

## HOSTING OF MAJOR COMPETITIVE EVENTS

### Preamble

1. Cross Country Canada (CCC) is the sport governing body for cross-country skiing, Canada's optimal winter sport and recreation. Among its numerous responsibilities, CCC is responsible for facilitating and providing overall guidance and direction for the hosting of cross-country ski competitions at all levels. Within this general program area, the hosting of major competitive events in Canada is an important activity that contributes directly to the success of CCC's mission of promoting the achievement of international excellence in the sport.
2. The hosting of major events – both international and domestic – provides a range of benefits to the sport and its stakeholders. These include:
  - a. providing high quality domestic and international competitive experiences to further the development of excellence in Canadian ski racers;
  - b. developing event hosting capacity – to include organizational capacity, officials and infrastructure – across the country;
  - c. promoting the sport in general and stimulating public interest in elite cross-country ski racing in particular;
  - d. enhancing the value of CCC events and team properties for current and potential CCC sponsors, thus facilitating marketing;
  - e. at some levels of competition, generating revenue to be used for further development of the sport; and
  - f. stimulating sport tourism, with the related economic benefits for local communities.
3. CCC will schedule events with a view to achieving the benefits listed above. Typically, competitive events that are scheduled by CCC will be organized by CCC clubs. This ensures that the benefits of hosting accrue directly to entities within CCC and contribute to the achievement of CCC's mission. CCC will award hosting rights based primarily on the ability of the designated organizing committee to deliver these benefits.

### Aim

4. The aim of this operational policy is to provide direction and guidance for the scheduling and hosting of major competitive events within CCC.

## Authority

5. This document is published under the authority of the CCC Events Committee.

## Definitions

6. **Event.** A competition or a number of competitions that occur at a particular site or sites in a specified time period and which are hosted by a particular Organizing Committee (see definition below) – for example, the Canadian Championships. “Event” means the competitions and all the other elements of the organisation included and/or linked therewith, such as official training, presentation and award ceremonies, official invitations, press conferences etc.

7. **Event Facilities.** All locations, offices, reception and meeting room facilities used by the organisation for official purposes in connection with the event, including award ceremonies, race offices, accreditation office, meeting rooms used for official meetings (e.g. team captains’ meetings, press conference, announcements, presentations), press centre, service infrastructures, etc.

8. **Event Venue.** The sites and locations that are used for the purpose of the organisation of the event, including the course and event facilities not included within the course.

9. **Major Event.** An international event (sanctioned by FIS or the IPC) that is hosted in Canada; or a domestic event (sanctioned by CCC) that targets national participation.

10. **Competition.** An individual race within an event, incorporating one or more age classes. For competitions below World Cup level, both genders normally compete in the same competition (within their respective classes).

11. **International Federation (IF).** The international governing body for the sport:

- a. **International Ski Federation (FIS)** - in the case of able-bodied skiing; and
- b. **International Paralympic Committee (IPC)** - in the case of para-Nordic skiing.

12. **National Sport Association (NSA).** The FIS-recognized national sport governing body to which the right to host/organize a World Cup event is granted by FIS; in the case of Canada, the NSA is the Canadian Snowsports Association (CSA).

13. **Local Organizer (LO).** The entity which takes on the effective hosting/organizing organisation of a World Cup event, based on delegation of the right to host by its’ NSA. In the case of Canada, the LO is Cross Country Canada (CCC).

14. **Organizing Committee (OC).** The organization within the hosting CCC club that is delegated the right to host/organize an event. For major events such as a World Cup or the

Canadian Championships, the OC will include both an Event Organizing Committee (EOC) and a Competition Committee (CC).

15. **Technical Delegate (TD).** A trained individual, appointed by the appropriate sport governing body, who has the knowledge and experience required to provide guidance to OCs on the organization and conduct of cross-country skiing competitions in accordance with current and approved rules and standards. The TD is the representative of the sanctioning body to the OC, and is the guarantor that a competition will be conducted in accordance with the Rules prescribed by the sanctioning body.

