

This form is used by Explore Edmonton's Sport & Culture team to assist us in making decisions on support for potential events. We work to attract sport and cultural events to Edmonton alongside our partners at the City of Edmonton.

**Please ensure this form is completed fully, as an incomplete form may affect decisions of support moving forward.**

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## ORGANIZATIONAL INFORMATION

Organization Name:

Primary Contact Name:

Position of Primary Contact:

Email address:

Organization Address:

Organization website:

Organization Phone Number:

Secondary Phone number:

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## EVENT INFORMATION

Event Name:

Event Description:

Event Start Date:

Event End Date:

**Proposed Site/Facility (if known):**

In regard to the next question. If any part of your event takes place on city land you will be required to review the civic services checklist to ensure compliance with City of Edmonton event requirements as well as to identify your needs as it concerns the event. These requirements include, but are not limited to, the following: permits & utilities access, traffic, transit, police, emergency services, food, beverage, smoking, environmental review & damage, other applicable fees, etc.

**Do you anticipate any civic service requirements?**

**Event Type:**

**Event Scope:**

**Event Level:**

<b>Participant age:</b>	<b>Youth (5-19)</b>	<b>Adult (20-34)</b>	<b>Masters (35+)</b>	<b>Other</b>
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<b>Number of participants:</b>	<b>Number of officials:</b>
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<b>Number of Staff:</b>	<b>Number of volunteers:</b>
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**Please List the Regions/Provinces/Countries of participants:**

<b>Percentage of Canadian Participants:</b>	<b>Expected Number of Spectators:</b>
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**Percentage of Spectators/Participants/Attendees staying overnight:**

**Is the event open to the public?:**

**If the event is ticketed - what price range are the tickets:**

<b>Will there be a news release regarding this event?</b>	<b>Yes</b>	<b>No</b>
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**If yes, please provide details below including date and platforms of release.  
Explore Edmonton can also provide a quote from our organization.**

**Expected Media Coverage:**

Television – Local

Television – National

Television – International

Web Streaming

Other

**Expected number of accredited media on site:**

Facebook Handle:

Number of followers:

Twitter Handle:

Number of followers:

Instagram Handle:

Number of followers:

YouTube Handle:

Number of followers:

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## **EVENT HISTORY**

Previous Host City (1):

Host organization:

Year:

Number of participants:

Spectators:

Main Hotel:

Hotel nights:

Previous Host City (2):

Host organization:

Year:

Number of participants:

Spectators:

Main Hotel:

Hotel nights:

Previous Host City (3):

Host organization:

Year:

Number of participants:

Spectators:

Main Hotel:

Hotel nights:

Next host city:

What other cities are bidding on this current proposal:

What deadlines do you have for your bidding cycles?:

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## ACCOMMODATIONS

What type of room block do you prefer?

Contract (client guarantees # of rooms sold)

Open Agreement

Other

Requested room rate:

Check in date:

Check out date:

Total number of room nights (# of days x number of rooms):

**Number of Rooms Per Night:**

Day 1	Day 2	Day 3
Day 4	Day 5	Day 6
Day 7	Day 8	Day 9
Day 10	Day 11	Day 12
Day 13	Day 14	Day 15
Day 16	Day 17	Day 18

Occupancy:      Single      Double      Quad

Do you have a “Stay to Play” Team policy?      Yes      No

Preferred Hotel Location(s):      Downtown      West      South

What parking needs do you have at the hotel:

What Meal/Banquet needs do you need at the hotel:

What Meeting space needs do you need at the hotel:

Deadline for Hotel Proposals to be submitted:

Estimated Hotel selection date:

Additional amenities needed:

Are you planning on requesting a commission or rebate on your room bookings?:

Commission Request      Rebate Request      None

If you have requested a rebate or commission, please fill in your answers below.

Commission Percentage requested:      IATA #:

Payable to:

Rebate amount per room/per night:

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## EVENT BUDGET

### Payable to:

Please attach your current budget from your event when you submit this registration form.  
The budget should include at least the following:

### Expenditures:

- Event Bid Phase Cost Estimates (Executive Management, lobbying, travel, consultants, office, bid document preparations, etc.)
- Event Delivery Cost Estimates - Operating & Capital Operating (Rights Fees, Executive Management, HR, Consultants, Meeting Costs and expenses, Sponsorship Delivery, Communications, Media Services, Competition / Cultural Program, Venue, Participants, VIPs, Officials, Volunteers, Food Services, Transportation, Accommodation, Uniforms, Ceremonies, Medical, Technology, Security, Broadcast, Legacy, Civic Services (permitting, policing, Fire, Food & beverage, etc.), Contingency, etc.)
- Capital (Venue Development, Rehabilitation, Equipment, etc.)

### Revenue Sources:

- Corporate investment
- Venues Owners (in-kind)
- Sponsorship (cash and in-kind)
- Grants
- Registration/Participation Fees
- Commercial Revenue (ticketing, merchandising, broadcast, food & beverage, Expo, banquet and receptions, program sales, etc.)
- Government and Institutions (cash & in-kind)
- Other (donations, interest, equipment sales post event, etc.)

If you do not have a template that reflects all of the above please feel free to discuss this with your Edmonton Events contact as they can provide you with a template for this purpose.

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## FUNDING

Have you secured, or do you plan to request funding from any other public sources?  
(Not including corporate sponsorship):

Federal ONLY (ie Sports Canada)

Provincial ONLY (ie Community Initiatives Program, MCSE)

Federal & Provincial

No other funding secured

Please enter the details of your secured or requested funding below:

Federal:

Provincial:

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## COMMUNITY ENGAGEMENT

Community engagements are positive impacts that foster improvements in an individual's circumstances opportunities, engagement, awareness, and overall health.

How will your event help support the reputation of Edmonton?

Please list out your community and social benefits:

Please list out your community partners:

## CONCLUSION

Thank you for taking the time to complete this registration form.

If you have any remaining questions, please feel free to connect with one of us:

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# INTERNAL USE ONLY

Additional details for:

1. Marketing:

2. Media:

3. Destination Development: