



# 2024 Pan Pacific Cup

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tourism  
**calgary**

# CALGARY WILL SET THE STAGE FOR GREATNESS!

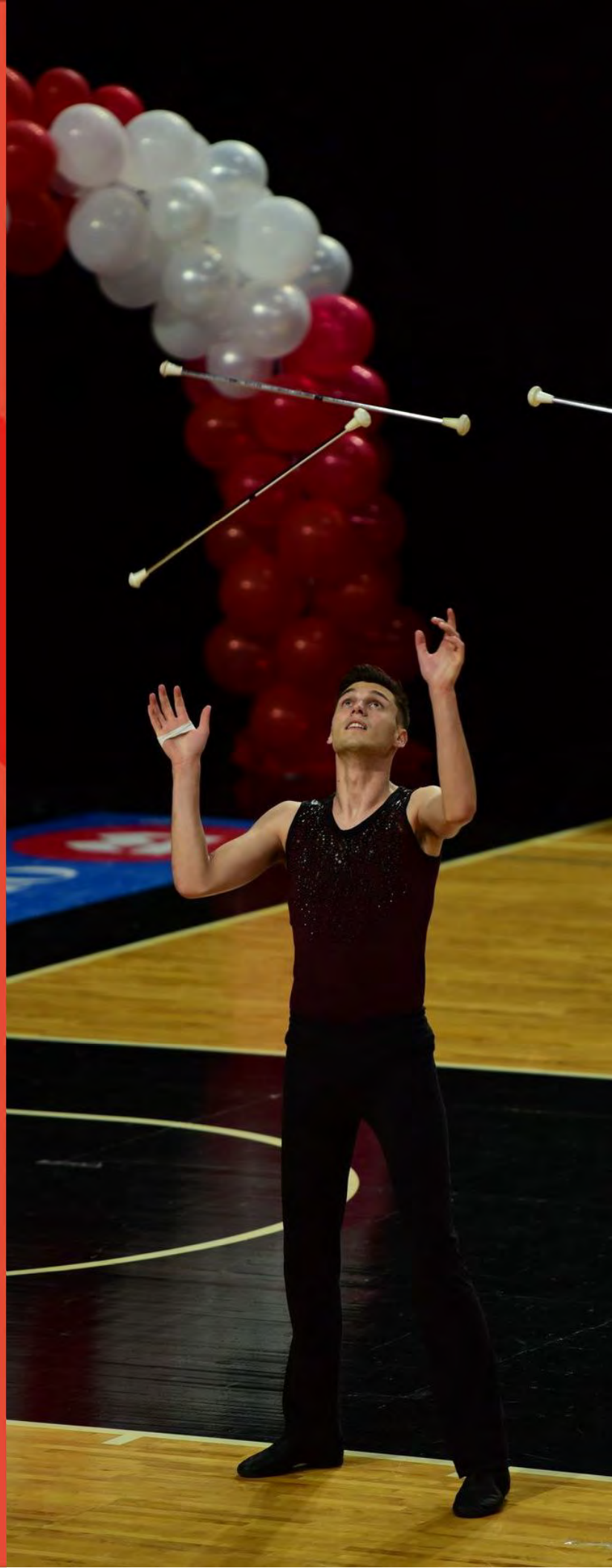
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January 18th – 21st

# 2024

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Seven Chiefs  
Sportsplex and Chief  
Jim Starlight Centre





# WINNING EVENTS IN CALGARY



# WINNING EVENTS IN CALGARY

**Calgary** is a global leader in sport event hosting. We lend our hospitality, hard work and love of sport to everything we do. Calgary boasts a decorated event resume, including hosting 2022 Canadian Wrestling Championships (U17 & U19), the 2022 Weightlifting North American Open Series West and the 2022 FIVB Women's Volleyball Nations League all at the Seven Chiefs and Chief Jim Starlight Centre. Building on this reputation, Calgary will set the stage for an incredible 2024 Pan Pacific Cup at the same venue.

**Calgary** has been chosen as the short-listed city to host the 2024 Pan Pacific Cup. Calgary has hosted the Alberta Provincial Baton Twirling Championships and the Canadian National Baton Twirling Championships in the past and Canadian Baton Twirling Federation knows we have a proven track record for being great hosts. Great things happen in Calgary as we have heart and have proven to be the Ultimate Sport Host year after year.

**Calgary** has a dedication and passion that makes our city a beacon of hospitality and good sportsmanship. The city is a vibrant centre of Canada and is created by every Calgarian who volunteers, participates and inspires on every level. Calgarians embrace the values of teamwork and cooperation that are reflected in the enjoyment of sport at every level and within every culture.

**Tourism Calgary**, Alberta Baton Twirling Association, the Canadian Baton Twirling Federation and Seven Chiefs and Chief Jim Starlight Centre have worked in collaboration to thoroughly respond to World Baton Twirling Federation's requirements and provide unique enhancements available only in Calgary. In this document you will find an overview of the event footprint, including facility details, enhancements and host city information.

Calgary is a hub for world-class sport and is pleased to present this bid to WBTF to host the **2024 Pan Pacific Cup January 18-21, 2024**.

## THE VISION

The Pan Pacific Cup will increase greater awareness of the sport of baton twirling to current and future athletes and the public in all of Canada and the Pan Pacific countries that will enhance the growth of the sport.

## THE MISSION

To foster the value of sportsmanship, teamwork and dedication to the sport. Encouraging high standards of coaching and conduct of participants.



# ULTIMATE HOST CITY

### Your Ultimate Hosts

Calgary sits on the edge of the snow-capped Rocky Mountains and the vast expanse of the Canadian prairies. There is an underlying energy in the city that exhilarates, invigorates and motivates. With a population of almost 1.4 million, Calgary is a place of big skies, big ideas and welcoming, friendly people.

There is always something to do - some new restaurant to try, festival to lose yourself in or attraction to experience. Calgary is dynamic. Renowned for our warm Western hospitality, the city is also gaining global recognition for our architecture, young and affluent population, and celebrated arts and culinary scenes.

It's a combination of cosmopolitan feel and undeniable community spirit that gives Calgary its unique energy, and sport and cultural events are at the heart of it all.

### Ultimate Sport City

Sport is part of Calgary's identity, history, source of pride and at the centre of our vision for the future. Calgarians love to participate, spectate and engage in sport at all levels. The city is home to world-class venues, strongly supported professional sport franchises, and 300+ thriving local sport organizations.

Calgary has become a training Mecca for high performance and Olympic winter sport athletes and renowned for our volunteer spirit and focus on community legacy and sustainability.

SportBusiness International has recognized Calgary three times as an Ultimate Sport City.



