AUG. 1
SUBMISSION
DEADLINE

MLQ

2021 SEASON BID MANUAL

CONTACT: EVENTS@MLQUIDDITCH.COM

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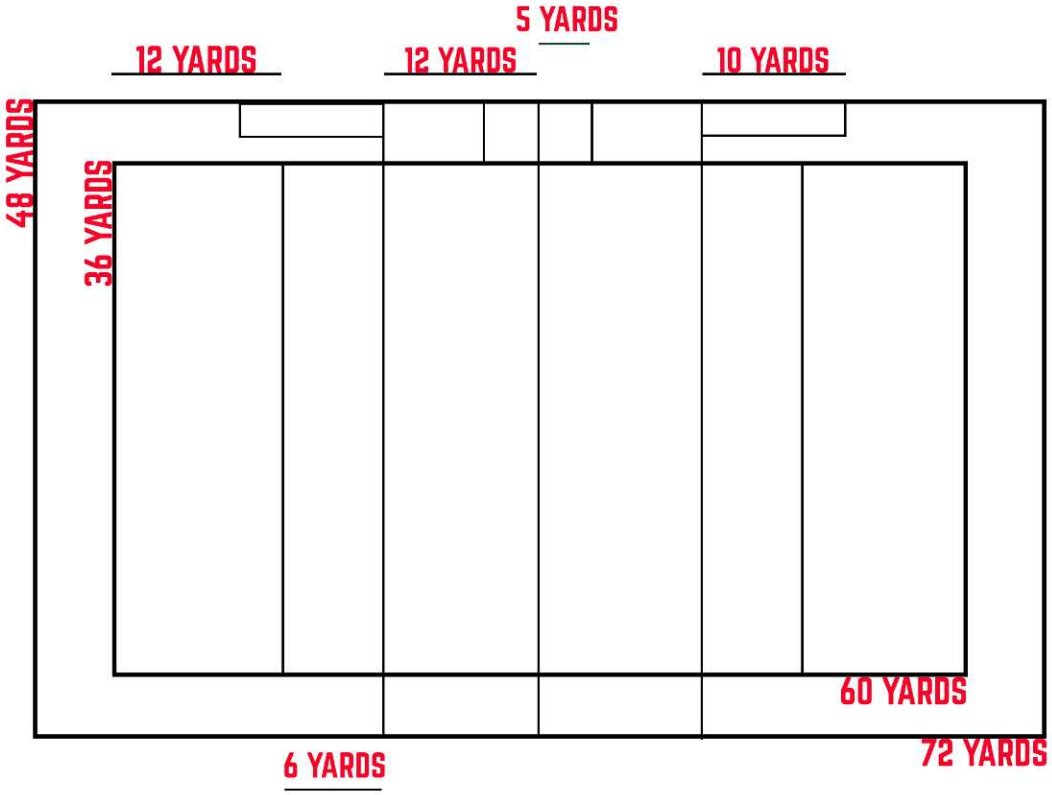
WHAT IS QUIDDITCH?

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 Aug. 2. This leaves the remainder of August for an inter-division postseason that will determine the Benepe Cup Champion.

EAST	NORTH	SOUTH
Boston Night Riders	Cleveland Riff	Austin Outlaws
New York Titans	Detroit Innovators	Kansas City Stampede
Ottawa Black Bears	Indianapolis Intensity	League City Legends
Rochester Whiteout	Minneapolis Monarchs	New Orleans Curse
Washington Admirals	Toronto Raiders	San Antonio Soldados

MLQ VALUES AND VISION

OUR CORE VALUES

MLQ and all teams within the league have 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 play 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.

2020 VISION STATEMENT

At the end of each season, we look back and determine what we need to improve within our league. For the 2020 season, 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.

BENEFITS FOR HOST CITIES

MLQ is dedicated to growing quidditch at the local, national and international level while highlighting talented players. We will 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

The 2019 MLQ Championship took place in Richmond, Va. The estimated economic impact for the city was ~$183,000

- 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
- 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
- YouTube:
- Facebook/Instagram/Twitter/Snapchat: @mlquidditch

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

- Strong presence of event on MLQ website (mlquidditch.com) and the league's social media channels 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:

- Listing on the US Quidditch (usquidditch.org) event calendar
- 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 also 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.