16. **Competition Sanctioning.** A competition is “sanctioned” when the OC agrees to meet the criteria established by the sanctioning body and pays the associated fee.

## Types of Events

17. For the purposes of this policy, major events are divided into two categories: international and domestic.

18. **International Events.** International events are those whose rights belong to the International Ski Federation (FIS) and the International Paralympic Committee (IPC):

- a. **FIS Events.** FIS World Cups, FIS Tour de Ski events and FIS World Championships fall into this category:
  - 1) Only FIS World Cups will be specifically addressed in this policy; details on the scheduling and hosting of FIS World Cups in Canada are provided in Annex A.
  - 2) FIS Tour de Ski events are structured as multi-competition series with cumulative results. They involve multiple venues and OCs. As such they are significant undertakings wherein both potential benefits and risks are heightened. FIS Tour de Ski events will be scheduled and hosted in accordance with the principles established in this policy, as adapted or amended to accommodate the unique challenges posed by the Tour. Specific provisions for a Tour de Ski event will be determined through the management structure prescribed for World Cup events.
  - 3) World Championships are multi-sport events. They will be managed on a case by case basis as required.
- b. **IPC Events.** TBA. Details on the scheduling and hosting of IPC World Cups in Canada are provided in Annex B.

19. **Domestic Events.** Domestic events are those whose rights belong to CCC. Tier 1 events, as defined in *CCC Policy 2.2.1 – Competition Registering and Sanctioning*, are considered to be major events. These include the Canadian Championships, NorAms and

Canada Cups (Note: the Canada Winter Games are also considered major events, but the rights are not owned by CCC). Details on the scheduling and hosting of Tier 1 domestic events are provided in Annex C.

20. Salient features of the major events specified above are listed in the table below:

<b>Item</b>	<b>FIS WC</b>	<b>IPC WC</b>	<b>Canadian Championships</b>	<b>NorAm</b>	<b>Canada Cup</b>
Sanctioning	FIS	IPC	FIS & CCC	FIS & CCC	CCC
Technical Specifications	FIS	IPC	CCC	CCC	CCC
Assignment of TD and Assistant TD	FIS	IPC	CCC	CCC	CCC
Participation	Intl	Intl	National	National & Continental	Regional & National
Eligibility for FIS Regional Cup Series	N/A	N/A	Yes	Yes	No

### **Long Range Hosting Plan for International Events**

21. Because of the associated benefits, the hosting of international events is an important objective within CCC's Strategic Plan. Accordingly, the CCC Events Committee is assigned the responsibility for producing and keeping current a Long Range Hosting Plan that projects event hosting intentions for a planning horizon of a minimum of four years. This Plan will specify the type of event, the specific objective(s) to be achieved through hosting it and any preliminary steps that must be taken to permit hosting to occur.

22. The Long Range Hosting Plan is to be presented annually at the spring Management Committee meeting for discussion and approval and to the CCC Board at the Annual General Meeting for information.

### **List of Attachments**

- Annex A      Scheduling and Hosting of FIS World Cup Events
- Annex B      Scheduling and Hosting of IPC World Cup Events
- Annex C      Scheduling and Hosting of Major Domestic Events

## Annex A

### SCHEDULING AND HOSTING OF FIS WORLD CUPS

#### **FIS World Cups**

1. World Cup Cross-Country events are properties that are owned by the FIS. These properties are made available for hosting/organizing through the systematic delegation of rights and responsibilities from the FIS to an OC, always through the intermediary offices of a NSA and a LO. In the case of Canada, the NSA is the CSA and CCC is the LO.