Just a few of the events we've proudly hosted:

- 2022

  - Novice National Skating Championship
  - Skate Canada Synchronized Skating National Championship
  - Squash Canada Open
  - FINA Diving Grand Prix – Canada Cup
  - Canadian Wrestling Championships \*U17 & U19)
  - U13A & U15A Girls Provincial Championship (Softball)
- 2020/  
2021

  - Curling Hub City
    - Curling Canada Season of Champions*
    - Rogers Grand Slam of Curling*
    - WCF World Men's & Women's Championships*
  - IIHF Women's World Championship
  - Canadian Irish Dance Championship
  - 2020 Elite Canada in Women's Artistic Gymnastics
- 2019

  - CFL Grey Cup
  - Canadian Country Music Awards
  - ISBF Bobsleigh & Skeleton World Cup
  - Shaw Charity Classic
    - PGA Championship Tour*
- 2018

  - Synchro Canada National Qualifier
  - IPF World Classic Powerlifting Championship
  - FINA Diving Grand Prix – Canada Cup
  - Shaw Charity Classic
    - PGA Championship Tour*
- 2017

  - Western Canadian Gymnastrada
  - Canadian National Water Ski Championship
  - Tumbling & Trampoline Canada Cup
  - Shaw Charity Classic
    - PGA Championship Tour*
- 2016

  - Canadian Swimming Championship
  - Juno Awards
  - Junior League Softball Canada Regional Tournament
  - Canadian Pacific Women's Open
    - LPGA*
  - Shaw Charity Classic
    - PGA Championship Tour*

# HOST CITY PROFILE - CALGARY



## 45%

of Calgary households have at least one person who actively participates as an amateur sport athlete.

## Population of 1.4 M



Calgary has the highest concentration of corporate head offices per capita in the country. The city has historically been home to major oil and gas producers, but the list of companies headquartered here extends well beyond energy. Great for sponsorship opportunities.



### Volunteer Culture

Largely born out of the 1988 Winter Olympics and perpetuated with the annual Calgary Stampede, from world cups to golf championships, volunteer wait-lists are not uncommon in Calgary.



### Young & Affluent

Calgary has the youngest population among Canada's major cities, the third highest level of educational attainment, and the highest median household income.



Calgary is home to 240 different ethnic origins, ranking **third in Canada** in the proportion of visible minorities.



Calgary is good for your **bottom line**. Alberta is the only province without a provincial sales tax (PST).



Calgary has been named one of the most livable cities in North America by The Economist **2 years** in a row!

## Accessibility

Improving accessibility is an ongoing priority that benefits everyone living and visiting Calgary - the City and its citizens are committed to meeting the diverse needs of Calgarians and its visitors. There are a wide range of accessible services within the city to allow everyone to participate in programs and events and explore the community.

The City of Calgary provides accessibility options for transportation and recreation, such as accessible buses and the C-Train, pedestrian signals, taxis, parking zones and more. The city also features accessible neighborhoods and attractions, such as the iconic Calgary Tower and Stephen Avenue, a must-see downtown shopping and entertainment district.



Snowfall per year: 128 cm (50 inches)

### Winter

The mountains to the west of Calgary receive abundant of snowfall. The city itself usually has moderate snowfall. Winter often brings warm, westerly winds called Chinooks that can raise the temperature by as much as 15°C. The average daily temperature is -10°C (14°F).

Sunshine per year: 2,400 hours



The sunniest major city in Canada!

# HOST ORGANIZERS



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Alberta Baton Twirling Association is the key organization for all baton twirlers in Alberta. Many of our athletes start baton twirling at a young age. They belong to clubs in their own communities and practice with their coaches for events throughout Alberta and Canada. Many of the young athletes grow up to be coaches and judges for the sport of baton twirling and encourage others to get involved.

Tourism Calgary is the city's destination marketing organization. Representing the tourism industry, and more than 900+ partners, Tourism Calgary brings the world to Calgary and Calgary to the world.

Tourism Calgary's Sport, Culture & Major Events works with local, national and international sport organizations to bring sport and entertainment events, as well as volunteer opportunities to The City of Calgary. These events generate social, cultural and economic benefits for our city – all of which, contributes to positioning Calgary, as an ultimate sport city.



# HOST ORGANIZING COMMITTEE

## THE HOST ORGANIZING COMMITTEE

From the start, the Calgary bid has been a collaborative effort of all involved. Understanding the strength and opportunities that arise when working together, combining resources and setting precedent for a continued working relationships that put the sport first, is an intangible legacy we are hoping to achieve.

Alberta's baton twirling community is a devoted group that embodies the spirit of collaboration and has the experience and desire to host this pinnacle event. We have a great committee ready to move forward. With a HOC that is stacked full of members with passion and dedication to produce successful events, they have a clear vision and will ensure the event is run seamlessly.

## HOST ORGANIZERS

TBA

## HOST ORGANIZING COMMITTEE

CBTF President – Joanne Moser

CBTF Past President – Jeff Johnson

CBTF Technical Chairperson – Dana Peteleski

WBTF President – Sandi Weimers

Finance Coordinators – Shannon Mauro/Terry Stewart

Venue Coordinator – TBD

Hospitality Coordinator – TBD

Hotel Coordinator – TBD

Sponsorship Coordinator – TBD

## Tourism Calgary

Tourism Calgary is the city's destination marketing organization. Representing the tourism industry, and more than 900 partners, Tourism Calgary brings the world to Calgary and Calgary to the world. They support and encourage visitors from around the world to explore Calgary for leisure travel, sport, culture and major events. Tourism Calgary contributes over \$1.7 billion annually in economic impact to the local community.

Tourism Calgary – Sport, Culture and Major Events is a collaboration of community leaders in sport, business, government and tourism who will provide advice, due diligence and strategic direction in evaluating and attracting major sport event opportunities to Calgary. Tourism Calgary works with local, national and international sport federations to secure hosting rights which further promote and position Calgary as a world class sport city.

## Tourism Calgary

**Shelley Crawford** *Account Manager, Sport & Culture*  
905.251.8058 | [shelleyc@tourismcalgary.com](mailto:shelleyc@tourismcalgary.com)

# VOLUNTEERS

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# 320,000

## CALGARIANS ENGAGE IN VARIOUS SPORT ACTIVITIES ACROSS CALGARY

The strong growth of Calgary's population in the past decade has only served to increase the number of volunteers. Calgarians volunteer their time and skills to ensure the events run smoothly and successfully. Our host committee will work with Tourism Calgary to meet all volunteer requirements, ensuring that all areas are covered.

Connections will be made to reach out to the local clubs and their network of volunteers from the active and enthusiastic baton twirling community around the city. This includes reaching out to students in the Mount Royal University Sport and Recreation Program if additional volunteers are required. These students make a great volunteer base. Part of their university curriculum mandates the students to log a certain amount of volunteer hours through the year. Additionally we will reach out to University of Calgary students as well.

Tourism Calgary also has additional contacts to reach out should this be necessary. We have it covered and then some!

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**calgary**

# TRANSPORTATION TO CALGARY

## WE'VE GOT THE WAYS TO MOVE YOU

Getting to and from Calgary and around the city, is as seamless as our International Airport and modern local transportation system. From airport transfers to travel between the venue and hotel and around the city, our transportation system allows you to take in everything it has to offer.

Calgary is easily reachable via a one-stop connection from almost anywhere worldwide. This destination list is based on 2019 activity prior to the COVID-19 pandemic and is subject to change.

