



WORLD CURLING BIDDING GUIDELINES B & C EVENTS

WWBCC	-	World Women's Curling Championship – B Division
WMBCC	-	World Men's Curling Championship – B Division
WCC-C(E)	-	World Championships – C Division (Europe)
WCC-C(P)	-	World Championships – C Division (Pan-Continental)

BACKGROUND

Following the updating of the qualification process for the World Curling Championships and the expansion of the Worlds we are now seeking hosts for the World Men's and Women's Curling Championship Qualifying Events for the next Olympic cycle.

The following events are available for bidding at this stage. To be hosted in November each year two events of 16 teams one is the World B-Division for the Men and one is the World B-Division for the Women. If the venue has the capacity World Curling would be open to bids to host these events simultaneously or back to back. The regional C-Division events will be held in April each year and at this stage are open entry events, should numbers grow then consideration will be given to adding D-Divisions.

It is thought that these events would be best hosted in a Curling Club environment, but again World Curling would be open to bids based on small arenas if the case can be made that this is in the interest of the event in that locality.

As the Local Organisers you will receive the majority of branding opportunities, an example of how this could look is included in this document, however especially for events hosted in Clubs alternative layouts will be considered to minimise disruption. You will receive all of the ticket income generated by the event to go towards the cost of staging the event along with any funds raised through local partnerships with government, tourist and municipal agencies.

Your national team will receive a guaranteed spot in the Championships (subject to a minimum performance standard)

These are important events with a significant impact on World qualification and rankings, it is your chance to put your host venue on the Curling map and derive significant interest through online and social media.

INTRODUCTION

The purpose of this document is to identify the general requirements for hosting one of the above events, and the information which should be included in the host site's bid package.

The bid must include written approval from the host's World Curling affiliated National Curling Association/Federation and should clearly indicate which event you wish to host.

A major contribution to the successful outcome of such a bid could be the evidence of support, both financially and value in kind, of Government (Federal, Provincial, State or Municipal), and other agencies, tourist organisations, etc. The bid package should include details of any anticipated participation and contribution from such bodies.

It should be stressed that, prior to a bid package being submitted, every opportunity will be given to the Organising Committee (OC) of a potential host site to discuss and clarify all aspects of the requirements. In many cases, final decisions will be agreed by negotiation.

The bid package should be prepared under the following headings to assist the World Curling Board review process:

1. PRINCIPAL FINANCIAL CONSIDERATIONS FOR THE OC

- a) Any of the costs anticipated as a result of responsibilities listed in this document, following negotiation and agreement.
- b) World Curling will receive a percentage of any event profit.
- c) Rental charges of ice arena/venue to cover ice preparation and competition.
- d) The OC may organise Opening and Closing functions. Tickets to be made available at no charge (or a minor charge approved by World Curling) for Opening and Closing functions for athletes, team coach; tickets for competition officials and ice technicians should be provided free of charge. Opening functions should reflect that teams are preparing for the Event and should not be overly long.
- e) The OC shall provide evidence of a guaranteed underwriter for the event in case of any losses.

2. ORGANISING COMMITTEE (OC)

The bidding group shall provide an organisational chart. The chart shall show the proposed organisational structure with the names of persons expected to occupy key positions. It should also list the main responsibilities and the estimated number of those to be assigned to each group in the organisation.

Volunteer base to include competition officials, ice making assistants, timekeepers, etc is shown in the attached chart. Numbers and qualifications to be agreed with World Curling. The responsibilities for any costs are shown in the attached chart.

3. BUDGET

The bid shall include a budget (revenue and expenses), along with the proposed prices of game tickets and event packages (tickets, accommodation, local transport), taking into account a forecast of anticipated attendance.

4. ACCOMMODATION AND OTHER FACILITIES

The OC shall be certain that the community can guarantee suitable accommodation to cover the forecasted attendance numbers. Such accommodation should, if possible, be within 10 miles or 16 kilometres (a reasonable distance) from the ice venue. Rooms should be of a suitable standard and quality (en suite), in both single and twin occupancy. Allowance should be made for team requirements. Rooms not indicated in the contract are the responsibility of the participating Member Associations.