2. Each NSA/LO/OC that is delegated the right to host/organize a World Cup event is contractually bound by the *FIS World Cup Organizer's Agreement* (latest version). The latter agreement effectively binds the OC to comply with the following additional documents located on the FIS web site (<http://fis-ski.com/>):

- a. *International Competition Rules Cross-Country (ICR).*
- b. *FIS World Cup Cross-Country Rules (WCR).*
- c. *FIS Cross-Country Organizers' Guide.*
- d. *FIS Advertising Rules.*
- e. *FIS Sponsor Guide.*
- f. *FIS Medical Guide.*
- g. *FIS Anti-Doping Rules.*
- h. *Service Catalogue WIGE/MIC and AGFA.*
- i. *FIS Media Guidelines.*
- j. *FIS TV Production Guidelines for the World Cup and World Championships.*
- k. *FIS Cross-Country Homologation Manual.*
- l. *FIS Internet Policies.*
- m. *FIS Corporate Identity Rules.*

#### **Definitions**

3. **FIS Advertising Rules.** The guidelines issued by FIS in regard to advertising at World Cup events.

4. **Sponsorship Rights.** The right to market specified properties associated with FIS World Cup events. These include:
- a. **FIS Sponsorship Rights** – the rights to properties retained and managed by the FIS;
  - b. **National Sponsorship Rights** – the rights to properties retained and managed by the LO (CCC); and
  - c. **Regional Sponsorship Rights** – the rights to properties delegated for management to the OC.
5. **FIS TV Production Guidelines.** The guide-lines issued by FIS in regard to TV coverage of World Cup competitions.
6. **FIS Rules.** All regulations issued by FIS including specifically but not limited to the *FIS Statutes*, the *World Cup Rules*, the *ICR*, the *FIS Medical Guide*, the *FIS Anti Doping Rules and Procedural Guidelines* and the *Specifications for Competition Equipment and Commercial Markings*, as well as any precisions or complements thereto as issued from to time by FIS.
7. **ICR.** The *International Ski Competition Rules* issued by the FIS.
8. **FIS Sponsor Guide.** The document issued by FIS that defines the provision of services for the FIS World Cup Cross-Country Title and Presenting Sponsors.
9. **World Cup Competitions.** Races that are part of the FIS World Cup.
10. **World Cup Rules.** The rules for the FIS World Cup Cross-Country, together with any amendment and/or precision thereof as from the time issued by the FIS. In the context of this agreement, World Cup rules refers more specifically to the *Rules for the FIS World Cup Cross-Country (Year Specified)* together with any amendment and/or precision thereof as issued from to time by the FIS Council on proposal of the Cross-Country Committee.
11. **Host Broadcaster.** The television production firm that has been contracted by the OC to produce the television coverage specified in the *FIS TV Production Guidelines*.

## **GOAL OF HOSTING WORLD CUP EVENTS**

12. The primary goal of hosting FIS World Cup events in Canada is to support Canadian cross-country skiers in achieving international excellence by providing high quality international racing opportunities on home soil, while at the same time raising the profile of the sport in Canada and other FIS markets.

## **OBJECTIVES OF HOSTING WORLD CUP EVENTS**

13. The objectives of hosting World Cup events in Canada are to contribute to the overall development of the Canadian cross-country skiing community by:

- a. providing Canada's elite skiers the opportunity to race in World Cup events with the advantages that accrue when skiing in a domestic environment (i.e. with a supportive audience and without the fatigue and cost associated with international travel);
- b. permitting more Canadian skiers to race in World Cup events (through the National Group);
- c. enhancing event hosting capacity across the country;
- d. promoting competitive cross-country skiing to the Canadian public through all media;
- e. engaging corporate and public partners to support the development of cross-country skiing;
- f. generating revenue to support the development of cross-country skiing while:
  - 1) limiting the financial risk of international event hosting for all participating parties; and
  - 2) ensuring a division of revenues among participating parties that reflects the effort contributed and risk assumed in hosting World Cup events;
- g. strengthening CCC's event brand internationally, by ensuring a consistent high quality of event delivery that meets or exceeds FIS standards and expectations;
- h. supporting local/regional economic development; and
- i. promoting Canada internationally as a preferred ski destination.

## **CCC HOSTING PRIORITIES**

14. CCC's priorities in facilitating the hosting of World Cup events in Canada are the following:

- a. **First Priority** – to bring FIS World Cup competitions to Canada in order to achieve the specified hosting goal and objectives. Unless otherwise specified, this is to be done with minimal financial risk to CCC.