## Canadian Destinations

**Alberta:** Edmonton, Fort McMurray, Grande Prairie, Lethbridge, Lloydminster, Medicine Hat

**British Columbia:** Abbotsford, Castlegar, Comox, Cranbrook, Fort St. John, Kamloops, Kelowna, Nanaimo, Penticton, Terrace, Vancouver, Victoria

**Manitoba:** Brandon, Winnipeg

**Northwest Territories:** Yellowknife

**Nova Scotia:** Halifax

**Ontario:** London, Ottawa, Toronto, Windsor

**Saskatchewan:** Regina, Saskatoon

**Yukon:** Whitehorse

## Domestic Passenger Airlines that offer service to Calgary

Air Canada  
Air North  
Air Transit  
WestJet

## Event Transportation

The HOC will provide transportation to and from the airport and to and from the event venue for all CBTF / WBTF staff and officials.

The YYC Calgary International Airport's commitment to safety remains their top priority. As travellers return to YYC, we want you to trust that they remain focused on delivering a safe and healthy airport to work at, to begin their journey or to welcome them home.

[Click here to learn more](#)



# Transportation

## Calgary's International Airport

The Calgary International Airport (YYC) is Canada's fourth busiest airport and is consistently ranked as one of the best airports in North America for overall passenger convenience. In 2019, YYC boasted more than 1,400 weekly departures and operated 24 hours a day, seven days a week, serving over 17.3 million passengers that year. More than 200 daily non-stop flights\* connect Calgary to the world through this modern, easy to navigate airport and Calgary is no more than one stop away from most major cities. YYC is just 20 minutes from downtown Calgary and is easily accessible from anywhere in the city.

*\* Flight map and statistics are pre-pandemic and are subject to change.*



### Airline Offers

Both WestJet and Air Canada offer group and event travel programs. These services help simplify the booking process and provide you with the best rates. To learn more about Air Canada's program for groups of 10 or more, click [here](#). To learn more about WestJet's air-only group bookings, click [here](#).

## Taxis, Rental Cars & Ride Sharing

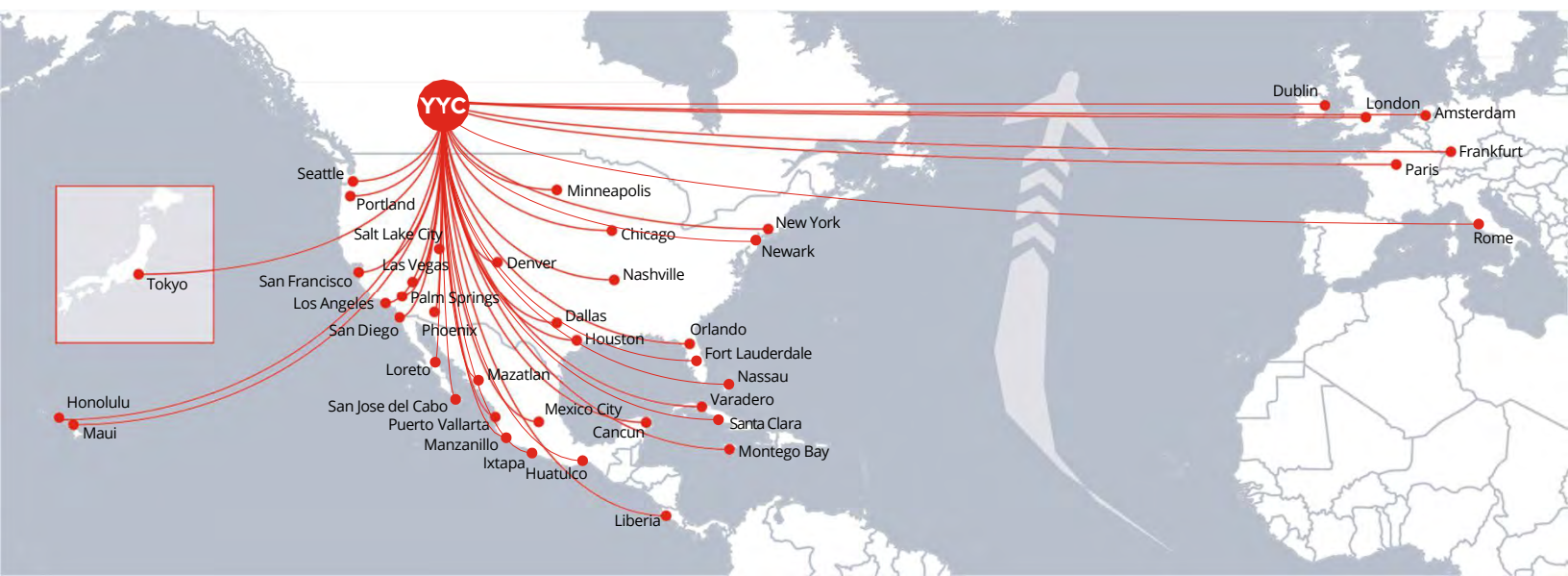
Taxis charge a base rate and an additional surcharge at the airport. Most services have online and mobile booking apps and stands are also located at YYC and at most downtown hotels. Rental car services are readily available, with a cluster of service desks at YYC and throughout downtown. Ride sharing is also available, with Uber offering the service in Calgary.

## Public Transit

The backbone of Calgary's transit system is the C-Train, a light-rail train system that runs NW to SE and SW to NE. The downtown core is a Free Fare Zone, allowing passengers to travel between hotels, restaurants and events free of charge. Calgary also boasts an extensive busing system. Bus and C-Train tickets are purchased at YYC or paid by cash on the bus or at the station.

## Explore Calgary on Foot

Calgary has the most extensive urban pathway and cycle network in North America, with approximately 850 km of regional pathways and 95 km of trails. Calgary also has the world's largest elevated, climate-controlled pedestrian pathway - at 18 km long, the +15 Skywalk System (or "plus 15") links over 100 downtown buildings and shopping centres. Exploring is easy, with plenty of wayfinding signage to help guide you.







# Explore Calgary

## Calgary Cuisine

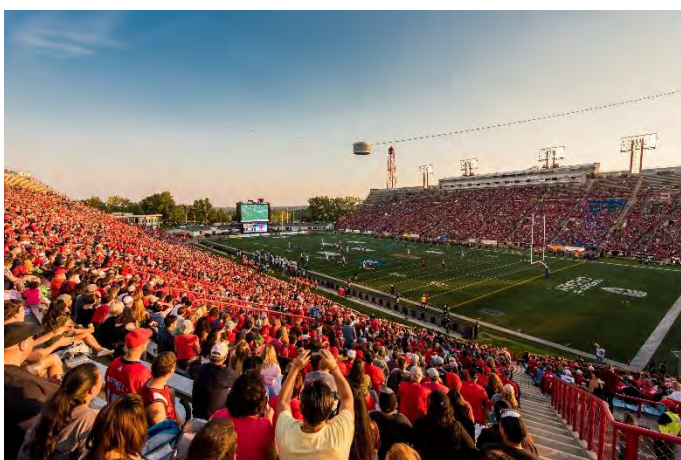
Calgary is world-renowned for innovative, creative and unique cuisine. With a variety of internationally acclaimed local chefs, the food scene here is vibrant and constantly growing - in the downtown core alone there are over 200 restaurants. From exquisite fine dining to casual cowboy fare, Calgary's cuisine is sure to tantalize every palate.

