

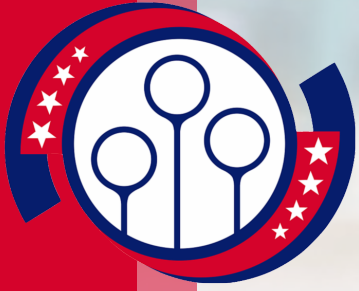
**JUNE 1, 2019  
SUBMISSION  
DEADLINE**

**CONTACT: [EVENTS@MLQUIDDITCH.COM](mailto:EVENTS@MLQUIDDITCH.COM)**



# **MLQ**

**2020 SEASON BID MANUAL**



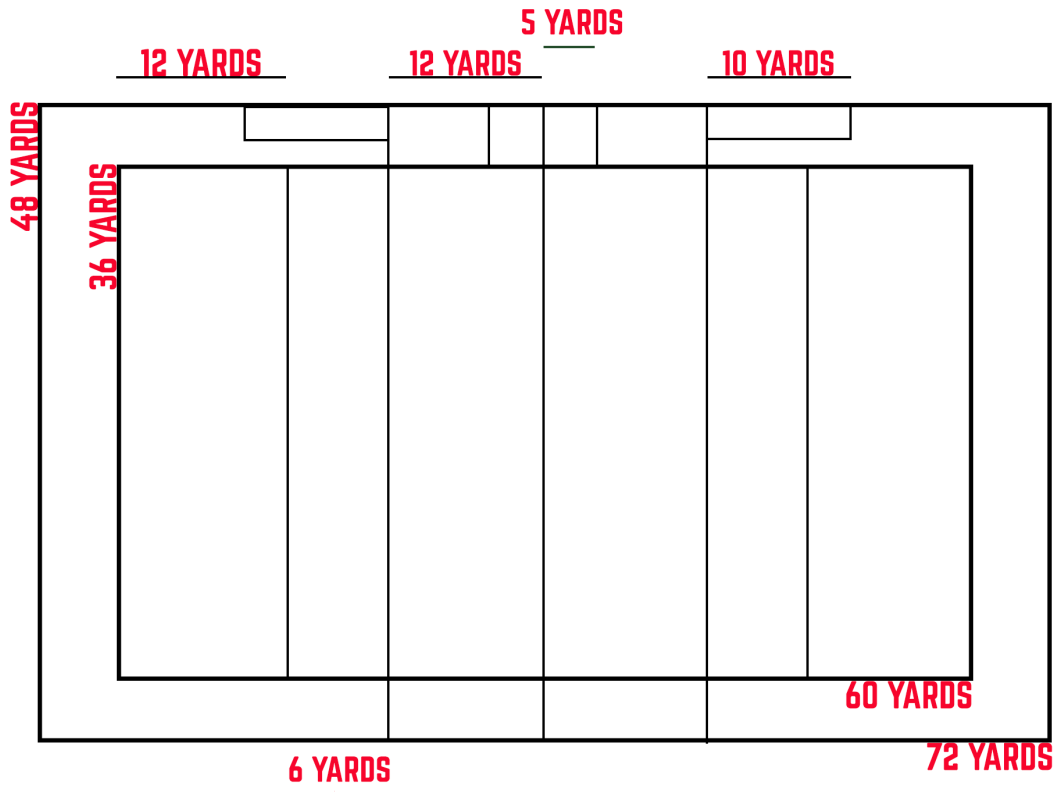
# TABLE OF CONTENTS

What Is Quidditch.....	1
About Major League Quidditch.....	2
MLQ Values and Vision.....	3
MLQ Championship.....	4
Benefits For Host Cities.....	5-6
Bid Requirements.....	7-9
MLQ Site Visit.....	10
Bid Submission Requirements.....	11
Intent to Bid Form.....	12
Bid Snapshot.....	13-17



# WHAT IS QUIDDITCH?

Major League Quidditch Regulation-Sized Pitch



Quidditch is a mixed-gender, full-contact sport created in 2005 by students at Middlebury College in Vermont. Based on the fictional sport from Harry Potter, the real-life version has grown from a backyard game to an international sport played by over 400 college and club teams across six continents. News stories about quidditch appear perennially on websites like the Associated Press, USA Today, NPR and Bleacher Report.

Quidditch has a unique set of rules that includes elements from rugby, basketball and dodgeball. All players must keep brooms between their legs at all times. At each tournament, a team may submit a roster of up to 21; however, only six to seven players will be on the field at a given time. Games are officiated by a team of up to seven referees.

Three chasers use a slightly-deflated volleyball called the quaffle to score goals on one of three hoops. Each goal is worth 10 points. They advance the quaffle down the field by running with it, passing it or kicking it. Each team has a keeper who defends the hoops. Two beaters use dodgeballs called bludgers to disrupt the flow of the game by “knocking out” other players. Any player hit by a bludger is out of play until they touch their own hoops. Each team also has a seeker who tries to catch the snitch. The snitch is a ball attached to the waistband of the snitch runner, a neutral party in a yellow uniform who uses any means to evade capture. The snitch is worth between 30 and 50 points.

# ABOUT MAJOR LEAGUE QUIDDITCH

Major League Quidditch (MLQ) is a national league that runs from June 1 to Aug. 30. The majority of seasonal activity takes place between June 1 and July 31.

## PLAYING



Each team has a roster of 21 players per game with free substitutions. A team fields six players at all times and must always have at least two non-majority gender players in play. There are three chasers, two beaters and one keeper. Each team adds a seventh player, the seeker, after the 20-minute mark. Players must be on broom at all times.

## SCORING



Any time a chaser or keeper shoots the quaffle through their opponent's hoops, their team earns 10 points. The shot can go through either the front or back of the hoops. Beaters and seekers may not possess the quaffle. A catch of the snitch is worth 40 points and does not end the game.

## BEATING



There are three bludgers in play at all times. Only beaters can use or possess these balls. When a beater hits someone from the other team with a bludger, that person must drop any ball they possess, dismount from their broom and run back to their hoops to tag in before rejoining the game.

## SNITCHING



The snitch is a neutral player with a ball in a sock velcroed to their shorts. The snitch is released after 20 minutes of game time. The snitch may use any tactics within reason to evade being caught by a seeker.

## TACKLING



Quidditch is a full-contact sport. Players may only engage in contact with those of the same position (though chasers and keepers can interact). Players may push, wrap, charge and tackle but may not trip, slide or make contact above the neck, below the knee or from behind.

## END GAME



After the 20-minute mark, a goal score is set by adding 70 points to the current score of the leading team. The first team to reach that goal, either by scoring a goal with the quaffle or catching the snitch, wins.

Our aim at MLQ is to present quidditch in an elegant, highly-consumable form that mirrors other top sports leagues. MLQ features standardized schedules, high-level officiating, in-depth statistics and live or pre-recorded footage of all games. The central tenant of the league, setting it apart from others, is that we have placed a limit on participating teams. This ensures the teams are of a high quality and maximizes the amount of coverage that can be given to each team and each game.

The league consists of 15 teams from the United States and Canada. These teams are divided up geographically into three divisions (North, South and East), each composed of five teams. Each team plays three games against every other team in its division, for a total of twelve games. All regular-season games will be completed by the weekend of August 1-2. This leaves the month of August for an interdivision postseason that will determine the Benepe Cup Champion.

### EAST

Boston Night Riders  
New York Titans  
Ottawa Black Bears  
Rochester Whiteout  
Washington Admirals

### NORTH

Cleveland Riff  
Detroit Innovators  
Indianapolis Intensity  
Minneapolis Monarchs  
Toronto Raiders

### SOUTH

Austin Outlaws  
Kansas City Stampede  
League City Legends  
New Orleans Curse  
San Antonio Soldados

# MLQ VALUES AND VISION



## OUR CORE VALUES

MLQ and all of our teams share a similar goal. We aim to establish a tradition that embodies the competitive spirit of quidditch. We hope to be a league our members, fans and home cities will point to with pride. The following core values plays a key role in our mission:

