



alberta colleges  
athletic conference

**EVENT MANAGEMENT  
GUIDE**

**November 2009**

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## Introduction

The purpose of this Guide is to provide an outline for the organization and administration of Conference events leading to consistent quality of events between sports and from year to year. It is intended as the information resource in planning events and indicates the responsibility between the host and the ACAC Office.

All Conference events are organized for the benefit of both the participants and the spectators. Marketing of the events should be a priority for all members to optimize participation.

All ACAC sanctioned athletic events are under the control of the ACAC. It is the responsibility of the host institution to ensure that their home events follow and adhere to ACAC policies and procedures as outlined in the ACAC Operating Code. ACAC members are strongly encouraged to provide the highest level of service within their respective organization.

## Game Day

### ***Standards for Hosts***

1. The host athletic director will be responsible for ensuring the proper control of all ACAC sanctioned and non-conference events.
2. Unsportsmanlike conduct of staff, volunteers, fans, mascots, etc. should not be tolerated. Spectators are asked to respect the decision of the coaches and officials and be considerate of other spectators. The use of profanity or language that is abusive, vulgar or obscene may result in automatic removal from the venue.
3. Use of laser pointers or similar pointing devices to disturb players, coaches or officials is strongly discouraged at all times.
4. The host institution has the right to limit or allow all noise devices, subject to the rules of the game. Use of commonly accepted marketing devices such as clappers, thunder-sticks, blow horns or any other professionally manufactured devices is generally acceptable whereas use of excessive artificial noise makers such as garbage can lids, air horns, pots & pans is strongly discouraged.
5. Debris thrown on the playing service could result in automatic removal from the venue.
6. Public address announcements and/or playing of music should only be permitted during official stoppages of play. Common stoppages of play examples are:
  - Basketball: warm-ups, time-outs, intermissions, half-time, ball out of bounds.
  - Volleyball: warm-ups, time-outs, intermissions, point earned
  - Soccer: warm-ups, half-time, intermissions
  - Hockey: warm-ups, intermissions, following whistles (icing, off-side, penalty called, etc)Once the game officials have signaled play to resume, all music and/or announcements should cease immediately. Volume levels and announcement etiquette are the responsibility of the host. The head official has the right to advise the host if they feel the volume is too high or the announcing is of a biased nature.
7. All event music is the responsibility of the host.
  - a) The host must ensure that all music selection, quality and volume adhere to ACAC regulations.

- b) Music must be appropriate for the general public. Any song selection containing foul or abusive language, racially defamatory material, material defamatory to an individual, group, company or organization is strictly prohibited.
  - c) Visiting teams are only permitted to play their own warm-up music inside their respective locker rooms.
8. Coaches are required to select their OWN team's Player of the Game at the conclusion of the game. If the host institution wishes to utilize a neutral body for the selection of Players of the Game, they may do so and should inform the coaches prior to the game.

## ***Host Responsibilities***

### **Game-Day Itinerary**

Although not required, it is recommended that all host institutions provide visiting teams with a detailed game-day itinerary. The itinerary may include information such as:

- Important phone numbers & contacts
- Warm-up times
- Locker room numbers & combinations
- Special event details (i.e. graduating player recognitions)

*See Appendix I for sample itinerary*

### **Locker Rooms**

It is the responsibility of the host institution to provide an adequate locker room/change room for visiting teams and officials. The designated visiting team room must be:

- Secure for safekeeping of all belongings
- Private
- Located within a reasonable distance from the playing venue.
- Equipped with a writing board and writing tools (chalk board, dry erase board, etc).

### **Practice & Game Equipment**

Visiting teams will be provided adequate practice and game equipment (balls, pucks, water coolers, etc). Any team or player found abusing or stealing any of the equipment provided may be invoiced for the replacement costs. A report of the circumstances will be sent to the ACAC Commissioner, ACAC Executive Director and the visiting team's athletic director.

