

PROGRAM TO SUPPORT
INTERNATIONAL, NATIONAL AND
METROPOLITAN **SPORTING EVENTS**

2017

PROGRAM

Component 1. International sporting events

Component 2. National sporting events

Component 3. Metropolitan sporting events

Montréal 

Service de la diversité sociale et des sports

Preamble

Sporting events are a source of pride and excellent opportunities to bring people closer together. Hosting a large number of sporting events is a sign of a society's creativity, energy, commitment and vitality. Such events boost the host region's economy, encourage local residents to engage in sports and foster the development of elite local athletes.

This program was created under the jurisdiction of the Montréal Agglomeration Council¹ concerning support for international, national and metropolitan sporting events.

The application form is available on the city website, at: ville.montreal.qc.ca/evenementssportifs.

Program components

Component 1. International sporting events

Component 2. National sporting events

Component 3. Metropolitan sporting events

Program objectives

The purpose of the city of Montréal's Program to support international, national and metropolitan sporting events is to provide financial backing for event organizers, to help reach the following objectives:

1. Increase the number of international, national and metropolitan sporting events held in the Montréal agglomeration, and improve their quality and variety.
2. Maximize the spinoff for Montréal from sporting events and their benefits in sporting, tourism, media, economic and social terms.
3. Position Montréal as a leading sports city on the national and international scenes.
4. Support elite sports in Montréal.
5. Strengthen Montréal's expertise and know-how in terms of organizing major sporting events.
6. Foster Montrealers' and athletes' sense of belonging and pride.
7. Encourage Montrealers to engage in sports and physical activity.
8. Offer Montréal agglomeration residents more opportunities to attend and participate in sporting events for the general public.
9. Optimize the use of sporting equipment and public venues in Montréal.

¹ Montréal Agglomeration: the 15 towns and cities on the island of Montréal and the city's 19 boroughs.

Events not included

- Sporting events related to the entertainment industry, such as professional boxing matches, professional sports championships, professional golf tournaments, etc.
- Very large-scale sporting events that normally call for extensive resources on the part of the host city, such as the Olympic and Paralympic Games, the Pan-American Games, the Universiade, the FINA World Swimming Championships, the FIFA World Cup, the Canada Games, the Jeux de la francophonie, etc. They are dealt with on an individual basis and are not covered by this Program.
- Events for which the city of Montréal already has an agreement to provide financial support.
- Conventions, lectures, clinics, shows, exhibitions and meetings on a sports theme.
- Training camps, amateur or amateur/professional boxing matches and organized amateur sparring matches.
- Canadian league matches, provincial sporting events, regional championships and Canadian circuit championships.
- Sporting events intended mainly to raise funds to support charity causes or organizations not related to sports.

Deadlines

The Program to support international, national and metropolitan sporting events is intended for events to be held between January 1 and December 31, 2017. Organizations must submit their duly completed applications, accompanied by the required supporting documents, by the dates and times below, to the address indicated at the bottom of the form:

- **December 1st, 2016 - 4 p.m.**
- **March 30, 2017 - 4 p.m.**
- **August 15, 2017 - 4 p.m.**

Allow **90 days** after the deadline for a reply.

Eligibility criteria

General criteria

The organization must:

- Submit an application under one Program component only
- Organize an event in keeping with the nature and objectives of the Program
- Hold the event in the Montréal agglomeration
- Hold the event during the year covered by the Program
- Be a non-profit corporation (legal person)
- Comply with the municipal, provincial and federal legislation, standards and by-laws in effect, particularly with regard to safety and security
- Be in good standing with all the public and sporting authorities concerned
- Hold all the requisite insurance for the event
- Declare all partnerships and support agreements with boroughs and cities in the Montréal agglomeration and the provincial and federal governments (financial, logistics, etc.)
- Present a balanced budget

Specific eligibility criteria – sanctioned international event:

The event must:

- Be sanctioned by the international or the continental sporting federation
- Have at least 30% of participating athletes from outside Canada
- Have at least two countries participating

Specific eligibility criteria – invitational international event:

The event must:

- Be sanctioned by the international, continental or Canadian federation for the sport concerned
- Have at least 30% of participating athletes from outside Canada
- Have at least four countries participating, including Canada
- Have at least 40% of participating athletes from outside Canada and a minimum of 100 athletes if there are only three countries, including Canada
- Have at least 50% of participating athletes from outside Canada and a minimum of 100 athletes if there are only two countries, including Canada

