



***USA Football
International Bowl***

**Dates for Bid:
2021**

**REQUEST FOR PROPOSAL
DUE DATE: July 1, 2019**

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USA Football
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Objective

USA Football seeks to procure venues, convention space and host hotels to produce it's 2021 USA Football International Bowl. The ideal dates of the are January 4-16, 2021 however, USA Football is open to alternative dates in January of 2021. The International Bowl is the largest international American tackle football event hosted in the US and is the annual showcase for USA Football's U16-U19 National Teams. USA Football's key goal for the request for proposal process is to determine which venues and budgetary concepts best meet the function and financial requirements set forth in this document.

Overview

USA Football designs and delivers premier educational, developmental and competitive programs to advance and grow the sport. As the sport's national governing body, member of the U.S. Olympic Committee and organizer of the U.S. National Team for international competition, USA Football partners with leaders in medicine, child advocacy and athletics to support positive football experiences for youth, high school and other amateur players.

Attached are detailed specifications for the USA Football International Bowl, associated activities and other supporting information.

Basis for the Award of Contract:

- USA Football will award this event to the lowest bid from the complex that meets all basic event requirements.
- Determining factors will include the facility's ability to provide a cost-effective event site and successful event marketing package.

Please be sure to submit all required documentation/information by **July 1, 2019**. Any incomplete proposals, or proposals submitted after deadline, **will not be reviewed**. Final decisions for locations will be made after the proposal is reviewed and a site visit conducted.

USA Football Contact

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Direct contact with the USA Football CEO or other USA Football staff/volunteers (local or national level) is neither necessary nor appropriate.

Thank you for your time and response to this request. We look forward to reviewing your proposals.

****Bid Process Deadlines:**

- Bids due July 1, 2019 via mail or electronically
- Site Announcement for 2021: On or about January 10, 2020 (to coincide with the 2020 event)

USA FOOTBALL INTERNATIONAL BOWL

Overview

Approximately 70 countries across six continents possess a national federation dedicated solely to American football. The International Bowl is a collaboration of USA Football and football governing bodies in each competing country. Each International Bowl features a series of practices, team activities, scrimmages and games for four high-school aged U.S. National Teams as well as U.S. Select Teams.

The NCAA recognizes USA Football's International Bowl as a national team competition. Playing for the United States in the International Bowl is exempt from high school seniors' two all-star game appearances.

Open Years for Proposal:	2021
Preferred Dates:	January 4-16, 2021
Projected Attendance:	1,000 participants 5,000 spectators (Game Day)
Facility Preference:	Convention space for team check-in and registration Indoor/Outdoor artificial turf locations for practices 3,000 + seat stadium for scrimmages NFL venue or comparable for game days Host hotels for U.S. teams, International teams and parents

EVENT SPACE REQUIREMENTS

Physical Layout:

Practice Fields:

- 6+, high school regulation football or soccer fields (turf preferred, but not required)
- Fields must be lined per NFHS high school football dimensions. Markings must include hash marks, numbers, and the 25, 10, and goal line should be marked in a different color paint. Lines may need to be repainted for second week if worn.
- Field pylons for end zones for all fields should be provided by facility
- Additional warm-up space
- Bleachers for spectators on each field preferred (minimum capacity: 25)
- All-weather fields preferred
- On-site lighted fields preferred
- Electronic scoreboard on each field is preferred
- Permanent restrooms or portable toilets
- Access to potable water source and ice machine at facility
- Complimentary parking for up to 500+
- Fields in use, with exclusivity, from 7am – 10pm each day per event schedule
- 3-4 golf carts available to use
- Ability to receive freight shipments
- Ability to set up 20x20 tents for athlete's lunch area

Games Management Area:

- 20 x 20 covered area for Information and Games Management
- Electric and internet accessibility is preferred
- Access to enclosed, locked storage area for overnight equipment storage or space available to have a temporary storage unit on-site

Officials Area:

- 10 x 20 covered area, locker room preferred, or open classroom/meeting room

Medical Area:

- 20 x 20 covered area for Command Central at all practice and game locations, access to ice and water
- Training room is preferred but not required, classroom or meeting room is acceptable

Game Venue: (NFL Venue or comparable required)

- 4 locker rooms for teams
- 1 room for staff HQ with internet access
- 1 officials locker room
- 1 room for equipment storage
- Ability to accept and store shipments
- 1 training room for medical coverage
- Space for TV production trucks and photography production trucks
- Hard line internet connection for production trucks
- Concession stands open
- Catered meal options for USA Football staff
- Space on concourse for merchandise sales / sponsor activations
- Stadium security provided
- Access to press box and ticket booth (USA Football to handle ticket sales)
- Access to broadcast booth
- Access to scoreboard and all video boards and all game production capabilities
- Access to media entrance for media and game entertainment
- Access to ice and water on the field
- Access to golf cart, if possible
- Charter bus drop off location
- Complimentary parking for guests
- USA Football and sponsor signage placement on the field
- Coaches headsets and headset support

Scrimmage Venue:

