

PREMIER SOCCER SERVICES, LLC

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REQUEST FOR PROPOSAL

Easter International Tournament for a 5 year cycle of 2021-2025

March 31-April 4, 2021

April 13-17, 2022

April 5-9, 2023

March 27-31, 2024

April 16-20, 2025

Deadline for submission: April 10, 2020

The proposals are to be submitted to:

Premier Soccer Services
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Proposals will be reviewed by Premier Soccer Services in a timely manner. All proposals will be considered but those meeting the selection criteria will be more favorably reviewed.

General Overview: The Easter International Tournament (EIT) will be a newly developed tournament similarly designed to our existing Copa Rayados Internacional tournament. This will be marketed in the USA and internationally with a base of international marketing in Latin America. The tournament will be a 4 day tournament with hotel night stays of 3-5 nights. The goal is to market the tournament to provide both a high level international soccer tournament for ages Under 11 to Under 19 boys as well as market tourist opportunities from the host city as a combination sports/ family/ entertainment event. As PSS has an existing network in marketing to soccer teams in Mexico and Latin America, preference for host cities would be given to Southern States: Florida, Alabama, Mississippi, Louisiana, Texas, New Mexico, California, Georgia, and Arizona.

The tournament will partially subsidize (\$50,000) international pro club academies from Latin America (primarily LigaMX in Mexico) as well as MLS pro club academies from the USA. This will be a highly effective strategy to then market to youth teams across the USA. In addition, we will market to traditional youth teams in Latin America as well. Easter week (Semana Santa), is a traditional time off (work and school) for all Latin American countries and is often used for travel and vacations.

This has been effectively proven with the Copa Rayados Internacional tournament over the past 7 years, during Thanksgiving week – not a traditional travel or vacation period in Latin America. Still, we have had over 250 international teams over the past 7 years. The interest for an Easter Week tournament is high among our network.

Supplemental Programs during the tournament:

International Coaches' Symposium: As a part of the tournament, we will offer an International Coaches' Symposium as a component of the tournament. Utilizing Academy Directors and Staff from the pro clubs in attendance of the competition, we will create a unique supplemental event that we'll market nationally. This will provide inside on player and youth club development from LigaMX (Mexico) pro clubs and MLS (USA) pro clubs. This will draw some coaches nationally to the event for the workshop as well as provide a unique coaching education opportunity for area coaches. **However, the biggest impact will be on the added attraction for coaches to bring their teams to the tournament.** We will provide 1 free coach

registration for each team in attendance. This will draw more teams nationally to the event.

International Referees' Workshop: To elevate the level of refereeing during the event, as well as create an added feature to the tournament. We will subsidize a referees' workshop during the tournament to bring in up to 25 international referees from Mexico and the Caribbean to the tournament. We will also market to referees nationally to attend and work the tournament with a goal of 50 total non-local referees.

Conservative Estimates and growth over the 5 year cycle are:

	# of Teams	# of International teams	# of Traveling, out of state teams	# of Traveling, in state teams
Year 2021:	88	20	20	20
Year 2022:	120	20	30	20
Year 2023:	140	25	35	25
Year 2024:	160	25	40	30
Year 2025:	180	30	45	35

- # of Attendees (participants and spectators) will peak at 8000 by 2025

Using the Aggregate Method for Economic Impact Calculations:

Based on 5 night international stays// 4 night domestic stays

1.25 spectators/ family per international participant// 1.5 spectators/ family per domestic participant

\$216 international daily spend (inc Hotels)// \$150 domestic daily domestic spend (inc Hotels)

	Economic Impact	Out of State Economic Impact	Estimate State Revenue Tax (at a 6% tax rate) from out of state attendees
Year 2021:	\$2,297,000	\$1,572,000	\$94,320
Year 2022:	\$2,597,000	\$1,872,000	\$112,320
Year 2023:	\$3,140,000	\$2,265,000	\$135,900
Year 2024:	\$3,440,000	\$2,415,000	\$144,900
Year 2025:	\$3,983,000	\$2,808,000	\$168,480

The tournament will begin as a boys tournament with potential growth to adding girls teams in the future.