## Arts & Culture

With numerous theatre companies, art galleries, music halls, and highly attended festivals, Calgary's arts and culture landscape is thriving. Dynamic, world-class performances take place nightly, from ballet to opera, musicals to comedy.

## Shopping in Calgary

Whether you're picking up custom-made cowboy boots or perusing high-end fashion, Calgary is packed with fantastic shopping centres and unique stores, ideal to quell your retail therapy needs.

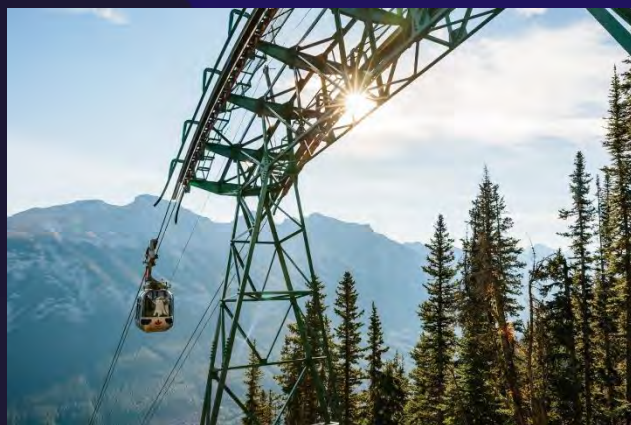


## Professional Sport Leagues

Calgary is the proud home of six professional sport leagues (NHL, WHL, NRL, CFL, CPL and NLL). The city is filled with skilled professional athletes who always put on a good show. Check out a game any time of year and experience the energy Calgary is known for.

## Pre & Post Event Getaways

Calgary's location makes it the perfect basecamp for adventure. In fact, the province of Alberta is home to six UNESCO World Heritage Sites, most of them just a few hours away from Calgary.



## The Rockies: Banff, Lake Louise & Jasper

Just west of the city are the majestic Canadian Rocky Mountains. Stunningly beautiful, Banff, Lake Louise and Jasper all offer year-round adventure and first-class amenities - from unparalleled skiing and hiking opportunities to delectable dining, fantastic shopping, Nordic spas, and more. Banff is just an hour west of Calgary, Lake Louise is a half an hour west of Banff. Jasper is 3.5 hours north of Banff on the Icefields Parkway, one of the most beautiful drives in the world.

## Drumheller & The Badlands

East of Calgary, the endless golden prairies suddenly drop away into a strange moonscape of striped hills and otherworldly rock formations - The Badlands. Winter or summer, you can explore the hoodoos, hike through the impressive Horseshoe Canyon, or visit Drumheller, the Dinosaur Capital of the World, and the Royal Tyrrell Museum of Paleontology.

## Waterton Lakes National Park

Approximately 260 km south of Calgary, rugged, windswept mountains rise abruptly out of gentle prairie grasslands in spectacular Waterton Lakes National Park. Here, several different ecological regions meet and interact in a landscape shaped by wind, fire, flooding, and abundant plants and wildlife. Waterton is a hiker's paradise during the summer and a tranquil mountain retreat in the winter months.



# Activities & Attractions

## WinSport

For those seeking a complete sport and adrenaline experience, year-round, without leaving the city limits, WinSport (known as Canada Olympic Park) has everything a sport enthusiast could ask for - from skiing and skating to mountain biking.



## The Hangar Flight Museum

Built in 1941, the museum building was the drill hall for the #37 Secondary Flight Training School. Over 20 aircraft are currently on exhibit, from a Sopwith Triplane to the Avro CF-100 Canuck. Experience the history of Western Canadian aviation up close!

## Calgary Tower

Take in the 360 degree views of Calgary from this iconic landmark. Open year-round, the tower is a great way to get a new perspective on the city.

## Calgary Zoo

A central fixture in Calgary, the Calgary Zoo is located in downtown, occupying St. Georges Island on the Bow River. Easily accessible via the C-Train, or by car with ample parking to the North of the river, the Calgary Zoo is a full day experience offering an up-close and personal visit to amazing animal enclosures representing regions around the world. The Zoo is also one of Canada's leaders in conservation efforts.

## TELUS Spark

The TELUS Spark Science Centre is a space for people of all ages and abilities to let go and embrace the desire to explore science, technology, engineering, art and math. The centre features incredible exhibits and programs, over 200 hands-on experiences, and the largest dome theatre in Western Canada.

## iFLY Calgary

Helping everyone from 3 to 103 years of age to fly! Calgary's first indoor vertical wind tunnel gives you a full-body flight experience, allowing participants to feel like they're floating on a cushion of air in a state-of-the-art tunnel.



## Studio Bell

Studio Bell, home of the National Music Centre, is a world-renowned architectural wonder and an international hub of music and technology. The National Music Centre features a 2,000+ piece collection of artifacts, instruments and music technology, plus 22,000 sq. ft. of exhibitions, a 300-seat performance space, and recording studios, including the Rolling Stones Mobile Recording Studio.



**CALGARY: ULTIMATE  
SPORT CITY**



# ATHLETES

## IT'S YOUR TIME TO SHINE

Calgary will set the stage for greatness is the heart of Calgary's bid for 2024. Aligning all aspects of the event to allow athletes to compete at their best is the HOC's top priority. From inclusion for all athletes, transportation, accommodations, meals, medical and a premier field of play, the athletes are primed for success.

### A Stage For All Champions

Sport offers the opportunity to connect and inspire champions from all different backgrounds, ages and abilities. Calgary has an inclusive culture, and the 2024 Pan Pacific Cup will experience this firsthand through hosting the in Calgary. The HOC is committed to offering an event atmosphere that offers the opportunity for all athletes to compete at their best.

The HOC is committed to providing a premier field of play for all athletes as they compete at the Seven Chiefs and Chief Jim Starlight Center. We will ensure there are hotel options for the countries, transportation to and from the venue, medical staff on-site and food and beverage options at the hotels and venue for all athletes and spectators.

In addition to offering a premier experience, the HOC will ensure the event is geared towards the inclusion of athletes from all backgrounds and ages.