- 4 locker rooms for teams
- 1 officials locker room
- 1 room for equipment storage
- Ability to accept and store shipments
- 1 training room for medical coverage
- Concession stands open
- Space on concourse for merchandise sales / sponsor activations
- Stadium security provided
- Access to press box and ticket booth (USA Football to handle ticket sales)
- Access to scoreboard and all video boards and all game production capabilities
- Access to media entrance for media and game entertainment

- Access to ice and water on the field
- Access to golf cart, if possible
- Charter bus drop off location
- Complimentary parking for guests
- USA Football and sponsor signage placement on the field
- Coaches headsets and headset support

Vendor Space:

USA Football will provide vendor space to sponsors and event partners and will need the following:

- 40' x 40' space near registration for apparel sales with access to power and wifi
- 20'x20' space at event venue for apparel sales, with access to power and wifi
- 20'x20' space at event venue for photo sales, with access to power and wifi
- Space for a standard trailer inside or near event venue for photography partner with power and wifi
- Vendor parking in close proximity

Game Management:

Game Management provided by Site:

- Water stations on each field which includes a table and trash cans
- Four (4) golf carts for Operations Staff and ATC's if available
- EMT with Ambulance during hours of competition
- Trash receptacles and dumpster

Game Management provided by USA Football:

- Game scheduling
- Official scheduling
- Volunteer scheduling
- Coach/Team communication
- Two-way radios for key points of contact

Staff:

Staff provided by Site:

- Site Manager with knowledge of venue on-site during event hours
- 24-hour security
- Maintenance staff for fields
- Custodial staff for fields

Staff provided by USA Football:

- Lead Event Manager
- Team Communications Contact
- Operations crew for field set-up
- Game Officials
- On-site Game Scheduling and Volunteer Lead

Sponsorship:

- USA Football will solicit Regional/Local sponsors for this event
- All sites must be able to support the official event sponsor's needs; allowing for branding, signage, and on-site activation
- Please list any sponsors that are specific to the site

Concessions:

- Food concessions must be operational during all hours of competition offering a variety of dining options
- If possible, USA Football venue contract should accommodate branding and sampling programs by national USA Football food and beverage sponsor
- If possible, USA Football national food and beverage sponsors will have the opportunity to sell product at the venue, either independently or in conjunction with the venue concessionaire

Marketing:

- USA Football relies on the Host to provide a comprehensive local/regional marketing and PR plan to promote the event and the sport of football.

The following information from the complex must be included in the proposal:

1. Possible space/dates
2. Complex rental fees for all space
3. Discounts available for rental fees
4. Discounts for any multi-year agreements
5. Cancellation fee prior to executing contract
6. Signage opportunities in the complex – locations, etc.
7. Sample complex contract
8. Complex operations/rules and regulations
9. Current price list for all in-house services (i.e. telecomm, internet, electrical, in-housing shipping/business center, etc.)
10. Current labor rates in the city/venue
11. Technology available in the complex
12. Concession stands and pricing information
13. Third party preferred vendor list for security, EMS, and staffing services
14. Additional products/services/concessions offered to USA Football upon contract from local CVB and/or Complex.

HOTEL ROOM REQUIREMENTS

Hotels should send all proposals to the CVB. Hotel proposals should NOT be sent directly to USA Football, nor should they contact USA Football directly at this time. Complete hotel proposals to be provided by CVB only.

Room Block Requirements: These requirements are based on our current pattern and can be altered based on facility availability.

Hotels	Sat	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
	2-Jan	3-Jan	4-Jan	5-Jan	6-Jan	7-Jan	8-Jan	9-Jan	10-Jan
Staff Kings	15	35	35	35	35	35	35	35	35
Staff Doubles	15	15	15	15	15	15	15	15	2
TOTAL ATHLETE KINGS	2	5	5	5	5	5	5	5	2
TOTAL ATHLETE DOUBLES	0	0	120	120	120	120	120	26	0

Hotels	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Mon
	11-Jan	12-Jan	13-Jan	14-Jan	15-Jan	16-Jan	17-Jan	18-Jan
Staff Kings	35	35	35	35	35	30	30	20
Staff Doubles	15	15	15	15	15	15	2	0
TOTAL ATHLETE KINGS	5	5	5	5	5	2	0	0
TOTAL ATHLETE DOUBLES	120	120	120	120	120	26		

Accommodations: 2,082 room nights

- Hot breakfast included in rate (athlete friendly items preferred).

HOST HOTEL REQUIREMENTS

Hotels should send all proposals to the CVB. Hotel proposals should NOT be sent directly to USA Football, nor should they contact USA Football directly at this time, unless the hotel can provide convention space and all necessary rooms under one roof.

Anthony Travel is the official travel partner of USA Football. Anthony Travel will secure and manage all hotel rooms.