Specific eligibility criteria – national event:

The event must:

- Be sanctioned by the Canadian sporting federation holding the rights to the event
- Be open to athletes from all Canadian provinces and territories

Specific eligibility criteria – metropolitan event:

The event must:

- Include a large number of participants (over 1,000)
- Include communications and promotional activities designed to reach all clientele concerned in the Montréal agglomeration
- Include participants, teams or clubs from at least 17 boroughs or cities in the Montréal agglomeration

Cost eligibility

Financial support may not exceed 50% of total eligible expenditures and 30% of total anticipated revenues.

Eligible costs:

- Expenditures related to the use of sports facilities, halls and public property
- Cost of materials and equipment required for the event
- Cost of authorizations, sanctions and permits required for the event
- Cost of promotional materials for the event
- Insurance related to the event
- Cost of referees

Non-eligible costs:

- Fees, gifts, honorariums, prizes, rewards, compensation or reimbursements offered or presented to athletes, participants, volunteers, experts, delegates or sporting organizations
- Costs related to visits by experts or delegates of federations holding the rights to the event
- Travel and entertainment expenses incurred on behalf of the organization
- Cost of food, beverages and goods offered as part of the event
- Cost overruns and any deficit with respect to the budget submitted
- Applicable taxes

- Expenses and costs already reimbursed by another financial supporter or private-sector sponsor

Evaluation criteria

Quantitative evaluation:

- Number of Program objectives met
- Number of athletes, participants, teams or clubs
- Number of spectators expected
- Number of boroughs and cities in the Montréal agglomeration, Canadian provinces and territories or participating countries
- Origin of athletes, teams, clubs and participants (%): Montréal, Quebec, Canada, other countries
- Length of the event (number of days)
- If the event is broadcast: number of viewers expected
- Total contribution required from the Montréal administration in terms of financial, human and material resources, expertise, communications, etc.
- Benefits, legacy and spinoff from the event
- Contribution by the provincial and federal governments and the Quebec and Canadian sporting federations concerned

Qualitative evaluation:

- Recurring or one-time event
- Calibre of athletes: espoir, junior, senior, master
- Calibre of the competition: worldwide, continental
- Anticipated media spinoff
- Background of the organizer and the event
- Quality of the event organization: procedures, logistics, promotion, organizing committee, security, inclusiveness, etc.
- Broadly based public- and private-sector and self-generated funding
- Quality of the business plan and budget
- Financial success of the event
- Environmentally friendly event
- Value added (e.g., promoting healthy lifestyles)

Evaluation procedures

- Only applications submitted by the deadline and including the duly completed form and all the requisite pre-event supporting documents (see section 10.1 of the form) will be evaluated.
- If several organizers wish to hold a similar event on similar dates, the city of Montréal reserves the right to decide which one it will support.
- Following the evaluation, the events accepted will be submitted to the appropriate authorities for approval of the amount of support to be provided. The city will inform each organization of the decision regarding support for its event within about 90 days of the application deadline.

Conditions of payment

For the projects chosen, financial assistance will be provided in a single payment, within about 90 days of the application deadline.

The financial assistance will be paid only once all the requisite pre-event supporting documents (see section 10.1 of the form) have been submitted to the Service de la diversité sociale et des sports at the address indicated on the form.

The city of Montréal reserves the right to require that part or all of the financial support granted be reimbursed in any of the following situations:

- The event is cancelled.
- The organization of the event harms the city.
- Any of the requisite documents are missing.
- Any information in the documents received from or disseminated by the organization is false or inaccurate.
- All the requisite post-event supporting documents (see section 10.2 of the form) are not submitted to the Service de la diversité sociale et des sports.
- The eligibility criteria are not respected.

Maximum financial support

Component 1. International sporting events:	\$25,000
Component 2. National sporting events:	\$10,000
Component 3. Metropolitan sporting events:	\$15,000

Financial support may vary depending on:

- The total budgetary envelope available
- The amount of the budgetary envelope allocated to each Program component
- The number of applications received

The city reserves the right to refuse to grant financial support if the Program's budgetary envelope is exhausted.

