

REQUEST FOR PROPOSAL

SPORT EVENTS CONGRESS

2025 & 2026



www.sporttourismcanada.com

HOUSE OF SPORT • 2451 RIVERSIDE DRIVE • OTTAWA • ON • K1H 7X7

About Sport Tourism Canada

Sport Tourism Canada (STC) is a non-governmental, member-based, capacity-building organization that promotes sport tourism as a grassroots economic development initiative at the community level. STC services over 300 members across Canada, including municipalities, National, Provincial, Multi-Sport and Major Games organizations, and a variety of other sport and tourism industry partners. Sport tourism is the fastest-growing segment of the tourism industry in Canada with over \$7.4 billion in annual spending by domestic and international visitors.

Sport Events Congress

STC's Sport Events Congress (SEC) is the largest annual gathering of the sport tourism industry in Canada. The event attracts more than 300 sport tourism professionals, to participate in three days of meetings, education sessions, and networking, generating approx. \$1.1M in economic impact. Congress delegates include sport organizations/events rights holders, destination tourism professionals, event suppliers, event management firms, hoteliers, the education sector, and elected officials.

STC's objectives with respect to its flagship event are as follows:

- To promote sport tourism in regions across Canada
- To offer business development opportunities to STC's members
- To offer professional development to STC's members
- To offer the host city the opportunity to demonstrate its track record in sports and conference hosting by showcasing its region as a preferred sport-hosting destination in Canada
- To ensure the Congress remains a revenue-positive venture for the organization
- To deliver a delegate-focused experience including hospitality experiences that are unique to the host city
- To ensure that STC's commitments to equity, diversity and inclusion are achieved
- To ensure that STC's commitments to sustainable event hosting are achieved
- To ensure that STC's commitments to the Truth and Reconciliation Commission's Calls to Action in Sport are achieved

Past host cities include:

- 2024 – Winnipeg, MB (RBC Convention Centre)
- 2023 – Richmond, BC (Sheraton Vancouver Airport Hotel & Vancouver Airport Marriott)
- 2022 – Edmonton, AB (Edmonton Convention Centre)
- 2021 – Virtual
- 2020 – Canceled due to COVID-19
- 2019 – Ottawa, ON (The Westin Ottawa)
- 2018 – Halifax, NS (Halifax Convention Centre)

Host City Commitment

Bidding destinations must be willing to meet the following financial commitments:

- Sport Tourism Canada requires a minimum hosting fee of \$45,000. The financial outcome of the event will be one of the main decision factors and it will be up to each destination to determine what will be offered for the hosting fee. \$5,000 will be due at the time of signing the MOU, with additional installments leading up to Congress (exact dates determined at the signing of the MOU).
- Fully subsidize the Go Congress Program, including all transportation costs (ground and air), accommodations, event registration and meals for up to 60 event rights holders (participants to be mutually selected by the host and STC). Costs will be dependent on your location and hotel rates. This element is estimated to cost a minimum of \$125,000.
- Two fully subsidized offsite hospitality events.
- Cost for up to three keynote speakers.
- Cost for site visit and conference travel for SEC organizers and STC staff.

In return, Sport Tourism Canada will provide the host city with:

- Profile and visibility: The destination's brand will be incorporated into all SEC marketing and promotional materials.
- Speaking opportunities: Up to three (3) dignitaries and/or representatives of the destination may bring greetings during the event. One (1) representative of the destination will also be invited to participate as a panellist in the Education/Breakout sessions if they wish.
- One (1) reserved VIP table during SEC plenary sessions.
- Six (6) complimentary, full-access registrations, including the PRESTIGE Awards luncheon.
- Video spotlight: The opportunity to present a promotional video on Sport Tourism Canada's website, showcasing the destination's facilities and unique landmarks, footage from past sporting and cultural events, etc. as a testament to the region's successful track record and expertise in sport hosting.
- Inclusion in all planning sessions before the event.
- Priority when booking Sport Events Exchange (speed dating) appointments.
- Room drop opportunities for all guests.
- The 2026 host will participate in a handoff ceremony at SEC25, including a video and promotion of your city.
- Opportunity to host all participants at two evening events, introducing the sport community to your venues and experiences of your choosing.
- Delegate list post-event.