MLQ CHAMPIONSHIP

The MLQ Championship in late August will be a premier quidditch event in which 12 teams composed of elite players from across the U.S. and Canada will battle it out for the Benepe Cup and the title of MLQ Champion.

For 2021, 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 four by regular-season performance will not qualify. The 12 teams will be seeded based on regular-season performance. The tournament will continue until one team walks away with the Benepe Cup.

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 will increase year after year. Championship will continue to be held every August. The atmosphere of the event will be family-friendly.

MLQ TIMELINE

8/1/20
2021 Bid submission deadline
9/1/20
2021 Bid finalists announced
11/1/20
2021 MLQ Championship location announced
11/30/20
Franchise reviews completed and 2021 cities finalized
2/27/21
Regular season schedule released
3/12/21
Public release of tryout dates and details
4/27/21
Preliminary team rosters announced
6/6/21
Opening day
Final team rosters announced
8/31/21
Season ends

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

2018 AND 2019 IMPACT

The 2018 MLQ Championship was held in Middleton, Wis. in partnership with the Madison Area Sports Commission. The economic impact from the 12-team tournament was reported at around ~$170,000.
The 2019 MLQ Championship was held in Richmond, Va. in partnership with Visit Richmond and Visit Henrico County Featuring 12 teams, this tournament was reported at ~$183,000.

BID REQUIREMENTS

The MLQ Commission 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 and the Commission to proceed with this assumption in place.

The 2021 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 event--more preferred
- Facility provided free of charge Saturday and Sunday (late 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 three quidditch pitches (see page one); ample parking for teams and spectators; indoor restrooms; water fountains; an indoor space, press box or air-conditioned tent for MLQ staff; and an indoor space or air-conditioned tent for players and VIP spectators to 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 carts 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 championship weekend. All marketing materials should be branded correctly with MLQ approval, before being released. Event promotion should begin well before the event takes place, beginning 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
- Assistance in promoting the event to the local community. 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.)

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

- Athletic trainers
- 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 outdoor space near the fields for a media headquarters, with access to electricity and wireless internet
- 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 back-up plan in the event of inclement weather
- Volunteers and support staff on-site leading up to, during and after the event

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.

The hotels for MLQ events should be in close proximity to the host facility. 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 practice times with the host city and facility
- MLQ will run tournament registration at hotels when teams arrive before the event begins
- The indoor HQ area will serve as the main MLQ staff area and should be centrally located. Area will be 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, ticketing booths etc.

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 COMMISSION DELIVERABLES

MLQ will provide the following for MLQ Championship Weekend:

- 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 10
- 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
- VIP 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. All forms can be found on the following pages.

DEC. 1

The bidding process begins Dec. 1, 2019 for the 2021 season. After reviewing the manual, please submit your completed Intent to Bid sheet via email to **events@mlquidditch.com.**

AUG. 1

Complete the Bid Snapshot and submit with supplemental bid package materials to **events@mlquidditch.com.** All 2021 bids are due by Aug. 1, 2020. Submitted applications will be reviewed by the league commission.

NOV. 1

Once the selection committee has narrowed down their top picks, site visits will be scheduled for October. Once the site visits have been completed, the league commission will decide on a location for the championship and will announce said location by Nov. 1, 2020

"From start to finish, the Major League Quidditch team was an absolute pleasure to work with. They were great at communicating event needs, and being open to ideas on how we could integrate their sport within our community. It was truly a partnership and we look forward to welcoming them back to Richmond in the future!"
- Jerrine Lee, Sports Developer Manager, Richmond Regional Tourism

INTENT TO BID FORM

This form can be submitted any time prior to Aug. 1, 2020 for 2021 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
INDICATE BID YEAR IN BODY OF THE EMAIL

BID SNAPSHOT

This form must be submitted by Aug. 1, 2020 in order for your city/county to be considered for the 2021 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
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, Wal-Mart, etc.)
- Typical hotel rates for the time period
- Additional information about any materials/support listed above
- Visitors information for city/area