



# ONTARIO BASKETBALL REQUEST FOR INTEREST 2020 NATIONAL CHAMPIONSHIP



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## **1. INTRODUCTION**

Ontario Basketball (OBA) is seeking interest from potential hosting partners for the 2020 Canada Basketball (CB) National Championship.

The host organizations will be responsible for working with OBA and Canada Basketball to host basketball games featuring male provincial and territorial teams. Responsibilities in conjunction with Ontario Basketball will include; hosting Ontario, its opponents, game officials and delegates, comprised of local transportation, accommodations and meals; facility operations; event presentation; communications; hosting services; and other activities.

As part of the request for interest process, Ontario Basketball is welcoming different types of proposals for the partnership arrangement and hosting model.

## **2. ABOUT ONTARIO BASKETBALL**

Recognized by the Ministry of Tourism, Culture and Sport (MTCS), Ontario Basketball is the provincial sport governing body for basketball in the province. A member of Canada Basketball, the national governing body for basketball, OBA is the largest provincial basketball organization in the country. The organization was incorporated in 1977, but its history dates back to over 80 years ago.

Ontario Basketball is led by a Board of Directors, who set the strategic direction for the organization. Professional staff and volunteer committees carry out the day-to-day activities to advance OBA's mission and priorities and to support its 185 members clubs and nearly 50,000 recreational and competitive athletes, coaches and administrators.

OBA oversees basketball development in the province through the provision of programs and services aimed at meeting the needs of the evolving provincial, national and global basketball landscape. Ontario Basketball promotes basketball development in accordance with Long-Term Athlete Development (LTAD) and Canadian Sport for Life (CS4L) principles, and endeavours to support participants in all stages of development, from building physical literacy to developing high performance athletes to facilitating lifelong participation as athletes, coaches, officials and administrators.

For more information, please visit <https://basketball.on.ca>.

### **OBA Mission**

We provide leadership and structure to enable the sport of basketball to flourish in Ontario.

### **OBA Vision**

By living our values, Ontario Basketball aspires to be a world-class leader in the development and enrichment of the people in our sport.

### **OBA Values**

#### *Canadian Sport for Life:*

We are unwavering in our commitment to basketball development according to the principles of CS4L.

#### *Clarity of Purpose:*

We are clear, committed and passionate about basketball development.

#### *Innovation:*

We believe that creativity, diversity and flexibility are necessary to thrive in a complex environment.

#### *Relationships:*

We value collaborative and open relationships between members, volunteers, partners and staff.

### **3. HOSTING OBJECTIVES**

The objectives of the CB National Championship are to:

- Create a competitive environment that meets the appropriate stage of development as outlined in the Canadian Basketball Athlete Development Model, allowing Canada's best developmental athletes to showcase their abilities.
- Compete, coach and manage under the principles of the Canadian Basketball Athlete Development Model (i.e., fair play and the ideals of ethical sport).
- Educate the parents, players and coaches on developmental principles that relate to the athlete's stage of development (i.e., post-secondary education decisions).
- Encourage representation and participation from all provincial and territorial sport organizations (PTSO).
- Support and enhance the activities of PTSOs in the areas of athlete, coach and official development.
- Facilitate the identification of athletes and coaches for involvement in National Team programming.

### **4. ABOUT CANADA BASKETBALL AND THE EVENT**

Canada Basketball is the national sporting organization for the sport of basketball in Canada. Canada Basketball is respected throughout the world and is recognized by the International Amateur Basketball Federation (FIBA) and the Government of Canada as the sole governing body of the sport of amateur basketball in Canada.

Canada Basketball represents all basketball interests, provides leadership, coordination and direction in all areas of the sport of basketball. Canada Basketball is a not-for-profit organization run under a sound business model by a volunteer board of directors and dedicated full-time professional staff. The membership of CB consists of 13 PTSOs that provide leadership for basketball in each province and territory.

#### **CB Mission**

We aspire to excellence in leading the growth and development of the game at home, and in pursuing medal performances on the international stage.

#### **CB Vision**

To be recognized as a world leader in all aspects of basketball, and consistently reaching the podium in FIBA competitions and the Olympic Games.

#### **CB Values**

Nation  
Team  
Purpose  
Excellence

#### **4.1 Mission and Mandate of the Event**

To stage, in collaboration with a hosting provincial / territorial sport organization, a first-class competitive event for participants and spectators from across Canada.

#### **4.2 Participants**

With a mandate to encourage representation and participation from all provincial and territorial sport organizations, the Canada Basketball National Championship will see the nation's best players compete for the gold medal.