### **Ticket Sales and Admission**

Ticket sales are an important source of revenue for all ACAC members and therefore host institutions are *encouraged* to charge admission and to monitoring all entrances to their respective facilities. Free admission to ACAC games is limited to:

- Team members
- Staff
- ACAC Season's Pass or Courtesy Pass holders

Host institutions are NOT required to provide complimentary tickets to visiting teams. Any visiting team found in violation of permitting non-team personnel free admission may be invoiced by the host institution.

## **Spectator Control**

The athletic director of the host institution is vested with responsibility for spectator control and is therefore ultimately responsible for measures required to ensure only sportsmanlike behaviours.

## **Concession**

Concession services are not required at ACAC sanctioned events; however host institutions are strongly encouraged to provide some form of concession services to spectators.

## **Minor Officials**

It is the responsibility of the host institution to provide trained and qualified minor officials at all ACAC events. Minor officials include:

- Scorekeepers
- Score clock operators
- Shot clock operators
- Statisticians
- Goal Judges
- Linespersons
- Public Address Announcer

## **Facility Maintenance**

While facility maintenance and control are generally not the responsibility of ACAC athletic departments, every effort should be made by host institutions to provide safe, clean and welcoming environments for all ACAC events.

## ***Programs***

All ACAC events should provide some form of event program. Regular season game programs which are produced at the host institution are required to include both the CCAA and the ACAC logos.

The Championship program covers and templates are provided by the ACAC office.

All event programs should also include the ACAC Sportsmanship Statement:

*Ladies and Gentlemen: Your admission to this ACAC event entitles you to enjoy athletics in an educational setting. You can show your sportsmanship by positively encouraging the student-athletes, respecting the decision of the coaches and officials and being considerate of other spectators. Remember good sports make good sport.*

## ***Event Staffing***

Game-day staff are possibly the only direct contact customers will have with the host athletic program and therefore must present themselves professionally at all times. The following are some general guidelines for all staff.

### **Greeting Fans**

- Assist the fan before they ask for assistance.
- Familiarity with the venue and its policies. Be a source of information.

- Know the location of washrooms, concessions, team/officials/media entrances and locker rooms.
- Be polite and courteous.

### **Uniforms**

- Wear the uniform neatly and correctly (including a smile).
- Wear comfortable & appropriate footwear.
- Dress appropriately for the sport and climate.

### **Event Coordinators**

The primary role of the event coordinator is to implement and oversee the efficient running of all game-day tasks.

#### **Responsibilities may include:**

- Schedule and coordinate event staff.
- Review the event checklist and ensure all items have been completed.
- Ensure score tables are set-up with required score sheets, laptops, calculators, pens, etc.
- For off campus events, make sure all necessary equipment, supplies and materials are transported to the venue.
- Communicate with the announcers to ensure in-game contests and promotions are ready
- Organize all contests and promotions for halftime / intermission.
- Notify officials and facility staff of any in-game promotions, contests or timeouts.
- Oversee the general running of the events.
- Co-ordinate emergency evacuations, first aid, security issues or complaints.

### **Public Address Announcers**

It is the responsibility of the host institution to provide a qualified public address announcer whose job it is to entertain the spectators in a courteous and professional manner. All announcements must comply with ACAC game day regulations. It is important to note that the public address announcer is classified as a minor official and must adhere to the rules and regulations of a minor official. Any cheerleading, taunting or unsportsmanlike conduct may result in the home team receiving a technical foul/penalty.

#### **Responsibilities may include:**

- Arrive prior to the team warm-ups to review the game day script.
- Set-up technical equipment as required and check volume levels within the venue.
- Gather the names of the starting line-ups, officials and anthem singers (if applicable).
- Compile music and sound effects and have approved by Event Coordinator.
- Maintain the flow of the game and keep the fans involved.
- Announce all public address announcements as scripted and play-by-play (sport specific).
- Recognize the sponsors as per the script.

### **Qualifications**

- Knowledge of the sport, its terminology and rules
- Well trained on the use of audio equipment
- Very good communication skills.