PROGRAM TO SUPPORT
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METROPOLITAN **SPORTING EVENTS**

2017

APPLICATION FORM

Component 1. International sporting events

Component 2. National sporting events

Component 3. Metropolitan sporting events

Montréal 

Direction des sports et de l'activité physique

1. Preamble

Details and the application form for the Montréal agglomeration² Program to support international, national and metropolitan sporting events (hereinafter referred to as the “Program”) are available on the city website, at ville.montreal.qc.ca/evenementssportifs.

The city of Montréal has adopted a contract management policy under section 573.3.1.2 of the *Cities and Towns Act*, a copy of which is available on the city website, in the section devoted to this Program.

2. Organization

Organization

Legal name: _____ Legal status: _____

Date of incorporation: _____ Québec enterprise
No.: _____

Charitable organization registration No. (Revenue Canada): _____

Industry Canada Corporation No.: _____ Business No.: _____

Contact name (organization): _____ Title: _____

Head office

Address: _____ City/Town: _____

Province: _____ Postal code: _____

Mailing address (if different)

Address: _____ City/Town: _____

Province: _____ Postal code: _____

Contact information

Telephone: _____ Mobile: _____

E-mail: _____ Website: _____

² Montréal agglomeration: The 15 towns and cities on the island of Montréal and the city's 19 boroughs

Ville de Montréal supplier number: _____

3. Event

Event name: _____

Sports discipline(s): _____

Date(s):

from:

to:

Day / Month / Year

Day / Month / Year

Event location: site(s) and address(es):

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4. Choice of Program component and application date

Component

Application date

- | | |
|---|--|
| <input type="checkbox"/> 1. International sporting events | <input type="checkbox"/> December 1 st , 2016 |
| <input type="checkbox"/> 2. National sporting events | <input type="checkbox"/> March 30, 2017 |
| <input type="checkbox"/> 3. Metropolitan sporting events | <input type="checkbox"/> August 15, 2017 |

5. Description

Business plan:

Please include a concise business plan with your application. The plan must contain the following information regarding your event: description, background, procedures, program, logistics, communications and promotional operations, composition of the organizing committee, broadcasting, media spinoff from previous years (if applicable), sustainable development, inclusive practices, etc.

Compliance with Program objectives:

Please include with your application a brief explanation detailing how your event is compliant with the Program objectives listed on page 2 of this guide.

6. Total contribution by the Montréal administration

Please include with your application the details of all resources (financial, human, material, expertise, communications, etc.) provided or planned to be provided by the Montréal administration (the city of Montréal, its 19 boroughs and the 14 towns and cities on the island of Montréal) to support the event.

7. Measurable objectives

Complete only the boxes corresponding to the component for which you are submitting an application for financial assistance.

Quantitative evaluation

Measurable general objectives	Quantity
Number of Program objectives met	
Number of athletes/participants expected	
Number of spectators expected	
Length of the event (number of days)	
Expected number of TV and Web viewers	

Measurable specific objectives – International event	Quantity
Number of participating countries	
Which ones?	
Number of participating clubs or teams	
Proportion of athletes from outside Canada	%

Measurable specific objectives – National event	Quantity
Number of participating provinces and territories	
Which ones?	
Number of participating clubs or teams	
Proportion of athletes from outside Quebec	%
Proportion of athletes from outside Canada (if applicable)	%

Measurable specific objectives – Metropolitan event	Quantity
Number of boroughs or cities/towns on the island of Montréal sending participants (Please attach the list of boroughs/cities to this form)	
Number of clubs or teams from the island of Montréal	
Number of participating clubs or teams	
Proportion of participants from the Montréal agglomeration	%
Proportion of participants from outside Canada	%

Qualitative evaluation

Type of event:

Recurring One-time

Calibre of athletes:

Espoir	<input type="text"/>	Junior	<input type="text"/>
Senior	<input type="text"/>	Master	<input type="text"/>

Calibre of competition

Worldwide

Continental

International

Invitational

8. Financial support requested

\$

9. Budget

If you wish, you may provide the budget for organizing the event in another format and attach it to this form. However, all the information required in the table below must be clearly indicated.