Athletes are eligible to play in competitions in Under 17 (born in 2003 or later) and Under 15 (born in 2005 or later). Ages shall be calculated as before the January 1 immediately preceding the respective competitions.

### **4.3 Competition Format**

The 2020 National Championship will see an estimated 20 provincial / territorial male teams for both under 15 and under 17. The projected competition dates are August 3-8, 2020 (with inbound and outbound travel dates on August 2 and August 9 respectively).

The format for each National Championship is a tiered tournament. CB, OBA and the host will draft a competitive schedule with some flexibility granted to the home PTSO (i.e., prime-time game times).

Practice time scheduling shall be determined by the game schedule (i.e., teams that play the early games will be allotted the early practice times). Team practice times during the play-offs will reflect the play-off game schedule. Best efforts shall be made to have the teams practice in the game venue.

Schedule templates are posted in the CB National Championship host manual and will be used to formulate the competition at least 45 days in advance of the tournament.

### **4.4 Other Activities Related to the Event**

The following are other related activities that Ontario Basketball will be exploring as components of hosting the National Championship.

- Team Ontario training camps;
- National Championship banquet;
- Social functions;
- Clinics and workshops related to coach and officials development;
- Athlete and parent education sessions;
- Mega Hoops programming;
- 3x3 competitions;
- Youth tournaments.

### **4.5 Host City Benefits**

By hosting a National Championship in partnership with Ontario Basketball and CB, the local host organization will help further the sport of basketball at the local, provincial and national level. Furthermore, with teams travelling from across the country, the event will generate a large amount of revenue for the host community.

OBA encourages bidders to share in the rewards and risks of hosting this event and encourages proposals with profit / loss sharing frameworks between the host and Ontario Basketball for the hosting of the event.

Along with the prestige of hosting the National Championship, all parties involved will benefit from a variety of economic impacts:

- A large spectrum of fans composed of both adults and children;
- The opportunity for the host community to gain national and international visibility through exposure on various media platforms, including television, print, web, and social media;
- Engagement with the local volunteer community from which the event will need to recruit volunteers;
- Engagement and development of the local community through events accompanying the competition itself such as: social functions, clinics and workshops, 3x3 competitions and youth tournaments.
- The event is expected to generate numerous direct and indirect legacies for the host committee including: city visibility, event hosting experience, volunteer engagement, community development, coaching development, youth programming, and basketball equipment.

## **5. PROCEDURE FOR SUBMISSION OF INTEREST**

The following organizations are invited to submit letters of interest which can be submitted in collaboration or independently:

- Municipal Governments including local Tourism Boards or Sport Tourism Associations
- Facility Owner Operators
- Ontario University Athletics or Ontario Colleges Athletic Association institutions
- Sport and Entertainment Organizations

The deadline for organizations to declare their interest is Monday, June 3, 2019. The projected timeline for selecting and announcing the host location is Friday, July 5, 2019. The objective of Ontario Basketball will be the selection of the best locations for OBA and CB to partner with for the hosting of this event.

Those interested in exploring the hosting of the 2020 National Championship should submit their letter of interest to Ontario Basketball via email to:

Jason Jansson  
Executive Director  
[jjansson@basketball.on.ca](mailto:jjansson@basketball.on.ca)

Letters of interest should include an outline of the proposed hosting location and venue along with details about the local basketball community and the organization(s) leading the hosting bid.

Once a letter of interest has been received, OBA will respond to begin direct exploratory discussions.

## **6. EVALUATION**

Ontario Basketball will assess all potential hosts according to the following criteria:

- Financial – what is the proposed financial commitment, expenses and revenue model?
- Venue Compliance – does the venue satisfy or exceed the requirements?
- Organizational Capacity – what is the experience of the local host committee and their ability to meet the organizational requirements?
- Potential for Exposure – what is the potential to maximize exposure of the event in terms of spectator attendance, media coverage and brand engagement?

## **7. HOSTING OBLIGATIONS**

The following are obligations for hosting the 2020 National Championship.

### **7.1 General Information**

- Ontario Basketball welcomes different types of proposals for the partnership arrangement and hosting model for the events. For more information regarding the event please refer to the remainder of the host obligations.
- As part of the final contract for the hosting of the event, Canada Basketball will retain complete ownership and oversight of the event and will be responsible for managing all aspects of the competition in accordance FIBA requirements.