### **Minor Officials** (Score Keepers, Statisticians, Score Clocks)

The Minor Officials role is to ensure the correct statistics are recorded and documented, and that the scores are posted on the scoreboard appropriately. Minor Officials must present and conduct themselves in a professional manner at all times at the sport venue. Consumption of food and beverages is not permitted at the score table.

#### **Responsibilities may include:**

- Arrive prior to game time to prepare score sheets and start the score clock for warm ups.
- Familiar with up to date with rules and regulations of their specific sport.
- They should have prior experience in the correct method of filing out score sheets or working score clocks.
- The head scorekeeper should be informed of any promotional time-outs or special ceremonies and documented on the official score sheet.

### **ACAC Recommended Score table staffing set-up for Basketball & Volleyball**

Announcer/ Music	Shot Clock (B Ball only)	Score Clock	Head Score Keeper	Home Statistician	Computer Statistician	Visitor Statistician (Optional)
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### **Ticket Sellers**

The ticket sellers' primary purpose is to sell tickets for admission to the Championship games.

#### **Responsibilities may include:**

- Have money trays and tickets ready for sales 30 minutes (minimum) prior to game time.
- Be familiar with all event ticket prices and eligibility for free admission.
- Know who is playing and have schedules readily available.
- When ticket sales are over, close down ticket area and reconciling monies and ticket sales.

### **Ticket Takers**

The ticket taker's primary responsibility is to manage admittance and to deny entrance to unauthorized people.

#### **Responsibilities may include:**

- Admitting customers into facility quickly and efficiently.
- Knowledge of what items are allowed into the facility as it may be a responsibility to prevent forbidden articles from entering the facility.
- Familiarity with all types of tickets (Regular, Season, Complimentary, etc.)
- Ensuring all customers have the appropriate ticket (if applicable)
- Access to the names of all key game management and athletics personnel.
- Track attendance numbers (if required)
- Set-up and take down of ticket taking station (if required).

#### Recommended take down times:

Hockey – start of 3rd period

Basketball – start of 2nd half of the late game

Volleyball – start of game 3 of the late game

Soccer – start of 2nd half of late game

## **Ushers & Security** (if applicable)

Ushers or security personnel are primarily responsible for monitoring the bleachers and concourse areas, and assisting customers as necessary.

### **Responsibilities may include:**

- Prior to game time, security should do a complete check of all exterior doors to ensure none have been propped open and are locked shut from the inside.
- Know what items are allowed into the facility to prevent forbidden articles from entering the facility.
- Receive and act on any complaints. If you cannot satisfy the customer, refer them to your supervisor.
- Know the location of mops, brooms, etc. in the event a clean up is required.
- Monitor bleachers for fans who are obviously intoxicated and/or behaving inappropriately. If behaviour is unacceptable, be prepared to evict fan from venue.

## **Organization of Conference Championships**

ACAC rules shall apply to all Conference Championships sanctioned by the Conference.

### ***Responsibilities during Championship Events***

#### **Alberta Colleges Athletic Conference**

- Work closely with the Host to ensure ACAC guidelines are observed.
- Responsibility for the conduct of the Conference championships is delegated to the Sport Convener and the Host, however, the ACAC office retains ultimate responsibility and authority for all championships. Notify all provincial officiating associations of the dates, locations and requirements for Conference championships.
- Circulate schedules for championships to all ACAC members, the Conference statistician, Commissioner and regular media contacts.
- Provide all championship medals, banners and trophies which will be awarded at the championships.
- Prepare and provide posters for championships
- Prepare and provide championship programs

#### **Sport Convener**

- Act as liaison with the host and the ACAC to ensure technical aspects of the championships are adequate. (Facilities, equipment, times, dates, etc.)
- Arrange the appointment of appropriate officials.
- Participate in appropriate award presentations (medals, trophies) befitting a Conference championship.

#### **Host Institution**

- Arrange and control championships on behalf of the ACAC.

