



Gävle Sweden July 12, 2013

**World Curling Federation**

74 Tay Street  
Perth PH2 8NP, SCOTLAND

## **BID TO HOST THE WORLD MEN'S CURLING CHAMPIONSHIP 2016 IN GÄVLE, SWEDEN**

CK Granit-Gävle, with the support from the Municipality of Gävle and together with local hospitality business, green transportation and green event venues, is happy to submit this Bid Package to host the World Men's Curling Championship 2016 in Gävle, Sweden.

Enclosed, please find the Letter of Intent from Gävle Mayor's Office as well as written approvals from The Government Offices of Sweden, The Swedish Curling Federation and The Swedish Sports Confederation.

Hosting successful international sports events is part of a longstanding tradition in Gävle. People in Gävle remember the spirit and excitement of the joint World Curling Championships for Men, Women and Senior Players in 2004. By submitting this bid, we look forward to once again welcome competing teams, WCF representatives, competition officials, sponsors, media and thousands of cheering spectators to the WMCC 2016 in Gävle, opening in the second half of April.

Our Organising Committee would be happy to respond to any concerns or questions that the WCF Board Reviewers have at this stage in the process. Please find the contact persons below. We would gladly travel to the WCF's 2nd World Curling Congress in Copenhagen, in case you would wish to meet in person.

Looking forward to a prompt and positive response to our bid to host an environmentally friendly WMCC 2016 in Gävle, Sweden.

Sincerely,

**Göran Backlund**  
Chairman CK Granit-Gävle

**Lars-Rune Ölund**  
Chairman OC WMCC 2016 Gävle

### **Members of bidding group, contact persons:**

Lars-Rune Ölund, communication, +46 70 33 86 150, e-mail lars-rune.olund@skb.se  
Elisabeth Hugg, bid coordination, +46 70 167 51 22, e-mail elisabeth.hugg@gavlecvb.se  
Karin Stake, project management, +46 70 689 09 70, e-mail karin.m.stake@gmail.com

**Attachments:** Letter of Intent from the Mayor's Office, the Municipality of Gävle. Written approvals from the Government Offices of Sweden, the Swedish Curling Federation and the Swedish Sports Confederation.