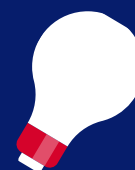
- **Innovation:** We encourage innovative thinking and do not rest on our accomplishments. We create opportunities and are constantly seeking new ways of performing in response to fan interests, technology and the best business practices. We aim to always be on the cutting edge.
- **Integrity:** We conduct ourselves in accordance with the highest standards of honesty, ethics and fair dealing. We follow through on our words with action and aim to create an environment that inspires trust and confidence.
- **Respect:** We value individuality and diversity. We represent and respect a wide range of human differences, personal experiences and cultural backgrounds and act in a manner that is courteous and respectful to each other, our fans, our competitors and our business partners.
- **Teamwork:** We work hard and we work together. We aim to embody a cooperative spirit. Our priority is and always will be to provide the best possible experiences, service and products.

## 2019-20 VISION STATEMENT



At the end of each season, we look back and determine what we need to improve within our league. For the 2019 and 2020 seasons, we have identified three major goals we hope to accomplish:

- Host a nationally-televised league championship that sets a new standard for sports at the grassroots level
- Create a fan experience that is unmatched in the quidditch industry
- Improve our digital footprint and press coverage on both a national level



## DID YOU KNOW?

Each game requires each team to play a maximum of four players who identify with the same gender at a time. The gender that a player identifies with is considered to be a player's gender, which may or may not be that person's sex. We accept those who do not identify within the binary gender system. We welcome all identities and genders. All MLQ managers and coaches are required to complete Athlete Ally's Champions of Inclusion, the first free, comprehensive online curriculum for coaches on LGBTQ+ respect and inclusion within athletics.

# MLQ CHAMPIONSHIP



The MLQ Championship is a family-friendly event that takes place every August. It is a premiere quidditch event in which 12 teams composed of elite players from across the United States and Canada battle it out for the title of Benepe Cup Champion.

For 2020, the top 12 out of 15 MLQ teams, based on regular-season performance, will be invited to the MLQ Championship. In each division, the team that is ranked fifth out of five by regular-season performance will not qualify. The 12 teams will be seeded based on regular-season performance into one single-elimination tournament of best two-out-of-three matches, which will ensue throughout MLQ Championship until one team walks away with the Benepe Cup. Since each place in the single-elimination bracket will be a best two-out-of-three series, all teams competing will be guaranteed a minimum of two games.

The tournament will be played simultaneously on two pitches, with all matches livestreamed to the community of fans that cannot attend. The rapid growth of our sport means that the number of attending players, fans and staff increases year after year.

## 2018 IMPACT: ~\$170,000

## 2020 TIMELINE

- 6/1/19:** 2020 bid submission deadline
- 6/8/19:** 2020 bid finalists announced
- 8/31/19:** 2020 MLQ Championship location announced
- 11/30/19:** Franchise reviews completed and cities finalized
- 2/27/20:** Season schedule released
- 3/12/20:** Public release of tryout information, including dates and details
- 4/27/20:** Preliminary team rosters submitted
- 6/1/20:** Final team rosters announced
- 6/6/20:** Opening day
- 8/31/20:** Season ends

For more dates pertaining to the bidding process, please see page 11 of this manual. Timeline subject to slight alterations.

## FORMER HOSTS

The following are the U.S. cities MLQ has partnered with in the past five years to host the MLQ Championship:

- 2015: Toledo, Ohio
- 2016: League City, Texas
- 2017: League City, Texas
- 2018: Madison, Wis.
- 2019: Richmond, Va.



# BENEFITS FOR HOST CITIES

MLQ is dedicated to growing quidditch at the local, national and international level while highlighting talented players. We promote each event through various mediums in order to bring new visitors and their families to your city. Below you will find a list of the positive impact and benefits your city will receive by partnering with us.



