as follows:

1. RENTAL

- 1.1 The Renter will rent the Facility (except as set out in paragraph 4) during the time period(s):
- 1.2 The Renter's use of the Facility shall be solely for the purpose of _____.

2. RENTAL FEE

- 2.1 The Renter will pay to the City of Vernon for the Rental Period the sum set out in their Rental Contract above (the "Rental Fee") by cheque or bank draft payable to the City of Vernon as follows:

3. FAILURE TO PAY

- 3.1 If any payment set out in paragraph 2 is missed, the balance of time in the Rental Period after the missed payment date will be cancelled unless an exception in writing is granted by the City of Vernon.

4. RENTAL OF FACILITY NOT TO INCLUDE

- 4.1 The Rental Fee does not include and the Renter shall not use the following areas and equipment located at the Facility:

- (a) Use of any specific parking lot area (areas may be limited for any use)
- (b) Access to specific washrooms (washrooms may be limited for any use)
- (c) Music Room
- (d) Office Space

4.2 a) Outside Food and Beverage:

The District has exclusive rights to food service at the Premises. Outside food will only be allowed at the Premises if special permission is granted by the District. Rental groups are encouraged to contract the District to provide food service for their event.

b) Alcohol:

The District has exclusive rights to alcoholic beverages being served at the Premises. The Premises is licensed and subject to the rules and regulations of the BC Liquor Control and Licensing Branch.



c) Items not permitted into the Premises:

- Noise makers, laser pointers, whistles or air horns of any type.
- Coolers, bottles, cans, containers, or other potential projectiles.
- Weapons or other potentially dangerous objects.
- Any illegal substances.
- Cameras, recording device or video devices (only pertains to concerts and ticketed events)
- No animals are permitted in the building (as per the Health Act), except service dogs.

Failure to comply with these regulations could result in cancellation of the rental.

4.3 The Wesbild Centre releases entirely the full right to Hockey Canada to sell merchandise with no financial compensation to the Wesbild Centre.

5. RENTER MUST INSPECT FACILITY, PROVIDE SECURITY, ENSURE SAFETY AND LIMIT USE OF FACILITY

5.1 The Facility is rented on an "as is" basis. The Renter agrees that prior to using the Facility he shall, on each occasion before use, inspect the Facility and equipment contained therein and shall forthwith notify the City of Vernon of any condition that may render the Facility or equipment therein unsafe for use.

5.2 At all times during the Rental Period, the Renter shall designate a competent and trustworthy adult representative of the Renter, which adult representative shall be present at the Facility and shall be responsible for the Renter's use of the Facility, and ensure compliance with Schedule "A" (Ice Allocation Schedule) to this Agreement by all of the Renter's officers, directors, shareholders, members, employees, servants, agents and invitees.

5.3 The Renter shall exercise the greatest care in the use of the Facility.

5.4 The Renter shall be responsible for providing adequate security and shall pay all costs for security at the Facility including police, auxiliary fire, safety, or other first responders, door staff, and other personnel deemed necessary by the City of Vernon for the protection of the public and the Facility.

5.5 The Renter shall leave the Facility in a neat, clean, tidy and undamaged condition. The Renter shall immediately report any damage to the Facility to a representative of the City of Vernon.

5.6 The Renter shall be responsible for ensuring that persons using the Facility conduct themselves in an orderly manner and promptly comply with any instructions of any representative of the City of Vernon.

5.7 The Renter shall make use of the Facility only in the areas designated for the Renter's use, and conduct activities in the Facility only as described in Section 1.2.

6. RENTER RESPONSIBLE FOR ALL DAMAGE

6.1 The Renter will be responsible for and will pay for all loss or damage to the Facility as a result of its use.

6.2 The Renter agrees to forthwith pay all charges for damage and/or vandalism done to the Facility by the Renter as a result of the Renter's use of the Facility.

6.3 There will be a minimum charge of \$200 for any damage caused by vandalism during the Rental Period unless the damage is first reported by the Renter to the City of Vernon and responsibility taken by the Renter for that damage.

7. THE REGIONAL DISTRICT OF NORTH OKANAGAN AND THE CITY OF VERNON IS NOT RESPONSIBLE

7.1 The Regional District and the City of Vernon shall not be responsible for:

- (a) Loss of or damage to any property left at the Facility by the Renter or its officers, directors, shareholders, members, employees, servants, agents or invitees;
- (b) Any personal injury suffered by the Renter, its officers, directors, shareholders, members, employees, servants, agents or invitees howsoever caused, save injuries caused by the negligence of the Regional District and the City of Vernon, its officers, directors, members, employees, servants, invitees or agents.

8. CANCELLATION BY RENTER

8.1 Unless otherwise agreed in writing by the parties, should the Renter cancel all or part of the Rental Period within 14 days of the rental date, the Renter shall not be entitled to any refund of the Rental Fee.



All requests to cancel use must be made on a "Cancellation Request Form" and submitted by fax, mail or in person to the City of Vernon.

8.2 In the event the Renter cancels all or part of the Rental Period, the City of Vernon shall make reasonable efforts to re-rent the Facility for the time cancelled.

8.3 In the event the City of Vernon is successful in re-renting the Facility for all or a portion of the cancelled time, the Renter shall be entitled to a refund equal to the net revenue generated by the City of Vernon for re-rental to a maximum of the Renter's cancelled Rental Fee less the City of Vernon's normal administrative fee.

9. CANCELLATION BY THE CITY OF VERNON

9.1 The City of Vernon may cancel this Facility Rental Agreement in whole or for any particular event or events within the Rental Period with or without notice or cause.

9.2 In the event of cancellation of this Facility Rental Agreement or any particular event or events within the Rental Period, the Renter agrees to accept a refund of the unused Rental Fee in full, final and complete satisfaction of all claims, damages and expenses of the Renter.

10. INSURANCE

10.1 The Renter shall obtain and maintain at its sole expense the following insurance coverage on terms satisfactory to the City of Vernon:

Comprehensive public liability insurance of not less than \$2 million per occurrence

(a) Property damage;

(b) Voluntary Medical Payments;

10.2 The insurance coverage required in paragraph 10.1 shall include as additional insured's the Regional District, the City of Vernon, and the District of Coldstream.

10.3 The insurance coverage provided in paragraph 10.1 shall contain a clause that the insurers shall give the City of Vernon and all the additional insured's thirty (30) days prior written notice of any material change or cancellation in the insurance coverage.

10.4 The Renter shall provide to the City of Vernon a Certificate of Insurance Coverage and proof of premium payment satisfactory to the City of Vernon on or before the 15 days prior to the first ice rental as indicated in contract.

11. RELEASE AND INDEMNIFICATION

11.1 The Renter, for and on behalf of itself, its officers, directors, shareholders, members, employees, servants, agents and invitees (hereinafter collectively the "Releasors") hereby releases the Regional District and the City of Vernon, their officers, directors, employees, servants, elected council members, independent contractors, and agents (collectively the "Releasees") of and from any and all manner of actions, causes of action, suits, debts, dues, accounts, bonds, covenants, contracts, claims and demands whatsoever including legal fees, costs and related expenses, arising directly or indirectly from or in connection with the Renter's use or occupation of the Facility; PROVIDED THAT this Release does not apply to any claims by the Releasors against the Releasees resulting from or arising out of the negligence of the Releasees.

11.2 The Releasors, hereby agree to indemnify and hold harmless the Releasees from and against any manner of actions, causes of action, suits, debts, dues, accounts, bonds, covenants, contracts, claims, demands, legal fees, costs, and related expenses purported to be released in paragraph 11.1.

12. TERMS AND CONDITIONS

Attached to this Facility Rental Agreement as Schedule "A" is the Terms and Conditions of use of the Facility which the Renter agrees to be bound by.

12.2 The Renter will distribute Schedule "A" at its expense to all of its officers, directors, shareholders, members, employees, servants, agents and invitees and take all reasonable steps to ensure that its

officers, directors, shareholders, members, employees, servants, agents and invitees are familiar with and comply with the Terms and Conditions of use set out in Schedule "A".

Please sign and date that you have read and understand the above terms and conditions.

Name of User (Please Print)

Signature of User

Date



The excitement returns!

Vernon Bid 2014 RBC Cup

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APPENDIX C: Hotel Agreements

Prestige Hotel and Conference Centre Vernon	45
Vernon Lodge and Conference Centre	46
Contract form to be used for RBC Cup	47



Chris Collard
Co-Chair
2014 RBC Cup Host Society

Dear Chris,

The Prestige Hotel and Conference Centre Vernon is pleased to be considered as the host hotel for the up and coming 2014 RBC Cup. Currently we have tentatively secured our complete room inventory from May 9th to 19th, 2014, in preparation for further discussion with the 2014 RBC Cup Host Society. The facility features 103 guest rooms, 7 conference rooms, a licensed restaurant and lounge, day spa, coffee bistro, indoor pool and hot tub and complete athletic centre.

The Prestige Hotel Vernon features several different guest room configurations, including:

- Deluxe: One or Two Queen pillow-top beds.
- Twin Hospitality: Two Queen pillow-top beds with a Queen size sofa-bed seating area.
- King Deluxe: One King pillow-top bed with sofa-bed seating area.
- Loft: Split level room offering a Queen pillow-top bed and 42" Plasma TV on each floor.
- Loft Kitchenette: Similar to our Loft unit with the addition of a sofa-bed seating area and kitchenette.
- Bedroom Suite: Two Queen pillow-top beds and a sofa-bed seating area, with the benefit of a private bedroom.
- Executive/Designer Suites: These suites come in multiple configurations, ideal for your VIP's.

All guest rooms and suites at the Prestige Hotel Vernon have been recently upgraded in 2011. Some of these upgrades include: complete new guest room furniture packages, new 42" Plasma Televisions in every room, new carpet, bathroom vanity, tile and fixtures. New Prestige Sleep pillow-top mattress for a great nights rest. We are assured that your guests, if you choose the Prestige Hotel Vernon will enjoy their time with us.

The Prestige Hotel Vernon is conveniently located 900m from the Wesbild Centre, your host venue. The Wesbild Centre is easily accessible by car or if you prefer only a short walk by foot. Also, guests will find many conveniences close at hand. Including, the Vernon Square Shopping Centre and Village Green Mall both within a close proximity. These shopping centres offer a wide range of conveniences, including food service, grocery stores, and clothing retailers.

Thank you for providing the Prestige Hotel & Conference Centre Vernon with the opportunity to be considered for this event. We look forward to speaking with you in person regarding the details shortly. If you require additional information please do not hesitate to contact me directly anytime.

Yours in Hospitality,

Catherine Wilson
Vice President of Sales
Prestige Hotels & Resorts Corporate Office
Direct Line: 250-860-5858 ext: 100
Direct Fax: 250-860-8053
Catherine@PrestigeHotels.ca
www.PrestigeHotelsAndResorts.com

The Prestige Hotel & Conference Centre Vernon
4411 – 32nd Street, Vernon, British Columbia V1T 9G8 Tel: (250) 558-5991 Fax: (250) 558-5996
Vernon@prestige-hotels.ca www.PrestigeHotelsAndResorts.com



PLUS

Vernon Lodge & Conference Centre

3914-32nd Street, Vernon, BC V1T 5P1

(p) 250.545.3385 (f) 250.545.7156

November 17, 2011

Attention: 2014 RBC Bid Committee

The Best Western Plus Vernon Lodge & Conference Centre have been sponsors of the Vernon Vipers Hockey Club for over 8 years and we are in full support in making a bid to host the 2014 RBC Cup in Vernon, BC.

Our full service property is available for May 9, 2014 to May 19, 2014 and we are located only 2 short blocks away from the Wesbild Multiplex Centre. Our hotel offers 127 deluxe guest rooms and suites, with many of these guest rooms overlooking our garden atrium and creek. 97 of these guest rooms have 2 queen size beds in them with the remaining 30 guest rooms, a combination of wheelchair accessible rooms, king bedded rooms, business class rooms, family suites and Jacuzzi suites.

Our hotel features a 3 storey tropical garden atrium with natural creek running thru the centre of the hotel. We have an indoor pool, hot tub and fitness centre for our guest's convenience and enjoyment. Located inside the property is Branches Café, BX Creek Bar & Grill, Checkers Sports Pub and a liquor store. We have a guest business centre available and free high speed wireless internet access throughout the entire hotel. We have the largest and most complete convention centre in the North Okanagan and can hold up to 700 guests in our ballrooms and have catered out meals to over 1000.

If you have any questions or require any further information, please do not hesitate to call me directly at 250.541.2650.

Sincerely,

HeeSon Domay
General Manager
BEST WESTERN PLUS
Vernon Lodge & Conference Centre



The excitement returns!