Go Congress Program

SEC provides a unique opportunity for host cities to market their destination to Provincial, National and Multi-Sport and Major Games organizations, as well as other events rights holders of their choice, through the Go Congress Program. This program allows host cities to invite key sports organizations of their choice to SEC at no cost, to host and showcase their destination and venues.

The host city must commit to fully subsidizing all transportation costs (ground and air), accommodations, and meals for up to 60 people representing 55+ sports organizations who are events rights holders with events open for bid. Go Congress participants to be mutually vetted by the host and STC.

Inventa will communicate with the selected sport organizations to explain the Go Congress program and confirm their participation. Once a sport organization accepts the invitation to participate in Go Congress, Inventa, STC's event management partner, will coordinate the contractual arrangements, as well as the logistical requirements for their travel and accommodations.

Hospitality Events

Sport Events Congress allows destinations to host delegates in their backyard and showcase facilities and experiences that are unique to their region. The SEC program typically includes two offsite hospitality events that take place in the evening, after sessions have finished. Host cities may choose to create their event or tie into an existing event taking place in their city in conjunction with the dates of Congress. These events are at the cost of the host city and are a significant factor in the host city selection.

The budget for these events should include all costs associated with, but not limited to, transportation, food & beverage, activity fees/tickets, live music, gifts, or prizes, etc., for up to 400 delegates.

Meeting Space Requirements

- Venue floor plan showing the location of all meeting rooms suggested for use for SEC and on which floors of the venue these rooms are located.
- Capacity charts for all meeting rooms that are being suggested for use for SEC (including capacities for different configurations – theatre-style, rounds, classroom, etc.)
- The venue's policy on function room attrition (if applicable).
- Price ranges for breakfasts, lunches, and refreshment breaks (please do not include full catering or banquet menus – price ranges only).
- Meeting room rental fees or charges or sliding scale related to F&B spend and guest room revenue actualized.
- Overview of any additional charges that may be charged by the venue, including, but not limited to union fees, AV, load-in/load-out charges, fees for rentals of coat racks, tables or chairs, trade show fees, room re-set fees, etc.

Event	Space	Set Up
Registration	Foyer	
Vendor Alley/Refreshment Breaks/Reception	10,000 sq. ft.	Flexible exhibit space for up to 20-25 booths, networking breaks, cocktail reception. Can be a combination of 2 rooms near the plenary room.
Plenary Room/PRESTIGE Awards	15,000 sq. ft.	Rounds for 350 people
Sport Events Exchange/Speed Dating and Holding Area	18,000 sq. ft.	65 conference tables with 2 chairs per side
Breakout Room #1	4,000 sq. ft	Theatre-style seating or rounds for approx. 100 people
Breakout Room #2	4,000 sq. ft	Theatre-style seating or rounds for approx. 100 people
Breakout Room #3 (Optional as the Plenary Room can be repurposed for this breakout session.)	4,000 sq. ft	Theatre-style seating or rounds for approx. 100 people
Inventa Production Office	500 sq. ft	
Photo Studio	2,500 sq. ft.	
Ad Hoc Meeting Room	500 sq. ft.	
Speaker Room	500 sq. ft.	

Program Outline

A program outline of Sport Events Congress can be found in Appendix A.

Accommodation Requirements

- Total # of guest rooms available during the conference dates (please refer to the guest room chart below).
- Names and types of on-site restaurants or cafés. Event attendees often gather in the evening and will drive on-premise spending. Any incentives tied to attendee experience at the hotel would be considered a positive in the bid.
- Check-in and check-out times.
- Types of room categories available.
- Shuttle services or transportation options offered between the hotel and the airport and/or train station and approximate costs.
- Parking options (self-parking and valet) and approximate fees.
- Inclusion of internet or parking or any other concessions as part of the guest room rate.
- Types of fitness facilities or programs available onsite (health club, spa, pool, morning run programs, etc.).
- Attrition clauses on guest rooms (if applicable) and expected room release deadlines based on the proposed event dates.
- Room booking process for guests paying on their own.
- Room rebate.