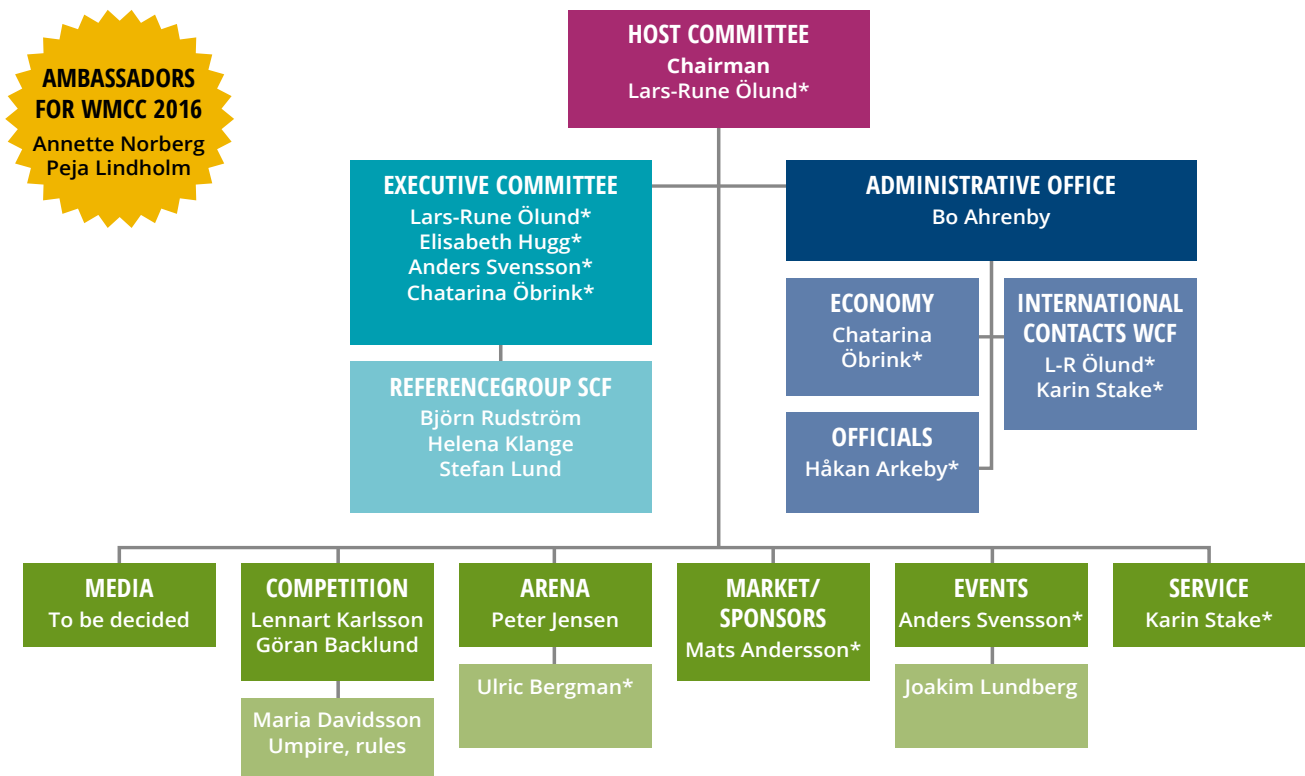
# BID PACKAGE

## 1. Financial Considerations

- a) The Organising Committee of WMCC 2016 in Gävle (OC) confirms that any anticipated costs listed in this bid package as well as any services, demands or requests in return, are to be negotiated and agreed upon.
- b) In case of an event profit, the OC confirms that a percentage to WCF is to be negotiated and agreed upon.
- c) The OC confirms that rental charges of ice arena/venue will cover ice preparation and competition.
- d) The OC confirms to organize the Opening and Closing functions. Tickets will be available at no charge for Opening and Closing functions for athletes, team coach, competition officials and ice technicians.
- e) Given the strong support from both the municipality and the event's national and local stakeholders, the OC does not see any loss as possible. Along with CK Granit-Gävle, the Municipality of Gävle, the venue Läkerol Arena and the Swedish Curling Federation, the OC will be able to ensure security in case of any losses.

## 2. Organising Committee

**WMCC 2016 Organization Chart at this stage:**



\* Former WCC 2004 host committee

### 3. Budget

#### Budget at this stage

| <b>Revenue</b> | <b>SEK</b> |
|----------------|------------|
|----------------|------------|

|                       |           |
|-----------------------|-----------|
| Tickets               | 1 661 000 |
| Sponsoring            | 1 400 000 |
| Open/closing ceremony | 250 000   |
| WCF/SCF Anniversary   | ?         |

|               |                  |
|---------------|------------------|
| <b>Total:</b> | <b>3 311 000</b> |
|---------------|------------------|

| <b>Expenses</b> | <b>SEK</b> |
|-----------------|------------|
|-----------------|------------|

|                          |         |
|--------------------------|---------|
| Participants             | 700 000 |
| Services                 | 700 000 |
| Marketing                | 500 000 |
| Arena                    | 300 000 |
| Organization             | 150 000 |
| Opening/closing ceremony | 400 000 |
| Anniversary              | ?       |
| Miscellaneous            | 300 000 |

|               |                  |
|---------------|------------------|
| <b>Total:</b> | <b>3 050 000</b> |
|---------------|------------------|

| <b>Result:</b> | <b>261 000</b> |
|----------------|----------------|
|----------------|----------------|

|                              |         |
|------------------------------|---------|
| Return Municipality of Gävle | 80 000  |
| Result CK Granit-Gävle       | 181 000 |

| <b>Proposed prices</b> | <b>SEK</b> |
|------------------------|------------|
|------------------------|------------|

|                    |           |
|--------------------|-----------|
| Game tickets       | 75-150    |
| Event packages VIP | 300-2 800 |
| Opening ceremony   | 450       |
| Closing ceremony   | 1 100     |

|                           |           |
|---------------------------|-----------|
| Accommodation, room rates | 700-2 000 |
|---------------------------|-----------|

## 4. Accommodation and Facilities

1) There are plenty of hotel beds in Gävle, along with other types of accommodation such as hostels, bed & breakfasts, guesthouses, cottages and private homes, rooms and apartments. Room rates range from economy hostels to modern four-star hotels.