About Premier Soccer Services (www.premiersoccerservices.com)

Premier Soccer Services will be the tournament event company for the operations of the tournament.

Premier Soccer Services (PSS) is a professional soccer management company organizing tournaments in Florida, Texas, Alabama, Mississippi, and Tennessee. Since 2014, the estimated annual economic impact on communities from PSS events reached over \$10 million. PSS specializes in professional management as well as marketing nationally and internationally, with a specialty of the Latinamerican market. PSS's marketing approach is towards traveling teams and accompanying family to drive the economic impact on the area and increase the visibility/ profile level of the event and location. PSS focuses on growing a select number of tournaments to high profile, large tournaments in select regions to not compete against other PSS tournaments or over-saturate a market. Expansion is based on strategically identified regions with a limited number of tournaments.

Annual PSS Youth Soccer Tournaments

April (2 weekends)	The Open Cup	Decatur, AL (North Alabama)
September	The Naples Cup	Naples, FL postponed for Complex Development
September	The Tennessee Cup/ AL Labor Day Cup	Nashville, TN / Decatur, AL
November	Alabama Jr Cup	Decatur, AL (North Alabama)
November / Thanksgiving Week	Copa Rayados Internacional	Houston/ The Woodlands (3 years were in San Antonio, TX/ 4 years in Houston/ The Woodlands)

separate website: www.coparayados.com

The Copa Rayados Internacional (CRI) is an elite International youth soccer tournament held over 5 days in San Antonio, TX during the Thanksgiving week. The tournament is co-hosted by Mexican professional soccer club and youth academy, CF Monterrey Rayados, and professional management company, Premier Soccer Services. Teams attending are 70% from out of town and 33% internationally. This is the largest number of international teams represented in any tournament in Texas and is in the top 3 nationally. Economic Impact studies by San Antonio Sports had the 2015 event at a \$7.5 million estimate. Since 2016, we have been in partnership with the Greater Houston CVB and The Woodlands CVB. The Economic Impact summary for the past 2 years has been \$5-7,000,000. *SEE APPENDIX A*

A. General Selection Criteria

To host, a location must, at a minimum, meet the following general fields criteria:

1. **Fields:**

(a) At least **10 playing Full size, lighted fields** must be provided at 1 location. These may be split into multiple small sized fields. Fields are preferred to be at as few sites as possible. **Availability of up to 20 fields could be used if available.** Fields must meet the requirements of FIFA Laws of the Game and *US YOUTH SOCCER* rules regarding the dimensions, markings and equipment. Each playing field must be at least 70 yards in width and 110 yards in length, surfaced only in natural grass or new generation synthetic turf with the ability to line and create small-sided fields on full size fields based on the needs of the different age divisions in play. Please note:

- number of natural grass fields
- number of synthetic turf fields
- number of lighted fields
- number of fields at primary location
- number of total fields available at all locations

(b) Stadium Showcase matches: It is preferred, though not mandatory, to have a stadium setting for showcase games of the tournament and possibly an inauguration event with a stadium opening game.

(c) Field Preparation: Fields should be lined for play, goals and corner flags provided and set up, area trash cans, and team benches for teams (2 per field). Please note if there are any variations in set-up needed to be noted.

(d) A general understanding that the complex will work with the tournament to complete the tournament matches in case of inclement weather. This should primarily be a non-issue on the synthetic turf fields, barring catastrophic conditions. The cancellation of tournament matches or the tournament due to wet playing conditions has the potential to do irreparable damage to the future of the tournament. Every effort should be made, in coordination with the tournament director, to facilitate the completion of the tournament. The tournament is willing to adjust for field preservations and to continue the event to adjust on the grass fields:

Shortening the length of matches

Cancellation of some matches that does not determine champions

Elimination of warm-up usage of fields

Finally, cancelling usage of grass fields as a last resort and rescheduling on Synthetic turf

2. **Tournament Headquarters:** Is there indoor space available that can be used as a tournament headquarters that has access to electricity and wifi?
3. **Referee headquarters** – an area, pavilion, tented space, large meeting room, etc should be designated for referees' use during the event.
4. **Security and any public road traffic requirements** are the responsibility of the hosting location, governing parks department, and/ or municipality and not the responsibility of the tournament.
5. **Concessions:** Outline the requirements and policies with concessions. Is this available to be controlled by the tournament and outsourced with vendors that follow the proper licensing guidelines? Control of this can be relinquished to the complex or hosting locations if desired.
6. **Parking:** It is strongly requested that parking and parking revenue are the responsibilities of the tournament following all guidelines set forth by the complex and parks department. Staff for parking is the responsibility of the tournament. The tournament has the decision

to control and collect tournament parking fees if desired. A municipal requirement may be for residents to have free access to parking and park facilities. If this is a requirement then a policy may be instituted to allow for “free non-tournament parking”. Logistical coordination to execute this can be determined.

7. **Sponsors:** Sponsors may be acquired for the tournament. If there are any sponsorship limitations at the complex, it should be presented in the proposal. It is likely that we will provide a sports performance drink at the fields during the games (ie Powerade/or/ Gatorade) and should be noted any limitations on this.
8. **Vendors:** Vendors may be acquired for the event. All vendor license and policies in place at the complex and/ or municipality will be followed. Please outline any vendor limitations or fees in the proposal.
9. **Activities and Events:** Provide a list of tourist activities, events, eating places, and shopping areas in the general area of the tournament that are scheduled or available during the tournament. This can be developed later and does not need to be finished in the proposal. This can be an attractive component for a trip for traveling teams, especially international teams.
10. **Awards Ceremonies:** It is important to have an awards ceremony location at the main fields locations for the presentation of awards. Please note if there is existing staging or if a portable stage is available for usage.

B. Premier Soccer Services is responsible for the following expenses related to:

1. All expenses related to special events
2. All expenses related to the Registration, Coaches and Representatives Meeting;
3. The following equipment and services:
 - A. golf carts, if not available for usage
 - B. radios and/or cellular phones.
 - C. Internet WiFi, phone service, and equipment which may not be already available at the playing competition site;
 - D. Access to storage pre, during, and post event.
 - E. All expenses related to producing and printing of credentials, parking passes, player event program and tickets.
 - F. All expenses related to staging, lighting, and public address system for the awards ceremony, if not available already
 - G. All expenses related directly to the operations of the tournament not explicitly outlined in the proposal and earmarked for another entity.

C. Hosting entity recognition and publicity:

The tournament will recognize and market hosting entities/ municipalities. This will allow for exposure via: website, electronic marketing, and onsite opportunities. This can be customized to market the municipality(s) as a tourist destination if desired.

D. Insurance Requirements

The tournament will maintain in effect a comprehensive liability insurance policy via national association sanctioning (general, liability coverage, personal injury and property damage) in force of general aggregate insurance, naming necessary parties as additional insured. Coordination with local soccer associations is desired and sanctioning through those entities is usually used, though other options are available.

E. Hotel usage for out of town guests: We will utilize a stay to play policy. Hotels within municipalities can all be used on the hotel list assuming following hotel requirements for the tournament. The primary factor is a rebate to be paid to the tournament. Accounting for all hotel rooms used will be completed to provide a

comprehensive report to the hosting city and CVB. Please provide any information or support that may be available in the coordination of housing. We will utilize both direct hotel reporting via our housing system in addition to surveys for tracking hotel room usage outside of the official groups and bookings using our housing system. Surveys will also be used to track direct spending and itemized economic impact calculations.

F. International teams' support: The tournament will create international packages for attending teams and partially subsidize their expenses as international teams are then marketed to traveling US based teams as an attractive component of the tournament. The tournament budget itself will provide a minimum of \$50,000 towards this component.

G. Marketing support: If there are funds or grants available for marketing support, we will market to teams internationally and domestically. We will also provide some funding to offset international teams' expenses (noted above) and then market those teams.