# 7 Chiefs Sportsplex & Chief Jim Starlight Centre

## Seven Chiefs Sportsplex & Chief Jim Starlight Centre

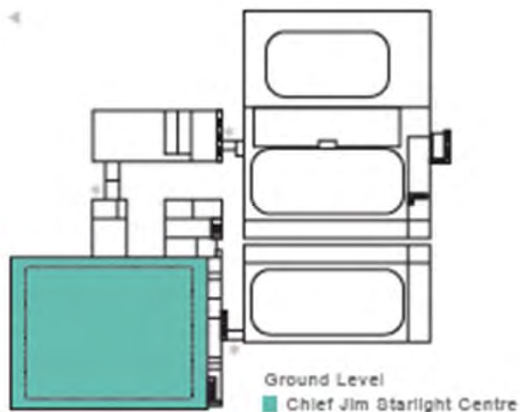
Address:

Tsuut'ina Nation, Tsuut'ina Nation,  
19 Bullhead Rd,  
Tsuut'ina Nation, AB T3T 0A6

Tel: 403-258-4840

**Indoor field house (Chief Jim Starlight Centre)** with 50,000-square-feet of flexible space with retractable seating.

- ✓ 198' x 256' (50,542 sq ft) with 46' ceilings
- ✓ Field house will be divided into competition area and practice/warm up area
- ✓ Four change rooms (343 sq ft each)
- ✓ Storage Space – 2,479 sq ft
- ✓ Flexible stage, curtain dividers, spectator seating
- ✓ Multiple concessions with food and beverage service
- ✓ Facility wide WiFi
- ✓ Two permanent scoreboards & three electronic (portable) scoreboards
- ✓ Located 6 – 20 minutes away from preferred hotels properties
- ✓ 36 minutes from Calgary International Airport
- ✓ Bus Access
- ✓ Shuttle Services
- ✓ Complimentary Parking for up to 1,000 vehicles
- ✓ Fully equipped professional kitchen
- ✓ Large foyer to accommodate up to 10 vendors
- ✓ Four (4) Additional Rooms & Meeting Space

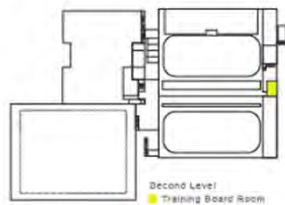


# 7 Chiefs Sportsplex

## Additional Rooms & Meeting Space

### Training Room

This meeting room can be a board room or a classroom for up to 18 people.

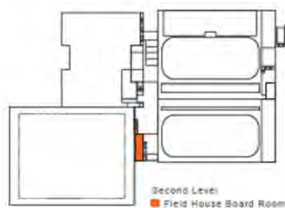


### Training Room:

- 16' x 32'
- 357 sq. ft
- 25 Person Seating Capacity

### Field House Meeting room

Overlooking the Chief Jim Starlight Centre Field House, this meeting room is perfect for hosting day-to-day meetings, break-out sessions, and like the Training Room can convert to a classroom setting.

