

CANADIAN TRANSPLANT ASSOCIATION (CTA)



GAMES BID PROCEDURE

&

TIMELINES FOR 2012, 2014 AND 2016 GAMES

MISSION

The Canadian Transplant Association, (CTA), is a registered charitable organization (Charitable Tax #: 131815862RR0001), that includes transplant recipients and others who are committed to identifying and removing barriers to organ donation. The CTA encourages and motivates transplant recipients to maintain a healthy lifestyle by supporting athletic and other awareness events.

ABOUT THE CANADIAN TRANSPLANT GAMES

Since 2000, the Canadian Transplant Games have been a showcase for transplant recipient athletes from across the country to enjoy the competition and camaraderie while celebrating a second chance at life. Previous games have been held in Sherbrooke, St. John's, Edmonton, Windsor, Quebec City, and will be held in Calgary in 2012.

These national games are Canada's largest organ donation awareness event and purpose of the games is to:

- ✓ Increase organ donation in Canada and beyond

- ✓ Demonstrate the active, healthy lifestyle that may be achieved following transplantation
- ✓ Promote the success of organ donation and transplantation
- ✓ Offer hope to the thousands of Canadians on transplant wait lists
- ✓ Provide an opportunity to thank donors and donor family for their precious gift of life
- ✓ Raise awareness and educate, and encourage the public to consider organ donation
- ✓ Create a Games environment that is built on the contributions, skills and collaboration of community volunteers, corporate sponsors and all levels of government
- ✓ Leave a legacy of volunteerism, community spirit and organizational development that will have a lasting value to all involved

The Canadian Transplant Games, held every two years, is a family oriented event. In addition to the competition for recipients there are activities designed for family members and other supporters. The games are usually 6 days in length, and include Opening Ceremonies and many special events throughout the week, a donor/donor family recognition, and Closing Ceremonies followed by a Gala dinner and dance.

ECONOMIC/COMMUNITY BENEFITS

What's the attraction to your community in hosting a Canadian Transplant Games?

Using accepted Tourism Bureau formulas, we estimate the Games could result in economic spin-offs of \$5 to \$10 million to your community! Here's how:

- The Games attract competitors from across Canada as well as athletes countries from other countries.
- The Host city can expect to bring hundreds of athletes as well as their family and friends.
- The further a participant travels, the longer they stay, meaning more money is being spent on entertainment, accommodation, meals, souvenirs and other activities.

In addition to the immediate economic benefits there are a number of promotional benefits that offer lasting value for your community:

- Increased organ donation awareness helps to save lives
- Recognition as the site of a national athletic competition.
- The opportunity to connect your community with future Games.
- The potential to create a legacy fund for your community through Games revenues.
- Increased tourism and repeat visits from Games participants.
- The chance to bring individuals and businesses in your community together in the spirit of volunteerism and economic development.

BOARD OF DIRECTORS

The CTA is governed by a Board of Directors, and includes transplant recipients, medical and allied health professionals and others who are involved in organ donation and transplantation.

The Board of Directors receives no compensation for their services and strives to ensure the highest quality of games is hosted at the least financial impact to the participants. CTA derives its funding from registration fees, donations, fundraising and corporate sponsorship.

ROLE OF THE CTA

The CTA provides leadership and assistance to the host organization with a variety of supports, which includes but is not limited to:

- Provision of games consulting, guidance, protocols, and timelines
- Financial support through corporate fundraising
- Marketing and advertising including logo development
- Provision of a Games Manual

Orientation Session:

The CTA will avail themselves to prospective Host Cities to answer questions and explain the process of hosting such an event. We encourage representatives from all prospective host communities to attend a Canadian Transplant Games to experience the event first-hand and see how it is managed.

Volunteer Manual:

A volunteer manual will be provided to the host organization. This manual details suggestions for finding qualified volunteers and tracking their assignments.

Rules Manual:

A rules manual is provided for all sporting events. The Host Organization with prior approval of the CTA may make the addition or deletion of sporting events.

Medals:

The Host City will provide medals for 1st (Gold), 2nd (Silver) and 3rd (Bronze) place winners or the CTA will provide to the Host Organization at cost.

Mailing List:

The CTA has a mail list of previous participants.

Registration Software:

The CTA will supply the Host with Games registration software access that has the following capabilities:

- Ability to sort registered participants by agency, age category and sport.
- Relational database with unique participant identifier to eliminate duplication.
- Networking capability.
- Final report of winners in each sport within minutes to facilitate quick results posting.
- Windows applications
- Onsite Training.

