



U15 MAJOR FRANCHISE APPLICATION

Bid Guidelines

Hockey New Brunswick U15 Major Franchise Application

Introduction

Hockey New Brunswick will be awarding franchises that will compete in NB U15 AAA Hockey League. The breakdown of franchises by regions will be as follows:

District 1 & 2 = 1 Franchise

District 3 = 1 Franchise

District 5 = 1 Franchise

District 6 & 7 = 2 Franchises

District 8, 9, 10 & 11 = 1 Franchise

[District Breakdown](#)

The successful bids will be awarded a franchise on a three-year term. Following three years of operation the franchise will undergo a quality assessment to determine the effectiveness of franchise structure.

Bid Process and Guidelines

Deadline for bid submissions is March 10, 2024 at 11:59 pm. Bids submitted after that deadline will not be accepted.

All bid applicants must submit:

- One (1) electronic copy sent via e-mail to the Hockey NB office at bbailey@hnb.ca

Hockey NB will establish a selection committee that will review and select bids that correspond with the franchise locations listed in the introduction. All parties that submit a bid will be notified of the final selection.

All bids must include a cover letter that provides the name and contact details of one person from the bid group that can answer any questions from the selection committee related to the bid. The selection committee reserves the right to request additional information from the bid groups concerning any aspect of their bid submission. The bid committee may also invite selected bid groups to make an in-person or virtual presentation.

Bid Applicants may submit questions by email pertaining to the bid requirements during the bidding process. Should Hockey NB receive any bid questions or make changes to the bid guidelines, they will notify all parties of such changes.

Thank you for your interest in this bid process and we look forward to receiving your application. For further information or any questions, please contact Hockey NB Director of High-Performance Brogan Bailey at 506-453-0864 or by email at bbailey@hnb.ca

U15 Major Franchise Bid Guidelines

Section A – Hosting Standards

For a “Bidding Group” to be considered as a potential candidate, the group must meet the following minimum hosting standards:

- Bid groups must acknowledge and agree to abide by the Hockey NB U15 Major Governance Model to guide the operations of the franchise. This agreement will be outlined in a Letter of Understanding (Appendix A) signed by the franchise operator on an annual basis. The Letter of Understanding addresses the structure of team management and includes areas such as team structure, budgeting, team reporting to Hockey NB etc. (See section H for additional information)
- Identify an arena complex and provide commitment from the arena that will serve as the main site for games and practices.
 - Please provide details related to:
 - Provide a proposed ice time for home games; and
 - Provide a proposed ice time for team practices.

Section B – The Bidding Group

Please outline in detail the individuals that comprise your bid groups. Bids should outline a summary of each individual’s executive experience in administration of a hockey association, team or league, or other sport association team or league.

Outline your proposed structure for your bidding group as it pertains to management of the team and/or directors that will be responsible for the operations of the franchise. This should include detailed areas of responsibility.

Section C – Community Overview

The bid presentation should contain an overview of the host community and region, as well as any other unique characteristics which may enhance the bid:

- Rationale for the bid by the bid group.
- Overview of the characteristics of the community and surrounding region.
- Amenities within the proposed community location that will serve the needs of visiting teams, i.e. Hotels, restaurants etc.

Section D – Business Plan

The bid presentation should include a comprehensive Business Plan which will serve as a primary guide for the organization and the financing team. The Business Plan should at a minimum include the following information.

- Franchise mandate and objectives;
- Sales and promotional strategies;
- Sponsorship plans, detailing the package that you will sell to local businesses;
- Critical path for the organization of the team.
- Registration costs for players. How much money will each player be responsible to pay and what would be covered? Outline additional players expenses, payment options, refunds etc....
- Player equipment expenses etc....
- Defined player selection/criteria that will be used.

Finances

Your business plan must also include:

- A detailed budget for the operation of the franchise, detailing all operating costs and potential sources of revenue. Please include any potential team sponsorships that may be committed to the operations of the franchise. Hockey NB acknowledges that sponsorship commitments may not be confirmed until the awarding of a franchise.
- The bid presentation must include a financial forecast which demonstrates to what level net proceeds can be achieved and utilized; and
- The bid presentations must indicate the steps that will be taken if the franchise does incur debt and a plan for managing should a debt occur.

Section E - The Team

If the successful bid applicant, please provide any details related to the proposed identity of the team:

- Proposed team name and logo
- Jersey colors and design
- Outline plan for player's equipment etc.

Team Officials

Although bids are not required to identify team officials at this time, we wanted to advise bid groups in advance that as per the requirements of Hockey Canada, all U15 Major "head" coaches must hold High Performance 1 coach certification (HP1).

Section G – Medical

Include in the Bid submission a plan for dealing with medical matters related to game day operations:

- Outlines services available at local hospitals and clinics; and
- Any medical services available on site at all games.

Section H – Hockey NB Governance Model & Letter of Understanding

Hockey NB has adopted a Governance Model for the operation of the U15 Major franchises. We ask that each bid group confirm in writing in their bid submission that they are aware of the governance model will be adopted and they will be required to adhere to such conditions.

Please see appendix A for summary of Governance Model that is outlined in Letter of Understanding

Thank you for your interest in this bid process and we look forward to receiving your application. For further information or any questions, please contact Hockey NB Director of High Performance, Brogan Bailey at (506) 453-0864 or by email at bbailey@hnb.ca.