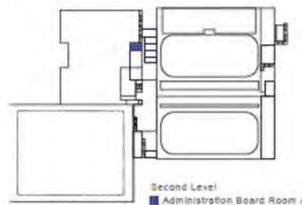


### Field House Meeting room:

- 18' x 53'
- 954 sq. ft
- 25 Person Seating Capacity

### Administration Board Room

Can accommodate day-to-day meetings



### Administration Board Room

- 25' x 14'
- 350 sq. ft.
- 25 Person Seating Capacity

### Administration Board Room B

Can accommodate day-to-day meetings

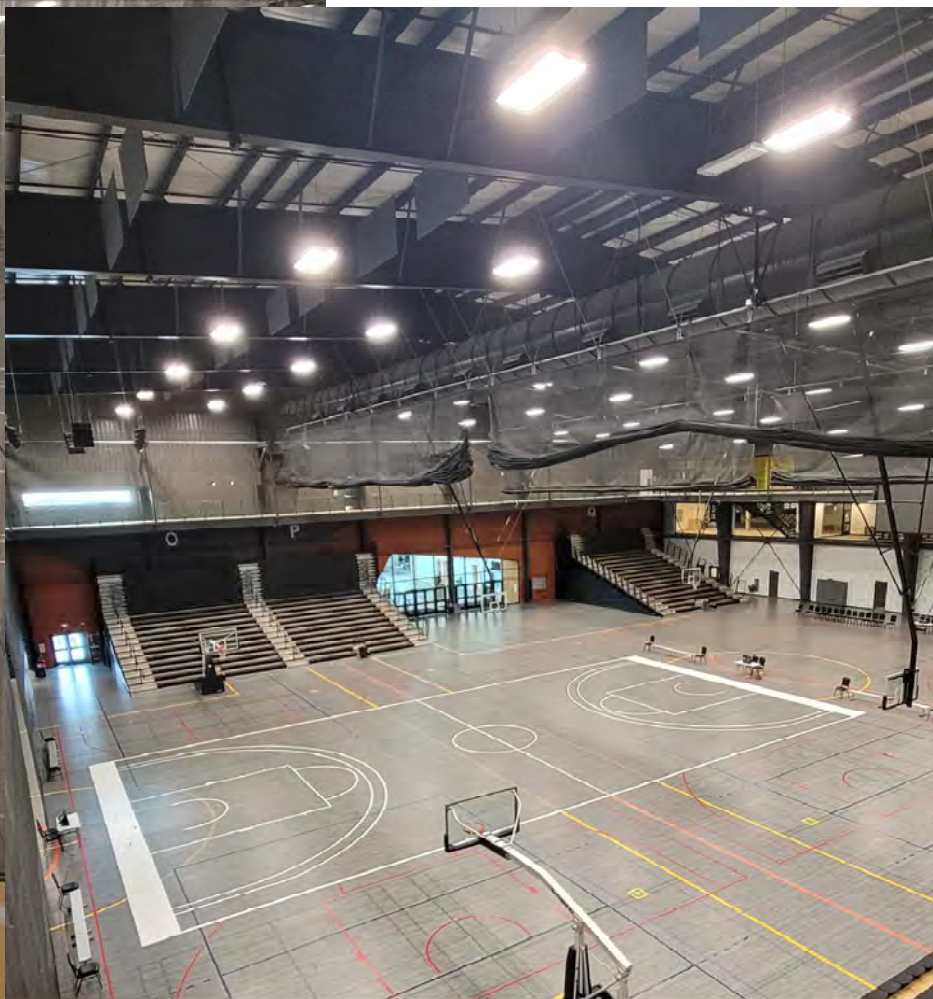


### Administration Board Room

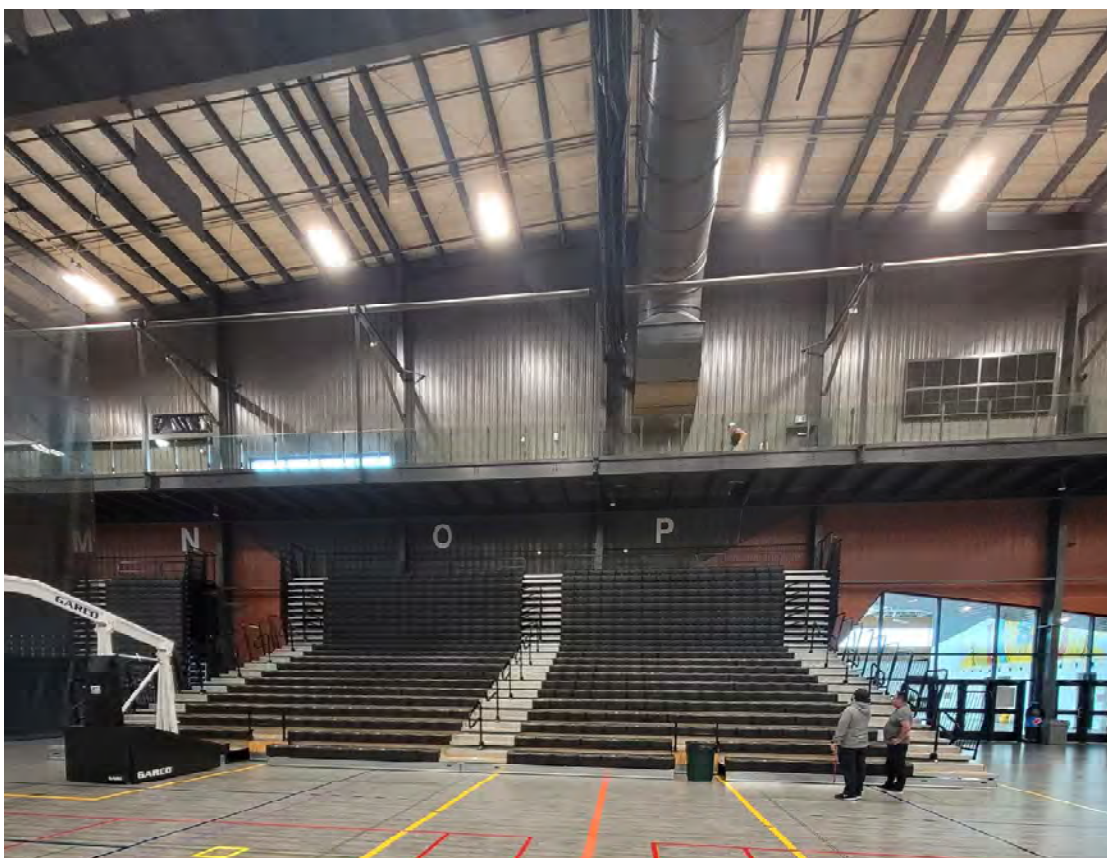
- 25' x 34'
- 850 sq. ft.
- 25 Person Seating Capacity



Practice / Warm Up Court (4) with athlete's use of bleachers



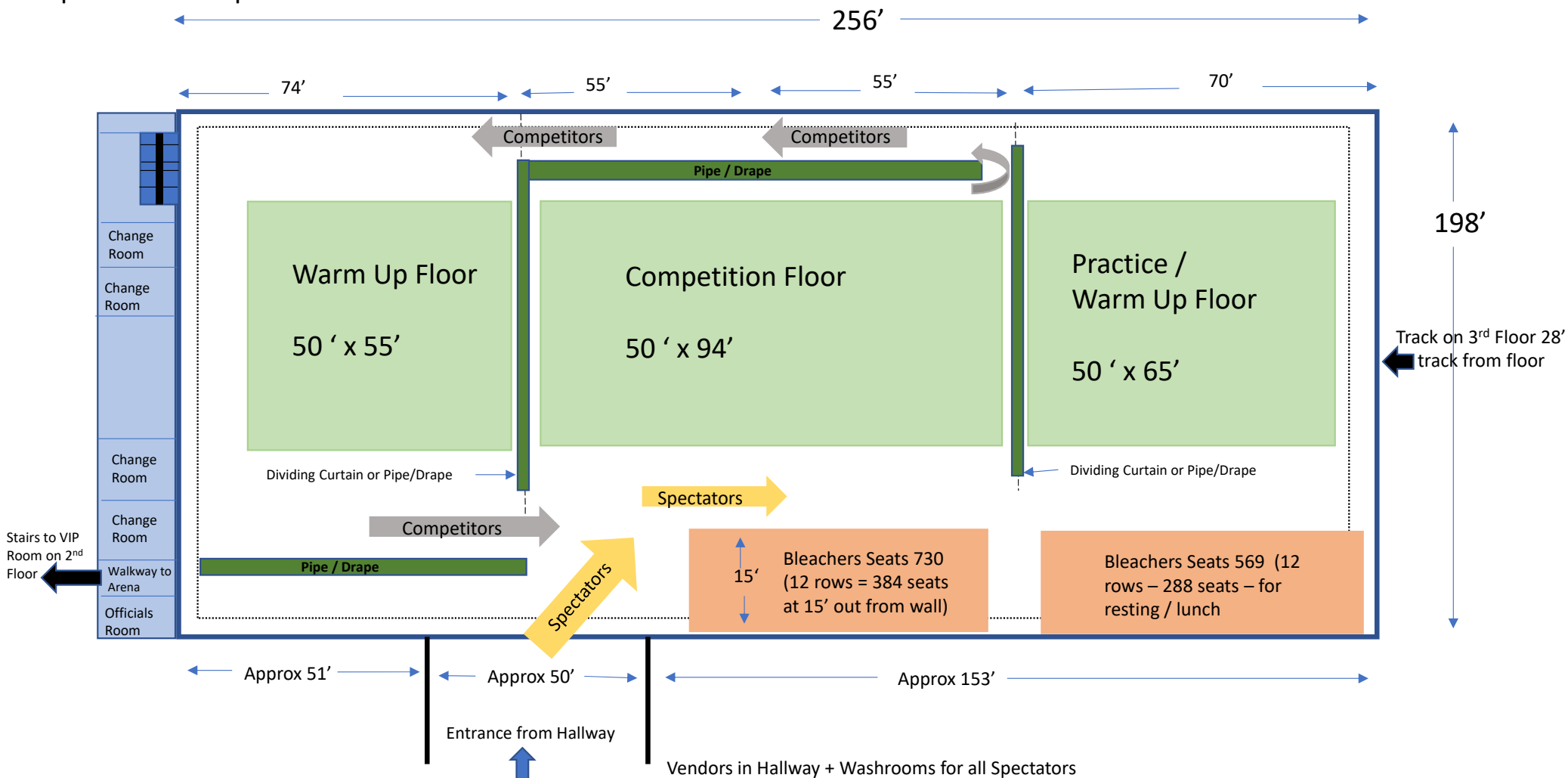
Spectator bleachers (left ) of entrance doors.



Spectator bleachers close to entrance with competition floor directly in front of bleachers.

Seven Chiefs Sportsplex –Fieldhouse  
Option 1 – set up

50,688 sq ft (Change rooms 343 sq ft each) Up to 5,000 seats





# **Seven Chiefs Sportsplex & Chief Jim Starlight Centre**

## **Fieldhouse Walk Through Video**

Starting from the front entrance – turn right into the vendor hall towards the doors leading into the Fieldhouse. Spectators will turn right into the Fieldhouse to watch competition. Video walk through goes from Fieldhouse entrance to the right and goes around full facility showcasing competitive area, warmup/practice area and down the far side in court 4 and along back wall walking towards court 1. It then showcases the change rooms on the edge of court 1 and back towards the spectator entrance.