Board Experience:

The Board of Directors is comprised of a cross-section of transplant recipients, allied health care professionals, and other CTA members involved in organ donation and transplantation from across Canada. Some Directors either have hosted Games in their community or have been involved with the Games in an administrative capacity. The CTA also accesses the services of past board members who have organized world and national games.

Time Flow Chart:

The CTA will provide the hosting organization with a time flow chart to help with the planning of the Games. The chart underscores the requirements necessary for a successful Games event.

HOST COMMUNITY REQUIREMENTS

Hosting the Canadian Transplant Games requires hard work, commitment and quality resources. To determine if a potential host community is up to the challenge of hosting an event of this size and calibre, the CTA will consider the following characteristics:

Organization:

- A Local Organizing Committee or Board, which shall include members of the CTA capable of performing Games management duties.
- A Games Director who has the administrative ability to run the Games and who can make the time commitment (approximately 2,000 hours, during the two years preceding the Game and two months after).
- Ability to attract representatives from business, government and the volunteer community to act as senior advisors.
- Proven ability to secure sponsorships, funding and other critical resources from corporate/business/government agencies.
- Proven ability to attract, motivate and manage a large volunteer network to serve as event coordinators, timers, judges, medical personnel, venue hosts, etc.

Civic/Governmental Support:

Prior to submitting your bid, request a letter of support from your CTA Regional Director, civic officials and various government and civic agencies to document their cooperation and commitment to the Games.

Financial Considerations:

The Canadian Transplant Association requires a \$25,000 financial commitment for the right to host the Games. This amount is due on acceptance of the bid and subsequent signing of the host contract. A preliminary budget is required as part of the bid process.

Lodging Facilities:

Lodging facilities must be available for up to 700 people on any given day of the Games. Accommodations should include newer university residences or a hotel, with a meal plan.

Transportation:

A well-developed, sophisticated transportation infrastructure is desirable. Ideal requirements are a municipal transit system, access to an international airport, car rental or bus charter facilities. Airport shuttle service to the host hotel is desirable. Many participants will likely be within driving distance of your city and will have their own transportation

Venue Sites:

Minimum requirements include a 25 metre pool, one softball field, outdoor volleyball court, gymnasiums for table tennis, volleyball and badminton, one golf course, two racquetball courts, tennis facilities, track and field facilities, (including 3/5k routes), 5 pin and 10 pin bowling alleys, lawn bowling and/or petanque facilities, and a cycling route or velodrome.

Use of city, college/university and high school facilities may be suitable and include electronic timing and all equipment required for each sport.

Host Contract:

The CTA requires the host to sign a "Host Contract" that outlines the duties and responsibilities of both the host and the CTA.

Organizational Chart:

At the time of the bid, the Host is required to provide an organizational chart outlining Host Committee positions, lines of authority and responsibilities.

Funding:

Registration fees will cover only a portion of the costs, and the Host community must obtain some financial support for the Games, including local and provincial government funding, and community support. The CTA board will seek legacy sponsorship from the national corporate sponsors of our organization.

Games Marketing:

It is the Host's responsibility to market the Games to organ transplant recipients and related organizations. The prospective Host must demonstrate a thorough marketing program to attract athletes to the Games. All costs for marketing the Games will be incurred by the Host and included in the budget. Activities such as fund-raising, sales of advertising or promotional materials, or sales of sponsorships can offset these costs.

BID PROCEDURES

This section outlines the Canadian Transplant Association requirements for an acceptable Host Bid.

Letter of Commitment

Prior to submitting a Bid Proposal, a letter of commitment and intent is required from your community or organization interested in bidding to host Canadian Transplant Games. This letter must be prepared and received by the CTA President, on or before the due date below and addressed to:

Canadian Transplant Association
c/o Mr. Dave Smith
11230-72 Avenue Edmonton, Alberta
T6G 0B5.

An electronic copy of the letter is also requested to ensure timely delivery of the letter of commitment. Please direct the email to: dave_smith@hotmail.com

BID PROCESS

Planning

Prior to submitting your bid, you should form a preliminary Host organization. Tentative dates for holding the Games should be established, and commitments received from appropriate venue sites, host facilities, officials and government organizations. The games will be held in July or August. (The second week full week of August is the traditional timeframe.) A suitable host facility should be identified and a commitment obtained for availability, tentative rates for rooms and other facilities.