## PROJECTED ECONOMIC IMPACT

Player and team housing

- MLQ expects the housing requirements for MLQ Championship to be approximately 150-200 room nights at local accommodations, with the average length of stay two nights

Spectator attendance

- MLQ expects approximately 700 spectators will attend the event and will require housing, food and transportation. Spectators include family, friends, fans and media

## MEDIA AND PUBLIC RELATIONS

We have a highly-engaging website and social media network

- Website: [mlquidditch.com](http://mlquidditch.com)
- Facebook/Twitter/Instagram: @mlquidditch

Just as we have in the past, our social media features giveaways and top-of-the-line analysis and video leading up to and the weekend of the MLQ Championship. The host city/county will also benefit by gaining the following exposure:

- Strong presence of event on MLQ website and the league's social media channels

(Facebook, Twitter, Instagram, etc.) before, during and after the event

- Marketing through MLQ affiliates and partner websites, including EighthMan.com

In addition to a presence in our digital material, the host city/county will also be featured in the following:

- All tournament material and registration information
- All collateral material (newspaper, flyers, postcards, event banners, signs)
- Tournament press releases and additional media coverage
- Email blasts about event to entire league, including fans and players
- Live webcast of event and promotion of the webcast
- Strong national and local traditional media outreach

# BENEFITS FOR HOST CITIES (CONT.)

## ADDITIONAL BENEFITS

MLQ will provide the following for each event:

- A localized event organizing team consisting of MLQ staff
- Direct oversight by the MLQ Tournament Coordinator and the MLQ Events Department
- A detailed operations plan to be finalized prior to the event, to include: facility usage schedule; game schedule; spectator management plans; crisis management response plans and shipping and storage needs
- Event officials, support staff and volunteers (referees, scorekeepers, hospitality staff, team services, set-up/tear down, etc.)
- All teams and players
- All event merchandise
- General liability insurance coverage extended to the host facility
- Inclusion of host's design collateral on all promotional materials



On the weekend of the event, in an effort to connect athletes and spectators alike with the location, the host city may provide a welcome table and collateral material at check-in and during all hours of the event. It may also provide welcome bags to be given to the athletes upon arrival at the event. The MLQ Commission encourages the host city to allocate a representative for the city (political figure, local celebrity, etc.) to help open the tournament with a short welcome speech.



# BID REQUIREMENTS



MLQ will supply professional tournament staff that will set up, conduct and tear down the event. This is a turnkey operation that will require some additional assistance from the host/venue.

Upon submission of a bid package by a bidding party, MLQ will assume that the bidding city/county has read and fully understands the responsibilities, requirements and expectations needed to host the MLQ event in question. Upon receipt of the bid application, and witnessed by an authorized signature, the bid will be considered an official invitation for MLQ to proceed with this assumption in place.

The 2020 minimum financial support and/or qualifying in-kind services value, not including the facility rental, is \$6,000 for the MLQ Championship. A bid for the event is expected to include the following:

- A complimentary site visit provided to an MLQ representative(s) to inspect the bids that are chosen as one of the finalists
- Accessibility by MLQ staff at least one day prior to the even—more preferred
- Facility provided free of charge Saturday and Sunday (mid-August) of the event (please include invoice listing value in the bid package). The facility must have high-quality turf or grass fields with enough space to fit at least two quidditch pitches (see page one); ample parking for teams and spectators; restrooms; water fountains; a indoor space, press box or air-conditioned tent for MLQ staff; and a space for players and VIP spectators to cool off and utilize between games. Please provide a map outlining all participating field/facility locations with your bid package
- Field lighting and electricity access at the main field
- Reliable WiFi accessible to MLQ Staff that reaches each field
- Event equipment rental: Port-a-potties, seating, staging, barriers, tents, tables, golf cart, etc.
- A/V services: Paying for the installation and use of sound equipment
- Security services: Hiring security or police officers for on-site security

# BID REQUIREMENTS (CONT.)

## SERVICE-ORIENTED NEEDS

Contact information is needed for the below community partners, although MLQ reserves the right to select any company it chooses for any service. Any exclusivity arrangements between the venue and a contractor must be laid out in the bid package and contract. MLQ reserves the right to disregard any exclusivity agreements that the bidding party fails to notify MLQ of in the bid package or contract. MLQ also reserves the right to negotiate rental agreements paid by MLQ, including sound systems, food, tents, tables, chairs and any other rentable items related to the event.