Vernon Bid 2014 RBC Cup

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2014 RBC Cup Vernon, British Columbia

May 10 – May 18, 2014

ROOM AGREEMENT

BETWEEN

Organizer: 2014 RBC Cup Host Committee
Contacts: Chris Collard (250.938.1770) or Nancy Noakes (250.545.4850)

AND

Hotel: Prestige Inn, Vernon
Contacts:

Date:

Room Allotment: The Prestige Inn Vernon agrees to provide to the 2014 RBC Cup Host Committee guest rooms at the hotel, in the numbers and on the dates listed in Schedule A, the "Reserved Hotel Rooms."

Room Rate: The Prestige Inn Vernon agrees to provide the Reserved Hotel Rooms at the rates set forth in Schedule A. The room rates quoted in Schedule A are net of all fees, commissions, and promotional incentives. They are subject to all applicable taxes and payable in Canadian dollars. Such rates are based on the room allocations described in Schedule A. Should the 2014 RBC Cup Host Committee use less than 70% of the Reserved Hotel Rooms during the dates outlined in Schedule A, the Prestige Inn Vernon will re-evaluate the quoted rates and room allocations.

Release Date: The release date will be set as 30 days in advance of the arrival date, unless otherwise specified in Schedule A. The 2014 RBC Cup Host Committee will be responsible for obtaining and submitting rooming lists of the visiting teams. All unreserved guest rooms will be released back to the hotel for general sales. Additional rooms will be made available to the 2014 RBC Cup Host Committee only if they have not been reserved by other guests.

Cancellation Policy: Cancellations are allowed without payable cancellation fees up to and including 365 days prior to the arrival date. Cancellation within 365 days prior to arrival will be subject to the following cancellation fees:

Notice Period Prior to Arrival Date	Cancellation Fee
i.) at least 180 days written notice	10% of lost gross revenue based on the rates set forth in Schedule A.
ii.) 90-179 days written notice	25% of lost gross revenue based on the rates set forth in Schedule A.
iii.) 30-89 days written notice	50% of lost gross revenue based on the rates set forth in Schedule A.



The excitement returns!

Vernon Bid 2014 RBC Cup

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If either the Prestige Inn Vernon or the 2014 RBC Cup Host Committee receives less than 30 days written notice of cancellation, the cancellation fee shall be 100% of the lost gross room revenue based on room rates quoted in Schedule A. For greater certainty, and without limitation, cancellations on or after the applicable arrival date, cancellations of the entire group, "no shows" and shortened stays shall be subject to the 100% cancellation fee. Name changes are not considered cancellations.

The 2014 RBC Cup Host Committee acknowledges and agrees that any and all cancellation fees payable pursuant to this agreement constitute liquidated damages and are a genuine pre-estimate of the damages suffered by the Prestige Inn Vernon in the event of a cancellation.

Check-in/Check-out Time: Check-in time is 3 pm on the arrival day and check-out time is 12 pm on the departure day, unless otherwise noted in Schedule A. Requests for early arrivals or late departures, which are subject to availability, must be made in advance, in writing.

Billing/Payment: The 2014 RBC Cup Host Committee must pay the bill when it receives an invoice, when direct billing privileges have been established and set forth above. When direct billing privileges have not been established, full payment is due 30 days prior to each arrival date.

Incidental Charges: The 2014 RBC Cup Host Committee will help collect incidental charges before a group departs. Charges not collected will be the 2014 RBC Cup Host Committee's responsibility.

In witness thereof the parties have accepted this Agreement as of the day and year stated on page 1 of this Agreement. Both parties must sign the Agreement, which is to be returned to the Prestige Inn Vernon on or before Friday, November 23, 2012, or the Agreement will be null and void and not in effect or force.

By the Hotel:

Name:

Title:

Signature:

Date:

By the Organizer:

Name:

Title:

Signature:

Date:

SCHEDULE A

2014 RBC Cup Team Room Allotment and Rates

Organizer: 2014 RBC Cup Host Committee

Hotel: Prestige Inn, Vernon

Contact(s):

Arrival Date(s):

Friday, 9 May 2014

Room Allotments:

xx standard Double/Double rooms

Net Rates:

\$xx.00 single/double

Additional person(s) \$xx.00 each

Taxes:

Note: quoted rates are based on anticipated utilization. If the actual room occupancy is significantly lower than the anticipated room occupancy, the Prestige Inn Vernon has the sole discretion to re-assess the room rates.

Prestige Inn Initials:

Organizer Initials:



APPENDIX D: Sponsorship Plans

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Major sponsorship packages	51
Community sponsorship packages	52
Supporters of the bid donation program ...	53

Potential Sponsors

Okanagan Package 50k – 100 k x 1

Wesbild Holdings/Predator Ridge	Vernon <i>Morning Star</i> - GIK
Fortis BC	KISS FM radio – GIK \$119,400
Purolator	Sun FM radio - GIK
Telus	Vernoncentral.ca – GIK
Kal Tire – major legacy item placed in 2012	
Tolko Industries	
Canadian Tire	
Remax or Century 21	
Canada Safeway	
Air Canada	

Advertising/Publicity Package 40k – 100 k

Kalamalka Package 25k x 2

Predator Ridge Resort	VernonCentral.ca - GIK
Silver Star/Big White Resorts	Castanet.net - GIK
City of Vernon	
Coopers / Save On	
The Brick	
Investor's Group - Legacy item placed in 2012	Lake City Casino

Commonage 10k x 2

Dinoflex
Tim-Br-Mart
Lowes
The Bay
Beachcomber
Vernon Lodge
Prestige Hotel
Walmart
Local McDonald's
Local Boston Pizza
City of Coldstream
Kelowna Airport
Nor Val Rentals
Delta Hotels (at The Star and The Grand)
Nixon Wenger
KPMG
Bannister GM
RBC – Vernon branches
BC Hosting
Mission Hill Winery

BX Package 5k x 10

Rotary Clubs
Capri Insurance
A&G Supply
Andre's
Talon Benefits
A & W
Parnell's
Sun Valley Sports or Sport Chek
Summit Environmental Consultants
Funtastic
CGA-BC
Shoppers Drug
City Furniture
Baron Insurance
Super 8
Western Bus Lines
Vernon School District - GIK
Far West
Hi-Pro Sportswear
Gray Monk Winery



The excitement returns!

Vernon Bid 2014 RBC Cup

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Major Sponsorship Packages

Okanagan Package – amount negotiable – 1 Available

- ◆ Exclusive naming rights to the VIP lounge
- ◆ Co-Sponsor to all Host and Final games
- ◆ Banquet tickets (6)
- ◆ VIP Lounge passes (6)
- ◆ On ice presentations and activities
- ◆ Public Address announcements
- ◆ Website Ad
- ◆ Program Ad
- ◆ Souvenirs
- ◆ Rights to advertise as a Vernon RBC bid sponsor and, later, to advertise as an RBC event sponsor
- ◆ Rights to run promotions during the sponsored RBC games
- ◆ National television exposure during the final game

Kalamalka Package - \$25,000.00 – 2 Available

- ◆ Naming rights to Public Lounge
- ◆ Co-Sponsor to semi final and 4 round robin games
- ◆ Front entrance promotional booth during sponsored games
- ◆ Banquet tickets (4)
- ◆ VIP Lounge passes (4)
- ◆ Public Address announcements
- ◆ Website Ad
- ◆ Program Ad
- ◆ Souvenirs

Commonage Package - \$10,000.00 – 2 Available

- ◆ Co-Sponsor to semi final and 2 round robin games
- ◆ Themed promotion during each sponsored game, as chosen by sponsor
- ◆ Tournament Passes (2)
- ◆ Banquet tickets (2)
- ◆ VIP Lounge passes (2)
- ◆ Website Ad
- ◆ Program Ad
- ◆ Souvenirs

BX Package - \$5,000.00 – 10 Available

- ◆ South wall promotional booth space – 10 X 10 popup style
- ◆ Tournament Passes (2)
- ◆ Banquet tickets (2)
- ◆ VIP Lounge passes (2)
- ◆ Website Ad
- ◆ Program Ad
- ◆ Souvenirs

Community Sponsorship Packages

COMMUNITY SPONSOR PACKAGE 1: \$3,000 (four packages available)

- ◆ ½ page program advertisement
- ◆ Four VIP full-tournament ticket packages (includes free food in the VIP lounge, with cash bar)
- ◆ Four tickets to Sponsors VIP Reception (prior to opening ceremony)
- ◆ Logo on selected print and electronic media and on the Tournament Sponsors boards
- ◆ Two signed Viper jerseys

COMMUNITY SPONSOR PACKAGE 2: \$1,500 (eight packages available)

- ◆ ¼ page program advertisement
- ◆ Two VIP full-tournament ticket packages (includes free food in the VIP lounge, with cash bar)
- ◆ Two tickets to Sponsors VIP Reception (prior to opening ceremony)
- ◆ Logo on selected print and electronic media and on the Tournament Sponsors boards
- ◆ One signed Viper jersey

COMMUNITY SPONSOR PACKAGE 3: \$1,000 (four packages available)

- ◆ One tournament program announcement
- ◆ On ice intermission promotion during two Viper games
- ◆ Two full-tournament ticket packages
- ◆ Two tickets to Sponsors VIP Reception (prior to opening ceremony)
- ◆ Logo on selected print and electronic media and on the Tournament Sponsors boards

COMMUNITY SPONSOR PACKAGE 4: \$500 (ten packages available)

- ◆ Two full-tournament ticket packages
- ◆ Two tickets to Sponsors VIP Reception (prior to opening ceremony)
- ◆ Named in newspaper sponsor list
- ◆ Logo on selected print and electronic media and on the Tournament Sponsors boards

COMMUNITY SPONSOR PACKAGE 5: \$250 (ten packages available)

- ◆ One full-tournament ticket package and an option to buy a second package for \$150
- ◆ Two tickets to Sponsors VIP Reception (prior to opening ceremony)
- ◆ Listed in newspaper sponsor list

NOTE:

All packages are negotiable. Where possible and desired by the sponsor, packages will be customized to meet the sponsor's needs and requirements.



Bid Donation Sponsors

By January 23, 2012, the following persons had placed deposits on potential 2014 RBC Cup ticket packages. Each multiple of \$20 entitles the contributor to have one chance a draw for prizes: a signed Aaron Volpatti jersey, a signed Viper team jersey, Viper season tickets, and a 2014 RBC Cup VIP package, if held in Vernon.

Barry Abraham	Larry Falconer	Brian Kopp	Bev Rosch
Sid Adams	Rob Ferguson	Gail Kramer	James Rykuiter
Kathy Altstadt	Dave Fletcher	Larry Kramer	Rod Rysen
Barb Anderson	Bob Folk	Wayne Kury	Sandy Rysen
Harbby Arychuk	Mark Fox	Hans Kurz	Amanda Sandy
Walter Baker	Keith Franklin	Betty Laidman	Gary Sedlick
Don Baron	Stuart Fransbergen	Jim Lalonde	Joanne Sedlick
Olga Baron	Lon Fraser	Sharon Lalonde	Gary Severson
Gary Berg	Brandon Friesen	Garth Lanfranco	Don Simpson
Lyle Bie	Anastasia Gates	Richard Laplante	Fran Skeates
Larry Black	Moe Gilliard	Dale Lester	Russ Skrypchuk
Bill Blair	Jack Gilroy	Pat Lewis	Burns Smith
Sami Boan	Bev Goodnough	Dawn Luscombe	Murray Smith
Willy Bock-Phillips	Louise Gordon	David MacPhee	Willy Smith
Jim Bodkin	Elaine Gorsline	Susan MacPhee	Jim Sparrow
Kim Bolton	Rod Gorsline	Donald MacPherson	Kathleen Sparrow
Herb Bonneau	Dave Gourlie	Jean MacPherson	James Spearing
Melissa Bonneau	Giona Grawford	Erna Madison	Dennis Sponholz
Duane Brown	Chris Gregor	Tom Magillis	Fran Sponholz
Horace Brownlee	Glen Guest	Betty Marion	Lorne Stecyk
Isabelle Brownlee	Christine Guttenberg	Greg Markson	Fred Stoll
Sharon Buck	Bob Halcrow	Gary Mason	Janet Stoll
Sandi Burch	Alberta Halcrow	Debbie Massey	Darren Strutt
Harold Campbell	Rick Hampton	Mel Maxnuk	Duane Swayze
Ian Campbell	Doug Hartwig	Pat Maxnuk	Mike Takahashi
Betty Carlson	Myrna Hastie	Steve Maxnuk	Dennis Teale
Clay Carlson	Rhonda Hauca	Monica Mcdonald	Jeff Teale
Brian Carpenter	Mike Haug	Anne McGorman	Tanya Thomas
Azra Cawley	Carole Hayhurst	Jim McGorman	Terry Upton
Sally Cawley	Dave Heard	Mac McLellan	James Uzick
Ryan Chambers	Joyce Heard	Jan McMahon	Jacob Van Der Oort
Jim Chapman	Tamara Heidt	Howard McNeil	Martin Vandeleest
Vic Chenier	Dale Henry	Penny Michelin	Mary Viala
Brigitte Clayton	Mike Hertel	Don Mierau	Fern Vistica
Chris Collard	Diana Higgins	Akbal Mund	Kelly Vistica
Janine Collard	Andrew Hoglund	Bill Murdoch	Alex Wallace
Mike Concannon	Sheri Hornell	Nancy Noakes	Tony Wardle
Bill Copeland	Ron Howard	Don Nolan	Charles Watson
Diane Coutts	Brian Hunter	Ron Nyman	Wayne Webb
Murray Crockett	Linda Hunter	Peter O'Callaghan	Therese Weber
Bill Cuthbert	Maureen Jackson	Dorothy Paterson	Darlene Wiese
Darrin's Plumbing	Richard Jackson	Larry Paul	Elaine Williams
Adriana Dase	Chuck Johnson	Brock Penner	Daryl Williamson
Dianne Dase	Sue Johnson	Ron Perrault	Rod Williamson
Ray Dase	Jim Johnson	Harry Pettigrew	Randy Wilson
Pat Davis	Louise Johnson	Clark Petty	Gayle Wilson
Cliff Day	Shirley Kachuk	Pearl Pharo	Pauline Winter
Brian Deboice	Marylou Keen	Lester Pirnak	Don Woolsey
Bob Dedemus	Carole Kelly	Brian Pitman	Val Woolsey
Don Jacob Defeo	Faye Kettles	Ron Plante	Ward Wylie
Rolly Delange	Derek King	Steve Plecas	Steve Yong
Susan Delange	Bert Kiselbach	Mark Pow	Peter Ypma
Bonnie Derry	Betty Chan Klepp	Diane Prince	Mel Zabolotniuk
Dieters Auto	Bob Kmezacky	Trevor Rackwalski	Danny Zaitsoff
Diana Falconer	Don Knox	Stacey Restiaux	Rick Zubot