# ACCOMMODATIONS

Stay relaxed and rested at luxury accommodations while competing in Calgary. The city boasts several hotels that have experience welcoming and working with sport groups. The proposed host hotels are located within 20 minutes from Seven Chiefs and Chief Jim Starlight Centre.

On the next few pages is an overview of each of the hotels the Host Organizers are looking at as preferred hotels for the 2024 Pan Pacific Cup. The hotels proposed were chosen based on number of two bedded rooms, competitive rates, distance to venue and amenities in and around the hotels to give athletes, coaches and families options. Upon being awarded the event, Tourism Calgary will assist the HOC contract the required inventory. All hotels are a minimum 3-star rating and have experience in hosting sport events and VIP's.



## The Carriage House Hotel & Conference Centre

9030 Macleod Trail South  
Calgary, AB T2H 0M4  
403-253-1101  
[www.carriagehouse.net](http://www.carriagehouse.net)

**Distance to Seven Chiefs: 4.2 Km / 6 minutes**

**Distance to Airport: 27.7 Km / 24 minutes**

**Group Block: (mix of room types)**

Standard Rooms – Two Doubles or Two Queen Beds

Premium Rooms – One or Two Queen Beds or One King

Executive King – One King

**Total:** 75 rooms

### **Guestroom Rates:**

**Standard** - \$119.00 s/d \$129.00 Triple \$139.00 Quad

**Premium Queen** – \$119.00 s/d \$129.00 Triple \$139.00 Quad

### **Concessions:**

- Full Hot Breakfast for up to two per room included at THÊ Restaurant
- Complimentary WiFi
- Complimentary parking - On-site bus parking available
- Comp Ratio – 1/30
- \$10 Rebate back to Alberta Baton Twirling Association
- Outdoor heated pool and hot tub (open year round)

### **On-Site Restaurants:**

- Peanuts Public House – Best Steak Sandwich in Calgary
- Ninety Thirty Dining Lounge – Sophisticated cuisine with fine wines
- Dudley's Gaming Lounge
- THÊ Restaurant - home-style cooking with flair
- In-House Bakery





## Glenmore Inn & Convention Centre

1000 Glenmore Court SE  
 Calgary, AB T2C 2E6  
[www.glenmoreinn.com](http://www.glenmoreinn.com)

**Distance to Seven Chiefs: 17.4 Km / 19 minutes**  
**Distance to Airport: 25.7 Km / 21 minutes**

### Group Block:

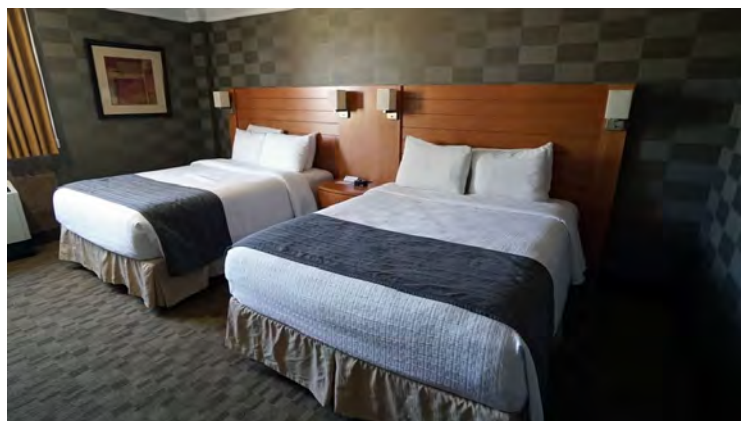
Doubles: 90

**Total:** 90 rooms

**Guestroom Rates:**  
 \$139.00 s/q

### Concessions:

- Full Hot Breakfast included in rate for two
- Complimentary WiFi
- Complimentary parking
- Comp Ratio – 1/35
- \$10 Rebate to Alberta Baton Twirling Association
- Indoor heated pool, waterslide, hot tub and fitness centre
- In-room space services
- Garden Court Restaurant





## Sandman Hotel & Suites Calgary South

8001 – 11<sup>th</sup> Street SE  
Calgary, AB T2H 0B8  
403-25-7263

[www.sandmanhotels.com/Calgary-south](http://www.sandmanhotels.com/Calgary-south)

**Distance to Seven Chiefs: 13.2 Km / 15 minutes**

**Distance to Airport: 19.9 Km / 24 minutes**

### Group Block:

Queen / Queen: 60

**Total:** 60 rooms

**Guestroom Rates:** \$139.00 s/q

### Concessions:

- Complimentary WiFi
- Complimentary parking
- Comp Ratio – 1/15
- Heater indoor pool / whirlpool, fitness facilities
- \$10 Rebate

### On-Site:

- Moxie's Grill & Bar
- Denny's Restaurant
- Shark Club Bar & Grill



# BUDGET



## PROPOSED BUDGET 2024 Pan Pacific Cup Competition

REVENUE	
Entry Fee Rebate	\$30,000.00
CIP Major Cultural & Sports Event Grant	\$10,000.00
Sport Calgary Funding	\$10,000.00
Athletes Clinic (Sunday 5-8pm)	\$5,500.00
Shuttle Bus	\$5,000.00
Bagged Lunches	\$5,000.00
Athletes Party	\$3,500.00
Practice Gym Rentals (assume 4-hr open gym time)	\$3,000.00
Technical Social	\$2,000.00
Competition Merchandise	\$1,500.00
Fundraiser (50/50 draw, etc)	\$1,000.00
Sponsorship (Platinum, Gold, ...)	\$1,000.00
Advertising (program ads)	\$500.00
Marketplace Table Rentals	\$500.00
<b>TOTAL OPERATING REVENUE</b>	<b>\$78,000.00</b>
OPERATING EXPENSES	
Facility Rental	\$24,000.00
Food – Staff & Judges & Bagged Lunch	\$14,000.00
Accommodations (judges, volunteers)	\$10,000.00
Shuttle Bus	\$5,000.00
Event Program	\$4,000.00
Athletes Party (After Opening Ceremony)	\$3,000.00
Technical Social	\$2,000.00
Competition Supplies	\$2,000.00
Insurance	\$1,000.00
Decorations (Kiss & Cry backdrop, ...)	\$750.00
Advertising/Media	\$500.00
<b>TOTAL OPERATING EXPENSES</b>	<b>\$66,250.00</b>



# SECURED FUNDING & GRANTS

## Secured Funding

Tourism Calgary is pleased to provide a financial contribution to the Alberta Baton Twirling Association for **\$10,000 CAD** by way of the HOC signing a Host City Agreement, upon receiving a favourable announcement from WTBF to host the 2024 Pan Pacific Cup in January 18 – 21, 2024. Mutual payment dates of the financial assistance will be worked out with the HOC based on their requirements. Please note, as part of the Host City Agreement, the recipient, nor any party providing services to Alberta Baton Twirling Association, may not exceed requests of \$10/10% in additional revenue generation of any kind on contracted or consumed hotel room nights and is mandated to use accommodations partners of Tourism Calgary.