- Reserve rooms with the host hotel.
- Facilitate arrangements for playing facilities and equipment.
- Arrange publicity of the championships through the media prior to, during and after the championships.
- Ensure the CPP Partners', CCAA and ACAC logos are prominent in all promotional material associated with the championship.
- Work collaboratively with the ACAC VP Marketing and/or Marketing Coordinator on the requirements for the Championships Partners Program sponsorship agreements at the championship site.
- Provide all necessary off-court, off-ice or off-field officials with score and summary sheets.
- Arrange for all awards and team trophies to be presented at the close of the championship.
- Arrange for a hospitality room for visiting athletic directors, coaches, sponsors and dignitaries.
- Extend VIP invitations to the ACAC Executive Committee members, the ACAC Executive Director, the ACAC Commissioner, and all other ACAC athletic directors
- Provide suitable accommodation at the venue for visiting teams and officials
- Ensure representatives of sponsoring agencies receive recognition and profile in accordance with their level of support.
- Ensure that the Conference statistician receives all results within an hour of the conclusion of each match or game.
- Prepare and submit a Championship Report as per the guidelines on page16.
- Submit to the ACAC office a tournament summary article suitable for use in the ACAC newsletter or on the website

## **Participating Teams**

- Provide the host institution with a media package on the team to include:
  - brief history
  - past accomplishments
  - player profiles (if available)
  - coach profiles
  - present year's records and achievements
- Finalize transportation and accommodation arrangements.
- Request (with adequate advance notice) practice times and facilities that may be required.

## ***Multiple Events Scheduling Conflict***

In the event one member institution is hosting multiple events, the following order of priority will take place:

1. CCAA national championships
2. ACAC conference championships
3. ACAC semi-final series
4. ACAC league games
5. ACAC quarter-final series
6. ACAC tournament sports

Based upon the priorities above, the host is required to draft a schedule of the conflicting sports. The host has the right to adjust the schedule within reason and fairness to all participating teams, to allow for the best marketability of the championships. The schedule should be drafted and approved by the Sports Management Team (SMT) as far in advance as possible to allow traveling teams to plan accordingly.

## **Championships Partners Program – *currently on hold***

### ***Introduction***

The Championships Partners Program (CPP) is focused on providing the Conference with increased sponsorship funding. This program operates on the premise that the ownership of all ACAC championships rests with the Conference which retains the rights to market and sell the events. As such, championship hosts are obligated to meet the full extent of Championship Partners Program "deliverables" presented on page 13 and should endeavor to do so with the assistance of the ACAC Office. Questions regarding the program or hosting responsibilities should be addressed to the ACAC VP Marketing or the ACAC Marketing Coordinator.

Championship sponsorship is currently restricted to those "Partners" procured by the Conference. Championship hosts should refrain from negotiating any sponsorship beyond regular season events, golf Regionals, Cross Country Grand Prix events, preliminary badminton and curling events, basketball quarter-finals, hockey quarter and semi-finals and volleyball qualification weekends which remain the property of the host institutions. Soccer play-off weekends in their entirety are considered the championship events and should not be marketed by the host colleges.

### ***Host Responsibilities to ACAC Championships Partners***

- Recognize the sponsor as an important part of our Championship program
- Recognize the sponsor as the entity, who provides financial support to maintain our programs
- Convey this recognition to the players, coaches, officials and spectators/customers
- Include the sponsor in appropriate/required game day operations
- Ensure that Championship Partners are afforded the greatest degree of respect, courtesy and attentive treatment.