Marketing

We strongly suggest that you attend or participate in trade shows, sporting events, business conferences or conventions at which transplant recipients and /or transplant medical community are represented. By face-to-face promotion of your community and its services to this audience of potential decision-makers, you are demonstrating your commitment to and enthusiasm for becoming a Games Host. You will be given access to prior participants and related organizations via mail.

A prospective host community representative is required to present the following when submitting a bid:

- **Introduction:** Name, geographic location, transportation access, transplant facilities/resources, organ donor rate,
- **Letters of Support:** Letters from CTA Regional Director and representative in the prospective community, as well as transplant medical professionals and allied supporters, detailing support and/or duty time towards this project. Letters from officials from various levels of government detailing commitment of support in the form of community recreational areas and facilities. Letters of support from local tourism organizations and/or chamber of commerce. A resolution of the Municipal Council indicating support for the bid application is an asset.
- **Host Facility:** The host facility should be selected and highlights of the facility should be detailed. As a minimum, the host facility must be able to accommodate the check in, registration, scoring and results, booths and merchandising locations. This facility is usually an office/hall space at the Athletes Village. Office space is required with the usual amenities – computer, internet access, phone/fax. It should have ample parking and be easily accessible to competitors. Include preliminary commitments on hotel rates and athletes village accommodation/meals, location and rates.
- **Venue Sites:** Provide photos, slides or a video of the venue sites. Point out highlights of the facilities, surrounding areas and tourist facilities. Where possible, accompany the visual presentation with handouts containing detailed information. Identify other similar national events that have been held in your community. A map marking all event venues, athletes village and transportation access, (i.e. airport, train station), is desirable.
- **Organizational Structure:** An organizational chart outlining duties is required. The chart does not need to contain names.
- **Budget:** Your proposed budget should detail projected revenues and expenses.
- **Events:** All proposed sports and social functions should be outlined. Any unique or operational events should also be submitted for consideration. An organ donor awareness event should be included. An outline for concurrent events that may be planned for accompanying family members, children and donor families should be provided. Each prospective host is responsible for hosting a CTA Games delegation to their city for site inspections and meetings with their potential Host board members or dignitaries to demonstrate their community support. The CTA will announce the next steps in the bid process depending

upon the number of cities that have expressed an interest. The process may include all prospective bidders making a presentation at a central site or the above-mentioned delegation may make a presentation to the CTA Board.

The Board of Directors reserves the right to refuse any and all bids. The Board of Directors further reserves the right to accept more than one bid, allowing a bid to be assigned to the next successive Games date available, providing the bidding organization mutually agrees to this arrangement. A potential host needs to supply 10 written copies of their bid presentations (excluding video/slide presentations) at the time of their presentation.

Timelines

The Canadian Transplant Association, (CTA), has identified the following timeline for the Bid application process for 2014 and 2016 Canadian Transplant Games. This will allow potential Hosts the opportunity to attend the 2012 Games prior to submitting a Letter of Intent and subsequent completed Bid Proposal. The knowledge and understanding gained from experiencing our Games first hand is invaluable. The CTA encourages potential Hosts to attend the 2012 Canadian Transplant Games in Calgary to witness the commitment and resources needed by a Host community in running successful Games that celebrate the gift of life and encourage the public to consider organ donation.

The 2014 Canadian Transplant Games timelines are as follows:

- Letters of commitment, to be received by the CTA, no later than **December 31st, 2011.**
- Completed Bid proposals no later than **April 1st, 2012.**
- Announcement of 2014 Canadian Transplant Games will be made at the Canadian Transplant Games 2012 gala dinner.

The 2016 Canadian Transplant Games timelines are as follows:

- Letters of commitment, to be received by the CTA, no later than **December 31st, 2013.**
- Completed Bid proposals no later than **April 1st, 2014.**
- Announcement of 2016 Canadian Transplant Games will be made at the Canadian Transplant Games 2014 gala dinner.

CANADIAN TRANSPLANT GAMES AGE DIVISIONS and EVENTS

| | |
|------------------------|---|
| Junior | J Under 5 years J 6-8 J 9-11 |
| Youth | Y 12-14 Y 15-17 |
| Adult | A 18-29 |
| Senior | S 30 – 39 |
| Super Senior | SS 40 - 49 |
| Vet | V 50 - 59 |
| Super Vet | SV 60-70 |
| Super Super Vet | SSV 70+ |

AGE RULES: A competitor may enter only one age division in an event.

- Age is determined as of the first day of start of the games.
- A Youth 12 -14 may elect to compete in the Youth 15-17 year group but must stay in that age category for events in that sport.
- A competitor in the senior group or older may elect to compete in a younger division as long as it is indicated on the original application and must stay in that category for all events in that sport.

Athletes may register for up to 5 individual events. Relays are not considered individual events. Complete details of events will be available in the Games Manual.

Juniors and Youth

- 25m Free Swim
- 25m Back
- 25m Breast
- 25m Run J-under 5
- 50m Run J 6-11 years
- 100m and 200m Run Y 15-17
- High jump
- Long jump
- Ball throw
- 5 pin bowling
- Table Tennis J 6 – 11
- Cycling 5k TT J 6-11
- 1k road race
- Badminton Singles J 6-11
- Tennis singles J 9-11

Other Age Groups - see above

- 50m free Swim
- 50m back
- 50m breast
- 50m fly
- 100m back
- 100m breast
- 100m free
- 100m fly
- 200m free
- 200m IM
- 400m free
- 4 X 50 free relay
- 4X 50 M relay
- Table Tennis - single and/or doubles
- Tennis-singles and/or doubles
- Badminton - singles, doubles OR mixed doubles
- Squash- single
- 100m run
- 200m run
- 400m run
- 800m run
- 1500m run

- 4X100 relay
- 3k road race-women
- 5k road race-men
- 3k race walk-woman
- 5k race walk-men
- Long jump
- High jump
- Ball throw
- Shot put
- 10 pin bowling
- Cycling 5k TT
- Cycling 20k
- Lawn bowls and/or Petanque
- Golf

Non-Medal Events may typically include one or more team events such as volleyball, beach volleyball, slo-pitch and an East vs West competition.

Host Cities may, with the approval of the CTA, introduce up to 2 new events.

FREQUENTLY ASKED QUESTIONS

1. **Are there set dates for the Canadian Transplant Games, or is that flexible?**
The Canadian Transplant Games are held every two years during even numbered years and may be conducted from July through August to accommodate vacation schedules and families with school aged children as well as cultural activities in your community.
2. **What is included in the registration fee?** The fee includes shuttle service to and from the airport, 5 nights accommodations at the athlete's village, usually breakfast and lunch daily, plus 3 dinners, and local transportation to/from Games- sanctioned venues and events. Participants are responsible for all other transportation.
3. **How much money is typically spent by the host community on marketing?**
Should you contemplate submitting a Host Bid, consider starting a grass roots campaign to establish awareness and support for your bid for the Games. Promoting awareness of the Games to eligible agencies in your city and surrounding areas and encouraging their participation or perhaps facilitating sponsorship of competitors to attend upcoming Games. Through use of a website dedicated to the Games, including a link from the Canadian Transplant Association website, www.organ-donation-works.org, a very broad outreach to

past and potential competitors can be made. Electronic, downloadable and printable versions of registration information packages, schedules, posters, etc. greatly reduce the cost of printing and mailing paper-based material.

4. **Who owns the right to sell sponsorship?** The CTA always reserves the right to approve any sponsorship, however, the host community will include local sponsorship as part of the bid proposal budget.
5. **What are the numbers of participants?** You can anticipate 250+ athletes and another 250+ accompanying persons.
6. **Can you supply me with the budget for the upcoming games?** No, that is proprietary information until after the Games have been held. Upon request the Board can send out a budget from past games.
7. **Do you have specific market research and economic impact research you can provide me?** No more than is listed on the web site. This information was generated using standard economic impact formulae.
8. **How many events do we have to run?** The list of compulsory events, noted on page 8, form the basis of the Games. Some of these are multi-part events, such as Track and Field, and Swimming. Hosts are encouraged to introduce up to 2 new optional events if they believe they can be run successfully. New events require approval of the CTA Executive.
9. **Can we sell naming rights for the event?** These are limited and negotiable and require CTA approval.
10. **Where do people stay for the duration of the games?** Participants, (athletes and accompanying persons), are encouraged to stay at the Athletes Village which is included in the mandatory registration fee. (Local hotels will be listed on the registration site and it is the responsibility of the participant to make their own arrangements at their own expense for accommodation, local transportation and food, should they not wish to stay at the athlete's village.) The registration fee is heavily subsidized and will only cover those who stay at the Athletes Village. Participants will be able to make arrangements for additional nights at their own expense at the Athletes Village. The rates will be included in the registration package.
11. **Do we manage each individual event?** Yes, it is the responsibility of the Host to run each sport or event. Due to the multi-sport nature of the Games, a suitably sized and staffed organizational group is needed to ensure that all aspects of the Games are identified and provided for. It is the responsibility of the Host to organize their games in the most effective and efficient manner as possible. Each event will have individual requirements for: venue selection, officiating, medical/safety needs, communications (some of the venues may be at a distance from the Host hotel), environmental factors (high winds, heat, humidity)