APPENDIX E: Current Sponsors of Vernon Viper Hockey

A AND W	GRS ENTERPRISE	ROYAL VOLKSWAGEN
ADAMS DISPOSAL	HI-PRO SPORTSWEAR	SAVE ON FOODS
ADVERTISING WORKS	HOGARTH'S PHARMACY	SCOTIABANK
AGAR SCHNEIDER AND LETT	HOLIDAY INN	SERENITY TANNING
ALLAN FRANCIS PRINGLE	HOME DEPOT	SILVERSTAR MOUNTAIN RESORT
ALTERNATIVE WATER SOLUTIONS	INFO TEL	SOUTHWARD MEDICAL SUPPLIES
ARDEN TILE	INSTANT REPLAY SPORTS	SP SEYMOUR
BANNISTER CHEVROLET	JOEYS RESTAURANT	SPORTSNET PACIFIC
BARON INSURANCE	JOHNSTON AND MEIER	STAR AUTOBODY (FIX AUTO)
BC HYRO	KAL TIRE///LEAGUE DEAL	SUBWAY
BEACHCOMBER HOME LEISURE	KAL WEST CONTRACTORS LTD	SUBWAY LEAGUE
BEST WESTERN	KASPER DENTURE	SUN VALLEY SOURCE FOR SPORTS
BLENZ COFFEE	KERR WOOD LEIDAL	SUNDANCE POOLS AND SPAS
BOOSTER JUICE	KISS FM	SUNSHINE AUTO GRAPHICS
BOSTON PIZZA	LAKE CITY CASINO	SUNSHINE HONDA
BOUTIQUE CANADIANA	LEKO PRE-CAST	SUPER 8
BURGER KING	LENSMAKERS OPTICAL	SUPER SAVE GROUP
BUTCHER BOYS	LINCOLN LANES	SWAN LAKE NURSERYLAND
CANADA SAFEWAY	LISA SALT	THE PANTRY
CAPRI INSURANCE	MCDONALD'S	THE UPS STORE
CAUFIELDS ENGRAVING	MEYERS NORRIS PENNY	TIM HORTONS
CELL COM WIRELESS	MORNING STAR	TOTAL RESTORATION
CENTRE DRY CLEANERS	NATIONAL BANK FINANCIAL	UNIGLOBE KALAMALKA TRAVEL
CIBC	NIXON AND WENGER	VERNON AUTO TOWING
CIDEL MOVING AND STORAGE	NOLAN'S PHARMASAVE	VERNON BATTERY
CITY FURNITURE	NOR VAL RENTALS	VERNON CENTRAL.CA
C-LOVERS	NU FLOORS	VERNON LOCK AND SAFE
COBS BREAD	O'CALLAGHAN BILODEAU	VERNON RV SERVICE
COKE	OK TIRE	VILLAGE GREEN CENTER MALL
COLD STREAM TRUCK PARTS	OKANAGAN AGGREGATES	VILLAGE GREEN HOTEL
COLLARD FINANCIAL	OKANAGAN COLLEGE	WATKIN MOTORS
SOLUTIONS(SUNLIFE)	OKANAGAN RESTORATION	WENDY'S
COLONIAL FARMS	OKANAGAN SPRING BREWERY	WESTCOAST AUTHENTICS
CO-OP	ON SIDE RESTORATION	WHOLESALE GRAFIX
CORBETTS OFFICE PLUS	ONE AND TWO ELECTRIC	WINDSOR PLYWOOD
COURTESY MOTORS	ORA RESTAURANT AND LOUNGE	NATURE'S FARE MARKET PLACE
DEAN TOOP EXCAVATING	PCM SYSTEMS	NATURALLY FIT
DENNY'S	PETERS TIRE	WESTERN BUS LINES
DRIVING HANDS	PRESTIGE HOTEL	FAR WEST
FERMCO RENTALS	PROFESSIONAL HANDS	ACKLANDS GRAINGER
FIRST CHOICE HAIRCUTTERS	PROSPERA CREDIT UNION	TWONGO
FITNESS WEST	QWICK CHANGE	SANDMAN HOTELS
FORTIS BC	REMAX	EARLS
FOSTER DENTAL CLINIC	ROKO SERVICE	CINEPLEX ENTERTAINMENT
FRASER FINANCIAL	RONA	BIG STEEL BOX
GREAT CLIPS	ROSTERS	LENNIE RAMPONE
GRILLERS MEATS	ROYAL LEPAGE	

APPENDIX F: Projected Revenue Details

<u>2014 RBC CUP - Vernon, BC</u>			
<u>Optimistic Budget</u>			
<u>REVENUES:</u>	<u>CASH</u>	<u>IN-KIND</u>	<u>TOTAL</u>
Grants	\$165,000.00	\$80,000.00	\$245,000.00
Hockey Canada	\$90,000.00	\$5,000.00	95,000.00
Federal			0.00
Provincial	\$30,000.00		30,000.00
Municipal	\$25,000.00		25,000.00
Other	\$20,000.00	\$75,000.00	95,000.00
Corporate Sponsors	\$193,500.00	\$174,240.00	\$367,740.00
Event Sponsors	\$170,000.00		170,000.00
Game Sponsors	\$19,500.00		19,500.00
Event Program Advertisers	\$4,000.00		4,000.00
Media Partners		\$174,240.00	174,240.00
Ticket Sales	\$463,508.00	\$0.00	\$463,508.00
Season Ticket Packages	\$180,000.00		180,000.00
Event Packages	\$200,100.00		200,100.00
Round Robin Single Game Tickets	\$28,000.00		28,000.00
Semi-Final Single Game Tickets	\$40,000.00		40,000.00
Gold Single Game Tickets	\$15,408.00		15,408.00
Merchandise Sales			0.00
Fundraising	\$53,065.00	\$0.00	\$53,065.00
50/50 Draws	\$26,000.00		26,000.00
Banquet	\$5,000.00		5,000.00
Program Sales	\$7,065.00		7,065.00
Silent Auction	\$15,000.00		15,000.00
Bar Sales			0.00
TOTAL REVENUE	\$ 875,073.00	\$ 254,240.00	\$ 1,129,313.00

See page 58 for more details regarding projected ticket sales.

Projected Revenue Details (con't.)

2014 RBC CUP - Vernon, BC			
<u>Operational Budget</u>			
<u>REVENUES:</u>	<u>CASH</u>	<u>IN-KIND</u>	<u>TOTAL</u>
Grants	\$60,000.00	\$25,000.00	\$85,000.00
Hockey Canada	\$40,000.00	\$5,000.00	45,000.00
Federal			0.00
Provincial			0.00
Municipal			0.00
Other	\$20,000.00	\$20,000.00	40,000.00
Corporate Sponsors	\$114,000.00	\$174,240.00	\$288,240.00
Event Sponsors	\$100,000.00		100,000.00
Game Sponsors	\$10,000.00		10,000.00
Event Program Advertisers	\$4,000.00		4,000.00
Media Partners		\$174,240.00	174,240.00
Ticket Sales	\$399,808.00	\$0.00	\$399,808.00
Season Ticket Packages	\$135,000.00		135,000.00
Event Packages	\$181,400.00		181,400.00
Round Robin Single Game Tickets	\$28,000.00		28,000.00
Semi-Final Single Game Tickets	\$40,000.00		40,000.00
Gold Single Game Tickets	\$15,408.00		15,408.00
Merchandise Sales			0.00
Fundraising	\$53,065.00	\$0.00	\$53,065.00
50/50 Draws	\$26,000.00		26,000.00
Banquet	\$5,000.00		5,000.00
Program Sales	\$7,065.00		7,065.00
Silent Auction	\$15,000.00		15,000.00
Bar Sales			0.00
TOTAL REVENUE	\$ 626,873.00	\$ 199,240.00	\$ 826,113.00

See page 58 for more details regarding projected ticket sales.



The excitement returns!

Vernon Bid 2014 RBC Cup

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Projected Revenue Details (con't.)

2014 RBC CUP - Vernon, BC			
<u>Breakeven Budget</u>			
<u>REVENUES:</u>	<u>CASH</u>	<u>IN-KIND</u>	<u>TOTAL</u>
Grants	\$90,000.00	\$25,000.00	\$115,000.00
Hockey Canada	\$90,000.00	\$5,000.00	95,000.00
Federal			0.00
Provincial			0.00
Municipal			0.00
Other		\$20,000.00	20,000.00
Corporate Sponsors	\$79,000.00	\$174,240.00	\$253,240.00
Event Sponsors	\$75,000.00		75,000.00
Game Sponsors			0.00
Event Program Advertisers	\$4,000.00		4,000.00
Media Partners		\$174,240.00	174,240.00
Ticket Sales	\$303,408.00	\$0.00	\$303,408.00
Season Ticket Packages	\$120,000.00		120,000.00
Event Packages	\$100,000.00		100,000.00
Round Robin Single Game Tickets	\$28,000.00		28,000.00
Semi-Final Single Game Tickets	\$40,000.00		40,000.00
Gold Single Game Tickets	\$15,408.00		15,408.00
Merchandise Sales			0.00
Fundraising	\$28,065.00	\$0.00	\$28,065.00
50/50 Draws	\$13,000.00		13,000.00
Banquet	\$5,000.00		5,000.00
Program Sales	\$5,065.00		5,065.00
Silent Auction	\$5,000.00		5,000.00
Bar Sales			0.00
TOTAL REVENUE	\$ 500,473.00	\$ 199,240.00	\$ 699,713.00

See page 58 for more details regarding projected ticket sales.