The major hotels take responsibility for the environment and global climate with great emphasis on energy consumption, eco-meals and other green offers.

The listed hotels are situated in central Gävle from where bus transfers go to the Arena.

| <b>Hotels in Gävle<br/>(centrally located)</b> | <b>No. of rooms</b> | <b>No. of beds</b> |                         |
|--|---------------------|--------------------|-------------------------|
| Scandic CH                                     | 186                 | 302                | Media hotel, spectators |
| Scandic Väst                                   | 200                 | 489                | Spectators              |
| Clarion Hotel Winn                             | 200                 | 460                | HQ, Team hotel          |
| Elite Grand Hotel                              | 124                 | 242                | HQ, spectators          |
| Hotel City                                     | 150                 | 250                | Team hotel, spectators  |
| Hotell Gävle                                   | 49                  | 105                | Spectators              |
| Hotell Aveny                                   | 30                  | 60                 | Spectators              |
| Hotell Alderholmen                             | 8                   | 13                 | Spectators              |
| Järnvägshotellet                               | 18                  | 32                 | Spectators              |
| STF Vandrarhem                                 | 25                  | 72                 | Spectators              |

Within a radius of about 5 kilometers, there are additional 387 rooms and 744 beds available.

### 2) Spectators

Hotels for spectators (se chart above)

### 3) Meeting Rooms

Clarion Hotel Winn has a brand new conference department with meeting rooms for 5-80 people including a conference center with seating capacity of up to 160 people.

Elite Grand Hotel has modern meeting rooms with seating capacity of up to 130 people.

There are a number of sufficient reception facilities in the city centre of Gävle to accommodate meetings and social events; for example Gävle Concert Hall, where the Opening Ceremony was held during the 2004 World Curling Championships.

Besides its full-size restaurant and foyer areas, the WMCC 2016 venue Läkerol Arena has seven modern meeting rooms with seating capacity of up to 100 people.

## 5. Arena and Curling Club

### **The world's first wind-powered championship arena**

Läkerol Arena is a full-size modern event arena. It opened in 2006 and is partly powered by two 4 kW vertical axis wind turbines installed by a worldwide renewable energy solution provider.

Together with the venue management, the OC confirms that Läkerol Arena meets up to the many demands of an international sports or social event:

- a) Changing rooms for teams and players.
- b) First aid facilities and facilities for drug testing.
- c) Restaurant and lounge facilities.
- d) Rooms and working facilities for media personnel (press, radio, TV) with communication equipment.
- e) Media bench in the venue with electrical outlets for personal computers.
- f) Bench for team officials, coaches and 5th players at end of arena with electrical outlets for personal computers (maximum 3 places per team).
- g) Facilities for TV production including controllable arena lighting of a minimum of 1000 lux and secure parking area.
- h) Separate rooms for ice technicians, umpires and competition officials and a WCF office.
- i) Provision of suitable ice making equipment, temperature and humidity control.
- j) Carpeting of suitable material for covering ice not used for curling (WCF will provide procurement advice).
- k) Timekeeping system.
- l) Storage room for all technical material and equipment.
- m) A Chief Ice Technician and Deputy Chief Ice Technician shall be appointed by the WCF. They shall have responsibility for ice preparation and maintenance. The WCF is responsible to ensure that the curling stones are of an acceptable quality and standard.
- n) The venue is available from the second half of April 2016. Prior to the opening of WMCC 2016, the venue will be available for ice making preparation a minimum of 5 full working days.
- o) There are adequate parking facilities for spectators, and reserved complimentary parking spaces for key officials and media personnel.

## **6. Ground Transportation**

### **Green local transportation**

As one of many green initiatives in Gävle, local transportation between hotels and the arena during the WMCC 2016 will be run by biogas buses.

The OC confirms to be responsible for the provision of ground transportation between hotels and Läkerol Arena as well as between hotels and Stockholm Arlanda International Airport for arrivals and departures for competing teams, WCF Executive Board, staff and marketing agent, guests, WCF Member Association representatives & presidents, broadcasting crew, competition officials, ice technicians and sponsors.

Regarding cost allocation for transportation and airport transfers, the OC wishes to negotiate and agree upon a joint solution together with the WCF.

## **7. Communications**

The OC confirms to be responsible for the provision of suitable communication equipments in the arena for key members of the OC, umpires and competition officials (radio communications and mobile phones).

## **8. Media, Marketing and Merchandising**

The OC verifies the WCF ownership of the official WMCC 2016's media, marketing and merchandising rights as well as the official representation role of the WCF Marketing Agent.

The OC confirms to be responsible for the local content of WMCC 2016's website including its online local marketing and streaming. In addition, the OC owns the local marketing area rights in and around Gävle; for more detailed examples, see Appendix 3 in the Bid Application of Gävle to Host the 2016 Men's World Curling Championship (distributed March 2013).

## **9. Playing Schedule**

In cooperation with the WCF Competition Team, the OC will be able to provide an interesting playing schedule in good time prior to the WMCC 2016 event.

## **10. Opening and Closing Ceremonies**

### **Come celebrate with us**

The OC confirms that both Opening and Closing Ceremonies will be organized by the OC. Their timing and formats will be proposed and referred to WCF for approval. In addition, as 2016 is going to be an historic curling anniversary year\*), the OC would like to propose and discuss extended ceremonial arrangements with the anniversary celebration in focus.

\*) The Swedish Curling Federation celebrates its centennial, the World Curling Federation turns 50 and so does Gävle's world celebrity, the famous straw goat of Gävle who was named Go Tee after Gävle's successful hosting of the 2004 jointly held Men's, Women's and Seniors' World Curling Championships. There are many reasons to come celebrate in April 2016 in Gävle, Sweden.

## **11. Logo, Programs and Posters**

The OC confirms to provide the design for the WMCC 2016 event logo to be agreed with the WCF in line with its corporate branding guidelines. The OC will need to know whether the WCF is planning to add an anniversary touch to the 2016 WMCC event logo.

The OC will be responsible for the production of the program and will receive all revenues from its sales of total copies and its sales of advertising. WCF will receive 5 pages at no charge for advertising purposes, all such advertisements will be in the possession of the OC by a given date after which date the pages revert to the OC use.

As already stated under 8. Media, Marketing and Merchandising, the OC will be responsible for the local content of WMCC 2016's website including its online local marketing, advertising rights and streaming.

The OC confirms to have posters advertising the event approved by the WCF.

## **12. Insurance**

The OC confirms to be responsible for Public Liability & Cancellation Insurance for the event.

## **13. Responsibility of WCF**

The OC confirms to receive and store the equipment provided by the WCF for the event, e.g. curling stones of the required quality, prizes and regalia including trophies, medals, championship banner and anthem, hanging flags and marching flags/poles for competing teams.

As to the equipments' rental fees and transportation costs, the OC wishes to negotiate and agree upon a joint solution together with the WCF.

## **14. WMCC 2016 in Gävle, Sweden – Come celebrate with us**

The World Men's Curling Championship in Gävle 2016 will be an historic curling anniversary.

As already stated about Opening and Closing Ceremonies, the OC would like to propose and discuss adding anniversary celebration activities to the event program.

Gävle has hosted no less than seven World Sports Championships and a large number of national and international events and conventions. Gävle gets praise not only for the official programs, but also for the surrounding activities in and around the area. The OC would like to prove that the 2016 WMCC event in Gävle will offer curling officials, sponsors, participants and spectators an event offering more than expected.

### **The OC would like to propose and discuss attractive activities, for examples:**

- The Mackmyra Swedish Whisky Party (maybe a beginning of a new tradition as a follow-up of the former Royal Caledonian Curling Club Whisky Party)
- Royal Go Tee Party at Gävle Castle (celebrating the world famous straw goat)
- Pond Hoppers Party
- Party Central (dancing)
- Fan Appreciation Night
- Autograph Sessions
- VIP Access

Gävle June 20, 2013

**World Curling Federation**  
74 Tay Street Perth PH2 8NP, SCOTLAND

## Letter of Intent

The Municipality of Gävle confirms the support of CK Granit Gävle in their bid application to host the Men's World Curling Championship in Gävle 2016.

As part of our engagement we will support CK Granit Gävle and WMCC 2016 in any way possible, both financially as well as in other aspects of value. Hosting national and international events is part of the municipality's strategy to strengthen our city brand and our position as an attractive destination.