If possible, hotels should have facilities for exchanging foreign currency, etc. and should accept international credit cards.

The bid should include the following details :

- 1 List of all hotels, pillow count and room rates to be guaranteed for the event. Major hotels should be identified with recommendations for headquarters hotel and other suitable team hotels on a variety of price levels.
- 2 List of other hotels/motels which would be suitable for spectators.

5. ARENA / CURLING CLUB

1. Changing rooms for the players and coaches.
2. First Aid facilities and approved facilities for drug testing.
3. Restaurant and lounge facilities.
4. Bench or ice level seating for team officials, coaches and alternates at ends of arena with electrical outlets for personal computers (3 places per team).
5. Separate rooms for ice technicians, umpires and competition officials, and a World Curling office.
6. Provision of suitable ice making equipment (i.e. World Curling approved paint, foam and quality water), temperature and humidity control.
7. Carpeting of suitable material for covering ice not used for curling (World Curling will provide procurement advice).
8. TV screens required for time clocks and LSD measurements are required at most events
9. Umpire Equipment (i.e. 2 sets of all measure instruments – per venue if more than one ice-pad)
10. Storage room for all technical material and equipment.
11. A Chief Ice Technician and Deputy Chief Ice Technician shall be appointed by World Curling. They shall have responsibility for ice preparation and maintenance. World Curling is responsible to ensure that the curling stones are of an acceptable quality and standard.
12. The venue, if not a curling club, shall be available for ice making preparation a minimum of 5 full working days before the practice day. For B and C Division Events, a curling club venue where curling ice is already installed is preferable to an ice arena.
13. There shall be adequate parking facilities for spectators, and reserved complimentary parking spaces for key officials and media personnel.

6. GROUND TRANSPORTATION

The OC shall be responsible for providing either ground transportation at no charge between event hotels and venue, and hotels and the international airport for arrivals and departures for competing teams, World Curling Board and staff, competition officials, and ice technicians. Alternatively, if the location allows and a robust public transport system is in operation, the OC should provide information on rental car companies and local ground transport options between the international airport, hotels and venue.

7. COMMUNICATIONS

There is a need for efficient communication during the event involving key members of the OC, umpires and competition officials. The OC will be responsible for the provision of suitable radio equipment.

8. MEDIA, MARKETING & MERCHANDISING

Unless otherwise stated, World Curling owns all media (television, interactive advanced television and webcasting), marketing and merchandising rights. Further details on the marketing arrangements are available on request.

There are no plans to provide broadcast or streaming coverage of these events, if the OC wish to make these arrangements these may be agreed as part of the final contract.

World Curling will be responsible for the set up and design of the event website with a link to the World Curling site. The LOC will be responsible for providing applicable local content.

9. PLAYING SCHEDULE

World Curling is responsible for the schedule and timing of games, in consultation with the OC.

10. OPENING & CLOSING CEREMONIES

If Opening and Closing Ceremonies are organised, the timing and format to be proposed by the OC and referred to World Curling for approval.

11. LOGO, PROGRAMMES AND POSTERS

The OC shall provide the design for an event logo to be agreed with World Curling in line with its corporate branding guidelines.

If an event programme is produced, the OC shall be responsible for the production of the programme and shall receive all revenues from the sales of advertising therein. World Curling or its Marketing Agent shall receive 5 pages at no charge for advertising purposes, all such advertisements to be in the possession of the OC by a given date after which date the pages revert to OC use. All revenues from the sale of programmes shall accrue to the OC.

Posters advertising the event require to be approved by World Curling.

12. INSURANCE

The OC shall be responsible for Public Liability & Cancellation Insurance for the event.