requiring shelter, water and possibly portable washroom facilities.

Some suggestions include: Select venues that can provide officials and equipment on site, as many can, due to the nature of their business. Many businesses run tournaments on a regular basis as part of their operation so this does not impact greatly on emergency services for either supervisory or volunteer requirements. Partnering with local clubs for badminton, swimming, squash, track and cycling etc. are another great way to acquire expertise, help and equipment without undue impact on service delivery. Volunteers are the backbone of successful Games.

12. **How many volunteers do we need?** It has been the experience of the CTA in all the national games, that opening opportunities to the community to volunteer will provide you a great number of people willing and able to assist in hosting the Games. Often the local volunteer agencies will help advertise your needs to the community. Expect to need approximately 150 – 200 volunteers to run the Games successfully including social and family activities.

13. **How much do the medals cost and how many are awarded?** Medals are under \$5 each and will either be supplied by the CTA at cost or approval to the host may be given to purchase. Medals are awarded for the top 3 finishers in all age divisions in all competitive events. Host may also use medals in presentation sets to individuals for their efforts in making the Games a success.

14. **What other cost might we incur?** The choice to offer certain additional features and the scale of each depends upon the Host. These may include: local tourist attractions or concerts and are not usually included in the registration fee. Registration fees include the **Opening Ceremonies**, a traditional part of the Games and provide a great way to include members of the public in the uniqueness of our Games as well as expose all of your guests to the history, spirit and local talents your city enjoys. Utilizing a "main attraction" can be an effective way of getting a crowd for the Opening Ceremonies. This is an excellent platform for local dignitaries, special guests and the Host Committee to welcome the audience members and competitors to the city and the Games. It is also an appropriate venue for recognizing Sponsors, donors and volunteers for their contributions in presenting the Games. There is also a **Donor and Donor Family recognition event**, a **VIP cocktail**, and a **Gala Dinner and Dance** that all involve expenses. A manual including protocols for events will be available after the bid has been finalized. The focus of a Host budget should be directed towards running each of the events. Of these, venue site rental is one of the primary costs associated with hosting the Games. Officials (certified or otherwise); equipment acquisition (fabrication, purchase or rental); specialized timing devices; communications devices; provision of emergency medical services or equipment; potable water and ice are items or services that many

events have in common.

The next area where expenditures are expected is for ancillary and support functions. It is recommended that full-time staff be dedicated to operating a Games office. From the time the registration package is available online and in print, competitor queries will escalate dramatically and much of the requested information is time sensitive requiring a timely response. Games office personnel can also play a major role in executing the marketing plan. Personnel for data entry, transportation services, accounting, special events, and equipment acquisition and storage are examples of these types of requirements. The use of volunteers and the ability of city departments to absorb some if not all of the costs may significantly reduce the financial impact of providing these services. A **volunteer recognition event** of some type should be a consideration for inclusion in the overall Games budget. Thousands of hours of service are donated by your community and should be recognized. A barbeque or outdoor party is a good way of accomplishing this. The tribute need not be elaborate or expensive but will be greatly appreciated by all of your volunteers and should take place during the games with the games participants.

For each challenge presented by hosting the Games there are strategies that may be employed to reduce or eliminate them. Many opportunities exist to create partnerships within City departments, agencies and throughout your local community. The CTA can provide guidance in seeking out these partnering opportunities.

15. **What does the bid fee go towards?** The Host bid fee allows the CTA to assist other Hosts, seek bids, and have operating funds for the years between Games.
16. **Are there spectator fees?** Spectator fees are not permitted for attendance at any sport or event competition. Admission fees may be applicable at specific venues as a normal part of the venue's business operation, for example parks or sports complexes. It may be possible to negotiate to have admission fees waived or discounted for these events.

Revised September 26, 2011