Operational Budget

TICKET SALES REVENUES			
		TOURNAMENT GRAND TOTAL	
Capacity Seats	39078		
Capacity Standing Room	6500		
Subtotal	45578		
		Based on Total Seats available	
Ticket Package Promo	11,700	\$ 150.00	\$ 135,000.00
Christmas Gift Pack	650	\$ 175.00	\$ 8,750.00
Ticket Package Sales Campaign	9,750	\$ 199.00	\$ 149,250.00
VIP Package	650	\$ 399.00	\$ 19,950.00
Flex Pack (5 game)	250	\$ 69.00	\$ 3,450.00
Hockey Canada	2,600	\$ -	\$ -
Sponsors & Dignitaries	1,300	\$ -	\$ -
Team Families	2,600	\$ -	\$ -
Round Robin	2,000	\$ 14.00	\$ 28,000.00
Semi-Finals	2,500	\$ 16.00	\$ 40,000.00
Final Game	856	\$ 18.00	\$ 15,408.00
50/50 Draws	13.0	\$ 2,000.00	\$ 26,000.00
Total Revenues			\$ 425,808.00
Available Capacity	10,722		

Breakeven Budget

TICKET SALES REVENUES			
		TOURNAMENT GRAND TOTAL	
Capacity Seats	39078		
Capacity Standing Room	6500		
Subtotal	45578		
		Based on Total Seats available	
Ticket Package Promo	10,400	\$ 150.00	\$ 120,000.00
Christmas Gift Pack	15	\$ 175.00	\$ 2,585.00
Ticket Package Sales Campaign	402	\$ 199.00	\$ 80,000.00
VIP Package	35	\$ 399.00	\$ 13,965.00
Flex Pack (5 game)	250	\$ 69.00	\$ 3,450.00
Hockey Canada	2,600	\$ -	\$ -
Sponsors & Dignitaries	1,300	\$ -	\$ -
Team Families	2,600	\$ -	\$ -
Round Robin	2,000	\$ 14.00	\$ 28,000.00
Semi-Finals	2,500	\$ 16.00	\$ 40,000.00
Final Game	856	\$ 18.00	\$ 15,408.00
50/50 Draws	13.0	\$ 2,000.00	\$ 26,000.00
Total Revenues			\$ 329,408.00
Available Capacity	22,620		

APPENDIX G: Vernon Viper Record and Attendance



Playing Record				Attendance	
Season	Position	Record	Result	Avg.	Position
2010-11	1 st in Interior	36-11-4-9	BCHL and Doyle Cup champions Lost in final game, 2011 RBC Cup	1880	1 st in BCHL (Langley 2 nd at 1563)
2009-10	1 st in Interior	51-6-0-3	BCHL, Doyle Cup, and RBC Cup champions	2069	1 st (Penticton 2 nd at 1733)
2008-09	1 st in Interior	42-14-1-3	BCHL, Doyle Cup, and RBC Cup champions	2203	1 st (Victoria 2 nd at 1936)
2007-08	4 th in Interior	36-20-2-2	Lost to Penticton in 7 games, Interior Semi-final	2075	2 nd (Nanaimo 1 st at 2090)
2006-07	2 nd in Interior	37-19-1-3	Interior Division playoff champions. Lost to Nanaimo in BCHL final	2055	1 st (Nanaimo 2 nd at 2054)

Season ticket totals have averaged just over 1100 for the past five years.

APPENDIX H: Letters of Support

British Columbia Hockey League	61
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City of Enderby	64
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Regional District of North Okanagan	66
Township of Spallumcheen	67
Village of Lumby	68
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Colin Mayes, M.P. for Okanagan Shuswap ...	70
Eric Foster, M.L.A. for Vernon-Monashee	71
Funtastic Sports Society	72
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Greater Vernon Minor Hockey	74
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Downtown Vernon Association	76
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Kiss FM Radio	78
Astral Radio / Sun FM	79
Vernon Morning Star	80



December 7, 2011

Mr. Barry Petrachenko
c/o BC Hockey
6671 Oldfield Road
Saanichton, B.C.
V8M 2A1

Dear Barry,

I am pleased to inform you that the Vernon Bid Committee has put together an application that would see the City of Vernon and the Vernon Vipers host the 2014 RBC Cup.

As you know, the Vernon franchise has been one of the most successful in all of Junior A hockey in Canada having won consecutive RBC Cups in 2009 and 2010 and returning to the championship final again in 2011. Overall, Vernon has won six Junior A national titles, the most in the nation. Under the ownership of Dr. Duncan Wray, the club has been a model for other franchises across Canada and has sent many players on to the college and professional ranks.

The Vernon Bid Committee, chaired by local businessmen Chris Collard and Mike Lane, has gathered a great deal of support in Vernon and is committed to making this event a success. Both men are longtime Vernon residents and are keen supporters of hockey in Vernon.

The British Columbia Hockey League is endorsing the bid being put forth by Vernon and its Bid Committee. I believe this event will be a great success in Vernon and will build on the tradition and reputation of our league.

Yours truly,

A handwritten signature in black ink, appearing to read "John Grisdale".

John Grisdale
Commissioner - BCHL

British Columbia Hockey League #102-7382 Winston Street, Burnaby, BC V5A 2G9
PH: 604-291-9076/6630 FAX: 604-299-1032



File: 0230-01

THE CORPORATION OF THE CITY OF VERNON

3400 - 30TH STREET VERNON, BRITISH COLUMBIA V1T 5E6
TELEPHONE (250) 545-1361 FAX (250) 545-4048

OFFICE OF THE MAYOR

Via email: dklepp@shaw.ca

January 24, 2012

Mr. Ryan Robins
Manager, Marketing Services & Events
Hockey Canada
151 Canada Olympic Road SW, Suite 201
Calgary, Alberta T3B 5R5

Dear Mr. Robins:

Re: City of Vernon's Support for 2014 Royal Bank Cup in Vernon, British Columbia

Council at their regular meeting held Monday, January 23, 2012 adopted the following resolution:

THAT Council supports the Vernon 2014 RBC Cup Bid Committee in its application to host the 2014 RBC Cup;

AND FURTHER, that Council provide a letter of support to the Vernon 2014 RBC Cup Bid Committee to submit with its application to host the 2014 RBC Cup;

AND FURTHER, that Council provides a first surety amount of \$5,000 to the Vernon 2014 RBC Cup Bid Committee.

CARRIED.

On behalf of Council, I am writing to express our enthusiastic support for the bid submitted by the Vernon Bid Committee to host the 2014 Royal Bank Cup in the City of Vernon. With the proven success of hosting major events, our new facility and the success and track record of our local Vernon Vipers Junior Hockey Team, the City of Vernon is poised and ready to host the Royal Bank Cup in 2014.

Please do not hesitate to contact me at 250-550-3508 should you have any questions.

Yours truly,

Rob Sawatzky
Mayor



CITY OF ARMSTRONG

P.O. BOX 40, ARMSTRONG, B.C. V0E 1B0
email: info@cityofarmstrong.bc.ca

TEL (250) 548-8093 FAX (250) 548-3710
website: cityofarmstrong.bc.ca

OFFICE OF THE MAYOR

November 30, 2011

Mike Lane
Co-Chair
2014 RBC Cup Bid Committee – Vernon
c/o 1101 Mount Foothill Drive
Vernon, BC
V1B 3Z3

Dear Mike,

Re: Letter of Support for the 2014 RBC Cup

On behalf of the City of Armstrong, I am pleased to provide a letter of support to the Vernon RBC Cup Bid Committee.

We are excited at the opportunity of having this national hockey tournament hosted in our region.

We wish you well in your bid!

Sincerely,

Chris Pieper
Mayor

PRIDE - SPIRIT - VISION

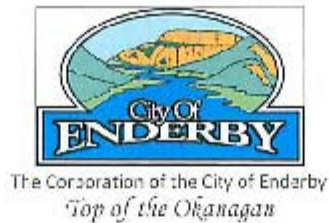


The excitement returns!

Vernon Bid 2014 RBC Cup

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619 Cliff Avenue
P. O. Box 400
Enderby, B. C. V0E 1V0



Tel: (250) 838-7230
Fax: (250) 838-6007
Website: www.cityofenderby.com

December 20, 2011

2014 RBC Cup Bid Committee
C/o O'Callaghan Bilodeau, Chartered Accountants
300 – 3605 31st Street
Vernon, B. C. V1T 5J4

Attn: Jason Bilodeau

Dear Mr. Bilodeau:

Re: Letter of Support – 2014 Bid for the Jr. A National Championships

Your correspondence of December 14, 2011 was considered by Council at the regular meeting of December 19, 2011.

Council is pleased to provide you with this letter of support in your efforts to have the RBC Cup championships held in Vernon in 2014.

This is a high profile event that will have a positive impact on both Vernon and surrounding area.

We wish you success in your bid.

Yours truly,

Barry Gagnon
Chief Administrative Officer

/bk



DISTRICT OF COLDSTREAM

9901 KALAMALKA ROAD, COLDSTREAM, BC V1B 1L6

Phone 250-545-5304 Fax 250-545-4733

email: info@district.coldstream.bc.ca

File: 0230-01

January 11, 2012

Mike Lane
2014 RBC Cup Bid Committee
C/O 1101 Mount Fosthall Drive
Vernon BC V1B 3Z3

Dear Mr. Lane:

Re: **2014 Royal Bank Cup - Bid**

At their meeting held January 9, 2012, Council discussed the above and adopted the following resolution:

"THAT staff be directed to send a letter supporting the efforts of the RBC Cup 2014 Vernon Bid Committee to host the Royal Bank Cup Event in Vernon."

Council was pleased to endorse your bid to have Vernon host the 2014 Royal Bank Cup. We wish you much success in securing this national hockey tournament which will be a benefit throughout Greater Vernon.

If you have any questions, please feel free to contact me at 545-5304.

Yours truly,

Keri-Ann Austin
Corporate Officer

pc M. Stamhuis, CAO



REGIONAL DISTRICT OF NORTH OKANAGAN

MEMBER MUNICIPALITIES

CITY OF ARMSTRONG
DISTRICT OF COLDSTREAM
CITY OF ENDERBY

VILLAGE OF LUMBY
TOWNSHIP OF SPALLUMCHEEN
CITY OF VERNON

ELECTORAL AREAS

"B" – SWAN LAKE
"C" – B.X. DISTRICT
"D" – LUMBY (RURAL)

"E" – CHERRYVILLE
"F" – ENDERBY (RURAL)

OFFICE OF: PARKS, RECREATION AND CULTURE

January 7, 2012

Hockey Canada
2424 University Drive NW
Promenade University N.O.
Calgary, AB T2N 2Y9

Re: Letter of Support for 2014 Vernon RBC Cup Bid

At their regular meeting held on January 6, 2012 the Greater Vernon Advisory Committee, an advisory committee to the Regional Board of North Okanagan, made the following resolution:

2014 Royal Bank Cup Bid Committee

Moved and seconded by Councillor Kiss and Director Sawatsky

That it be recommended to the Board of Directors that a letter of support in principle for the 2014 Royal Bank Cup Bid be provided to the 2014 Royal Bank Cup Bid Committee.

CARRIED

The Regional Board will meet on January 18th to consider this recommendation and, if adopted, a formal letter of support will be provided. Any budget implications of the support will be discussed at a special budget meeting scheduled for January 26th, 2012.

Yours truly;

Tannis Nelson,
Community Development Coordinator

Regional District of North Okanagan
9848 Aberdeen Road
Coldstream, BC V1B 2K9

Phone: 250-550-3700
Fax: 250-550-3701
Web: www.rdno.ca
E-Mail: info@rdno.ca



The excitement returns!

Vernon Bid 2014 RBC Cup

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THE CORPORATION OF THE
TOWNSHIP OF SPALLUMCHEEN

TEL. (250) 546-3013
FAX. (250) 546-8878
OUR FILE NO.



4144 Spallumcheen Way
Spallumcheen, B.C. V0E 1B6

Email: mayor@spallumcheentwp.bc.ca

www.spallumcheentwp.bc.ca

January 18th, 2012

OFFICE OF THE MAYOR

Vernon 2014 RBC Cup Bid Committee
209 – 2411 Highway 6
Vernon, BC

Dear Mr. Lane, Co-Chair of the Vernon 2014 RBC Cup Bid Committee

Re: Bid for the 2014 RBC Cup

Thank you for your letter dated December 14th, 2011 in regards to the bid for the 2014 RBC Cup.

Please be advised that at the Monday, January 16th, 2012 Regular Meeting of Spallumcheen Council the following resolution was passed:

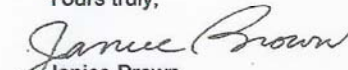
"...that the letter from Chris Collard, Co-chair and Mike Lane, Co-Chair of Vernon 2012 RBC Cup Bid Committee dated December 14th, 2011 – Re: Bid for the 2014 RBC Cup be received by Spallumcheen Council;

AND That the Township of Spallumcheen Council support the Vernon 2014 RBC Cup Bid Committee's application for the bid of the 2014 RBC Cup to Vernon and District for ten (10) days in May 2014."

The Township of Spallumcheen Council is pleased to offer its support for this exciting event.

If you have any questions in this regard please contact the Municipal Office.

Yours truly,


Janice Brown
Mayor

January 10, 2012



Office of the Mayor

Mike Lane
Co-Chair RBC Cup 2014 Committee – Vernon
mikelane@flairair.ca
250-765-8397 (fax)

To Whom It May Concern:

The Village of Lumby is writing this letter of support for the Vernon, BC Committee for the 2014 Royal Bank Cup, Junior "A" Hockey Tournament.