Revenue

Expected contributions			
Federal			
Sport Canada	<input type="checkbox"/> Expected	<input type="checkbox"/> Confirmed	\$
National federation	<input type="checkbox"/> Expected	<input type="checkbox"/> Confirmed	\$
Other:	<input type="checkbox"/> Expected	<input type="checkbox"/> Confirmed	\$
Provincial			
MELS	<input type="checkbox"/> Expected	<input type="checkbox"/> Confirmed	\$
Tourisme Québec	<input type="checkbox"/> Expected	<input type="checkbox"/> Confirmed	\$
Provincial federation	<input type="checkbox"/> Expected	<input type="checkbox"/> Confirmed	\$
Other:	<input type="checkbox"/> Expected	<input type="checkbox"/> Confirmed	\$
Municipal			
City of Montréal	<input type="checkbox"/> Expected	<input type="checkbox"/> Confirmed	\$
Borough(s):	<input type="checkbox"/> Expected	<input type="checkbox"/> Confirmed	\$
Tourism Montreal	<input type="checkbox"/> Expected	<input type="checkbox"/> Confirmed	\$
Other:	<input type="checkbox"/> Expected	<input type="checkbox"/> Confirmed	\$
Subtotal			\$
Self-generated revenue			
Sales – Admission			\$
Sales – Food concessions (beverages, food, etc.)			\$
Sales – Merchandise (t-shirts, caps, souvenir programs, etc.)			\$
Fundraising campaign			\$
Registration			\$
Donations			\$
Subsidies in cash			\$
Subsidies in goods and services			\$
Other:			\$
Other:			\$
Subtotal			\$
TOTAL EXPECTED REVENUE:			\$

Expenses

Eligible expenses	
Use of one or more sports facilities, halls and public property	\$
Insurance	\$
Permits, authorizations and sanctions	\$
Marketing (communications, promotion, advertising)	\$
Operations (materials, equipment, logistics, fitting out, health, security, volunteers)	\$
Other:	\$
Other:	\$
Subtotal	\$
Ineligible expenses	
Administration (accounting, legal, etc.)	\$
Human resources (employees, consultants, etc.)	\$
Protocol (hosting dignitaries, prizes, compensation, gifts)	\$
Information technology (Internet, telephony, etc.)	
Other:	\$
Other:	\$
Subtotal	\$
TOTAL EXPECTED EXPENSES:	
	\$
BALANCE (REVENUE – EXPENSES):	
	\$

10. Documents to be attached to the form

10.1. The following documents must be submitted with this form:

- ☐ The organization's letters patent
- ☐ A resolution of the Board of Directors or official notice from the holder of rights designating the organization as the event organizer
- ☐ A resolution of the organization's Board of Directors authorizing the application and designating a representative responsible for signing all commitments relating to the application, hereinafter referred to as the "organization representative"
- ☐ Written confirmation from the organizations concerned, guaranteeing that the facilities, equipment, material and premises to be used are available, adequate, safe and suited to the event
- ☐ Authorizations, sanctions and permits required for the event
- ☐ Budget for the event (if not included on the form)
- ☐ Proof of insurance for the event
- ☐ Financial balance sheet or financial statements from the previous edition of the event
- ☐ A concise business plan
- ☐ Compliance with Program objectives
- ☐ Total contribution by the Montréal administration
- ☐ List of all boroughs or city/towns on the island of Montreal sending participants (for a Metropolitan sporting events)

10.2. The following documents must be sent to the Service de la diversité sociale et des sports at the address indicated at the bottom of the form, no later than 60 days after the event:

- Final report on the event: highlights, results obtained with respect to measurable objectives, number of participants, number of countries represented, number of spectators and television viewers, broadcast, communications and promotional operations conducted, public activities organized, difficulties encountered, problems, etc.
- Financial balance sheet or financial statements for the event
- Invoices: sanctions, permits, insurance, rental of facilities, promotional material, purchase of equipment, etc.

11. Obligations

In return for the financial assistance from the city of Montréal, the organization agrees to:

- Use the amount to hold the event for which this application is submitted to the city of Montréal, in accordance with the conditions herein.
- Promptly notify the city of Montréal's authorized representative assigned to the event (hereinafter referred to as the "city representative") of any change in its corporate name, legal status or address, or any change in the organization representative and his or her contact information.
- Promptly notify the city representative of any major change in the event for which financial assistance has been requested.
- Mention the city of Montréal's financial participation in organizing the event, by including the city's signature in promotional documents and tools for the event, in accordance with the standards in effect. The city of Montréal logo and the standards for its use are available on the city's website, at ville.montreal.qc.ca (in Democratic participation / Media centre).
- At least ten working days in advance, invite the city of Montréal to take part in the public activities related to the event (press conference, opening or award ceremonies, etc.).
- Respect the protocol for the city's visibility with respect to sporting events supported under this Program, which is available on the city's website, at ville.montreal.qc.ca/evenementssportifs.
- Comply with all the standards and legislation and all rules and regulations applicable to the event.
- Be in good standing with all the public and sports authorities concerned.
- Meet the highest professional and sports ethics in organizing the event.
- Pay the applicable taxes to the governments and organizations concerned, and obtain the permits and rights required to hold the event.
- Not distribute, publish or publicly display any notice, symbol or sign bearing any form of discrimination or authorize such a notice, symbol or sign.
- Take up the defence of the city of Montréal, its representatives, agents and employees in any legal action arising directly or indirectly from this agreement or the event organized by the organization, and indemnify them against any judgment in principal, interest and costs against them.
- Guarantee the city of Montréal that its reputation will not be harmed by the event.
- Keep its registration in the city of Montréal bank of suppliers up to date (ville.montreal.qc.ca/fournisseurs).

- Take out civil liability insurance offering the protection stipulated by city of Montréal representatives for bodily harm and material damage. The insurance policy must be with a company having its head office or a place of business in Quebec. The insurance policy must be in effect 10 days prior to the event, during the event and for 10 days following the event. It must also include a rider designating the city as co-insured. In addition, the rider must stipulate that no deductible is applicable to the city and that the policy may not be cancelled without written notice from the insurer to the city at least five working days before the event. The organization must give the city representative copies of the insurance policy and the rider at least 15 working days before the event.
- Take out and maintain in effect, from insurance companies with their head offices or a place of business in Quebec, all other insurance policies necessary to hold the event in the Montréal agglomeration, granting the protection stipulated by the authorities who require it. These policies must include a rider stipulating that no deductible is applicable to the city. The organization must give the city representative copies of the insurance policy and the rider at least 15 working days before the event.
- Comply in every respect with the contract management policy adopted by the city of Montréal under section 573.3.1.2 of the *Cities and Towns Act*, which is available on the city's website, at **ville.montreal.qc.ca/evenementssportifs**.
- Allow city representatives to inspect its accounting records and documents at any time during regular office hours, and provide these representatives on request with a copy of receipts allowing them to ensure that the amount paid is being used for the intended event.
- If the city's financial participation is \$100,000 or more in a given calendar year, provide the Montréal Auditor General (1550 Metcalfe, Suite 1201, Montréal, Quebec, H2Y 1C6) with audited financial statements 60 days after the end of the organization's fiscal year. A copy of the audited annual financial statements must also be sent to the Representative, by the same deadline.

Commitment by the organization

(Name of organization)

has read this description of the Program to support international, national and metropolitan sporting events and certifies that the information on the form and in the supporting documents provided with its application for financial support is accurate and complete.

By signing this application for financial support, the organization agrees to respect all its obligations under the Program and in this application for financial support.

The organization acknowledges that the city of Montréal is in no way committed to granting any financial support, and that it may offer financial support of less than the amount requested herein. The amount of financial support granted to the organization, if applicable, will be indicated in the resolution adopted by the competent municipal decision-making body.

The Program, this application for financial support and the resolution adopted by the competent municipal decision-making body together constitute the agreement between the parties.

IN WITNESS WHEREOF, the authorized organization representative has signed, at Montréal

Name of organization

Name of representative

Signature of representative

Date (DD / MM / YYYY)

12. Information and submission of the application and documents

For further information, please submit any questions to: evenements.sportifs@ville.montreal.qc.ca.

The duly completed form, signed by the Representative of the organization (including the appendices to section 10 of the form), must be scanned and e-mailed to:
evenements.sportifs@ville.montreal.qc.ca.

An acknowledgement of receipt of the application will be sent by e-mail.

The city may require any other document to complete the application for financial support.
Any notice or document to be sent to the city representative by mail must be addressed as follows:

Program to support sporting events

Service de la diversité sociale et des sports
Ville de Montréal
801, rue Brennan, pavillon Prince, 4th floor
Montréal, Quebec H3C 0G4

Calendar of events

The city produces an annual calendar of sporting events planned for Montréal. Please enter the exact information you wish to see published in this calendar, to allow the public to obtain more details on the event.

Event:

Date:

Telephone numbers
(info or reservations):

Website:
