

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

PROGRAM

Component 1. International sporting events

Component 2. National sporting events

Component 3. Metropolitan sporting events

Component 4. Bids for sporting events

Montréal 

Service de la diversité sociale et des sports

1. 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. Not only do such events boost the host region's economy, but they also 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 Ville de Montréal website, at: ville.montreal.qc.ca/evenementsportifs.

1.1. Program objectives

The purpose of the 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. Develop and strengthen Montréal's expertise and know-how in terms of attracting and 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.

1.2. Program description

➤ Support for events (page 2)

Component 1. International sporting events

Component 2. National sporting events

Component 3. Metropolitan sporting events

➤ Support for bids (page 6)

Component 4. Bids for sporting events

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

2. Support for events – Components 1, 2 and 3

The Program mainly covers sports disciplines recognized by the International Olympic Committee, Sports Canada and the Ministère de l'Éducation et de l'Enseignement supérieur, in addition to parasports and others that are considered emerging sports.² It covers both established events and others that are just getting started (first or second edition of a recurring event).

2.1 Deadlines

Only events to be held between January 1 and December 31, of the current year, are eligible for the first three components of the Program. Organizations must submit their duly completed applications, accompanied by the required supporting documents, by the dates and times below, to the address indicated in section 12 of the form:

- December 1 – 4 p.m. (of the previous year)
- March 30 – 4 p.m.
- August 15 – 4 p.m.

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

2.2 Excluded events

- 2.2.1. Sporting events related to the entertainment industry, such as professional boxing matches, professional sports championships, professional golf tournaments, etc.
- 2.2.2. 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, some world championships, the FIFA World Cup, the Canada Games, the Jeux de la francophonie, etc.
- 2.2.3. Events for which the city of Montréal already has an agreement to provide financial support.
- 2.2.4. Conventions, lectures, clinics, shows, exhibitions and meetings on a sports theme.
- 2.2.5. Training camps, amateur or amateur/professional boxing matches and organized amateur sparring matches.
- 2.2.6. Canadian league matches, provincial sporting events, regional championships and Canadian circuit competitions.
- 2.2.7. Sporting events intended mainly to raise funds to support charity causes or organizations not related to sports.

2.3. Eligibility criteria

2.3.1. General criteria

The organization must:

- Submit one application per event under one of the three components 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).

² The city of Montréal reserves the right to determine whether a sport is "emerging." It will consider the affiliation and organizational network, provincial, national and international recognition, how long the sport has been practised and the existing competitive structure.

- Comply with the municipal, provincial and federal legislation, standards and by-laws in effect, including 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 in writing all partnerships and support agreements (financial, goods, services, etc.) with the boroughs and cities in the Montréal agglomeration, the provincial and federal governments and parapublic organizations (Tourisme Montréal, STM, etc.).
- Present a balanced budget.

2.3.2. Specific eligibility criteria

2.3.2.1. Component 1 – International event

Sanctioned international event:

The event must:

- Be sanctioned by the international or North American sporting federation holding the rights to the event.
- Have at least 30% of participating athletes from outside Canada.
- Have at least two countries participating.

Invitational international event

The event must:

- Be sanctioned by the international, North American 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.

2.3.2.2. Component 2 – 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.

2.3.2.3. Component 3 – Metropolitan event

The event must:

- Include at least 1,000 participants.
- Include communications and promotional activities designed to reach all clienteles concerned in the Montréal agglomeration.
- Include participants from at least 17 boroughs or cities in the Montréal agglomeration.

2.3.3. Exceptions to the specific eligibility criteria

Two types of exceptions may apply:

- If it is the first or second edition of the event, the athlete and participant minimums are reduced by half.
- If the event is for an parasports or emerging sport, the number of participants and participating countries will be adjusted according to two criteria:³

³ The city of Montréal will determine minimum targets according to the criteria listed, information provided by the organization and verified by the city, and its own research in this regard.

- The potential pool of athletes or participants and their origin;
- Participation in previous editions or similar events.

2.4. Cost eligibility

Financial support may not exceed 50% of total eligible expenditures and 30% of total expected revenue.

2.4.1. 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, approvals and permits required for the event
- Cost of promotional materials for the event
- Insurance related to the event
- Officials' expenses: transportation between referees' lodging and the competition venue; food provided for referees at competition venues; referees' wages
- Cost of technical and medical staff required for the event (physiotherapists, etc.)
- Costs related to volunteer training

2.4.2. Ineligible costs

- Administrative (accounting, legal, etc.) and human resources (employees, consultants, etc.) expenses
- Information technology (telephones, internet, etc.)
- 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 paid by the organization, including for referees and athletes
- 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
- Loss of revenue related to the use of sports venues
- Referees' hotel costs

2.5. Evaluation criteria

2.5.1. 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 and in how many countries
- 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
- Broadly based public- and private-sector and self-generated funding

- Financial success of the event

2.5.2 Qualitative evaluation

- Recognition of the sport
- Recurring or one-time event
- Calibre of athletes: espoir, junior, senior, master
- Calibre of the competition
- Expected media spinoff
- Marketing, promotion and communication operations
- Background of the organizer and the event
- Quality of the event organization: procedures, logistics, organizing committee, security, etc.
- Quality of the business plan and budget
- Environmentally friendly event
- Value added, innovation and social legacy (e.g., promoting healthy lifestyles, inclusiveness, universal accessibility, etc.)

