



FORM

TOURISME MONTRÉAL HOSTING PROGRAM FOR PROVINCIAL, NATIONAL AND INTERNATIONAL SPORTS EVENTS

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1. PREAMBLE

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.

It is with this objective that Tourisme Montréal's Hosting Program for provincial, national and international sports events has been created. For full details, please consult the Program's presentation document.

2. HOW TO MAKE A REQUEST

You must complete and return by email the financial aid application form (specific to the component for which you are applying) and all the documents required in Section 4 to Olivier Breton at obreton@mtl.org.

For all other requests for information concerning financial aid, you can communicate with Andréanne Paquet, at 514-844-3434 or at apaquet@mtl.org.

3. FORM

Component choice

Please select the component for which you are submitting an application. You may apply to only one component of the Program.

Date of the request

Organization identification

First Name: Last Name:

Function: Email:

Telephone: Mobile:

Name of organization:

Website:

Address:

City: Province:

Country: Postal Code:

Event Identification

Event name:

Brief description of event:

Sporting discipline(s):

Event website:

Event location (if confirmed)

Name:

Address:

City:

Province:

Postal Code:

If location has not been confirmed, do you need assistance in finding one? What specifications would the venue require?

Arrival date:

Start date of event:

End date of event:

Departure date:

Set up and dismantling required? If yes, indicate the necessary time for each:

Who is organizing the event?

Are federal, provincial, and international federations involved?

Provincial federation:

National federation:

International federation:

Is this a recurring or single event? Please specify.

Event category(ies):

- Competitive
- Participatory
- Professional
- Convention or meeting

- Annual general assembly
- Gala
- Other (please specify)

Competition calibre:

- Provincial
- National
- Continental

- Global
- Invitation
- Other (please specify)

Identify the category(ies) of the event and the age group(s) for each of them:

Are there activities organized around the event that would support the local community?
Please specify.

Decision-making process

Has Montréal been chosen as host city?

If not, what other cities are being considered?

On what date will the decision be final?

Are you planning to do an inspection tour before the decision?
If yes indicate the date.

History and statistics

Please complete the following table concerning the last three (3) editions of the event.

Date (dd/mm/yy)	City	Number of participants (excluding spectators)	Number of overnight stays generated	Number of rooms reserved	Average price of rooms

Participants

Please complete the following table concerning participants

	Number	% from outside of Montréal	% from outside of Québec	% from outside of Canada
Athletes				
Trainers				
Officials				
Staff				
Media				
VIP				
Spectators				
Broadcast/Webcast				
Other				

Number of participating provinces:

Specify:

Number of participating countries:

Specify:

Statistical data on participants (average age, sex, education, etc.) Please specify the type of participant for each data.

Hotel selection criteria

Please note that you must generate a business opportunity for a minimum of three (3) hotels via Tourisme Montréal to be eligible for the program.

Who will make hotel reservations?

What is the desired average room price?

Room type	Average price
Single occupation	
Double occupation	
Triple occupation	
Quadruple occupation	
Suites	

What hotel categories are desired (3-,4-, 5-star)?

Do you have a preference for a particular hotel chain?

Do you have an agreement with an international sales office in particular?

Should breakfast be included?

Do you foresee having blocks without attrition (with cut-off date)?

How many rooms on average will be reserved in this manner?

Are you looking for hotels close to competition sites?

Do you require meeting spaces?

If yes, what size?

Room capacity?

How many rooms?

Are you organizing a banquet? If yes, indicate the date.

For how many people?

Is there a meal service? What is your budget?

Do you have any other specific criteria for hotels? (e.g.: discount, Wi-Fi, breakfast, meal package, etc.)

Is there a commission to be paid to the organizing committee/sports federation?

Please complete the table, below, concerning the number of required rooms*:

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Date						
Details						
Single occupation						
Double occupation						
Triple occupation						
Quadruple occupation						
Suites						

*If additional columns are required, please let us know.

Will an inspection tour be made before the decision?

Would you like to receive information directly from the hotels or from Tourisme Montréal?

On what date would you like to receive information from hotels?

Visibility and promotion

Will the event be broadcast on TV/web?

If yes, which and on what scale?

Is a history of the broadcast available?

Number of countries:

Number of viewers:

Will there be a ticket office during the event?

What launch activities will the event have (press conference, radio or TV interviews)? Specify.

Is an advertising campaign planned (TV, radio, newspapers, magazines) ? Specify.

What promotional material will be used (official program, flyer, poster, website)? Specify.

Additional Comments:

4. 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
- Contracts signed with hotels

COMPONENT 2. Federated international sports events

COMPONENT 3. Participatory and 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
- Contracts signed with hotels

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)
- Final event report: highlights, number of participants, number of countries represented, number of spectators and television viewers, television broadcasting, communications and marketing operations carried out, public activities organized, problems encountered, problems overcome, etc.
- Balance sheet of the event
- Invoices: sanctions, permits, insurance, facility rental, promotional material, purchase of equipment, etc. (if additional financial assistance is granted)

Thank you for completing this form. A representative from Tourisme Montréal will communicate with you within 15 working days of receipt of this form.

If you have any questions, please email Olivier Breton at the following address: obreton@mtl.org.