It's our true intention to support CK Granit Gävle to make this event yet another success to our longstanding tradition of hosting major sport events.



Carina Blank  
Mayor  
Municipality of Gävle





REGERINGSKANSLIET

5 July 2013

**Ministry of Culture Sweden**  
*Minister for Culture and Sport*

The World Curling Federation

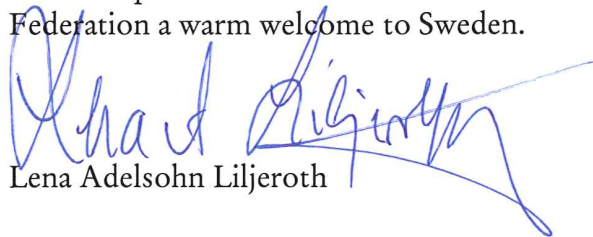
### Declaration

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I fully support the candidature of the CK Granit and the City of Gävle to host the World Men's Curling Championship 2016. If you entrust Sweden to host the World Men's Curling Championship 2016, I am convinced that all functions will be carried out in the best possible manner.

Curling is a popular sport in our country and the international achievements in the past have contributed to a continued high interest in Curling in Sweden. Therefore it would be very much appreciated if you would honour Sweden to organize the World Men's Curling Championship 2016. The whole Gävle region will welcome you wholeheartedly.

It is with pleasure I wish all friends of the International Curling Federation a warm welcome to Sweden.



Lena Adelsohn Liljeroth



Stockholm, Sweden July 1, 2013

World Curling Federation

74 Tay Street  
Perth PH2 8NP, SCOTLAND

**Approval of CK Granit-Gävle's bid to host the WMCC 2016 in Gävle, Sweden**

The Swedish Curling Federation is pleased and proud to support CK Granit-Gävle's application to host and organize the 2016 World Men's Curling Championship in close cooperation with the Swedish Curling Federation, the Municipality of Gävle and the Arena owner Brynäs IF. With this document, we state our official approval of CK Granit-Gävle's bid to host the World Men's Curling Championship 2016 in Gävle, Sweden.

2016 is a special year for Swedish Curling as we celebrate our 100 years. It coincides with the WCF's 50th anniversary and the world famous Gävle straw-goat Go Tee, turning 50 as well. The anniversary year will be filled with various activities at national level. It is our hope to organize the 5th WCF Congress in the autumn of 2016. Our hosting a World Men's Curling Championship will crown the jubilee year.

Out of four locations in Sweden showing interest to host the WMCC 2016, Gävle was chosen for many reason based on facts and experience:

- There is a great interest in curling among inhabitants and media in Gävle and the curling club CK Granit-Gävle is well-known and active.
- Gävle is an experienced event destination. The WMCC 2016 has already gained strong support from the Municipality of Gävle and from the representatives of Gävle's environmentally conscious Event Arena.
- Transportations are excellent from Stockholm/Arlanda International Airport.
- Last but not least, we all remember the success of WCC 2004.

With great and sincere respect for WCF's decision as to who will host and organize the WMCC 2016, we are at your service in case further information is needed.

We hope that the WCF shares our vision of a joint jubilee year developing the sport and the interest of curling, both nationwide and internationally.

With jubilee greetings,



Björn Rudström  
Chairman Swedish Curling Federation



RF 1332/12-69  
KaW

Stockholm June 20th, 2013

Svenska Curlingförbundet  
Mårbackagatan 19  
123 43 Farsta

## Letter of Support

### *Re: Bid to host the World Men's Curling Championship 2016*

The Swedish Sports Confederation has taken part of the above application and we would like to express our support for the initiative to host the World Men's Curling championship in Gävle 2016.

This is a great opportunity for one of our Sport Associations to organize such a big and interesting event.

For further information about our support to international events taken place in Sweden, supported by the Swedish Sports Confederation, you may contact Mr. Leif Johansson +46 8 699 62 26, e-mail: [leif.johansson@rf.se](mailto:leif.johansson@rf.se)

We welcome this initiative and we support this application with hope for a successful cooperation between the International Federation and the Swedish Curling Association.

Best regards,

**SWEDISH SPORTS CONFEDERATION**



Karin Mattsson Weijber  
Chair of the Swedish Sports Confederation

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