We understand that a Committee has been formed within the City of Vernon, British Columbia to be the host for this prestigious tournament, to be held May 10th to 18th, 2014. The Village of Lumby would like to see Vernon selected to be the host of this event. It is our understanding that since this level of tournament was established in 1971, Vernon has played for the championship title 7 times, and has won 6 of those times. This would be a great showcase event for the entire North Okanagan tourism industry. Please look favourably upon the Vernon Committee for hosting this tournament.

If you require further information, please feel free to contact Tom Kadla our Chief Administrative Officer for the Village of Lumby.

Sincerely,

Kevin Acton
Mayor
Village of Lumby

THE CORPORATION OF THE VILLAGE OF LUMBY

P.O. Box 430, Lumby, B.C. V0E 2G0
Telephone (250) 547-2171 • Fax (250) 547-6894 • E-mail: lumbyvil@junction.net



The excitement returns!

Vernon Bid 2014 RBC Cup

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Municipal Hall
Office of the Mayor
10150 Bottom Wood Lake Road
Lake Country, BC V4V 2M1
Tel: 250-766-6670
Fax: 250-766-2903
mayorandcouncil@lakecountry.bc.ca

January 17, 2012

To Whom It May Concern:

Re: 2014 Royal Bank Cup Bid

On behalf of the District of Lake Country, I would like to extend our support for Vernon's bid to host the 2014 Royal Bank Cup. The Vernon Vipers are six-time National Champions of the tournament and have a valley-wide fan base. Vernon last hosted the event in 1990. Much has changed in the area over the last twelve years, and we believe that bringing the tournament back in 2014 would be a benefit and showcase the entire region.

Please do not hesitate to contact me if you have any questions.

Yours truly,

James Baker, Mayor

JB/wp

LAKE COUNTRY

S:\CorpServices\Mayor & Council\Mayor\2012\2014 Royal Bank Cup Support 2012.01.17.docx



The excitement returns!

Vernon Bid 2014 RBC Cup

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Colin Mayes
Member of Parliament
Okanagan-Shuswap



Ottawa Office
Suite 501, Justice Bldg.
House of Commons
Ottawa ON K1A 0A6
Tel: (613) 995-9095
Fax: (613) 992-3195
E-mail: mayesc@parl.gc.ca

Constituency Office
3105-29th Street
Vernon BC V1T 5A8
Tel: (250) 260-5020
Toll free: 1-800-665-5040
Fax: (250) 260-5025
E-mail: mayesc1b@parl.gc.ca

November 21, 2011

Attn: 2014 RBC Cup Committee

Dear Sir/Madam:

As Member of Parliament for Okanagan-Shuswap, I would like to extend my support to the Vernon Vipers in their bid to host the 2014 RBC Cup in Vernon, BC.

The Vernon Vipers are an integral part of the City of Vernon and its community spirit. They are six time National Champions at the tournament and their community and area are extremely proud of their accomplishments.

Our Government believes that participating in sport – whether for fun and fitness or in high-level competition – builds strong individuals and strong communities.

Sincerely,

Colin Mayes, M.P.
Okanagan-Shuswap



The excitement returns!

Vernon Bid 2014 RBC Cup

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Legislative Office:
Room 243, Parliament Buildings
Victoria, B.C. V8V 1X4
Phone: 250 356-9574
Fax: 250 356-0596
e-mail: eric.foster.mla@leg.bc.ca



ERIC FOSTER, M.L.A.
(Vernon - Monashee)
Deputy Government Caucus Whip
Province of British Columbia

Constituency Office:
3209 - 31st Avenue
Vernon, B.C. V1T 2H2
Phone: 250 503-3600
Fax: 250 503-3603
website: www.ericfostermla.bc.ca

Vernon Monashee October 27th, 2011

To whom it may concern:

Re: Submission to host the 2014 Royal Bank Cup in Vernon, British Columbia

I would like to take the opportunity to offer my support to the bid submitted by the Vernon Bid Committee to host the 2014 Royal Bank Cup. I encourage you to give their proposal serious consideration.

Vernon and area have a long history of hosting various regional, provincial, national and international sporting events. With many thanks to our recreational centre – Wesbild Centre, this has been made possible. This facility will provide a great setting for the 2014 Royal Bank Cup should Vernon be accepted as host.

Vernon is not only the home to a very strong hockey team, the Vernon Vipers, but it is also a community that is unified and passionate about the sport of hockey. I can assure you that citizens of our community will be excited in accommodating such an exciting event.

As a representative of the Province of British Columbia, I would like to assure you that we would be honored to host the 2014 Royal Bank Cup and we would welcome the chance to offer the hospitality that British Columbia is known for.

Thank you in advance for your careful consideration.

Sincerely,

Mr. Eric Foster, M.L.A.
Deputy Government Caucus Whip
EBF/ks



Funtastic Sports Society
3401 35Ave
Vernon, BC V1T 2T5

Ph 250.558.7756
Fax: 250-545-0006
Email: office@funtastic.org

October 28, 2011

Mr. Mike Lane
RBC CUP Bid Committee
Vernon, BC

Dear Mike,

In writing this letter, the Vernon and District Funtastic Sports Society offers its enthusiastic support of the application to host the 2014 RBC Cup in Vernon.

The region has over the past number of years hosted a number of National and World level sporting events that have all received the full and unprecedented support of the community and has demonstrated the region's hosting expertise and the tremendous volunteer spirit that exists among our residents.

We know firsthand the support our community provides sporting events through hosting Canada's Largest Slo-pitch tournament – Funtastic. For 27 years Funtastic has entertained more than 4500 players from across western Canada with more than 500 volunteers and 125 businesses directly supporting the annual 4-day event.

We have no doubt the community, both business and residents, will take on the challenge of hosting the RBC Cup with the same energy and passion they have shown over the past few years in the hosting of the 2004 Canadian Seniors Curling Championships, the 2005 FIS World Cup of Nordic Skiing, the 2008 Ford Women's Curling Championships and recently, the 2011 Sparkling Hill World Masters event at Sovereign Lake.

If there is anything additional you require, please contact me at 250-558-7756 or at office@funtastic.org

Sincerely,

Jim McEwan

Jim McEwan
Executive Director

----- 2012 Funtastic Summer Festival -----



The excitement returns!

Vernon Bid 2014 RBC Cup



VERNON VIPERS HOCKEY CLUB

3445 – 43rd Avenue, Vernon, BC V1T 8P5

Tel: 250-542-6022
Fax: 250-545-7360
Web: www.vipers.bc.ca
Email: jason@vipers.bc.ca

23 October 2011

Hockey Canada
Father David Bauer Arena
2424 University Drive NW
Calgary, Alberta T2N 3Y9

Attention: Ryan Robins, Manager of Marketing Services

The Vernon Vipers Hockey Club enthusiastically supports the Vernon community bid to host the 2014 RBC Cup at Vernon's Wesbild Centre.

I've witnessed the energy and drive displayed by members of the bid committee, which confirms my belief that they will host an excellent tournament in May 2014 if their bid is approved by Hockey Canada. Our club will do our part to make the tournament successful by icing a very competitive team that year.

The resources of the Vipers will be at the disposal of the bid committee (and, hopefully, the Host Committee!) during this entire process. Also, we enjoy a strong, positive relationship with the Wesbild Centre staff, so I'm confident of ongoing cooperation from the Wesbild people.

Please call or write if you would like to discuss any aspect of the Vipers' support for a 2014 RBC Cup in Vernon.

Yours truly,

Jason Williamson
Head Coach/GM
Vernon Vipers Hockey Club
Jason@vipers.bc.ca
250.550.5331 cell
250.542.6022 office



6 TIME NATIONAL CHAMPIONS
1990, 1991, 1996, 1999, 2009, 2010



The excitement returns!

Vernon Bid 2014 RBC Cup



Greater Vernon Minor Hockey Association

P.O. BOX 1894 • VERNON, BRITISH COLUMBIA • V1T 6Z7

December 9, 2011

Mr. Ryan Robins
Hockey Canada
2424 University Drive NW
Calgary, AB T2N 3Y9

Dear Mr. Robins,

On behalf of the Greater Vernon Minor Hockey Association executive members, staff and membership, I would like to extend our support in favor of the bid to host the Royal Bank Cup Championship in Vernon, BC in 2014.

Vernon's history of hosting large events has always been successful and well supported by our community of volunteers. Our facility, the Wesbild Centre will provide a great setting for this Championship. All Vernon minor hockey teams' will look forward to working with the committee in the many ways we can be of assistance.

It is our hope that you award the RBC Cup bid to Vernon! GVMHA will offer our assistance wherever possible to make this event be the best ever!

Sincerely,

Robert Kehler
President
Greater Vernon Minor Hockey Association

Dec 28, 2011

RBC Cup 2014 Bid Committee

To Whom It May Concern,

On behalf of the Greater Vernon Chamber of Commerce and the business community of Greater Vernon we enthusiastically support the bid to host the 2014 RBC Cup in Vernon.

We have the hospitality infrastructure with accommodations in all categories, excellent food and beverage services, and we are located quite centrally in the province for arrivals by land. We are a short 30 minute drive to YLW a major airport in Kelowna and we have a small airport locally that can land, fuel and maintain smaller charter aircraft.

Perhaps more importantly, Vernon is well known as a hockey town with a very successful franchise and a winning attitude, and we have excellent facilities and experience in hosting major sporting events summer and winter.

We certainly look forward to this event coming to Vernon once again. You can count on the business community to make a sizeable contribution to its success.

Yours truly,

George Duffy

George Duffy
General Manager



Downtown Vernon Association
#4 – 3101 – 29th Street
Vernon, BC
V1T 5A8

January 6, 2012

RBC Cup 2014 Bid Committee

Dear Bid Committee Member:

The Downtown Vernon Association on behalf of its nearly 700 members would like to extend its support of the bid to host the 2014 RBC Cup here in Vernon, BC.

The community has had the good fortune to host this event once before in 1990, the only time the RBC Cup has been held in the Okanagan, to the best of our knowledge. That year's event generated tremendous interest and excitement throughout the community and provided an unforgettable championship game to cap off the tournament. It is always easier to build from an existing base of fan support.

Vernon has both the on-ice and off- ice infrastructure to meet the needs of both RBC Cup players and their fans. Sports facilities, transportation hubs, accommodations, dining & shopping (including the Downtown Vernon commercial district) are in close proximity. This means that all Cup participants will have a little more time to enjoy Vernon's unique springtime attractions (the lakes, the golf courses, the orchards, etc.) while off the ice.

As an organizer of major events ourselves, the DVA also knows that the community has a solid core of volunteers. Furthermore these volunteers know how to mesh their talents and energies as demonstrated by Vernon's successful hosting of national and international sports events over the past 8 to 10 years.

Enthusiastic fans, proximate facilities, a record of success in volunteer driven events, and the many nearby attractions of the sunny Okanagan Valley make Vernon a compelling choice as the ideal venue for the 2014 RBC Cup. Please call me at 250-542-5851 if any other information is required from the DVA.

Sincerely,

Earl Hansen,
Executive Director



W E S B I L D

January 17, 2012

To whom it may concern:

On behalf of Wesbild Holdings, I am excited to lend our strong support to the City of Vernon as host site for the 2014 RBC Cup. We are a significant stakeholder in the region with 2 major developments – Predator Ridge Resort & Development and Turtle Mountain, and are also the entitlement sponsor of the Wesbild Centre.

I feel Vernon's solid hockey history and civic pride make it a very clear candidate to host the event. The City of Vernon is also the hub of the North Okanagan and would draw strong interest from throughout the region. The City of Vernon fulfills all of the key criteria to host such an event and we feel the size and scope of the RBC Cup is a perfect fit for this market.

Interesting to note, we are just in the process of completing a partnership with Hockey Canada that will make Predator Ridge a strategic partner of Hockey Canada as well as its official summer home. We will be the only site in Canada with that designation.

There is a dedicated hockey legacy throughout the region and I am confident that the market will strongly embrace this event and the impact it will deliver.

Regards,

Brad Pelletier
Vice President, Okanagan
Wesbild

100 Mashie Crescent Place Vernon BC V1H 1V8 1.888.578.6688 / 250.503-1739 / 250 503 1759

107.5 Kiss fm

Like Favourites of Yesterday & Today

Dec 23, 2011

To whom it may concern,

107.5 Kiss FM is very excited to partner with the team involved in bringing the Royal Bank Cup to Vernon in 2014. Please note, our involvement will be very comprehensive. As the official broadcaster of the Vernon Vipers for decades, we're a proud supporter of Junior A hockey, and absolutely thrilled to have the opportunity to play a part in this momentous event.

Our coverage, which will include both produced promos and live mentions immediately right up until the event, plus coverage for local sponsors, reports etc. carries a promotional value of \$119,240.