- b. **Second Priority** – to assist the OC in hosting a successful event that reflects favourably on Canada and meets the OC’s stated objectives (including revenue generation).
- c. **Third Priority** – to generate revenue for CCC. Overall, it is expected that hosting World Cups will be a profitable enterprise, particularly as the visibility and popularity of these events grows. The terms for sharing of profits will be specified in the contract (the *CCC Agreement to Host a World Cup Event*) through which the right to host is delegated from the LO (CCC) to the OC. The division of profits will generally reflect the responsibilities exercised, the effort contributed and the level of risk borne by the respective parties.

## **APPOINTMENT OF THE HOST/ORGANIZER**

15. In consideration of the multi-faceted value to the cross-country skiing community of hosting World Cup events, CCC will encourage the development within Canada of the capacity to host such events. This will be done in a way that attempts to produce regional balance, as this serves to develop the sport on a national basis and distributes the associated benefits more equally within the Association.

16. The capacity to host is defined as: a race course homologated to FIS standards on which to hold the competitions; associated event facilities to support the competitions; a competent OC; and financial resources sufficient to deliver the event with a balanced budget (or net profit).

17. When CCC assesses that the capacity for hosting exists, it will apply through the NSA (CSA) for a date or dates on the FIS World Cup calendar. When tentative World Cup dates are obtained, CCC will offer hosting rights to OCs on a competitive bid basis, unless there are factors that pre-determine the site.

18. CCC will issue a Request for Proposals (RFP) through CCC’s Divisions (i.e. Provincial and Territorial Sport Organizations). CCC clubs responding to the RFP will submit their bids through their Division Office for approval. Bids that are approved at the Division level will be submitted to CCC.

19. The criteria for assessing bids and making decisions on the assigning of rights will be specified in the Request for Proposals. Normally, acceptance by the bidding party of full financial responsibility for the hosting of the event will be an essential requirement of the RFP. CCC will select the winning bid or bids (in the case of multiple events) and announce the winners.

20. Through the CSA, CCC will inform the FIS of the location(s) and the OC(s) that it proposes for the tentative date(s) scheduled for Canada. This information will be incorporated into the draft World Cup calendar that is promulgated a year before the season in which the event is to take place.



21. Once the draft calendar has received FIS Council approval (in the spring before the competition season) and the OC has been formed, CCC will enter into negotiations to develop the contracts through which the right to host is delegated from the FIS to the OC. There are two contracts:

- a. ***FIS World Cup Organizer’s Agreement.*** This is a tri-partite contract between the FIS, the NSA (CSA) and the LO (CCC) through which the right to host is delegated to CCC. The specific rights that are retained and delegated by the respective entities, together with the responsibilities to be assumed by each, are specified in this agreement.
- b. ***CCC Agreement to Host a World Cup Event.*** This is a tri-partite contract between the NSA (CSA), the LO (CCC) and the OC through which the right to host is delegated to the OC.

22. The timing for the process through which World Cup events are scheduled and rights are delegated is shown in the table below, using a World Cup event in the 2005/06 season as the example:

<b>Time</b>	<b>Activity</b>
	CCC applies through NSA (CSA) for WC date(s) in 2005/06 season
Fall 2003	FIS Calendar Conference – tentative WC dates assigned
	CCC determines event OC(s) and location(s) and advises FIS (through CSA)
Fall 2004	FIS Calendar Conference - Draft 2005/06 WC calendar approved
	Visit by FIS Race Director to inspect venue(s) and meet OCs
Spring 2005	FIS Calendar Conference - 2005/06 WC calendar confirmed
	FIS Council - Final 2005/06 WC calendar approved
	FIS/NSA/LO and NSA/LO/OC contracts signed
Fall 2005	FIS Fall Meetings - 2005/06 WC calendar amendments announced (if any)
2005/06 Season	Event(s) hosted

23. Certain rights and responsibilities associated with the hosting of a World Cup event in Canada require close cooperation between the LO (CCC) and the OC. Several of these are discussed in the following sections.