- Portable restroom company
- EMTs and medical services
- Trash/sanitation company (both recycling and trash)
- City/county-affiliated vendors

## MARKETING-ORIENTED NEEDS

The host city will be expected to assist in promoting and marketing MLQ Championship. All marketing materials should be branded correctly with MLQ approval before being released. Event promotion should begin well before the event takes place, kicking off with the announcement of the championship location. MLQ has dedicated staff members that communicate with potential press and will utilize any contacts provided or sent our way. Promotional support may include:

- Press: Contacts for local newspapers and magazines, events listings, television stations, radio stations, etc.
- Social Media: Posting on city social media channels beginning with the announcement of the championship location and routinely after ticket sales begin
- PR support
- Discounted or complimentary local advertisement: Billboards, magazines, newspapers, television, radio
- Listing and link to purchase tickets on the host city's website and the host facility's website (if applicable), including a homepage listing starting one month prior to the event
- Community outreach: Possible events to initiate community involvement include youth quidditch, literacy programs and family-oriented entertainment (contacts for community groups such as libraries or local schools may be requested)
- Assistance contacting potential local vendors



# BID REQUIREMENTS (CONT.)

## HOTEL AND HOUSING NEEDS

MLQ is concerned with maintaining close proximity to the tournament site; offering an extensive accommodation list incorporating a wide range of prices; and providing amenities for the participants, officials, family, friends and fans. Any housing must also meet the following requirements:

- All event hotels, homes and condos will be listed on mlquidditch.com with complete property contact information, descriptions and rates
- Interested parties should have the ability to book accommodations through links on mlquidditch.com
- All hotels, homes and condos submitting their property for tournament housing must offer a reduced-rate package which should be the lowest available to anyone (MLQ staff, athletes, family, fans etc.) staying at their property during the tournament time period
- The majority of rooms needed should be double/double
- All rates should remain the same for single, double, triple or quad occupancy

## COLLATERAL NEEDS AND ADDITIONAL INFORMATION

- Logos for use in all MLQ collateral material and website
- A list/map of local attractions and restaurants
- MLQ staff will coordinate start and end times with the host city and facility
- MLQ will run tournament registration at one hotel when teams arrive before the event begins
- The aforementioned indoor space, press box or air-conditioned tent for MLQ staff will should be centrally located and equipped with internet access, electricity access and requested tables and chairs
- There should be a minimum of one first aid area easily identified very close to both playing fields and staffed by at least two athletic trainers and/or EMTs at all times
- Additional stations around the site will each include either large (12x20 or similar) or small (10x10 or similar) tents and an allocated number of tables and chairs. These include but may not be limited to: Player and volunteer lounges, scorekeeping tables and livestream tables at each field, medical services, merchandise booth, ticketing booths, etc.

## "IDEAL" ADD ONS

Additional weight will be given to bids that meet one or more of the following "ideal" bid requirements:

- Athletic trainers and/or EMTs
- Event venue located close to a major city center
- Event venue featuring indoor field space (must be suitable for full-contact gameplay and large enough for full field dimensions)
- Event venue able to provide space near the fields for a media headquarters, with access to electricity and WiFi
- Ability to block off the fields to entry and restrict entry to ticket booths
- Proximity to a major airport and in-county hotels
- Suitable to optimal weather at proposed event time with reliable inclement weather plan
- Volunteers and support staff on-site leading up to, during and after the event

# MLQ SITE VISIT

The fields and facility are the most important considerations in the selection process for MLQ Championship.

For this reason, MLQ must conduct a site visit to evaluate the condition, location, facilities and other aspects of the proposed venue.

Interested bidders who are chosen as finalists will be expected to host MLQ for a complimentary site visit to evaluate the bid. Visits should include an inspection of the proposed fields, venues and facilities; a tour of the local area; and meetings with local event support staff. MLQ will send one to two representatives.