If you have any questions, please don't hesitate to contact me directly.

Regards,



Jason Armstrong

Program Director - 107.5 Kiss FM, Vernon B.C.

3013-32nd Avenue
Vernon, B.C. V1T 2E1
Tel: (250) 545 2147



"Vernon's most listened to Radio Station for 60 years"

Fax: (250) 545-9008
Email: mcaption@1075kiss.com
Website: www.1075kiss.com

2800 – 31st Street
Vernon BC V1T 5H4
January 4, 2012

To Whom it May Concern,

On behalf of the Astral Radio Stations in the Okanagan BC Interior we are thrilled to announce our support for the Vernon Royal Bank Cup Bid for 2014.

The Astral Family in the BC Interior, including Sun FM Vernon, Kelowna, and Penticton, EZ Rock Penticton, Kelowna and Salmon Arm and AM 1150 in Kelowna will help to support the RBC 2014 Cup Bid for Vernon in a variety of ways; including community awareness, promotion and advertising. We look forward to assisting the organizing committee with all local and regional initiatives related to the successful operation of the 2014 RBC Cup.

The Astral Radio Stations in the BC Interior will provide promotional value of \$40,000 in support of the 2014 Royal Bank Cup in Vernon. Our commitment includes \$5,000 in support from each of the Penticton and Salmon Arm Markets, \$10,000 from Kelowna, and \$20,000 from Vernon.

We urge Hockey Canada to award the 2014 Royal Bank Cup Bid to the community of Vernon. The 6 time National Champion Vipers and the City of Vernon have clearly earned the opportunity to host the RBC Cup. The community of Vernon deserves its chance to shine. We look forward to supporting what will be an incredible event in our community.

Sincerely,



Vicki Proulx
Promotions Coordinator
105.7 Sun FM Vernon Astral Radio

**2014 Royal Bank Cup
Advertising Proposal**

Based on the advertising requirements for the, Royal Bank Cup, the Morning Star will offer an existence, advertising program. We have laid out a rough outline/timeline of possible advertising requirements, listed below.

Jan 2012 – May 2012

Advertising: Pre-Tournament Ticket Pkgs

May 2012 – Dec 2012

Advertising: Ticket Pkg , Corporate Sponsors

Jan 2013 – Sept 2013

Advertising: Volunteers, Sponsors , Promotional Ads , Ticket Pkgs

Jan 2014 – May 2014

Advertising: Ticket Sales, Volunteers, Game Schedule , Thank You Ad

Depending on the time of the year or how close we are to the event will determine the size and amount of time ads will run within a week or month.

The Morning Star is willing to donating 15,000 dollars in advertising space to promote, the 2014 Royal Bank Cup.

Thanks

Alan Tomiak
Advertising Sales Manager
Vernon Morning Star

The North Okanagan's #1 News Source

www.vernonmorningstar.com

APPENDIX I: Contact List

Host Committee Contacts

Name	Phone	Email
Mike Lane, Co-chair	250.309.8851	mike.lane@flairair.ca
Chris Collard, Co-chair	250.938.1770	jaxxonjace@gmail.com
Don Klepp, Communications	250.549.3092	dklepp@shaw.ca
Betty Chan Klepp, Director	250.549.3092	eechan@shaw.ca
Jason Bilodeau, Director	250.545.5301	jbilodeau@ocbi.ca

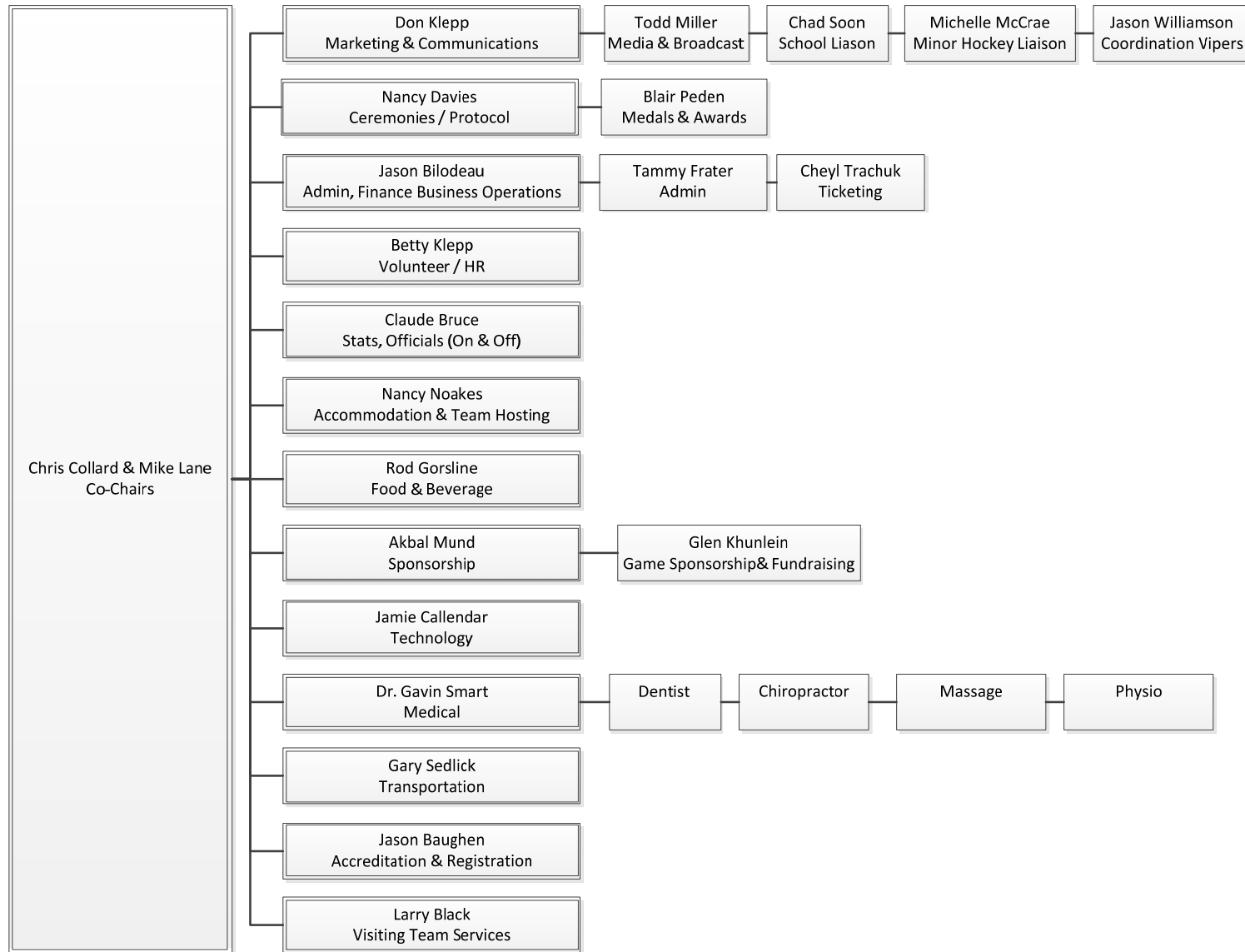
Host Branch Contact

Name	Phone	Email
Barry Petrachenko	250.652.2978	info@hockey.net

Host League Contact

Name	Phone	Email
John Grisdale	604.291.6530	jgrisdale@bchl.ca

APPENDIX J: Host Committee Organizational Chart



APPENDIX K: 2014 RBC Cup Master Timeline

Activity	LEADER	MONTHS PRIOR TO RBC												RBC MONTH							POST-RBC					
		18	16	14	12	10	8	6	4	2	1	3	2	1	RBC Week Days of RBC							2	4	6	3	6
RBC awarded to host community HOCKEY	HOCKEY CANADA																									
Board of Directors selected & announced	RBC Chairmen																									
General orientation of Host Organizing Committee (HOC)	HOCKEY CANADA																									
Individual Time In orientation meetings with all Directors	HOCKEY CANADA																									
Operations Manual & Final Reports distributed to all Directors	HOCKEY CANADA																									
Partnership Agreement signed	HOCKEY CANADA																									
Establish committee structure of all portfolios	HOC																									
Develop job descriptions for Committee Chairs & recruit Chairs HOC	HOCKEY CANADA																									
Distribute Operations Manual to Committee Chairs	HOC																									
Individual Time In orientation meetings with all Chairs	HOCKEY CANADA.																									
Host community provides additional input regarding facilities and accommodation available	Venue/Accommodation committees																									
Develop fundraising & promotional plans	HOC & Sponsor Chair																									
Determine facilities, equipment/supplies & submit needs Develop preliminary committee budgets.	All Chairs																									
Attend Post RBC meeting with past RBC Bd. of Directors	Board of Dir All Chairs																									
Review facility requirements & upgrading/development	All Chairs																									
Develop portfolio timelines for approval by BOD	HOC																									
First draft of Technical Package	HOCKEY CANADA																									
Technical Package confirmed	HOCKEY CANADA																									
Develop arrival & departure plan	Logistics and Hockey Canada																									
Directors' Walk Through	HOCKEY CANADA																									
Playoffs occur	HOCKEY CANADA																									
Chairs' Walk Through	HOCKEY CANADA																									
Confirm requirements for sponsorship, signs, telecom, etc.	All Chairs																									



The excitement returns!

Vernon Bid 2014 RBC Cup

Activity	LEADER	MONTHS PRIOR TO RBC										RBC MONTH							POST-RBC								
												Weeks Prior		RBC Week Days of RBC							wks after		mos. after				
		18	16	14	12	10	8	6	4	2	1	3	2	1	S	M	T	W	T	F	S	S	2	4	6	3	6
Time Out meetings with all committees (6 weeks)	HOCKEY CANADA																										
HOCKEY CANADA Meeting in host community	HOCKEY CANADA																										
Distribute final report format to all Chairs	HOC																										
Volunteer Rally	Volunteers																										
Set up venues	All Chairs																										
Hockey Canada Office set up	HOCKEY CANADA																										
Participants, guests, & spectators arrive																											
Participants depart																											
SUBMIT REQUIREMENTS (IF ANY) FOR:																											
Donated goods & services to SPONSOR	All Chairs																										
Facilities, upgrading, warehouse space, portable equipment & facilities, equipment delivery to Facilities	All Chairs																										
Phones, pagers, 2-ways, sound systems, etc. to Telecom	All Chairs																										
Signs & banners to Sign Committee	All Chairs																										
Security to Security Committee	All Chairs																										
Parking to Parking & Traffic Control	All Chairs																										
Special transportation needs to Transportation Committee	All Chairs																										
Food & refreshments to Food Services	All Chairs																										
First aid to Medical Committee	All Chairs																										
VOLUNTEER REQUIREMENTS:																											
Determine # of volunteers required & advise Volunteer Committee if assistance is required with recruitment	All Chairs																										
Develop job descriptions for volunteers	All Chairs																										
Recruit & register volunteers (ongoing)	All Chairs																										
Train/ orient volunteers (as required)	All Chairs																										
SUBMIT INFORMATION (IF ANY) INTO																											
Volunteer newsletters & Handbook	All Chairs																										
Participants' Handbook (Athletes & Coaches/Officials)	All Chairs																										
Registration kits for athletes, guests, or media	All Chairs																										

Activity	LEADER	MONTHS PRIOR TO RBC											RBC MONTH							POST-RBC							
													Weeks Prior			RBC Week Days of RBC							wks after		mos. after		
		18	16	14	12	10	8	6	4	2	1	3	2	1	S	M	T	W	T	F	S	S	2	4	6	3	6
ADMINISTRATION																											
Confirm banking arrangements	Finance																										
Establish accounting, purchasing, inventory control systems & procedures	Finance																										
Distribute budgets from past RBC to HOC	Finance																										
Establish date for all directors to submit budgets Finance	Finance																										
Develop preliminary RBC budget	Finance																										
Operating Grant received	HOCKEY CANADA																										
Preliminary RBC budget approved by HOC & presented to HOCKEY CANADA	HOC																										
Budget review meetings scheduled	Finance																										
Develop staff plan & job descriptions for approval by the HOC	Admin / Human Resources																										
Open RBC Office Human Res	HOC																										
Liaise with all committees to determine insurance requirements & arrange to obtain Insurance	Insurance chair																										
Provide copies of insurance policies to HOCKEY CANADA	Insurance chair																										
Develop plan for admission sales for approval by the Board of Directors and Hockey Canada	Admissions / Hockey Canada																										
Develop promotions plan for admission sales	Ticketing/Marketing																										
Establish accounting inventory control procedures for admissions with Finance	Ticketing																										