## **ADVERTISING/SPONSORSHIP RIGHTS**

24. The advertising/sponsorship rights that are an integral element of the FIS World Cup property are a significant potential source of revenue for the rights holder.

25. All advertising and commercial markings and supports used at the event shall comply with the specifications set forth in the applicable *FIS Advertising Rules* and to the relevant provisions of the *FIS TV Production Guidelines*.

**26. FIS Sponsorship Rights.** The World Cup Title Sponsor rights as specified are reserved for FIS management (i.e. FIS sponsorship rights). The LO (CCC) shall procure through the *CCC Agreement to Host a World Cup Event* an effective enforcement, protection and servicing of these rights in accordance with the *FIS Sponsor Guide*.

**27. National Sponsorship Rights.** Sponsorship rights beyond those retained by the FIS will be delegated through the NSA (CSA) to the LO (CCC) in the *FIS World Cup Organizer's Agreement*. Within these rights, CCC will identify certain World Cup properties as national sponsorship rights. It will offer these to existing CCC corporate sponsors on the basis of a "first refusal" condition that is part of the CCC sponsorship package. This provision permits CCC to protect and foster its principal sponsor relationships. Terms for the disbursement of revenue from properties acquired by CCC sponsors during this period will be specified in the Agreement to Host; normally, these terms will provide for the revenue to be passed directly to the OC. The *CCC Agreement to Host a World Cup Event* will confer upon the OC the responsibility to enforce, protect and service the rights held by CCC sponsors – and to provide hospitality to these sponsors – in the same way that the OC is required to care for FIS sponsors. The *CCC Agreement to Host a World Cup Event* will also specify that if the national sponsorship rights retained by CCC are not sold within the specified period, they will then be delegated to the OC.

**28. Regional Sponsorship Rights.** The *CCC Agreement to Host a World Cup Event* will also identify properties that will be considered the OC's sponsorship rights from the time the contract is signed. These rights, known as regional sponsorship rights, will be managed by the OC with a view to generating income to offset event operating costs. Any limitations applying to the exercise of these rights (e.g. sector exclusivity) will be specified in the *CCC Agreement to Host a World Cup Event*.

## **TELEVISION COVERAGE**

29. The responsibility to produce television coverage and the right to distribute that coverage are important elements of hosting a FIS World Cup event. Distribution of the television coverage is sub-divided into international and domestic rights (Note: is domestic just Canada or does it encompass North America?). Achieving the broadest possible distribution of television coverage is a high priority for all entities (FIS, NSA, LO and OC), as it contributes to promoting the sport and providing the greatest exposure to sponsors (thus enhancing the value of the World Cup property)

### **30. Television Production Responsibility**

- a. It is an essential condition for the organisation of a World Cup event that high quality TV coverage of the competitions be produced. An international TV signal enabling live transmission must be guaranteed for the entire duration of the competition. Agreements regarding TV production of the competitions shall ensure that the host broadcaster shall comply fully with the *FIS TV Production*

*Guidelines.* Further, the agreement shall include the obligation to comply with the requirements set forth in the *Timing and Data Technical Requirements*.

- b. The responsibility for television production will be delegated to the OC in the *CCC Agreement to Host*. The OC will contract for the services of a host broadcaster, will be obliged by the terms of the contract to produce television coverage in accordance with the standards and related considerations specified by the FIS in the *FIS World Cup Organizer's Agreement*, and also incorporating requirements agreed separately with the holder of the rights for international distribution (see paragraph XX below). As the NSA (CSA) and LO (CCC) are also parties to the latter agreement, they shall be signatories to the television production contract.