13. RESPONSIBILITIES OF WORLD CURLING

World Curling will provide those essential items of equipment which would otherwise be unavailable to the OC e.g. curling stones of the required quality. A reasonable rental fee and the transportation costs will be charged against the OC for any equipment provided by World Curling for the event.

World Curling will provide prizes and regalia including:

- Trophies, medals, a World Curling Banner and anthems for all events.
- Marching flags/poles for competing teams on request of the OC.

SUMMARY

	B Division Requirements	C Division Requirements
Competition Dates	7-14 November 2026 21-28 November 2026 6-13 November 2027 20-27 November 2027 4-11 November 2028 18-25 November 2028 3-10 November 2029 17-25 November 2029	11-18 April 2026 29 April – 6 May 2027 28 April – 6 May 2028 29 April – 4 May 2029
Host Grant	\$10,000USD	\$7,500USD
Minimum Sheets of Ice (at OC cost)	4	4-5
Number of Teams / Participants	16 teams 128 max accredited players and team officials (8 per team) although expected that teams will bring additional entourage	Open Entry Max. 8 persons per team
Spectator Seating - minimum	150	150
Volunteer Icemakers (at OC cost)	12	12
Vol. Time Clock Operators (at OC cost)	for 4 sheets 10	10
Vol. End-Ice Observers (at OC cost)	4	Not applicable
Per Diems or Lunch and Evening Meal for the players (at OC cost)	0	0
Team Flights	Paid by Teams	Paid by Teams
Accommodation – Bed & Breakfast Players & Coaches	Paid by the Teams	Paid by the Teams
Accommodation – World Curling (paid by World Curling)	Approx. 5 singles paid by WCF	Approx 5 singles paid by WCF
International Technical Officials (*)	13	13

(*) For the ITOs (TD, Chief Umpire, Deputy Chief Umpire, Chief Timer, Deputy Chief Timer, 4 Game Umpires, Chief Statistician/Results, 1 Deputy Chief Statistician/Results, Chief Ice Technician and Deputy Chief Ice-Technician), the travel and Honorarium are paid by World Curling; Accommodation, per Diem/catering and Function tickets are paid by the OC.

LOCAL SPONSORSHIP OPPORUNITIES

- Appointment of Presenting and Main Sponsor and LOC Sponsor partners
- The sponsorship diagram is shown as an example of what can be done, the OC may propose alternative layouts depending on local conditions
- Partner can use the title: Official Event Partner of the xxx World Men's / Women's Curling Championship B Division or Official Event Supplier of xxx World Men's / Women's Curling Championship B Division.
- Each of the under ice advertising in front of the "house" shall be approximately 1.00 x 1.00 m in size.
- Each of the under ice advertising in front of the "back line" shall be approximately 0.60 x 0.30 m in size.
- Advertise on ten (10) static advertising boards as marked on the plan attached as Annex 2. Each of the static advertising scoreboards shall be approximately 1.85 x 0.95m in size
- Use of tickets and VIP access at the LOC own discretion
- Integration of logos on all print materials directly related to the event (applicable only to Official Event Partners)
- Integration of logos on the official media backdrop (applicable only to Official Event Partners)
- Integration of logos on the official interview backdrop (applicable only to Official Event Partners)
- Integration of logos on the official website of the LOC
- Commercial displays on-site to promote the Official Event Partners products – distribution of give away and samples is subject to World Curling's previous approval
- LOC VIP events in and around the arena in a manner that is not limiting the official VIP program organized by World Curling
- Use of advertising in the official program in accordance with their sponsorship level – ie not more advertising space can be allocated to a single partner in comparison to title/presenting/main sponsors, whereby a maximum of 10 pages shall be reserved to the Commercial Affiliates – the backside of the program as well as the inside of the cover is reserved to the Commercial Affiliates.
- Right to equip all volunteers at the Championships – only equipment provider branding is allowed. Equipment provider is subject to prior written approval of World Curling.
- Use of the official Championship mark for promotional purposes. The Official Event Partner shall have no right to use the World Curling marks to promote its product