*CPP Contact information can be found in Appendix II.*

## Sponsorship Levels and Benefits

Partnership Type:	Title Partner	Presenting Partner	Major Partner	Official Supplier	Awarding Partner
Partners:		<b>ATB</b>	<b>Subway</b>	<b>Sher-Wood</b>	<b>Elite – Basketball</b>
Number Available	1	4	6	6	1 per Championship
Deliverable:					
Industry Category exclusivity		A,H	A,H		
ACAC Championship Events					
Kiosk for promotion and display	H	H	H	H	H
Product Sales	H	H	H	H	
Inclusion in Public Relations Activities	H	H	H		
Championship Media Advertising	H	H	H		
Championship banners & signage	A,H	A,H	A,H	A,H	A,H
Player of the Game presenter opportunities					A,H
Medal and Trophy presenter opportunities	A,H	A,H			
Provide Public Address announcements	A	A	A	A	A
Read Public Address announcements	H	H	H	H	H
VIP passes to all ACAC Championship events	A	A	A		
Passes to all ACAC Championship Events	A	A	A		H
Advertisement in Championship Event Programs:					
Full Page/ Back Cover	A				
Half Page Advertisement		A			
Logo Included in program			A	A	A

H – Indicates Host is Responsible

A – Indicates ACAC office is responsible

## **Deliverables**

### **Advertising**

Advertising includes the following:

1. Championship media advertising obtained by the Host
2. Championship Event Programs
3. Championship banners

Hosts may obtain Partner logos from the ACAC website for use on promotional materials. Approval for use of the logos should be obtained from the ACAC office.

Two championship banners will be delivered to the Hosts prior to the event. One is to be hung near the main spectator entry to the venue. The other banner should be positioned where it can be clearly seen during games and included in the medal presentations. The banner should be visible in photographs of the medal winners.

Immediately following the Championship the banners should be returned to the ACAC Office unless instructed otherwise.

Sponsorship recognition in Championship programs will be restricted to the Championship Partners, the Alberta, Sport, Recreation, Parks and Wildlife Foundation (ASRPWF), CCAA and ACAC.

Program advertising will reflect the level of sponsorship:

ASRPWF	.....	Full colour logo inside back cover
CCAA	.....	Full colour logo inside back cover
Title Partner	.....	Full Page, Back cover
Presenting Partners	.....	1/2 page colour advertisement within program
Major, Official and Awarding Partners	.....	logo within program

### **Industry Category Exclusivity**

Industry exclusivity is guaranteed for Championships Partners. (E.g. ATB Financial is the only sponsor within the financial services industry as a partner for ACAC Championships). In order to ensure that this benefit is satisfied and to avoid conflict with local sponsors, as soon as host has been determined they are required to submit a list of their local sponsors to the ACAC VP Marketing and the ACAC Marketing Coordinator. If no conflict exists, local sponsors will be recognized by leaving their existing signage in place and they will be eligible for Complimentary passes.

### **Display and Promotional Kiosk at Championship Events**

All levels of partners with the Championship Partners Program are entitled to provide and staff promotional displays or kiosks at the venue during the championship event. Hosts should make this opportunity known to Partner representatives upon initial contact and should subsequently work closely with the Partner to facilitate location and set-up in an appropriate place as requested.

The ACAC office will identify CPP Partners that are in direct conflict with existing institutional agreements and are beyond the control of the host athletic department. They may then be excluded from receiving this benefit.

## **Product Sales Opportunity at Championship Events**

In conjunction with the promotional displays, all levels of Championship Partners except Awarding partners are entitled to sell product at the ACAC Championships. Hosts should work with the Partner to ensure they have every reasonable opportunity to market their products. Any issues related to product sales should be directed to the ACAC VP Marketing for resolution.

Partners are also entitled to "Pass through Rights" which are defined as opportunities for a sponsor to allow business partners to take advantage of product sales/sampling opportunities presented as part of a sponsorship agreement. In the ACAC Championship Partners Program ATB Financial would be permitted to include an associated company, MasterCard, the opportunity to utilize their site at the championship.

The ACAC office will identify CPP Partners that are in direct conflict with existing institutional agreements and are beyond the control of the host athletic department. They may then be excluded from receiving this benefit.

## **Inclusion in All ACAC Championship Public Relations Activities**

Hosts are required to invite CPP Partners to join any public relations activities presented by the Host. At a minimum, Hosts should introduce the Partners during the event and involve them in the proceedings.

