



# PROGRAM

## TOURISME MONTRÉAL'S HOSTING PROGRAM FOR NATIONAL AND INTERNATIONAL SPORTS EVENTS

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## 1. INTRODUCTION

Montréal has earned a reputation as a city of *festivals* and *major events* thanks to the numerous public events held here each year. As host city of the Olympic Games, Montréal recognizes that *national* and *international* sports events provide visibility to the community and, according to their scope, generate appreciable economic spin-offs and tourism spending for the city. They also have a leveraging effect on the sports development of athletes and allow the city to acquire new sports infrastructures or update those that already exist.

Tourisme Montréal is the only organization responsible for promoting the destination of Montréal. With regard to market development activities aimed at attracting all major national and international sports events to Montréal, Tourisme Montréal's mandate is to play a leadership role in the development of the market and diverse advocacy activities, including promotional activities that go hand in hand with this important mandate.

Many government partners are reviewing their procedures and assistance for sports events. In fact, there has been increasing solicitation of public powers for the funding of these events. Mechanisms must be developed and implemented to ensure the growth and visibility of Montréal events that could generate tourism/economic benefits and to attract off-season events. Tourisme Montréal has been working on a coordinated, proactive and integrated approach with regard to bidding for and hosting these major sports events.

The financial assistance granted by Tourisme Montréal is for national and international sports events that demonstrate significant tourism and economic performance. In this context, the financial aid for national and international sports event will be analyzed according to six (6) criteria, based on the following weighting:

1. Scope - 27.5%
2. Visibility - 17.5%
3. Accommodations - 25%
4. Quality of organizing committee - 7.5%
5. Budget (amount of public financing) - 17.5%
6. Advantages, legacy, sports spin-offs for Montréal and eco-responsibility - 5.0%

We also offer the following services:

- / Coordination of bid submission
- / Complete organization of site visits (plane/train, shuttle, accommodations, meals, gifts, city tours, etc.)
- / Production of bid books
- / Finding hotel rooms, sports facilities, transportation and other services from our partners
- / Assistance from the Convention Services Department once the event is confirmed
- / Promotion of events on social media
- / Presence at the edition prior to the event to promote Montréal
- / Promotional material (brochures, photos, personalized hotel maps, postcards, name badges, etc.)
- / Kits for participants (discount coupon booklet, tourism maps, subway maps, etc.)
- / Creation of a microsite
- / Press releases and public relations (if applicable)
- / Welcome of athletes and participants (signage, information booths at airports, hotels, etc.)

## 2. PROGRAM OBJECTIVE

The main objective of the program is to increase Montréal's tourism revenues while respecting the different approaches, particularly with regard to the development of sports on the island of Montréal.

To this end, it aims to:

- / Support sports events that position Montréal on the national and international stage
- / Increase Montréal's appeal and attract sports events that could entice visitors to prolong their stay
- / Create business opportunities for Tourisme Montréal members
- / Increase the number of national and international sports events in the Montréal territory, improve their quality and expand their diversity
- / Maximize the legacy and the sports, tourism, media, economic and social spin-offs of sports events for Montréal
- / Support high performance sports in Montréal
- / Build on Montréal's expertise and know-how in organizing major sports events
- / Bolster the feeling of belonging and pride of citizens and athletes
- / Encourage participation in physical and sports activities among the Montréal population.
- / Optimize the use of sports equipment and facilities as well as Montréal's public spaces

## 3. SCOPE

The program has three components:

- / Component 1. Federated national sports events
- / Component 2. Federated international sports events
- / Component 3. Participatory and professional sports events

## 4. ELIGIBLE EVENTS

### 4.1 ELIGIBLE CLIENTÈLE

The Program addresses sports federations and organizations recognized by Sport Canada and/or the Ministère de l'Éducation, Enseignement Supérieur et Recherche du Québec that hold rights to a sports event. The program also addresses meetings/conventions in the national and international sports milieu. It provides financial assistance to organizing committees of events held on the island of Montréal.