Activity	LEADER	MONTHS PRIOR TO RBC											RBC MONTH							POST-RBC								
													Weeks Prior			RBC Week Days of RBC							wks after			mos. after		
		18	16	14	12	10	8	6	4	2	1	3	2	1	S	M	T	W	T	F	S	S	2	4	6	3	6	
MARKETING/COMMUNICATIONS																												
Develop a plan to select / incorporate RBC logo, theme mascot, colors, etc for approval by Board and HOC	Marketing/Communications																											
Determine # of media rooms required & block book hotel rooms in consultation with Accommodation	Marketing/Communications and Accommodations																											
Determine & book Media/Results Centre in consultation with Facilities committee	Marketing/Communications																											
Arrange to obtain Pmts & disks of logos from HC	Marketing/Communications																											
Design & obtain RBC letterhead Marketing	Marketing/Communications																											
Determine souvenir package (suggested items, prices, sales outlets, timeline, etc.)	Hockey Canada																											
Develop brochure to promote the RBC & to assist fundraising	Marketing and Sponsorship committees																											
Develop plans for promotional events (office opening, unveil poster, civic pride campaign, school program, etc.) for approval by the BOD.	Marketing/Communications and Special Events																											
Contact all committees to identify promotional needs	Marketing/Communications																											
Develop a promotional plan to publicize the RBC & RBC events, e.g. fundraising events, souvenir & admission sales, etc. for approval by the Board of Directors	Marketing/Communications and Sponsorship/Fundraising																											
Determine location for media registration	Marketing/Communications																											
Determine where & how new signs will be produced.	Marketing & Venue																											
Confirm facility requirements with Facilities to store, repair, distribute signs	Venue Management committee																											
Develop accounting & cash handling procedures for souvenirs with Finance	Hockey Canada and Finance																											
Develop plans for inventory control & to distribute/restock souvenir outlets	Venue																											
Determine how Souvenir Program, detailed sport schedules, & daily results will be produced & distributed	Hockey Canada and Admin Chairs																											
Confirm warehousing requirements for souvenir stock with Warehousing & Facilities	Hockey Canada and Venue Management																											
Determine how artwork for venue map will be created	Marketing/Communications																											
Determine how additional signs will be produced	Venue/Signs																											
Install highway promotional sign	Venue/Signs																											

Activity	LEADER	MONTHS PRIOR TO RBC										RBC MONTH							POST-RBC								
												Weeks Prior			RBC Week Days of RBC				wks after		mos. after						
		18	16	14	12	10	8	6	4	2	1	3	2	1	S	M	T	W	T	F	S	S	2	4	6	3	6
MARKETING/COMMUNICATIONS (con't.)																											
Develop forms & procedures to schedule speaker's bureau. Contact community groups to schedule speakers	Communications																										
Develop artwork for RBC poster with HOCKEY CANADA	Communications																										
Identify requirements for promotional give-away items & arrange to obtain	Communications & Promotions sub-group																										
Develop plan to provide RBC photos for approval by BOD	Communications																										
Confirm pre-RBC event schedule & arrange photographers	Communications																										
Develop forms & procedures to sell photos with Finance	Communications																										
Develop accounting/cash handling procedures with Finance	Communications																										
Identify required directional & venue signs	Venue/Signs																										
Develop policies regarding sign installation & removal	Venue/Signs																										
Liaise with all committees to identify sign needs. Develop & distribute sign request form	Venue/Signs																										
Media privileges & hospitality approved by Bd. of Directors	Communications																										
RBC posters,Information Books, playoff brochures distributed	HOCKEY CANADA																										
Identify directional signage required (outdoor & indoor)	Venue/Signs																										
Tender/re-paint/construct signs (as required)	Venue/Signs																										
Clarify responsibilities for decorating facilities	Venue/Signs																										
Updated list of media received from HOCKEY CANADA	HOCKEY CANADA																										
Identify locations for photo sales	Communications																										
Send invitations & registration forms to media	Communications																										
Determine contents for Media kits	Communications																										
Develop venue map for event schedule brochure	Communications																										
Develop schedule for sport & culture events	Communications																										
Map & events schedule printed for Athlete Handbook	Communications																										
Distribute additional RBC posters in host community	Communications																										
Print & distribute Program & detailed sport schedules	HOCKEY CANADA																										
Produce Media ID tags & stuff media kits	Media/Communications																										
Set up Media Centre	Media/Communications																										
Finalize photo albums/tourney clippings binder	Communications																										



The excitement returns!

Vernon Bid 2014 RBC Cup

Activity	LEADER	MONTHS PRIOR TO RBC										RBC MONTH							POST-RBC								
												Weeks Prior			RBC Week Days of RBC							wks after		mos. after			
		18	16	14	12	10	8	6	4	2	1	3	2	1	S	M	T	W	T	F	S	S	2	4	6	3	6
SPONSORSHIP/ FUNDRAISING																											
Determine cash & gifts in kind that must be raised	Directors																										
Develop preliminary plans for fundraising activities and sponsorships	Directors and Sponsorship																										
Develop preliminary plan to solicit cash donations, gifts in kind, & sponsors	Directors and Sponsorship																										
Develop plan for Sponsor Recognition Program	Directors and Sponsorship																										
Register RBC host Society - Charitable Fundraising Act	Finance																										
Develop tracking system & forms to record donations (cash & gifts in kind	Finance and Sponsorship																										
Liaise with all committees to identify sponsorship	Sponsorship																										
Liaise with all RBC committees to identify goods & services that can be obtained through donations	Sponsorship																										
Develop promotional plan to publicize fundraising projects, solicitation of sponsorships & donations, & sponsor recognition	Sponsorship and Marketing/Communications																										
Compile mailing list of businesses, service clubs, etc	Sponsorship																										
Develop & send solicitation letters to all businesses & clubs	Sponsorship																										
Determine facility for sponsor recognition event & book	Sponsorship and Facilities																										
Establish accounting procedures, etc. for fundraising	Sponsorship and Finance																										
Make personal follow up calls to businesses/ clubs that received solicitation letters	Sponsorship																										
Obtain licenses for fundraising projects (as required)	Game sponsorship																										
Determine # of sponsor recognition banners/signs required & display locations, etc.	Sponsorship																										
Confirm commitments to acknowledge sponsors with all committees (e.g. ceremonies, clothing, signs, etc.)	Sponsorship																										
Develop invitation list, program, food, decorations, etc. for sponsor recognition event with Hospitality	Sponsorship and Food/Beverage																										
Order sponsor plaques/certificates, etc.	Sponsorship services																										
Send thank you letters to sponsors/donors (as received or after the tournament)	Sponsorship																										

Activity	LEADER	MONTHS PRIOR TO RBC										RBC MONTH							POST-RBC							
												Weeks Prior			RBC Week Days of RBC				wks after		mos. after					
		18	16	14	12	10	8	6	4	2	1	3	2	1	S	M	T	W	T	F	S	S	2	4	6	3
COMPETITION																										
Determine facilities to be used & book with Venue Manager	HOC																									
Review requirements from Hockey Canada and identify upgrading or development required (if any)	HOC																									
Clarify roles & responsibilities of Committee Chairs & Venue Manager in relation to set up, tear down and use of facilities	Co-chairs																									
First draft of technical package approved	HOCKEY CANADA																									
Select and book hotel/motel for officials' accommodation	Accommodations																									
Determine location where Technical Officials will register	Venue																									
Determine location for Coaches' Meeting (if applicable) Competition	Venue																									
Identify space requirements in the venue	Venue																									
Develop preliminary competition schedule	HOCKEY CANADA																									
Discuss risk factors and requirements with Medical	Medical and Co-chairs																									
Technical Package confirmed	HOCKEY CANADA																									
Information/Rule Book finalized & distributed	HOCKEY CANADA																									
Appoint Sport/Result Liaison	Statistics/Off Ice																									
Determine # medals required	Medal/Award																									
Determine how Schedules & Programs will be provided to spectators	Volunteers																									
Develop contingency plans for sport competition	HOCKEY CANADA?																									
Confirm procedures to provide results information to Results and Media Centres	Statistics/ Technology/ Media																									
Appoint Technical Officials	HOCKEY CANADA																									
Send Officials Registration Forms to HOC	HOCKEY CANADA																									
Meet with & orient Team Hosts	Team Host Chair																									
Confirm procedures, announcer's script, potential presenters etc. for presentation ceremonies with Medal Presentations	Medals/ Ceremonies																									
Develop communication plan for rescheduling of events with Admin, Transportation & Promotions	Co-chairs																									
Finalize Schedule	HOCKEY CANADA?																									
Set up venues	Venues																									
Print officials ID tags	Office Support/Admin																									
Coaches Meeting	HOCKEY CANADA?																									



The excitement returns!

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Activity	LEADER	MONTHS PRIOR TO RBC										RBC MONTH							POST-RBC								
												Weeks Prior			RBC Week Days of RBC							wks after		mos. after			
		18	16	14	12	10	8	6	4	2	1	3	2	1	S	M	T	W	T	F	S	S	2	4	6	3	6
FACILITIES																											
Book all required facilities	Venue																										
Determine any requirements for upgrading or development	Venue																										
Develop a plan for RBC venues and development or upgrading for Board of Directors	Venue																										
Facility upgrading/development (as approved)	Venue																										
Clarify roles & responsibilities of Venue Managers in each venue	Venue																										
Liaise with all committees to determine space requirements in each venue	Venue																										
Arrange venue tours/inspections (as required)	Venue																										
Develop inventory control system for RBC warehouse	Venue																										
Liaise with all committees to determine space requirements in the RBC warehouse	Venue																										
Liaise with all committees to determine requirements for portable equipment/facilities & arrange to obtain, set up, etc.	Venue																										
Develop Detailed Venue Plan for each RBC venue with Parking & Traffic Control	Venue and Volunteer Security																										
Clarify roles & responsibilities for equipment delivery with Transportation & each committee	Venue																										
Develop plan for equipment delivery & return to warehouse	Venue																										
Develop a plan to obtain, deliver, and set up portable equipment and facilities.	Venue																										
Determine projected number of people at each venue	Venue																										
Clarify roles & responsibilities for security	Venue																										
Clarify roles & responsibilities for installation & removal of signs	Venue																										
Determine requirements for directional signage, etc.	Venue																										
Arrange venue meetings with all users and facility authorities	Venue																										
Final inspection of RBC venues and HOC and subcommittee walk-through	Venue																										
Set up venues	Venue																										

Activity	LEADER	MONTHS PRIOR TO RBC										RBC MONTH							POST-RBC								
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SAFETY AND TELECOMMUNICATIONS																											
Confirm location of Polyclinic, Security Centre, Telecommunications Centre with Facilities	Security/Med/ Technology																										
Tour all venues, obtain facility/site plans, etc.	Security																										
Tour venues & evaluate sites to identify existing communication systems	Venue/Technology																										
Determine location of first aid posts at all venues	Medical and Venue																										
Liaise with all committees to identify requirements for security, medical, & telecommunications	Security/Med/Technology																										
Develop plans to provide security, medical services, & telecommunications to all committees	Security/Med/Technology																										
Install RBC Office telephone system	Technology																										
Apply for license for mobile radios	Technology																										
Determine how medical & security personnel will be identified	Medical and Security																										
Clarify roles & responsibilities of Security personnel	Security																										
Assess risk level & medical coverage required for sport & other events	Medical																										
Develop procedures & forms required (e.g. procedures for medical incidents, lost and found, to distribute radios & pagers, etc.)	Security/Med/Technology																										
Confirm back to committees what equipment or services will be provided	Technology																										
Develop training, orientation & guidelines for volunteers.	Security/Medical																										
Develop & distribute Medical Handbook	Medical																										
Develop & distribute Security Handbook	Security																										
Develop Operations Manual for Communications Centre	Technology																										
Develop instruction sheets regarding use of 2-way radios, pagers/cellular phones, etc. & train volunteers	Technology																										
Update & distribute RBC Telephone Directory	Technology and Admin																										
Set up Telecommunications Centre, Security Centre, Polyclinic, & first aid posts at venues	Security/Med/Technology																										

Activity	LEADER	MONTHS PRIOR TO RBC										RBC MONTH							POST-RBC								
												Weeks Prior		RBC Week Days of RBC							wks after		mos. after				
		18	16	14	12	10	8	6	4	2	1	3	2	1	S	M	T	W	T	F	S	S	2	4	6	3	6
FOOD SERVICES																											
Identify potential conflicts regarding use of beverage or food sponsors in facilities	Food																										
Develop special event /banquet menus for approval by Board of Directors & HOCKEY CANADA	Food																										
Submit list of food requirements (volunteer lounge, media center, registration kits, etc.) to Sponsorship & establish deadline to obtain donated goods	Food																										
Develop plan to distribute lunches for approval by Board of Directors	Food																										
Prepare tender & advertise for food services contract(s) for meals and concessions	Food																										
Select food caterer(s)	Food																										
Confirm requirements for power, tables, chairs, etc. with Venue committee	Food / Venue																										
Develop system to account for number of meals served	Food																										
Develop procedures to order & distribute lunches	Food																										
Order food & supplies that have not been donated	Food																										
Provide guaranteed number of meals to caterer	Food																										