## **Public Address Announcements at ACAC Championships**

One of the responsibilities of the public address announcer at the ACAC Championships is to inform the spectators of the involvement of the partners involved in the ACAC Championship Partners Program. Host colleges will be provided with PA announcements for each of the partners which should be read according to the following schedule:

### **Title and Presenting Partners:**

- Two references to each partner during games/matches leading to the final game/match
- Four references to each partner during the Championship game/match.

### **Major Partners:**

- One reference to each partner during games/matches leading to the final game/match
- Two references to each partner during the Championship game/match.

### **Official Supplier Partners:**

- One reference to each partner during games/matches leading to the final game/match
- One reference to each partner during the Championship game/match.

### **Awarding Partners:**

- One reference to the partner during games/matches leading to the final game/match
- Two references to the partner during the Championship game/match.

*See Appendix III for CPP Partners' Public Address Announcements*

## **Closing Ceremonies Scripting at ACAC Championship Events**

Hosts are required to recognize all CPP Partners as part of their regular closing ceremonies scripting.

Award presentations will involve the following representatives:

### **Medal Presentation**

- Presenting Partners
- SMT Convenor
- ACAC Executive Director
- Host

### **Player of the Game, All Tournament Team and Play Off All Star Team**

- Awarding Partners
- SMT Convenor
- Host

### **Championship Banner/Trophy Presentation**

- Trophy Namesake
- Presenting Partners
- SMT Convenor
- ACAC Executive/Executive Director
- Host

### **Use of ACAC Logo**

Championship Partners Program (CPP) sponsors are entitled to use the ACAC logo in any advertising they choose to pursue, including displays and/or kiosks at ACAC Championships.

### **Leveraging of ACAC Sponsorship at Host College**

CPP Partners are entitled, but not obligated, to leverage their ACAC sponsorship agreement at the local level with Championship hosts. Partners, particularly, Presenting and Major Partners that are provincial in the scope may wish to leverage their sponsorship with the host athletic department for regular season recognition. Hosts are encouraged to consider creative ways in which Partners could be engaged in additional "local level" sponsorship to assist the Host with meeting regular season or championship-related expenditures.

It is strongly suggested that Partners that are local rather than provincial in scope not be approached by Hosts for potential leveraging.

### **Complimentary Tickets**

CPP Partners are entitled to passes for ACAC regular season and championships events. The ACAC office will be responsible for issuing passes.

<b>CPP Partner Level</b>	<b>No. of Events</b>	<b>VIP Access per Championship</b>	<b>Courtesy Pass</b>
<b>Title</b>	All	Unlimited	Unlimited
<b>Presenting</b>	All	20	Unlimited
<b>Major</b>	All	10	Unlimited
<b>Official Supplier</b>	All	N/A	10
<b>Awarding</b>	One	2	10

## **Championship Report**

As a means of evaluating the effectiveness of the CPP and of the Partners' involvement Hosts shall provide the ACAC Office with a Championship Report. For both men's and women's hockey where there are two hosts for the Championships, each host is expected to submit a report.

The report, which is to be received in the ACAC office two weeks following the championship, will be shared with the CPP partners. It should be written in a professional manner on the host college's letterhead. The following components are to be included:

### **Overview of the event**

- Venue used
- Unusual circumstances leading up to event
- Unusual circumstances affecting the event
- Unique strengths or challenges for the Host

### **Participating Schools**

List the ACAC members participating in the championship

### **Marketing and Promotion**

- Description of all promotional activity
- List of media involved in advertising the event
- Cost of advertising
- Include photographs of any visual promotions such as posters, signs or print advertisements

### **Attendance**

Provide a summary of attendance throughout the championship. That is, include the participation at all games or matches in addition to a final total.