Sports events that have already been established for several years may be considered ineligible. The offer applies to new business opportunities only and cannot be combined with existing ones.

### 4.2 GENERAL ADMISSIBILITY CRITERIA

The organizer of the sports event must:

- / Organize the event on the island of Montréal at a specific date
- / Organize an event in accordance with the nature and objectives of the Program
- / Comply to the rules of the public and sports bodies concerned
- / Generate a business opportunity for a minimum of three (3) hotels through Tourisme Montréal

#### Component 1. Federated national sports events

- / Ensure the participation of at least five (5) provinces, including Québec
- / Ensure that at least 50% of participants are from outside of Québec or a 100-km or more radius of the island of Montréal

#### Component 2. Federated international sports events

- / Have an operating budget of \$100,000 or more
- / Be a registered competition on the calendar of the international federation of the sport in question
- / Ensure the participation of at least five (5) countries, including Canada
- / Ensure that at least 50% of participants are from outside Canada
- / Obtain a contribution from the governments of Québec, Canada and the Ville de Montréal
- / Televisé the event
- / Have an environmentally responsible approach

### Component 3. Participatory or professional sports events

- / Have an operating budget of \$ 50,000 or more
- / Be a competition registered in the calendar of the international federation of the sport in question (if applicable)
- / Ensure the participation of at least five (5) countries, including Canada (if applicable)
- / Ensure that at least 50% of participants are from outside of Québec or a 100-km or more radius of the island of Montréal
- / Obtain a contribution from the governments of Québec, Canada and the Ville de Montréal (if applicable)
- / Televisé the event (professional event only)
- / Have an ecoresponsibility plan

### 4.3 ADMINISTRATIVE REQUIREMENTS

- / Fill out all fields of the request form
- / Submit all required documents

## 5. POSSIBLE FINANCIAL ASSISTANCE

### NATURE OF FINANCIAL ASSISTANCE

An additional amount in goods and services can be offered according to the tourism performance based on the indicators presented, the actual operating costs and the financial assistance available from Tourisme Montréal. This contribution is provided as support for the event's marketing and/or communications and/or public relations department. This is a non-monetary contribution and the amount represents the value of goods and services provided by Tourisme Montréal and its partners only; it cannot be modified under any circumstances. The financial assistance is established according to specific objectives related to the strategic objectives and financial resources of Tourisme Montréal.

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## 6. EVALUATION OF TOURISM AND ECONOMIC PERFORMANCE

Tourisme Montréal will conduct an evaluation of the tourism performance of the event based on the information presented in this form. The evaluation is based on different indicators that are grouped under six (6) criteria.

### 6.1 SCOPE OF THE EVENT

- / Discipline presented at the Olympic or Paralympic Games
- / Duration of the event
- / Number of participants
- / Proportion of participants from outside Québec and/or Canada
- / Number of countries represented
- / Caliber of the competition and sanctions
- / Age categories
- / Recurrence of the event
- / Economic spin-offs of the event

### 6.2 VISIBILITY AND INFLUENCE

- / Degree of media coverage of event
- / Proportion of visiting spectators (day trippers and tourists)<sup>1</sup>
- / Origin of visiting spectators (day trippers and tourists)<sup>2</sup>
- / Projected number of television viewers
- / International visibility

### 6.3 ACCOMMODATIONS

- / Average stay in hotels
- / Total number of room nights generated by the event
- / Partnership agreements aimed at visitors (packages, accommodations, transportation, restaurants, attractions)
- / Targeted period of the year

### 6.4 QUALITY OF EVENT ORGANIZING COMMITTEE

- / Experience of local organizing committee
- / Past success of event

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<sup>1</sup> See annex for definition

<sup>2</sup> See annex for definition

## 6.5 PUBLIC FINANCING AND BUDGET OF EVENT

- / Support of government partners (federal, provincial and municipal)
- / Other revenues (registration, sponsorship, ticketing, merchandise, etc.)

## 6.6 ADVANTAGES, LEGACY, SPORTS SPIN-OFFS FOR MONTRÉAL AND ECORESPONSIBILITY

- / Contributes to the growth of elite sports in Montréal
- / Legacy for Montréal as a result of holding this event
- / Sustainable development (ecoresponsible management of event)

## 7. TERMS OF PROGRAM MANAGEMENT

### 7.1 BID SUBMISSION

Bids may be submitted at any time of the year for all components.

### 7.2 APPLICATION

To be considered, the application of the sports federation or organization that holds rights to the sporting event must include the following elements:

### 7.3 DOCUMENTS TO PROVIDE

#### COMPONENT 1. Federated national sports events

- Duly completed program form
- Detailed project planning document
- Pro forma budget
- History of the last three (3) editions of the event
- Written confirmation of organizations concerned guaranteeing that the facilities, equipment, material and sites used are available, adequate, safe and suitable for hosting the event

#### COMPONENT 2. Federated international sports events

#### COMPONENT 3. Participatory or professional sports

- Duly completed program form
- Detailed project planning document
- Business plan for the event
- History of the last three (3) editions of the event
- Written confirmation of organizations concerned guaranteeing that the facilities, equipment, material and sites used are available, adequate, safe and suitable for hosting the event
- Anticipated budget for the event, including funding requested from governments (municipal, provincial and federal)
- Balance sheet or financial statement previous editions of the event
- Feasibility study of the event (if available)
- Provisional economic impact study conducted by an independent firm
- Letters patent of the organization holding the event
- Resolution of the board of directors authorizing bid submission and designating a person responsible for signing any agreement to this effect, hereby designated the "Representative"

- Authorizations, sanctions and permits required to hold the event

## 7.4 POST-EVENT DOCUMENTS TO PROVIDE

The following documents must be sent to the Sports Market Department at the address indicated at the end of this form, 60 days after holding the event at the latest:

- Completed post-event survey (Tourisme Montréal will send the link after the event)
- Contracts signed with hotels
- Balance sheet of the event
- Invoices: sanctions, permits, insurance, facility rental, promotional material, purchase of equipment, etc. (if additional financial assistance is granted)
- Study of the event's actual economic impact
- Completed Tourisme Montréal Activity Report form

## 7.5 VISIBILITY OF TOURISME MONTRÉAL

Hosting sports events gives participants and spectators the chance to discover a destination. For this reason, several cities around the world integrate hosting sports events into their development and positioning strategies on the international stage.

Contractual obligations will ensure that promoted events provide Tourisme Montréal visibility in accordance with its requests. The visibility requested by Tourisme Montréal will depend on the financial assistance granted. When submitting a request for financial assistance, the sports federation or organization that holds rights to the sports event agrees to respect the minimum demands of Tourisme Montréal regarding visibility or will propose adjustments to this effect. For more information, please contact Andréanne Paquet at 514-844-3434 or [apaquet@mtl.org](mailto:apaquet@mtl.org).

## 7.6 TERMS OF PAYMENT

For all projects retained, financial assistance will only be granted when all required documents (sections 7.3 and 7.4) are submitted to Tourisme Montréal's Sports Market Department at the address indicated on the form.

Financial assistance will only be granted once Tourisme Montréal receives the reports on the number of occupied room nights from each hotel taking part in the service agreement in order to confirm the actual number of room nights used. Payment will be made to the organizing committee once the report(s) are received and/or when the official invoice sent by the organizing committee, as stipulated in the signed memorandum of understanding.

Tourisme Montréal reserves the right to ask for total or partial reimbursement of financial assistance granted in one or more of the following circumstances:

- / If the event is cancelled.
- / If organizing the event affects it prejudicially
- / If one or more of the required documents is missing
- / If any of the information included in the documents received by the organization or disseminated by it is false or inaccurate
- / If, once the event is over, all documents requested are not submitted to Tourisme Montréal's Sports Market Department
- / If the admissibility criteria is not met

## 7.7 ELIGIBLE COSTS (ADDITIONAL AMOUNT)

The amount of Tourisme Montréal's contribution under the National and International Sport Hosting Program will generally be granted to help cover all expenses relating to a national or international sporting event. The amount of the grant shall not exceed ten percent (10%) of the event's total annual expenses, per the event budget submitted by the applicant, approved by Sport Canada, the Quebec Department of Education, Higher Education and Research (MEESR) and the City of Montréal, and verified by Tourisme Montréal at the time of the application.

