



WORLD CURLING BIDDING GUIDELINES

World Men's or World Women's Curling Championships

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 Championships for the next Olympic cycle.

The events are expected to be broadcast to an audience **over 100 million people worldwide** generating **USD40m in media value** for the local sponsors. In the past Broadcast partners have included **TSN(Can), SVT (Swe), SRG (Sui), CCTV (CHN) and Eurosport** among others **showing over 1,300 hours of content.**

As the Local Organisers you will receive four on-ice branding spaces and five rink boards on each side of the field of play as well as other off-ice opportunities. You will receive all of the ticket income generated by the event to go towards the cost of staging the event along with any fund 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)

The World Curling Championships is a high profile event with a significant world-wide broadcast audience, it is your chance to put your host city on the world stage with an Olympic sport.

INTRODUCTION

The purpose of this document is to identify the general requirements for hosting the World Men's and Women's Curling Championships, 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.

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.

Bids for the events to be held in 2027 should be submitted by 28th February 2026, bids for 2028, 2029 and 2030 should be submitted to World Curling by 30th April 2026.

1. PRINCIPLE FINANCIAL CONSIDERATIONS FOR THE OC

Compulsary

- 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, or alternatively an OC may propose a one off license fee or could take on responsible for additional expenses such as those noted below as optional considerations.
- c) Rental charges of ice arena/venue to cover ice preparation and competition.
- d) The OC can organise Opening and Closing functions if they desire. Tickets for those functions are to be free of charge for World Curling Board and Staff as well as International Technical Officials (ITOs). Tickets for teams and spectators can be sold at a reasonable charge (approved by World Curling).
- e) The OC shall provide evidence of a guaranteed underwriter for the event in case of any losses.

Optional

- f) Provision of accommodation beyond the requirements for teams and officials eg. Broadcast team
- g) Provision of flight costs for staff and officials
- h) A payment for additional sponsorship rights or the domestic broadcast rights

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 be within walking distance or accessible by public transport, if possible. It should be reachable within 20 minutes by car.

Rooms should be of a suitable standard and quality (en suite), in both single and twin occupancy. Allowance should be made for team requirements.

Teams (x18)	6-10 rooms per teams 3 rooms for 11 nights at the cost of the OC
ITOs	15 (these are at the cost of the OC and should be offered B&B)
World Curling Staff and Board	5 rooms (these are at the cost of the OC)
World Curling Broadcast, Media and sponsors	30-50 rooms

Those booking the rooms are responsible for the cost of the rooms unless indicated above.

Hotels 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, team hotel and media hotel.
2. List of other hotels/motels which would be suitable for spectators.

5. ARENA

For the World Curling Championships a small arena is expected to be the ideal venue with seating from 1500-5000 that suits the local market conditions.

Additionally the venue requires to provide the following at the cost of the OC:

- a. Changing rooms for the players and coaches.
- b. A sufficient number of toilets for teams, officials, staff and spectators
- c. First Aid facilities and approved facilities for dope testing.
- d. Restaurant and lounge facilities.
- e. Rooms and working facilities for media personnel (press, radio and TV), with all necessary communication equipment (OC to install, users to pay for use).
- f. Appropriate media bench in the venue with electrical outlets for personal computers, suitably located.
- g. Bench or ice level seating for team officials, coaches and alternates at both ends of arena with electrical outlets for personal computers.
- h. Facilities for TV production including controllable arena lighting of a minimum of 1500 lux and secure parking area for TV vehicles including overnight security if required.
- i. Separate rooms for ice technicians, umpires and competition officials, and a World Curling office.
- j. Provision of suitable ice making equipment (i.e. paint, foam, World Curling approved quality water), temperature and humidity control.
- k. Carpeting of suitable material for covering ice not used for curling (World Curling will provide advice on suitable carpet types and colour).
- l. TV screens for time clocks and display of LSD, approved by World Curling, are required.
- m. Umpire Equipment (i.e. 2 sets of all measure instruments)
- n. Storage room for all technical material and equipment.
- o. A Chief Ice Technician and Deputy Chief Ice Technician are appointed by World Curling. They have responsibility for ice preparation and maintenance. World Curling is responsible to ensure that the curling stones are of an acceptable quality and standard.
- p. The venue shall be available for ice making preparation a minimum of 5 full working days before the practice day.
- q. There shall be adequate parking facilities for spectators, and reserved complimentary parking spaces for key officials, teams (if transportation is not provided) and World Curling media personnel.

6. GROUND TRANSPORTATION

The OC shall be responsible for the provision of 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, staff and marketing agent, World Curling guests, World Curling Member Association representatives & presidents, broadcasting crew, competition officials, ice technicians and sponsors.

Alternatively, if the location offers a robust public transport system with long operation hours and it is agreed with World Curling, public transport may be used. In this case the OC must provide information on local ground transport options between the international airport, hotels and venue (public transport plus rental car companies information).

7. COMMUNICATIONS

Event preparation required effective communication between the OC and the World Curling event management team. This communication typically includes one on-site visit and regular online meetings.

8. MEDIA, MARKETING & MERCHANDISING

World Curling owns all media (television, interactive advanced television and webcasting), marketing and merchandising rights. This includes the right to sell advertisements on team and officials clothing. The World Curling Marketing Agent is the sole and exclusive worldwide promotional, marketing, broadcasting, advertising and sales consultant representing World Curling. Further details on the marketing arrangements are available on request.

A plan showing available sponsorship inventory is included at the end of this document.

World Curling will be responsible for the set up of and design of the event page on the World Curling website. The OC will be responsible for providing local content. The OC may set up their own website with details on the local area (with World Curling approval)

9. PLAYING SCHEDULE

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

10. OPENING & MEDAL CEREMONIES

A medal ceremony must be organised by the OC, with support from World Curling. An Opening Ceremony may also be organised with World Curling approval.

11. LOGO, PROGRAMMES AND POSTERS

A logo will be provided by World Curling and their Marketing Partner, Infront.

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. Any event programme produced requires World Curling approval.

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.

SUMMARY

Competition Dates	WWCC 13 - 21 April 2027 WMCC 01 - 09 April 2028 WWCC 17 - 25 March 2029 WMCC 31 March - 8 April 2029 WWC 16 - 24 March 2030 WMCC 30 March - 7 April 2030
	0
Minimum Sheets of Ice (at OC cost)	4
Number of Teams / Participants	18 teams 144 max accredited players and team officials (8 per team) although expected that teams will bring additional entourage
Spectator Seating - minimum	1500
Event Crests (at OC cost)	1008
Volunteer Icemakers (at OC cost)	20
Vol. Time Clock Operators (at OC cost)	12
Vol. End-Ice Observers (at OC cost)	4
Vol. Stats People (at OC cost)	12
Per Diems or Lunch and Evening Meal for the players (at OC cost)	0
Team Flights	Paid by Teams
Accommodation – Bed & Breakfast Players & Coaches	3 rooms per team for 11 nights paid by OC
Accommodation – World Curling (paid by World Curling)	20 singles, 5 rooms paid by OC
Free Opening/Closing Functions – World Curling	60
Free O/C Functions – Marketing/Sponsors	15
Free VIP Seating – World Curling & MA Pres/Reps	60
Free VIP Seating – Marketing / Sponsors	30
International Technical Officials (*)	15

(*) For the ITOs (TD, Chief Umpire, Deputy Chief Umpire, Chief Timer, Deputy Chief Timer, 5 Game Umpires, Chief Statistician/Results, 2 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 OPPORTUNITIES

- Appointment of max five (5) Official Event Partners and max five (5) Official Event Suppliers
- Partner can use the title: Official Event Partner of the xxx World Men's / Women's Curling Championship or Official Event Supplier of xxx European Curling Championships.
- Each of the under ice advertising shall be in front of the "back line" and shall be approximately 0.60 x 0.30 m in size. Total four (4) positions per sheet as indicated on Annex 2.
- 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 WCF previous approval
- LOC VIP events in and around the arena in a manner that is not limiting the official VIP program organized by the WCF
- 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 the WCF.
- Use of the official Championship mark for promotional purposes. The Official Event Partner shall have no right to use the WCF marks to promote its product