**31. Television Distribution Rights – International.** The right to international distribution of television coverage of a World Cup event includes the right to distribute the signal through other electronic media:

- a. The right to international distribution is a valuable property, due to the strong demand for this coverage in the European market.
- b. This right is delegated to the LO (CCC) in the *FIS World Cup Organizer's Agreement*. Typically, the right will be retained by the CCC, who will negotiate for the services of media distribution firm. CCC manages this right because international distribution contracts are normally multi-year, covering events that may be hosted by different OCs. CCC is able to demand a higher price for a multi-year contract than a contract covering a single event. On a case by case basis, management of the right to international distribution *may* be delegated to the OC.
- c. Considerations in these negotiations will be pricing and the ability to meet the objective of wide distribution. The FIS and the NSA (CSA) will be consulted in these negotiations. When CCC selects a firm to be the international distribution rights holder, the NSA (CSA) will be party to the contract.
- d. Terms governing the disbursement by CCC of revenues from the international distribution contract will be specified in the *CCC Agreement to Host a World Cup Event*. Normally, all revenues will be passed to the OC in full, but this may vary on a case by case basis.

**32. Television Distribution Rights – Domestic.** The right to domestic distribution of television coverage of a World Cup event includes the right to distribute the signal through other electronic media:

- a. As television broadcasts of cross-country skiing events is not currently viewed by potential sponsors as a valuable property in the Canadian market, the aim of managing this right is to obtain as much domestic coverage on a national scale as

possible, at little or no cost. The management of this right is not considered a source of revenue at this time.

- b. This right is delegated to the LO (CCC) in the *FIS World Cup Organizer's Agreement*. Typically, the right will be retained by the CCC, who will negotiate for the services of a domestic television distribution firm. As with the rights to international distribution, the contract for domestic distribution right is also negotiated on a multi-year basis, and the NSA (CSA) is a co-signatory on the contract.
- c. The relationship with the domestic rights holder (once contracted) is an important one that must be fostered carefully by CCC over time in the interest of optimizing exposure of the sport.

## **OTHER HOSTING RESPONSIBILITIES**

33. Unless otherwise specified, the *CCC Agreement to Host a World Cup Event* will delegate to the OC full responsibility for all event organizing and hosting responsibilities as described in the *FIS World Cup Organizer's Agreement*.

## **LO (CCC) OVERSIGHT RESPONSIBILITY**

34. Notwithstanding that rights and responsibilities are delegated to the OC in the *CCC Agreement to Host a World Cup Event*, the LO (CCC) will have a residual responsibility to monitor and confirm that these rights and responsibilities are being managed by the OC to the standard specified and expected by the FIS and the NSA (CSA).

## **FEDERAL GOVERNMENT HOSTING ASSISTANCE**

35. The Federal Government of Canada – through the offices of Sport Canada – offers grants to support the hosting of international events in Canada. As the entity that is responsible for managing relations between the sport of cross-country skiing and Sport Canada, the LO (CCC) is responsible for applying for grants to support World Cup events hosted in Canada. This also enables CCC to coordinate the applications for support when multiple events are scheduled for the same year, and it ensures consistency in the applications coming forward from the sport. Terms governing the disbursement by CCC of revenues from Federal Government hosting grants and payment of costs that may be incurred in complying with the conditions of the grant (e.g. completing an economic impact assessment) will be specified in the *CCC Agreement to Host*. Normally, all revenues will be passed to the OC in full, but this may vary on a case by case basis.

## **PROVINCIAL GOVERNMENT HOSTING ASSISTANCE**

36. Provincial governments are also a potential source of grants to support the hosting of international events within provincial jurisdictions. As the entity that normally manages relations between the sport and provincial governments, CCC Divisions are responsible

for applying for grants in support of World Cup events hosted by OCs established by their member clubs. This also enables the Division to coordinate the applications for support when multiple events are scheduled for the same year, and it ensures consistency in the applications coming forward from the sport of cross-country skiing. Where grants are obtained, they will normally be passed directly to the OC. At the discretion of the Division, the OC may be granted authority to apply directly to the provincial government.

## **MANAGEMENT AND COORDINATION**

37. The hosting of a FIS World Cup event or events is a complex undertaking with significant financial and other contractual obligations being assumed by CCC and its clubs. To assist in managing and coordinating this undertaking, an ad hoc World Cup Coordinating Committee will be established with the following membership:

- a. Chair – CCC Director of Marketing and Event Management.
- b. Member – Chair of the OC (for each event being hosted in a particular year).
- c. Member – Division representative (for each Division in which a World Cup event is being hosted).
- d. Member – senior CCC representative to the FIS (normally the Canadian representative on the Cross-Country Skiing Committee).
- e. Member (ex officio) – CCC Executive Director.