### **Eligible expenses include:**

- / Travel and lodging expenses relating to event promotion;
- / Cost of tourism studies and consultations;
- / Costs to develop advertising, marketing, promotional and tourism development strategies;
- / Staffing costs (employees, freelancers or subcontractors) specifically assigned to international promotional activities;
- / Costs for using sports facilities, halls and public spaces;
- / Cost of material and equipment needed to hold the event;
- / Cost of authorizations, sanctions and permits to hold the event;
- / Costs relating to site visits by experts or delegates from federations holding rights to the event;
- / Insurance costs relating to the holding of the event;
- / Costs relating to the use of sports officials;
- / Costs for trade fairs, markets and missions abroad;
- / Costs relating to online promotional activities;
- / Costs for the design, production and distribution of documentation to promote tourism;

- / Costs relating to partnership agreements with tour organizers and travel agencies or other specialists in contact with tourist clientele outside Quebec;
- / Costs to organize receptions, press conferences and meetings to support or create promotional events aimed at players who can distribute messages about major events to people outside Quebec, including:
  - journalists, travel agents (wholesale or retail);
  - general or specialized media representatives;
  - representatives of foreign production companies, institutions, groups or events;
- / Expenses relating to media placement outside Quebec;
- / Expenses for advertising in the official Tourisme Montréal tourist guide.

**Eligible expenses do not include:**

- / Expenses for catering services;
- / Restaurant bills;
- / Advertising in local Montreal media;
- / Any administrative costs not directly related to tourism promotion or development (finance, accounting, legal fees, etc.);
- / Donations and sponsorships;
- / Travel and entertainment expenses incurred on behalf of the organization;
- / Cost of food, beverages and goods offered as part of the event;
- / Cost overruns and any deficit with regard to the budget forecast submitted to the three levels of government and to Tourisme Montréal;
- / Applicable taxes;
- / Expenses and costs already reimbursed by another funding provider or the private sector;
- / Fees, gifts, honorariums, awards, prizes, rewards, compensation or reimbursements offered or awarded to athletes, participants, volunteers, experts, delegates or sports organizations.

## 8. SUBMITTING A REQUEST

Please fill out and e-mail the financial assistance form (specific to the component for which you are applying) and all required documents stated in this form to [sport@mtl.org](mailto:sport@mtl.org).

For any other information request regarding financial assistance, please contact Andréanne Paquet at 514-844-3434 or [apaquet@mtl.org](mailto:apaquet@mtl.org).

## 9. DEFINITIONS

Tourisme Montréal is the organization dedicated to the market development and hosting of national and international sports events. In major Canadian cities, this mandate is assigned to tourism offices where a particularly strong strategic development has been observed, especially in the past few years. Tourisme Montréal has shown great leadership and works in partnership with the Ville de Montréal to play an active role in attracting national and international sports events and increasing tourism to the city while promoting the development of elite sports.

**Number of visitors:** Total number of entries, visits and spectators of all ages. It can also include participants and competitors, if they form part of the total number of visitors.

**Tourists:** Persons who travelled outside their place of residence for at least one overnight stay or longer, but for less than a year, and who used commercial or private accommodations.

**Day-trippers:** People who have made a round-trip of at least 40 kilometres from their place of residence in the same day.

**Visitors:** Term that encompasses tourists and day-trippers.

**Environmentally responsible approach:** An environmentally responsible event uses a sustainable development approach at all stages of its organization. This approach aims to reduce the negative repercussions of the event, including on the environment (reduce residual waste or refuse generated, greenhouse gas (GHG) emissions, consumption of natural resources, etc.), and to increase the positive spinoffs of the event (local or fair trade business, local integration businesses, awareness, networking, Event accessibility, etc.).