### **7.2 Support and Partnerships**

- OBA will work with host stakeholders to form an organizing committee and develop the necessary human resources, both contracted and voluntary, to support the event.
- Ontario Basketball will be pursuing Sport Hosting Program support and will serve as the primary point of contact for all discussions and agreements on potential support from MTCS.
- OBA and CB will be responsible for selling event and organizational merchandise.

- Local hosts should be able to commit public funding (i.e. provincial / municipal) toward supporting the event. Support includes both cash and / or value-in-kind that will provide budget relief required to stage the event, such as rental and facility operational costs.
- All marketing rights to the event will be retained by CB and OBA. OBA will lead the sales of all available sponsorship inventories for the event and will work with the host to promote commercialization opportunities for local support that aligns with CB's partners and sponsors.
- Host venue must be able to accommodate requests for sponsorship activation by arranging space for booths, interactive set-ups, guest appearances, clothing vendors, other merchandise and sampling of food, drink and product of major sponsors.

### **7.3 Sporting Facilities**

#### *Capacity*

- The event will require a minimum of two FIBA-lined courts.
- The minimum capacity is 1,000 spectators for games throughout the competition.

#### *Court Area and Flooring*

- The court must be a FIBA-lined court that is clear of any other marks, stickers or other adhesive material (advertising or logos). Canada Basketball recognizes that not all floors will not meet these specifications and will work with the host on a solution for an appropriate floor.

#### *General Requirements*

- Air Conditioned.
- Clear of any non-permanent advertising from at least one day before the start of the event.
- Sound system for music and announcers.
- Scoreboard for each court.
- Access to shot clocks for each court.
- Wi-Fi throughout the facility and Ethernet plug-in available for streaming.

#### *Change Rooms*

- If possible, up to 10 change rooms are required as follows:
  - 8 for overlapping competing teams with washroom and shower facilities
  - 2 for referees with washroom and shower facilities (for male and female access)
- A minimum total of six additional rooms are required including:
  - 1 media room with internet connection
  - 1 for the organizing committee
  - 1 VIP lounge
  - 1 volunteer and staff room
  - 1 medical first aid room
  - 1 secure anti-doping room with washroom facilities

#### *Live streaming*

- The necessary space required for the installation of cameras.
- Commentary positions that offer a perfect view over the court and easy access to the courtside area for pre and post-game interviews.
- OBA, Canada Basketball and associated partners maintain responsibility for all live streaming.

#### *Hospitality*

- A dedicated VIP area with controlled easy and exclusive access for invited guests.

#### *Information Technology*

- Internet / Wi-Fi access throughout the facility.
- Team video area with power from an elevated view of the court.

### *Equipment*

- Laundry machines.
- Ice machines / refrigerators.
- Access to sink / clean water for filling team water / sports drink containers.
- Procurement of additional event delivery equipment such as stanchions (for crowd control), pipe and drape and access to tables and chairs.

### *Medical Services*

- Venue should have a permanent medical or first-aid room available on-site or a temporary medical area would need to be created; with taping tables, etc.

### *Parking*

- Dedicated free parking for staff, officials and volunteers.
- Suitable onsite or local parking for guests and / or suitable shuttle transportation.

### *Dressing*

- Venue dressing will be the responsibility of CB in partnership with the host.

### *Training*

- Team Ontario may require additional training facilities for a training camp and practices in advance of the competition.

## **7.4 Finances (including revenue generation)**

Ontario Basketball has developed a preliminary budget for the hosting of the event which will be finalized in consultation with the host. In partnership with the host, OBA will manage all aspects of the event budget and approve all expenditures. All event prices are suggested as follows:

<b>Target</b>	<b>Day Passes</b>	<b>Tournament Passes</b>
Adults (18+)	\$10	\$35
Students (full-time with photo ID)	\$5	\$25
Under 6 years-of-age	Free	Free

## **7.5 Marketing**

- Ontario Basketball will work with the host partner to develop and execute a detailed local and regional marketing plan and engage in an aggressive marketing campaign utilizing local, regional and national assets.
- OBA and Canada Basketball will create the design concept for all event branding including: venue dressing and signage, official documents and marketing materials.

## **7.6 Communication, Hosting Services and Other Activities**

### *Communications and Media Services*

- OBA will work directly with a media coordinator to generate media awareness for the event and maximize local coverage while maintaining sole responsibility for generating national media engagement and awareness.
- The host will be responsible for working with Ontario Basketball to generate local media interest for the event, including print, radio, television, and social media.
- OBA will provide the host media coordinator with event specific stories, athlete / team information and other information to support local media interest.
- The host will be responsible for designating an area where visiting media may set-up their laptops on a table with clear and unobstructed view of the court, access to power and Wi-Fi, and, where possible, refreshments. OBA will be responsible for liaising with media members ensuring they have access to the athletes and coaches to complete their coverage.