2.6. Evaluation procedures

- Only applications submitted by the deadline and including the duly completed form and all the requisite pre-event supporting documents (see section 9.1 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.

2.7. Conditions of payment

For the projects chosen, financial assistance will be provided in a single payment and will be paid only once all the requisite pre-event supporting documents (see section 9.1 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 9.2 of the form) are not submitted to the Service de la diversité sociale et des sports.
- The eligibility criteria are not respected.

2.8. 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, particularly if the Program's budgetary envelope is exhausted.

3. Support for bids – Component 4

This Program component is intended for non-profit organizations interested in bidding to host a nationally or internationally sanctioned sporting event in Montréal.

3.1. Deadline

The organization must submit its duly completed application, accompanied by the required documents, **between January 1 and November 1**. There is no fixed date for submitting applications for support. Allow **60 days** for a reply from the city.

3.2. Excluded bids for events

- 3.2.1. Sporting events related to the entertainment industry, such as professional boxing matches, professional sports championships, professional golf tournaments, etc.
- 3.2.2. Events for which the city of Montréal already has an agreement to provide financial support
- 3.2.3. Conventions, lectures, clinics, shows, exhibitions and meetings on a sports theme
- 3.2.4. Training camps, amateur or amateur/professional boxing matches and organized amateur sparring matches
- 3.2.5. Canadian league matches, provincial sporting events, regional championships and Canadian circuit competitions
- 3.2.6. Sporting events intended mainly to raise funds to support charity causes or organizations not related to sports
- 3.2.7. International invitation events
- 3.2.8. Metropolitan events

3.3. Eligibility criteria

3.3.1. General criteria

The bid must be for:

- An event in keeping with the nature and objectives of the Program.
- An event to be held in the Montréal agglomeration.
- An environmentally friendly event.

The organization must:

- Submit one application per bid.
- Be a non-profit corporation (legal person).
- Be in good standing with all the public and sporting authorities concerned.
- Hold the civil liability insurance indicated in section 9.1. of the form.
- Declare, for the bid, all contributions in the form of funding, goods and services from public and parapublic authorities and organizations, sports organizations and the private sector.
- Present a balanced budget for the bid.

3.3.2. Specific eligibility criteria

3.3.2.1. Bids for sanctioned international events

The event must:

- Be sanctioned by the international or North American sporting federation holding the rights to the event.
- Have at least 30% of participating athletes from outside Canada.
- Have at least two countries participating.

3.3.2.2. Bids for national events

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.

3.4. Cost eligibility

Financial support may not exceed 50% of total eligible expenditures and 30% of total expected revenue in the bid budget.

3.4.1. Eligible costs

Eligible costs must be related to the production of:

- Business plan
- Feasibility and market studies
- Economic impact study
- Bid submission
- Any similar tool that significantly reduces the risks associated with holding the event

3.4.2. Ineligible costs

- Material, administrative and human resources expenses
- Fees, gifts, etc. for delegates of sports organizations
- Costs related to visits by delegates of the organization holding the rights to the event
- Travel and entertainment expenses
- Cost overruns and any deficit with respect to the budget submitted
- Applicable taxes
- Expenses already reimbursed by another financial supporter or private-sector sponsor

3.5. Evaluation criteria

3.5.1. Quantitative evaluation of the bid's potential

- Number of Program objectives met
- Number of athletes, participants, teams or clubs
- Number of potential spectators
- Number of 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 and in how many countries
- Total contribution expected from the Montréal administration in terms of funding, goods and services
- Contribution by the provincial and federal governments and the Quebec and Canadian sporting federations concerned

- Broadly based public- and private-sector and self-generated funding

3.5.2. Qualitative evaluation of the organization and the type of event

- Relevance of the event to developing the sport concerned in Montréal
- Relevance of the event for each of the Program objectives
- The event's expected advantages, legacy and spinoff for Montréal
- Recognition of the sport
- Recurring or one-time event
- Calibre of athletes and competition
- Potential media spinoff for Montréal nationally and internationally
- Reputation and scope of the event
- Background of the organizer and the event
- Support obtained from sports community concerned

3.6. Evaluation procedures

- Only applications including the duly completed form and all the documents required in section 9.1. of the form will be evaluated.
- Following the evaluation, the accepted applications for support will be submitted to the appropriate authorities for approval.

3.7. Conditions of payment

For the projects chosen, financial assistance will be provided in a single payment and will be paid only once all the documents required in section 9.1. of the form have been received and evaluated.

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 bid is cancelled by the organization submitting the application.
- The Quebec federation or Canadian association of the sport concerned refuses to support the organization's bid.
- The Quebec or federal government refuses to support or grant funding for the event in Montréal.
- The bid process is cancelled by the holder of the rights to the event or the latter has indicated its refusal to hold the event in Montréal.
- Any of the documents to be submitted to the city in section 9.2. of the form are missing.
- Any information in the documents received from or disseminated by the organization is false or inaccurate.

3.8. Maximum financial support

International sporting events:	\$25,000
National sporting events:	\$10,000

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, particularly if the Program's budgetary envelope is exhausted.