Activity	LEADER	MONTHS PRIOR TO RBC											RBC MONTH							POST-RBC							
													Weeks Prior		RBC Week Days of RBC							wks after		mos. after			
		18	16	14	12	10	8	6	4	2	1	3	2	1	S	M	T	W	T	F	S	S	2	4	6	3	6
REGISTRATION AND RESULTS																											
Determine locations for pre-RBC registration office, Registration Centre, & late registration, & Results Centre & book with Facilities	Technology/Accred&Reg/ Statistics																										
Obtain sponsorship for registration kit & <i>Athlete Handbook</i>	Sponsorship																										
Develop facility layout & traffic flow for registration with Venue	Accred&Reg/Venue																										
Decide if Technical Officials will register at Registration Centre	Accred&Reg																										
Devise ID tag system & design participant ID tag	Accred&Reg																										
Obtain results format from all sport committees	Statistics																										
Order registration kit supplies	Office Support/ Admin																										
Establish procedures to receive results in Results Centre	Statistics and HOCKEY CANADA																										
Obtain result forms in large format for displaying results	Statistics and HOCKEY CANADA																										
Compile information for handbook	Marketing/Communications																										
Provide information re Registration Centre & late registration for <i>Athlete handbook</i> (location, hours, etc.)	Accred&Reg																										
Print blank participant ID tags	Accred&Reg																										
Set up pre-RBC registration office & install <i>Registration & Results Program</i> (6 weeks prior to RBC)	Accred&Reg																										
<i>Athlete Handbook</i> finalized & printed	Marketing/Communications																										
Distribute handbook to HOCKEY CANADA	Marketing/Communications																										
HOCKEY CANADA bring registration info to host committee meetings	HOCKEY CANADA																										
<i>Athlete Handbooks</i> distributed to athletes & coaches	HOCKEY CANADA																										
Stuff registration kits with RBC information	Accred&Reg																										
Produce ID tags	Accred&Reg																										
Set up computers, etc. in Registration Centre	Technology																										
Set up Registration Centre	Accred&Reg and Venue																										
In-person registration at Registration Centre																											
<i>Athlete Handbooks</i> distributed to Technical Officials	HOCKEY CANADA																										
Move computers to late registration/results area	Technology																										
Set up Results Centre	Statistics																										



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												Weeks Prior			RBC Week Days of RBC							wks after		mos. after			
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VOLUNTEERS																											
Determine facilities required for Volunteer Rally, Volunteer Recognition Event, volunteer emergency pool) & book through Facilities	Volunteer/Venue																										
Develop plan for recruitment & registration of volunteers for approval by Board of Directors.	Volunteer																										
Develop volunteer identification plan (i.e. clothing & ID tags & distribution plan) for approval by Board of Directors	Volunteer																										
Develop plans for production & distribution of a <i>Volunteer Newsletter</i> and a <i>Volunteer Handbook</i> for approval by BOD	Volunteer and Communications																										
Develop plan for volunteer recognition/appreciation for approval by the Board of Directors	Volunteer																										
Develop registration & recruitment procedures & set up Volunteer Registration database	Volunteer																										
Liaise with all committees to determine number of volunteers required, types of jobs, and assistance required with recruitment	Volunteer																										
Develop promotional campaign to recruit volunteers	Volunteer and Communications																										
Liaise with all Committees to obtain information for newsletters & handbook	Volunteer and Communications																										
Develop format & first draft of <i>Volunteer Handbook</i>	Volunteer and Communications																										
Finalize & print <i>Volunteer Handbook</i>	Volunteer and Communications																										
Tender & order volunteer clothing	Volunteer and Accred./Reg.																										
Produce & distribute newsletters																											
Recruit & register volunteers (ongoing)	Volunteer and Accred./Reg.																										
Volunteer recruitment campaign	Volunteer and Communications																										
Design & print ID tags (colour, style, etc.)	Volunteer and Accred./Reg.																										
Produce ID tags	Volunteer and Accred./Reg.																										
Volunteer Rally & distribution of volunteer ID tags, clothing, & handbooks	Volunteer and Accred./Reg.																										
Set up Volunteer Headquarters (continue distribute tags & clothing & for emergency pool)	Volunteer																										
Establish pool of emergency volunteers	Volunteer																										
Volunteer Appreciation/Recognition Event	Volunteer																										

Activity	LEADER	MONTHS PRIOR TO RBC										RBC MONTH							POST-RBC								
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		18	16	14	12	10	8	6	4	2	1	3	2	1	S	M	T	W	T	F	S	S	2	4	6	3	6
ACCOMMODATION																											
Identify suitable hotels and other accommodation for Technical Officials, guests, & media & approximate number of rooms/ campsites required (with Officials, Media, & Hospitality) for approval by the Board of Directors	Accommodations																										
Negotiate room/campsites rates & block book requirements	Accommodations																										
Clarify roles & responsibilities for booking rooms/campsites with Officials, Media & Hospitality	Accommodations																										
Establish procedures to book individual rooms or campsites	Accommodations																										
Develop preliminary Master Room Plan	Accommodations																										
Confirm arrangements for lost & found, medical, concessions, and recreation activities.	Accommodations																										
Preliminary room assignment made for participants	Accommodations																										
Finalize room assignments for participants	Accommodations																										
Confirm final # of rooms required & release rooms not needed	Accommodations																										
SPECIAL EVENTS																											
Develop a theme for Opening Ceremonies and Banquet	Events																										
Develop policies regarding S.E. budget for approval by BOD	Events																										
Develop prelim. plans & dates for activities/events for approval by the Board of Directors.	Events																										
Determine facilities required & book through Facilities.	Events/Venue																										
Determine requirements for lighting/sound, portable equip/facilities, accommodation, transportation, etc.	Events																										
Clarify roles & responsibilities for publicity/advertising of events	Events/Communications																										
Develop promotional plan for events	Events/Communications																										
Book entertainment for Opening & Closing Ceremonies	Events																										
Print & distribute posters and event schedule	Events/Communications																										

Activity	LEADER	MONTHS PRIOR TO RBC										RBC MONTH							POST-RBC								
												Weeks Prior			RBC Week Days of RBC							wks after		mos. after			
		18	16	14	12	10	8	6	4	2	1	3	2	1	S	M	T	W	T	F	S	S	2	4	6	3	6
PROTOCOL																											
Determine location for Ceremonies for approval by Board	Ceremonies																										
Determine hotel for guest accommodation for approval by BOD	Hosting committee																										
Negotiate room rates & block book rooms	Hosting committee																										
Determine & book facilities required for receptions, guest registration, hospitality, etc.	Hosting committee and Venue																										
Develop style & colors for HOC Attire for approval by HOC'																											
Discuss TV coverage considerations with Board Of Directors	HOCKEY CANADA																										
Develop proposal for TV coverage of ceremonies	HOCKEY CANADA																										
Obtain sponsorship for uniforms, ceremonies, receptions	Sponsorship																										
Determine number of Hosts / Ambassadors required & procedure to select for approval by the Board of Directors	Volunteer Protocol																										
Identify suppliers for HOC Attire	Volunteer																										
Select RBC Ambassadors	Protocol																										
Obtain individual sizes for uniforms & tender clothing package	Volunteer																										
Develop preliminary plans for hospitality receptions, etc. for approval by Board of Directors	Protocol Food & beverage																										
Clarify responsibilities of Ambassadors with all committees	Hosting committee																										
Determine location(s) for Ambassadors Headquarters & medals distribution	Hosting committee, Venue, and Medals																										
Distribute Directors' & Ambassadors' uniforms	Volunteer																										
Develop procedures for booking rooms	Protocol and Accommodations																										
Develop system for tracking invitations, reservations & RSVPs	Hosting committee and Accommodations																										
Design front side of medals	HOCKEY CANADA and Communications																										
Determine number of medals required	HOCKEY CANADA																										
Develop guest list for approval by Board of Directors	Protocol																										
Develop orientation/training schedule & Ambassadors' kit	Volunteer and Protocol																										
Develop ceremonies program for approval by Board of Directors	Ceremonies																										

Activity	LEADER	MONTHS PRIOR TO RBC										RBC MONTH							POST-RBC								
												Weeks Prior		RBC Week Days of RBC							wks after		mos. after				
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PROTOCOL (cont'd)																											
Develop plans for transportation, entrance /exit & seating of platform dignitaries, guests, & media	Ceremonies, Hosting, and Transportation																										
Ceremonies sponsors' meeting with Ceremonies Committee	HOCKEY CANADA																										
Ceremonies rehearsals scheduled	Ceremonies																										
Orientation/training of RBC Hosts	Hosting committee																										
Medals ordered	HOCKEY CANADA																										
Develop a plan for Future Host Venue Tour for approval by Board of Directors	Hosting committee																										
Check condition/ quantities of HOCKEY CANADA podia, flagpoles, pillows & arrange additional or repair as required	Medals																										
Send invitation to platform dignitaries	Ceremonies																										
Assign RBC Hosts to sport/culture events	Hosting committee																										
Confirm platform guests	Ceremonies																										
Inspect, assemble, sort, & secure Medals	Medals																										
Develop procedures announcer's script etc. for medal presentations	Ceremonies																										
Obtain schedule of location & times for medal presentations & develop list of potential medal presenters	Medals																										
Develop information for guest registration kits																											
Design & print ceremonies programs	Communications and Ceremonies																										
Send invitations to guests and sponsors	Ceremonies/Protocol																										
Follow-up with invited guests (as required)	Ceremonies/Protocol																										
Send invitations/ information for Future Host Venue Tour	Hosting committee																										
Develop detailed minute by minute ceremonies programs & detailed announcer's scripts	Ceremonies																										
Arrange for distribution of podiums/flagpoles to competition site	Medals																										
Arrange details for Future Host Venue Tour	Hosting committee																										
Invite/confirm medal presenters for each event	Medals																										
Train Ambassadors on medal presentation procedures	Medals																										
Develop detailed itineraries for platform guests	Ceremonies																										
HOCKEY CANADA attends HOC & sub-committee walkthrough	HOCKEY CANADA																										



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PROTOCOL (cont'd)																										
Produce guest ID tags & stuff registration kits Staff / Admin																										
Set up Ceremonies venue, Guest Registration/Hospitality area, Hosting Headquarters., medals distribution area	Ceremonies, Medals, & Hosting committee																									
Full dress rehearsal of Opening Ceremonies	Ceremonies																									
Full dress rehearsal of Closing Ceremonies / Banquet	Ceremonies																									
TRANSPORTATION																										
Determine location of Dispatch Centre & book with Facilities	Transportation																									
Determine # buses, cars, fuel, etc. needed & book	Transportation																									
Arrange to obtain sponsorship for vehicles, fuel, etc.	Sponsorship																									
Develop preliminary plan for courtesy vehicle service for approval by the Board of Directors (# of vehicles, etc.)	Transportation																									
Develop preliminary site plans for parking & traffic control at key venues for approval by the HOC	Transportation/Venue																									
Review plans with police, fire dept., etc. HOC	Host Organizing Committee																									
Develop arrival and departure plans for approval by HOC	Transportation																									
Determine insurance requirements & arrange to obtain	Finance																									
Develop forms and procedures to call courtesy cars, fuel up	Transportation																									
Provide transportation info to registration, accommodations,	Transportation																									
Provide preliminary external transportation schedules	Transportation																									
Provide finalized external transportation schedules	Transportation																									
Set up Transportation Dispatch Centre	Transportation																									

Activity	LEADER	MONTHS PRIOR TO RBC											RBC MONTH											POST-RBC					
													Weeks Prior	RBC Week Days of RBC										wks after	mos. after				
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AFTER THE TOURNAMENT																													
Dismantle all venues; return equip/supplies	HOC & subcommittees																												
Volunteer Appreciation event/party	Volunteer																												
Final reports due in RBC Office	All Directors																												
Dispose of lost & found, surplus souvenirs, etc.	Games Office																												
Prepare list of assets for disposal decisions by HOC	Staff/Chairs																												
Distribute legacy items	HOC chairs																												
Compile reports into Final Report for HOCKEY CANADA	Staff																												
Return /dispose office furniture/equip/supplies	Staff																												
Close RBC Office	Co-chairs																												
HOC attends Post RBC Seminar with next RBC HOC	HOCKEY CANADA																												
Provide audited financial statement to HOCKEY CANADA	Finance																												



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