Host hotel must provide the following information (or agree to the following):

1. Grid format of room block (see above grid)
2. A breakdown of room types (singles, doubles, suites, etc.)
3. Complimentary internet access for USA Football staff and guest rooms
4. Complimentary internet access provided for ALL meeting room spaces the duration of the event
5. Confirmed or proposed room rates – USA Football requests a flat single/double rate
6. Provide a list of any rebates offered
7. Ability to drop 2 storage units (pods) in the parking lot the duration of the room block
8. Meeting Space
 - a. 2 rooms that can seat 40 classroom style for staff HQ for duration of the event

- b. 4 rooms that can seat 60 theater style for daily athlete meetings for duration of event
- c. 1 room conference style for athletic trainer HQ for duration of the event
- d. 1 room empty for equipment storage / inventory for duration of the event
- 9. One (1) complimentary room night for every 40 room nights sold on a cumulative basis Rooms to be used during event first and any unused rooms will be credited to the master and paid out to USA Football, though, Anthony Travel, within 30 days of departure
- 10. Complimentary parking spaces per night at the host hotel
- 11. Complimentary handling of USA Football shipments to host hotel
- 12. Current catering menu
- 13. Suite floor plans/brochures
- 14. Two (2) complimentary meeting planner suites/rooms for duration of the event
- 15. All agreements are on a courtesy basis. USA Football will not contract any hotels that contain attrition clauses
- 16. Two (2) complimentary USA Football Marketing Host Hotel Lobby promotions to be placed in prominent area. May include set up for GOBO's, flat screen branding or banners
- 17. No fee charged from host hotel to give custom made hotel room key to event
- 18. Title and Presenting Sponsors receive complimentary display in lobby of host hotel (size and scope to be determined by hotel)
- 19. The property agrees not to charge a lower rate than the contracted group rate during these periods without giving all Anthony Travel reservations the same rate under the terms of the final agreement. The property will not take any reservations for this event. All reservations must be made through Anthony Travel.
- 20. The property will agree to direct all USA Football reservations to Anthony Travel at 800-736-6377
- 21. Contracted rates are in effect of the period starting four (4) nights prior to the first night of the room block and ending four (4) nights after the last night of the room block
- 22. Room rates must be 10% commissionable to Anthony Travel as well as a 10% rebate to USA Football to be paid within thirty (30) days of the last departure date of the event

PARENT ROOM BLOCK REQUIREMENTS

Hotels should send all proposals to the CVB. Hotel proposals should NOT be sent directly to USA Football, nor should they contact USA Football directly at this time. Complete hotel proposals to be provided by CVB only.

Room Block Requirements: These requirements are based on our current pattern and can be altered based on facility availability.

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri
2-Jan	3-Jan	4-Jan	5-Jan	6-Jan	7-Jan	8-Jan	9-Jan	10-Jan	11-Jan	12-Jan	13-Jan	14-Jan
10	10	10	10	15	20	25	25	25	25	20	10	5

Parent hotel must provide the following information (or agree to the following):

- 1. Grid format of room block (see above grid)
- 2. A breakdown of room types (singles, doubles, suites, etc.)
- 3. Confirmed or proposed room rates – USA Football requests a flat single/double rate
- 4. Provide a list of any rebates offered
- 5. One (1) complimentary room night for every 40 room nights sold on a cumulative basis Rooms to be used during event first and any unused rooms will be credited to the master and paid out to USA Football, though, Anthony Travel, within 30 days of departure
- 6. All agreements are on a courtesy basis. USA Football will not contract any hotels that contain attrition clauses

7. Two (2) complimentary USA Football Marketing Host Hotel Lobby promotions to be placed in prominent area. May include set up for GOBO's, flat screen branding or banners
8. The property agrees not to charge a lower rate than the contracted group rate during these periods without giving all Anthony Travel reservations the same rate under the terms of the final agreement. The property will not take any reservations for this event. All reservations must be made through Anthony Travel.
9. The property will agree to direct all USA Football reservations to Anthony Travel at 800-736-6377
10. Contracted rates are in effect of the period starting four (4) nights prior to the first night of the room block and ending four (4) nights after the last night of the room block
11. Room rates must be 10% commissionable to Anthony Travel as well as a 10% rebate to USA Football to be paid within thirty (30) days of the last departure date of the event
12. Property with free breakfast, wifi, and parking is preferred

CVB REQUIREMENTS

The following information must be submitted to provide detailed information on travel to your city and to the hotels within your city, including the following:

1. Number of hotel rooms within one mile of complex
2. Number and list of area attractions within a 5 to 10-mile radius of the Host Hotel and or complex that provide discounts or accommodations for groups
3. Any concessions or rebates provided to USA Football for hosting an event in the local community
4. List of complimentary services provided by the CVB
5. Provide price list for any fee based CVB service
6. List of marketing support/materials provided by the CVB

PROVIDED CONCESSIONS TO USA FOOTBALL

Items and services to be provided by local CVB and/or Convention Center/Hotel

- Assistance in securing a host event venue, the CVB will cover basic facility rental fees
- Complimentary meeting room rental at host hotel
- Two (2) complimentary USA Football Marketing lobby promotions to be placed in prominent area at all hotels in the block. May include set up for GOBO's, flat screen branding or banners.
- EMT with Ambulance on site during hours of competition unless a local hospital is within the required USA Football range
- Any additional accommodations made to USA Football on behalf of the CVB