### **Sponsor Recognition**

- Describe each partner's involvement in the event
- Describe in detail special events such as the Dash for Cash
- Include pictures of signage, banners, kiosks, displays, etc.
- Involvement in closing ceremony

### **Results**

- Present results in clear format
- Include photographs of award presentations

### **Attachments**

- Composite copies of all pre-event advertising
- Two copies of championship game day programs

## Appendix I Game Day Itinerary

Date: \_\_\_\_\_ Sport: \_\_\_\_\_

Host: \_\_\_\_\_

Visitor: \_\_\_\_\_ Locker Room #: \_\_\_\_\_

Event Coordinator: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Campus Security: \_\_\_\_\_

Emergency Medical Services: \_\_\_\_\_

College Address: \_\_\_\_\_

Nearest Hospital: \_\_\_\_\_

Host Athletic Director: \_\_\_\_\_

Practice Time: \_\_\_\_\_ Warm-Up Begins: \_\_\_\_\_

Game Time: \_\_\_\_\_

Special Game-Day Events:

## Appendix II CPP Contacts

### ***Presenting Partners***

#### **ATB FINANCIAL:**

Thorren Koopmans  
Marketing Manager  
9888 Jasper Avenue, Edmonton, AB T5J 1P1  
Tel.: 780-442-8109  
Email: [tkoopmans@atb.com](mailto:tkoopmans@atb.com)

### ***Major Partners***

#### **Subway**

Todd Boehm  
Suite 1823, 2 Carlton Street, Toronto, ON  
Tel.: 403-475-6901  
Email: [t.boehm@sfaft.org](mailto:t.boehm@sfaft.org)

### ***Official Supplier Partners***

#### **Sher-Wood Hockey**

Northern Alberta:  
Shawn Stewart, Intandem Solutions Inc.  
17352 – 107th Avenue, Edmonton, AB T5S 1E9  
Tel.: 780-465-9769  
Email: [shawnstewartsales@telusplanet.net](mailto:shawnstewartsales@telusplanet.net)

#### Southern Alberta

Mike Stanford  
204 Midpark Gardens SE  
Calgary, AB T2X 1N7  
Tel.: 403-720-2345  
Email: [mikest@telus.net](mailto:mikest@telus.net)

### ***Awarding Partners***

#### **Basketball**

#### **Elite Sportswear and Awards**

Drew Schamehorn, Owner  
14703 – 116th Avenue, Edmonton, AB T5L 2M7  
Tel.: 780-454-7944  
Email: [drew@elitesportswear.com](mailto:drew@elitesportswear.com)

## **Appendix III CPP Public Address Announcements**

### ***Title Partner***

N/A

### ***Presenting Partners***

**ATB FINANCIAL:** Through booms and busts, ATB Financial has always been there, and as Albertans we share a common belief - where there's a will there's a way. ATB Financial is proud to support our college athletes as a presenting sponsor of the ACAC [SPORT] Championships. ATB Financial....where there's a way  
Announcement for medal presenter:

ATB Financial is proud to be a presenting partner for the ACAC Championship games of the 2008 season. Please join us in welcoming [NAME] from ATB Financial to award the Championship medals to our winning teams.

### ***Major Partners***

Subway Restaurants: SUBWAY® restaurants is proud to support our college athletes as a major sponsor of the ACAC [SPORT] Championships. Visit any SUBWAY® restaurant in Alberta and try one of our delicious sandwiches. SUBWAY®...Think Fresh, Eat fresh.

### ***Official Supplier Partners***

**Sher-Wood Hockey:** Sher-wood Hockey Inc. is proud to be a sponsor and corporate partner of the ACAC. Sher-wood Hockey Inc. has been the exclusive supplier of hockey sticks, gloves, and pants to the ACAC for six seasons.

Whether it is at the local community rink, or playing for the ACAC Championship, we are thrilled to help hockey players everywhere achieve their goals and dreams.

### ***Awarding Partners - Basketball***

**ELITE:** Elite Sportswear and Awards is proud to support the Alberta Colleges Athletic Conference as an Awarding Partner for the 2008-09 Women's and Men's Basketball Championships. Elite has outlets in Edmonton, Calgary, Red Deer, Victoria and Saskatoon and currently provides services to a number of ACAC member colleges. Visit Elite for all your sportswear and awards needs!