While on a site visit, MLQ representatives:

- Should be booked in a standard hotel room with double occupancy
- Will travel in economy class for any necessary airline travel and will utilize the local airport listed in the bid submission, with transportation costs to the city and within the location covered by the host submitting the bid
- Will not accept any inappropriate entertainment
- Will not accept any gifts totaling more than \$50 in value

## MLQ DELIVERABLES

MLQ will provide the following for MLQ Championship:

- An event organizing team consisting of MLQ staff and Championship-specific volunteers
- Direct oversight by the MLQ Tournament Coordinator
- Dedicated staff appointed to the Local Organizing Committee (LOC), which will be made up of members from the host city as well as MLQ staff
- A detailed operations plan finalized prior to the event. It will include: a facility usage schedule, game schedule, spectator management plans, crisis management response plans and shipping and storage needs
- A post-event debrief meeting with the LOC after the event
- Event officials, hospitality staff, team services staff, set-up/tear down crew and more
- All teams and players competing in the event
- Each team is required to house their players at a local hotel as per MLQ's Stay & Play policy. Some exceptions may apply to individual players with local family members. The host city will assist in organizing discounted hotel packages for players, as per the "Hotel and Housing Needs" information on page 9
- All event merchandise
- Extensive promotion of the event via MLQ channels including website, social media and email newsletters
- General liability insurance coverage extended to the host facility
- Inclusion of host's design collateral on all promotional materials
- Event passes for host city officials (mayor, city council, county commissioners, press)



# BID SUBMISSION REQUIREMENTS

All complete bid packages with snapshots and any other supplementary material should be scanned and emailed to: [events@mlquidditch.com](mailto:events@mlquidditch.com). All forms can be found on the following pages.

## SEPT. 12

The bidding process began **Sept. 12, 2018** for the 2020 season. After reviewing the manual, please submit your completed "Intent to Bid" sheet via email to [events@mlquidditch.com](mailto:events@mlquidditch.com). Your Bid Snapshot can be completed at a later date.

## JUNE 1

Complete the Bid Snapshot and submit with supplemental bid package materials to [events@mlquidditch.com](mailto:events@mlquidditch.com). All 2020 bids are due by **June 1, 2019**. Submitted applications will be reviewed by the league commission.

## AUG. 31

Once the commission has narrowed down their top picks, site visits will be scheduled for June-August, 2019. Once the site visits have been completed, the commission will decide on a location for the championship and will announce said location by **Aug. 31, 2019**.



“

MLQ exhibited respect and professionalism from the moment we contacted them. They were understanding of city needs and requests and accommodated them at every turn. Feedback from our hoteliers and businesses that interacted with the MLQ staff and players was overwhelmingly positive with requests for them to return any time. We would welcome the tournament back in future years especially with the local interest the sport created at our fields.

-Derek Hughes, former Assistant to the City Manager, City of League City

”

# INTENT TO BID FORM



This form can be submitted any time prior to June 1, 2019 for 2020 bids. It does not need to accompany the Bid Snapshot form.

## ORGANIZATION INFORMATION

-----  
Host City/County Name

-----  
Bidding Organization

-----  
Address

-----  
City, State, Zip

-----  
Website

## DIRECT CONTACT

-----  
Contact name

-----  
Title

-----  
Phone

-----  
Email

*By signing and submitting this Intent to Bid form, I affirm that I am an authorized representative of the organization submitting this application and confirm that we have read and understand the terms and responsibilities outlined in the bid manual.*

-----  
Authorized Organization Signature, Date

-----  
Printed Name, Title

**SCAN AND EMAIL TO [EVENTS@MLQUIDDITCH.COM](mailto:EVENTS@MLQUIDDITCH.COM)  
INDICATE BID YEAR IN BODY OF THE EMAIL**

# BID SNAPSHOT

This form must be submitted by June 1, 2019 in order for your city/county to be considered for the 2020 MLQ Championship. Please also attach photos or diagrams of the fields, including field-lining information. We will contact you within two weeks of your Bid Snapshot submission to confirm receipt and verify your intent.