H. Financial considerations:

Financial support/ event bid of the tournament is requested to offset operating expenses, domestic marketing, international marketing, and team incentives. Facility revenue streams to be utilized by Premier Soccer Services are: parking fees, Merchandising sales, and sponsors. Non-facility revenue streams are entry fees and hotel rebate programs via our strategic partners.

Please note any additional support in marketing the event as co-branded with the city or other entities.

To summarize:

Rental fees: requested to be waived

Local Host Bid Fee: \$10,000 annually

Revenue streams available:

Parking: requested to be controlled by tournament

Vendors please note regulations here

Hotel/ Housing: requirements/ process

Sponsorship limitations

Funding / grant support – state or local: In addition to the Bid Fee, additional financial support via local or state grants for the 5 year cycle, based on economic impact growth of:

Year 2021: \$40,000

Year 2022: \$50,000

Year 2023: \$60,000

Year 2024: \$60,000

Year 2025: \$60,000

- Increased bid fees could be used to offset limited grant support.

Any adjustments, additions, or deletions from this RFP will all be considered though proposals meeting or exceeding these guidelines will be more favorably reviewed.

APPENDIX A:

Economic Impact Summary for the Copa Rayados Internacional for 2018 and 2019

2018 Economic Impact Average: \$4,995,735

2019 Economic Impact Average: \$6,866,075

Using the impact Calculator Methods from the National Association of Sport Commissions
Both the Aggregate Method and the Itemized Methods

Data Numbers:

2018 : 183 Total Teams (104 teams non local, traveling : 64 of them out of state: 31 from out of country)
20 participants per team
1.5 spectator attending per team

2019: 255 Total Teams (146 non local, traveling : 59 of them out of state : 37 from out of country)
20 participants per team
1.5 spectator attending per team

The aggregate spending approach will not provide insights as to how specific sectors of your local economy - e.g. restaurants, shopping - will be impacted. It merely provides a general overview of the flow of Visitor Spending from Event Spectators into your community. The aggregate approach will allow you to utilize aggregate spending data which was compiled in 2011 by the University of Arizona Sports Management program for 30 sporting events that varied in terms of Event Type and Market Size of the host city.

The University of Arizona Sports Management program compiled Aggregate Spending Data for 30 sporting events that varied in terms of Event Type and Market Size of the host city. A summary of their findings is below. Note that these estimates reflect Daily Visitor Spending Per Day...and this is INCLUSIVE of Hotel and Rental Car expenditures.

DAILY VISITOR SPENDING PER PERSON	ALL	LARGE	MID	SMALL
Mean	\$208.80	\$240.71	\$221.40	\$168.67
Median	\$199.38	\$216.23	\$211.30	\$166.23
Minimum	\$129.95	\$150.27	\$136.71	\$129.95
Maximum	\$365.81	\$365.81	\$323.74	\$200.72
Sample Size	30	5	16	9

LARGE refers to markets where the population of the host city is larger than 500,000.

MID refers to markets where the population of the host city is between 100,000 and 500,000.

SMALL refers to markets where the population of the host city is below 100,000.

The itemized approach is a superior approach to ensure greater accuracy is to conduct on-site survey research of visitor spending behavior which will enable you to Itemize and Localize your spending estimates for greater authenticity...because every event attracts its own unique crowd, and every community differs with respect to product prices, proximity of various points of consumer activity, etc...).

Itemized Method using the below data estimates for Daily Spending Per Event Attendee for:

Food and Beverage	\$50	(Does Not Include Concessions Purchased at Event)
Shopping/ Retail	\$45	(Does Not Include Merchandise Purchased at Event)
Private Auto Expenditures	\$5	
e.g. Gasoline, Maintenance		
Daytime Entertainment	\$20	
e.g. Museums, Golf		
Nighttime Entertainment	\$10	
e.g. Admission to Concerts, Clubs		

Parking	\$2.5
Groceries/Drug Stores	\$20
Miscellaneous	\$10
With respect to Hotel Accommodations:	
Average Nightly Rate	\$125
Average Rooms Required	0.3
Average Nights Stayed	5
With respect to Rental Car Accommodations:	
Average Rental Rate	\$50
Average Days Required	5

2018 Copa Rayados Internacional – Economic Impact Summary with Aggregate and Itemized Methods

Event Attendees (participants and spectators):	9150
Non Local Attendees:	5215
# of Days : 5	

AGGREGATE METHOD

Total Room nights generated:	10,581
DIRECT SPENDING BY NON-LOCAL EVENT SPECTATORS and PARTICIPANTS	\$4,434,504.95
DIRECT SPENDING from OTHER NON-LOCAL SOURCES	\$92,500.00
TOTAL DIRECT SPENDING from ALL NON-LOCAL SOURCES	\$4,527,004.95

State Tax Revenue Generated by Aggregate method by Out of State usage

(using 6% State tax as lowest % as an aggregate)

HOT Tax: 6%
Mixed Bev: 6.7%
Rental Car: 10%
Sales and Use Tax: 6.25%
ABC - negligible

\$163,344

ITEMIZED METHOD

Total Room nights generated: 8605	
DIRECT SPENDING BY NON-LOCAL EVENT SPECTATORS and PARTICIPANTS	\$5,371,965.00
DIRECT SPENDING from OTHER NON-LOCAL SOURCES	\$92,500.00
TOTAL DIRECT SPENDING from ALL NON-LOCAL SOURCES	\$5,464,465.00
HOT TAX 6%	\$39,600
Mixed Bev/ Sales / Use at 6.25%	\$163,500
Rental Car Tax 10%	\$2,000
TOTAL STATE TAX Revenue Generated by Itemized Method	\$208,300
	By Out of State usage

Average of both methods for 2018 Copa Rayados Internacional:

	Aggregate	Itemized	<u>AVERAGE</u>
Total Direct Spending for Econ Impact	\$4,527,004.95	\$5,464,465.00	\$4,995,735
Total Room nights Generated	10,581	8.605	9,593
Total State Tax Revenue Generated	\$163,344	\$208,300	\$185,822

2019 Copa Rayados Internacional – Economic Impact Summary with Aggregate and Itemized Methods

Event Attendees (participants and spectators) : 12,750
 Non Local Attendees: 7268
 # of Days : 5

AGGREGATE METHOD

Total Room nights generated:	12,262
DIRECT SPENDING BY NON-LOCAL EVENT SPECTATORS and PARTICIPANTS	\$ 6,179,228.21
DIRECT SPENDING from OTHER NON-LOCAL SOURCES	\$120,000.00
TOTAL DIRECT SPENDING from ALL NON-LOCAL SOURCES	\$6,299,228.21

State Tax Revenue Generated by Aggregate method by out of state usage **\$150,494**
 (using 6% State tax as lowest % as an aggregate)

HOT Tax: 6%
 Mixed Bev: 6.7%
 Rental Car: 10%
 Sales and Use Tax: 6.25%
 ABC - negligible

ITEMIZED METHOD

Total Room nights generated: 11051	
DIRECT SPENDING BY NON-LOCAL EVENT SPECTATORS and PARTICIPANTS	\$7,312,921.88
DIRECT SPENDING from OTHER NON-LOCAL SOURCES	\$120,000.00
TOTAL DIRECT SPENDING from ALL NON-LOCAL SOURCES	\$7,432,921.88

State Tax Revenue Generated by Aggregate method **\$184,835**

By out of state usage

HOT TAX 6%	\$33,188
Mixed Bev/ Sales / Use at 6.25%	\$149,804
Rental Car Tax 10%	\$1,844

Average of both methods for 2019 Copa Rayados Internacional:

	Aggregate	Itemized	<u>AVERAGE</u>
Total Direct Spending for Econ Impact	\$6,299,228	\$7,432,922	\$6,866,075
Total Room nights Generated	12,262	11,051	11,657
Total State Tax Revenue Generated	\$150,494	\$184,835	\$168,158