38. The World Cup Coordinating Committee will operate on the basis of consensus. The deliberations of the Committee will not override any of the rights, responsibilities and authorities of the parties represented in it. The responsibilities of the Committee are to:

- a. ensure agreements/contracts as required by this policy are negotiated and concluded on a timely basis;
- b. coordinate and resolve conflicts arising from the rights and responsibilities, with a view to ensuring that the hosting enterprise proceeds with the maximum efficiency and profitability and the objectives of all parties are achieved; and
- c. support the sharing of best practices and the realization of appropriate and applicable economies of scale.

39. If the need for a major departure from the provisions of this policy is identified and agreed within the World Cup Coordinating Committee, a recommendation for change or exception will be made to the CCC Events Committee for a decision.

## **LO (CCC) RESPONSIBILITIES**

40. The responsibilities of CCC as regards the scheduling and hosting of a World Cup event in Canada include:

- a. developing a Long Range Hosting Plan for international events;
- b. (through the CSA) obtaining dates for Canada on the World Cup schedule;
- c. through a competitive bidding process that complements CCC's International Hosting Plan and develops hosting capacity on a national basis, selecting event sites and assigning the right to host to an OC;
- d. determining in the *CCC Agreement to Host a World Cup Event* the rights and responsibilities to be delegated to the OC, as well as those to be retained by CCC. Typically, the rights and responsibilities retained by CCC include:
  - 1) negotiating the agreement for sale of the international television distribution rights (in consultation with the NSA (CSA) and the FIS);
  - 2) negotiating the agreement for management of the domestic distribution rights (in consultation with the NSA (CSA)); and
  - 3) managing the sale of national sponsorship rights (until such time as these rights, if unsold, are delegated to the OC);
- e. providing leadership to the World Cup Coordinating Committee to ensure that hosting agreements are completed and executed in a timely and successful fashion and to limit the financial risk for all parties;
- f. advising the OC on the negotiation of an agreement for a host broadcaster;
- g. building on existing CCC corporate sponsorships by engaging sponsors to acquire World Cup event properties;
- h. presenting CCC's Long Range Hosting Plan to Sport Canada and applying for a grant (or grants) under Sport Canada's International Single Sport Event (ISSE) component defined within Sport Canada's Hosting Program (HP) (<http://www.pch.gc.ca/pgm/sc/pgm/hstng-eng.cfm>) on behalf of the host OC(s); after the event, CCC is also responsible for ensuring that the OC completes the post-event report that is required by the Program;
- i. cooperating with the OC in the development of a Media and Communication Plan to maximize promotion of the event, participating Canadian skiers, event sponsors and the hosting region/locality;
- j. providing on-site assistance and advice to the OC during the event; and

- k. managing the multi-year contracts negotiated for television distribution rights to ensure that future World Cup events hosted in Canada remain profitable and well supported technically.

## **OC RESPONSIBILITIES**

41. The responsibilities of the OC as regards the hosting of a World Cup event in Canada include:

- a. executing the technical organizing and hosting responsibilities as detailed in the *FIS World Cup Organizer's Agreement* and delegated to the OC in the *CCC Agreement to Host a World Cup Event*. These include (not exclusively):
  - 1) organizing the competitions;
  - 2) managing the sale of regional sponsor rights, and of national sponsor rights when assigned, and fulfilling all obligations taken on through the sale of all sponsorship rights (i.e. FIS, national and regional);
  - 3) negotiating for and contracting the services of a host broadcaster to produce television coverage; and
  - 4) developing and executing communication, media and promotion plans for the event;
- b. applying (through the hosting club's Division) for provincial government funding to support the hosting of the event; and
- c. applying for local government funding to support the hosting of the event.