-----  
Bidding Organization Name

Host City/County

-----  
Organization Type

-----  
Contact Name

Contact Email

-----  
Contact Phone

-----  
Population

Geographic Size

-----  
Average High Temperature in August

Average Low Temperature in August

-----  
Average Precipitation in August

-----  
Available Host Dates in August

-----  
Total Proposed Bid Fee (Cash, Field and In-Kind)

Financial Value of Cash Portion

-----  
Financial Value of In-Kind Portion

Financial Value of Field Portion

-----  
Will Field Be Provided Free of Charge?

Required Insurance Coverage Amount

**SCAN AND EMAIL TO [EVENTS@MLQUIDDITCH.COM](mailto:EVENTS@MLQUIDDITCH.COM)  
INDICATE BID YEAR IN BODY OF THE EMAIL**

# BID SNAPSHOT (CONT.)

-----  
Field Name

Field Address

-----  
Type of Fields (Soccer, Quad, Grass, Turf etc.)

-----  
Quantity and Dimensions Of Fields

-----  
Describe Available Restrooms at Fields (Port-a-Potty, Indoor etc.)

-----  
Describe Water Availability at Fields (Fountains, Coolers etc.)

-----  
Provide Waste Management Details

-----  
Inclement Weather Policy

-----  
Describe Field Lighting

-----  
Describe Electricity Access at Fields (Outlets, Extension Cords etc.)

-----  
Describe Internet Accessibility On-Site (Coverage, Speed Strength etc)

-----  
Describe Parking On-Site

-----  
On-Site Concession Availability (Yes/No)

Access to Indoor Area for Players (Yes/No)

-----  
On-Site Storage Availability (Yes/No)

Ability to Ship Items to Facility/Bidding Organization in Advance (Yes/No)



# BID SNAPSHOT (CONT.)

---

On-Site Security

---

Marketing Support (Paid Advertisements, Billboards, Graphic Design etc)

Please indicate the links to the following as related to the bidding organization:

- Website:

- 
- Online Events Calendar:
- 

Please indicate the social media links or handles for the bidding organization:

- Facebook: \_\_\_\_\_
- Twitter: \_\_\_\_\_
- Instagram: \_\_\_\_\_
- Snapchat: \_\_\_\_\_
- YouTube: \_\_\_\_\_

---

What is the reach of the bidding organization's email marketing?

---

Will MLQ have the opportunity to televise any portion of the event on local television?

---

Will MLQ be permitted to hand out flyers/posters to local schools, rec leagues, youth organizations etc?

---

Will the bidding organization be providing welcome bags to players and MLQ staff?

---

Potential After-Party locations

---

Please indicate any existing exclusivity contracts between vendors and the bidding organization that may affect MLQ Championship Weekend.

# BID SNAPSHOT (CONT.)

-----  
On-Site Alcohol Policy

-----  
Nearest Major Airport to Field

Distance From Nearest Hotel to Field

-----  
Distance From Nearest Hospital to Field

-----  
Describe Available Public Transportation in the Area

Please indicate the quantity of each of the following items that will be available free of charge:

- 6- to 8- Foot Tables: \_\_\_\_\_
- Folding Chairs: \_\_\_\_\_
- Bleachers: \_\_\_\_\_
- 10x10 Tents: \_\_\_\_\_
- Additional Sized Tents (Indicate Size): \_\_\_\_\_
- Scoreboards (Indicate Electric or Manual): \_\_\_\_\_
- Golf Carts (Indicate Restrictions): \_\_\_\_\_

Describe below the services that will be provided as part of your in-kind package:

-----  
Available Medical Services (EMT, Ambulance, Athletic Trainers etc.)

-----  
A/V Services (i.e. Sound System for Announcements)

-----  
Port-a-Potties

-----  
Barriers/Temporary Fencing

# BID SNAPSHOT (CONT.)

---

Authorized Signature

Attachments to include if available:

- Diagram/map of fields, including dimensions
- Recent photos of facility
- Overall area map showing the facility, hotel areas, and other points of interest and relevant stores (grocery store, Lowes/Home Depot, UPS/Fedex, Staples, Target, etc.)
- Typical hotel rates for the time period
- Additional information about any materials/support listed above
- Visitors information for city/area