2 Days Pre-Congress	1 Day Pre-Congress (set up day)	Congress Day 1	Congress Day 2	Congress Day 3	1 Day Post-Congress
30 rooms	225 rooms	225 rooms	225 rooms	50 rooms	10 rooms
Total Room Nights: 765					

Food & Beverage Requirements

Below is an overview of the F&B requirements at the conference venue during SEC. These costs will be covered by Sport Tourism Canada. There will be F&B requirements at the off-site social/networking events, however, these will be the responsibility of the host city. Please provide estimated costs per person per meal.

1-Day Pre-Congress:

- Cocktail reception: 150 people

Day One:

- Buffet-style Hot Breakfast: 300-350 people
- Buffet-style Hot Lunch: 300-350 people
- Refreshment breaks x2: 300-350 people

Day Two:

- Buffet-style Hot Breakfast: 300-350 people
- Buffet-style Hot Lunch: 300-350 people
- Refreshment breaks x2: 300-350 people

Day Three:

- Buffet-style Hot Light Breakfast: 200-2250 people
- Buffet-style Hot Brunch: 200-250 people

Requested Venue, Host Hotel and Host City Concessions (negotiable)

- Preferred rates for traditional/regular rooms and optional upgrades for delegates.
- Preferred rates for STC & Inventa staff rooms.
- Extension of the conference rate for 3 days prior and 3 days post-event.
- No penalty fees for the use of non-in-house AV providers.
- 4-6 complimentary upgrades to suites for STC staff.
- Early check-in/late check-out.
- Ground transportation to/from the airport if the conference hotel does not offer a shuttle service.
- No cost or reduced venue rental cost based on F&B sliding scale.
- Complimentary production office space for the Inventa team.
- Complimentary meeting room space for the STC team and Board.
- Complimentary meeting room space for STC's Annual General Meeting.
- Complimentary power, extension bar, 6' x 30" table, table linen and two chairs for exhibitors (approx. 20) as well as a conference registration desk.

Proposed Dates

Sport Events Congress is normally held in March or April, over a three (3) day period, with the preference of starting on a Monday or Tuesday. The organization does have some flexibility with dates that are in proximity, so please confirm if you can host on the preferred dates or specify alternate dates. Proposed dates are as follows:

Sport Events Congress 2025

- March 3-7, 2025
- March 17-21, 2025
- March 31 - April 4, 2025

Sport Events Congress 2026

- March 9-13, 2026
- March 30 - April 3, 2026
- April 6-10, 2026

Submission Summary and Deadline

We kindly request that proposals include the following information:

1. **Conference Venue Details:** Provide information about the proposed venue, including name, location, facilities, capacity, and layout. Please include available meeting spaces, floor plans, capacities, rental fees, amenities, and more.
2. **Accommodations:** Outline available accommodation options including distance from conference venue, room types, rates, parking, facilities, airport shuttle, booking process, attrition clauses on guest rooms (if applicable) and any rebates offered.
3. **Conference Catering:** Please provide estimated costs per person per meal. These costs are the responsibility of Sport Tourism Canada.
4. **Go Congress Program:** Projected travel costs up to 60 people to your destination, which includes hotel accommodations for three nights, airfare and/or ground transportation, and SEC registration.
5. **Networking/Social Events:** Please detail proposed SEC networking/social events. Prospective hosts are encouraged to use these social events as an opportunity to showcase their destination. These events are at the cost of the host city and are a significant factor in the host city selection.
6. **Local Speaker Suggestions:** Hosts should include three suggestions for local/regional speakers for breakout or keynote sessions and include brief bios.
7. **Site Visits/Conference Travel:** All short-listed host communities will be responsible for providing travel and covering all travel-related expenses for up to two (2) STC representatives for an initial site visit to determine the suitability of the host city. The host city selected will also be responsible for additional travel related to a site visit leading up to the conference, for Inventa (STC's event management partner), and one (1) STC staff. Conference travel for both Inventa and STC staff should be included.
8. **Concessions:** Please list any concessions included in the bid related to venue costs, resort fees, complementary function space, accommodation upgrades, discounts, or complimentary use of equipment rentals, etc.
9. **Additional Offers:** In partnership with the host city, Sport Tourism Canada endeavours to deliver a delegate-focused experience at the Sport Events Congress. Special consideration will be given to bids that demonstrate a unique, creative and inclusive experience for all delegates.
10. **Conference Dates:** Please clarify if you are bidding on SEC25, SEC26 or both, and list the available venue and/or hotel dates that align with the proposed dates in March and April.