Tourism Calgary can commit to offer up to **\$4,000 CAD in-kind servicing**. This in-kind servicing will be controlled by Tourism Calgary to use on servicing enhancements with collaboration with the HOC to help make this event the best.

Further to what has been secured as mentioned above, Alberta Baton Twirling Association will be applying for the Government of Alberta's CIP grants. There are two different grants in which the championships could look into; one being the major event grant capped at \$250,000 CAD and the project-based grant capped at \$75,000 CAD.

Alberta Baton Twirling Association will be putting together a sponsorship program at different funding levels to attract corporate sponsors from Alberta and across Canada.

## Other Grant Opportunities

Tourism Calgary or Alberta Baton Twirling Association cannot guarantee the receipt of these funds however should Calgary be selected as the host city; Tourism Calgary will provide letters of endorsement for all grant applications and offer recommendations to a network of consultants with extensive knowledge of local grant opportunities to help enhance the applications.

The following grant opportunities are available to events that have been confirmed for Calgary and are subject to terms and conditions specified by each issuing entity.

**More information on these opportunities can be found on the following websites:**

### Community Initiative Program – Project Based

\$75,000 CAD maximum – offered by the Government of Alberta

<https://www.alberta.ca/community-initiatives-program.aspx>

### Community Initiative Program – Major Events

\$250,000 CAD maximum – offered by the Government of Alberta

<https://www.alberta.ca/community-initiatives-program.aspx>

As more grants become available Tourism Calgary will keep the HOC informed.



# SCHEDULE OF EVENTS & SPECIAL ACTIVITIES

## SCHEDULE OF EVENTS

Wednesday – International Athletes / Coaches start to arrive

Thursday – Scheduled practices for all countries, Judges Meetings, Athletes Party and Technical Social

Friday – Opening Ceremonies, Competition Day 1

Saturday – Competition Day 2, Athlete Clinic

Sunday – Competition Day 3 (Finals), Awards Ceremony, Closing Ceremony

## Opening Ceremonies

- Takes place on the first day of competition at Seven Chiefs
- Local dignitaries will be invited to attend and speak during the opening ceremony. A Canadian Theme will prevail.
- Local performance group will be invited to perform

## Athlete Opening Banquet

The athletes party will be memorable event that will have a true Canadian feel with an authentic Canadian Theme.

## Technical Social

A fun and relaxing event for the coaches, judges and officials to come together before the event begins.

## Tour Packages

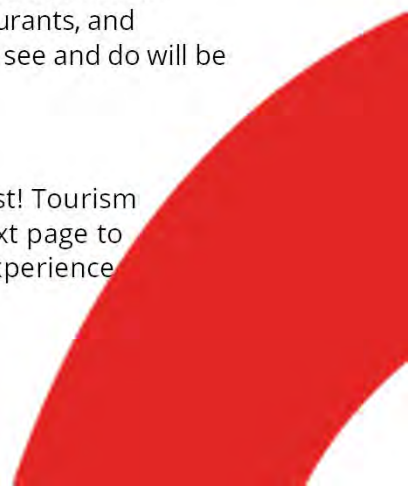
Tour packages are available through the Tourism Calgary website for those that want to explore the area. Maps with shopping malls in the area will be readily available for all participants. Tourism Calgary has a great visitor hub section on their website, and it will be able to assist those that want to enjoy the sights of Calgary and area.

## Social Activities

There are so many things to do and see in Calgary and around the area. QR code banners will be on display for those that have the time to take part in the local activities, attractions, restaurants, and shopping. As the athletes and coaches will be focused on the competition the things to see and do will be primarily for the friends and families attending.

## Tourism Calgary

Event hosting services for events coming into the City of Calgary is what they do best! Tourism Calgary will be working with the HOC and Softball Canada to assist. Refer to the next page to understand some of the elements Tourism Calgary can help make the best event experience attendees.





# TOURISM CALGARY: EVENT MARKETING SERVICES

When it comes to promoting the destination and its events, Tourism Calgary's marketing team brings expertise and in-depth local and regional knowledge. Our tactics are constantly evolving to ensure event organizers receive the best results aligned with their objectives. Potential areas of support are outlined as follows with the understanding that tactics may vary depending on the event, the target audience, and trends in the market.

## Social Media

Tourism Calgary has worked hard to cultivate a large and loyal following on key social media channels:



Our social campaign for the 2019 FINA Diving Grand Prix included a total of 10 posts across our platforms. The campaign resulted more than 1,300 engagements, 1,000 clicks, 8,200 video views, and 100,000 impressions.



## Media & Industry Contacts

Tourism Calgary has been promoting the destination for 50+ years. Over that time, we've developed great relationships with local media and publishers. We can help you tap into our extensive media network if there is a fit with your event. The resulting coverage can be tracked through our monitoring software and provided in post-event reports. We also maintain a database of front-line staff who can help spread the word about your event to visitors.

## Content Development

With more than 3,500,000 sessions in 2019, one of Tourism Calgary's greatest assets is our website, [visitcalgary.com](https://visitcalgary.com). Our team can help coordinate custom event articles for the site - these articles can generate interest and drive traffic to your website or ticket selling platform. Content may also be included in our consumer e-newsletter.

In 2019, we created a custom event article for Red Bull Outliers. The article received over 13,000 pageviews, with an average time on page of almost 9 minutes.



## Event Calendars

Tourism Calgary has compiled a list of free online event calendars, including our own which received nearly 40,000 pageviews in 2018.

# TOURISM CALGARY: EVENT HOSTING SERVICES

Tourism Calgary offers an extensive list of resources and services to ensure the best event experience for the host organizing committee, participants, and spectators.

## Services & Experience Enhancements

Tourism Calgary offers numerous ways to help make the 2025 & 2026 Canadian Track & Field Championships truly memorable. Below are a few places we could assist:

- Access to the Calgary International Airport (YYC) Hospitality Services and digital signage.
- QR Calgary Banner with access to our Deals Pass for savings off restaurants, attractions and shopping
- Assistance with coordinating a White Hat Ceremony or purchasing traditional Calgary White Hats.
- Assistance with enlisting the help of local volunteers.
- Venue pageantry.
- Suggestions on local tour operators and experience providers in and around the city.



## Accommodation Selection and Site Visits

Tourism Calgary's Sport & Culture sales team will assist Athletics Canada and the LOC with connection to the local accommodations that fit the needs of the championships. We will also be on hand to help with any planning and coordinating any site visits to Calgary between now and the event dates.



## Event Organizer Toolkit

We know that your time is at a premium, which is why we have compiled a comprehensive toolkit of helpful resources, such as:

- A media library with high-quality destination photos, B-roll, and Tourism Calgary logos.
- A list of free online event calendars to help promote your event.
- Digital downloads of visitor guides and Calgary mini-maps to help attendees make the most of their visit.
- Links to coupons for local attractions.
- Suggested itineraries for pre and post-event experiences.
- Written destination content.
- A list of local suppliers, including, photographers, caterers, transportation providers, and more.



tourism  
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