### *Hosting Services (VIPs and Sponsors)*

- OBA and CB will work with the host partner to engage VIPs and sponsors, and provide servicing associated with the event for local, national and international VIPs, guests and dignitaries.

### *Other activities related to the event*

- OBA and the host are responsible for hosting a mandatory opening banquet (on the first or second day of competition) for all participating teams and a campus dining hall or a location off-site needs to be secured and event details coordinated and communicated.
- OBA and the host are responsible for hosting closing ceremonies after the gold medal games.
- The host will be asked to assist in the organization of other potential activities related to the event such as social functions, clinics and workshops, youth programming, and 3x3 competitions.

## **7.7 Operations**

### *General*

- OBA and Canada Basketball will be responsible for pre-event communications with participants, including the development of team bulletins and team handbooks, along with the hosting of technical meetings.

### *Local Organizing Committee (LOC)*

- In order to ensure a successful plan and execute an event of this scale, an experienced and competent local organizing committee is required. The members of this committee should have previous experience organizing large scale sporting events and ideally experience with basketball events.
- OBA will work with the host partners to form an organizing committee and develop the necessary human resources, both contracted and voluntary to support the event.
- The committee should be made up of people with expertise and knowledge in a variety of different areas and fields. The members can come from various organizations, including the provincial / territorial sport organizations, local tourism board, local sports tourism agency, local basketball clubs, local college or university programs, facility staff, and others.
- As a national sport organization, Canada Basketball is committed to offering services in both official languages. It is recommended that fluently bilingual staff members or volunteers be on-site at all times to help assure that this commitment is met.
- Organization of specific professional event staff including: officials, table officials, statisticians, sport presentation, and others as applicable, will be the responsibility of Ontario Basketball.

### *Accommodation*

- While each PTSO is responsible for covering the cost of their accommodations, OBA will work with the host to secure near-by (ideally walking-distance) accommodations.
- OBA will be responsible for communicating all details (i.e. booking information, cost breakdown, payment, etc.) to teams directly.

### *Food Services*

- While each PTSO is responsible for covering the cost of their accommodations, Ontario Basketball will work with the host to coordinate near-by location for meals (including boxed meals if team is playing during meal time).
- OBA will be responsible for communicating all details (i.e. cost breakdown, payment, dietary requirements, etc.) to teams directly.

### *Game Officials*

- The Canadian Basketball Officiating Commission will arrange game officials. Canada Basketball will cover their game fees and per diems while OBA and the host are responsible for local transportation and accommodations.

#### *Registration and Accreditation*

- The host will be required to work with OBA and Canada Basketball to implement and manage all aspects of an accreditation system including the printing and distribution of badges.

#### *Airport*

- An airport with regular domestic flights must be within reasonably close proximity to the host destination.

#### *Local Transportation*

- While each PTSO is responsible for arranging their own internal travel at a National Championship, OBA and the host are responsible for negotiating discounted pricing with local rental agencies and it would be valuable to arrange and cover airport shuttles for teams.

#### *Medical*

- The host is required to ensure comprehensive medical services including emergency assistance for all participants as well as the general public.
- While the host must provide a Doping Control Room, the coordination of all anti-doping control requirements will be handled by the Canadian Centre for Ethics in Sport as per the Canadian Anti-Doping Program guidelines.

#### *Security*

- The host must ensure that the venue is fully compliant with safety and security regulations and shall prepare and deliver a security plan and crisis management plan contingent on the local security conditions, including all appropriate and required security measures at the teams and officials hotels, competition and training venues as well as any social events (as applicable).

#### *Event Presentation*

- The host will be expected to work with OBA and Canada Basketball on all aspects of event presentation including entertainment, contests, fan engagement and other components.

#### *Official Languages*

- As a national sport organization, CB is committed to offering services in both official languages. It is required that both official languages be built into the hosting of the events.

#### *Environmental Sustainability*

- The host will be expected to implement appropriate policies and procedures to reduce and / or minimize the environmental impact of the event.

#### *Equipment*

- In addition to required venue equipment, the host will also be expected to procure products and services that will be needed to help run the event including office supplies to be used on-site such as photocopiers, printers, computers and telephones.

### **7.8 Legacy**

Developing a legacy for sport at the local and national level is an important aspect of the development of basketball in Canada. As such, the host will be required to work with Ontario Basketball and Canada Basketball to ensure that this objective is achieved.