Please submit proposals to:

Sheena McCrate
CEO
Sport Tourism Canada (STC)
info@sporttourismcanada.com

All submissions must be received no later than **5:00 PM PST on Friday, May 31, 2024**. For further information or should you have any questions, please contact us at info@sporttourismcanada.com

APPENDIX A: SEC Program Outline

PRE-CONFERENCE	
3:00 - 5:00 PM	Vendor Alley Load-In
6:00 - 8:00 PM	Vendor Alley & STC Member Welcome Reception

Day 1	
8:00 - 9:00 AM	STC Annual General Meeting Vendor Alley + Breakfast Buffet
9:00 - 10:30 AM	Opening Plenary
10:30 - 11:00 AM	Networking Break
11:00 AM - 12:00 PM	Education Sessions Breakout 1A Breakout 2A Breakout 3A
12:00 - 1:00 PM	Lunch Buffet
1:00 - 2:00 PM	Education Sessions (Repeat) Breakout 1B Breakout 2B Breakout 3B
2:00 - 2:45 PM	Vendor Alley + Networking Break
2:45 - 3:45 PM	Sport Events Exchange (Speed Dating)
3:45 - 5:00 PM	Vendor Alley
6:00 - 9:00 PM	Off-Site Social/Networking Event Organized by Host City

Day 2	
7:30 - 8:15 AM	Breakfast Buffet
8:00 - 9:15 AM	Breakfast Plenary
9:15 - 10:00 AM	Vendor Alley + Networking Break
10:00 - 11:00 AM	Education Sessions Breakout 4A Breakout 5A Breakout 6A
11:00 - 11:30 AM	Vendor Alley + Networking Break
11:30 AM - 12:30 PM	Education Sessions (Repeat) Breakout 4B Breakout 5B Breakout 6B
12:30 - 2:00 PM	Lunch Plenary
2:00 - 2:30 PM	Vendor Alley + Networking Break
2:30 - 3:30 PM	Sport Events Exchange (Speed Dating)
3:00 – 4:30 PM	Vendor Alley + Networking Break
3:45 – 4:45 PM	Sport Events Exchange (Speed Dating)
6:00 - 9:00 PM	Off-Site Social/Networking Event Organized by Host City

Day 3	
8:00 - 9:00 AM	Vendor Alley
9:00 - 10:00 AM	Sport Events Exchange (Speed Dating)
10:00 – 11:30 AM	PRESTIGE Awards Brunch

APPENDIX B: SEC SAMPLE BUDGET

Expense - Go Congress Program	Cost
Flights/transportation	
Ground transportation between airport & host hotel	
Accommodations	
Congress Registration Fee for Go Congress (Minimum of \$24,000)	
Contingency	
Expense - Hosting Fees (Minimum of \$45,000)	
SEC Host Fee	
Expense - Site Visits	
STC Initial Site Visit	
STC & Inventa Planning Site Visit #1	
STC & Inventa Planning Site Visit #2 (if required)	
Expense - Hospitality Events	
Activation - Day 1	
F&B	
Transportation	
Other (gifting, entertainment, venue costs, décor, etc)	
Activation - Day 2	
F&B	
Transportation	
Other (gifting, entertainment, venue costs, décor, etc)	
Hospitality Event Management (event planner if required)	
Contingency	
Speaker Fees	
Site Visit	
STC Staff Travel	