



2022 & 2025 USCAA NATIONAL CONVENTION

REQUEST FOR PROPOSAL

The following document details the requirements to submit a bid to host the United States Collegiate Athletic Association's National Convention, which will capture approximately 200 room nights plus an additional \$30K in master billing. The RFP is open to member institutions, qualifying cities, CVB's and sports commissions.



**80-100 Athletic
Administrators
(Age 25-60)**

**Approx. \$30K in
Master Billing**

**+Approx. 200 Room
Nights**

**Open Doors to
USCAA
Championship
Opportunities**

**UNITED STATES
COLLEGIATE ATHLETIC
ASSOCIATION**

150 Boush St., 603
Norfolk, VA 23510

www.theuscaa.com

2022 and 2025 USCAA National Convention Request for Proposal

Official Intent for Proposal: Due December 1, 2020

Official Proposal: By Invitation only | Due January 31, 2021

Site Announcement: March 1, 2021

The United States Collegiate Athletic Association was formed in 2001, as a reformation of the National Small College Athletic Association, which dates back to 1966. The association continues the mission of providing opportunities for small colleges across the United States to compete against like institutions for National Championships and student-athlete recognition.

Since 2006, the USCAA has grown from 42 member institutions to almost 90 in 2020. Each year, the association hosts fifteen championship events in Golf, Men's Soccer, Women's Soccer, Volleyball, Men's Cross Country, Women's Cross Country, Men's Division I Basketball, Men's Division II Basketball, Women's Division I Basketball, Women's Division II Basketball, Softball, & Baseball. The USCAA also holds invitationals for Wrestling, Track and Field, and Swimming & Diving. Almost 80% of USCAA member institutions that were eligible qualified to compete in one or more USCAA National Championship in 2018-2019.

Headquartered in Norfolk, Virginia, the USCAA maintains a full-time staff of three persons with additional support provided from contractors, part-time employees, graduate assistants, interns, and volunteers.



USCAA NATIONAL CONVENTION OVERVIEW

The USCAA National Convention is an annual meeting of USCAA Athletic Directors, administrators, and coaches. The event includes Town Hall sessions on championships, ratings/selections and bylaws, business meetings, as well as professional development and social opportunities. Members are highly encouraged to send at least one representative.

Previous host cities have been Pittsburgh, PA, Richmond, VA, Virginia Beach, VA, Norfolk, VA and Portland, ME. The USCAA is open to any metropolitan area with convenient airport access east of the Mississippi River.

For 2022 and 2025 we are looking for a city located in the South or Mid-Atlantic.



EVENT DATES

- 2022 | June 5-8 or June 12-15 (preferred). We will accept any consecutive three-night period in early-mid June.
- 2025 | June 8-11 or June 15-18 (preferred). We will accept any consecutive three-night period in early-mid June.
- Looking for 2-year deal to include 2022 and 2025

EVENT SCHEDULE



CONVENTION AGENDA - SAMPLE

Sunday | June 8th

3:00PM – 5:00PM

6:00PM – 10:00PM

Registration and Check-In

Hall of Fame Dinner and Welcome Reception

Monday | June 9th

9:00AM – 1:00PM

10:30AM – 11:30AM

10:30AM

11:00AM – 1:00PM

1:30PM – 2:30PM

2:45PM – 3:30PM

3:45PM

5:30PM

9:00PM

Board of Directors Meeting | Room TBA

Sub-Committee Meetings | Room TBA

New Member Orientation | Room TBA

Registration and Check-In | TBA

Welcome & State of the Association & Strategic Plan Findings | *Room TBA*

Keynote Speaker | Room TBA

Town Hall Sessions | Room TBA

After Hours Social | TBA

Overtime | USCAA Hospitality Suite

Tuesday | June 10th

7:45AM – 8:30AM

8:00AM – 9:00AM

8:00AM – 9:00AM

9:00AM – 10:00AM

10:15AM – 11:15AM

11:30AM – 1:00PM

Continental Breakfast | *TBA*

Board of Directors Meeting | Room TBA

Committee Meetings | Room TBA

Professional Development Series I

Best Practices for Social Media in Athletics – Marketing Focus

Developing an Athletic Alumni Association – Fundraising Focus

Creating a Team Culture – Coaching Focus

Professional Development Series II

Creating a Buzz: Priorities of SID to Engage Campus Community – Admin Focus

How to Stretch Your Athletic Budget Dollars – Admin & Fundraising Focus

Conference/Regional Alignments – USCAA and Admin Focus

Lunch | Room TBA

1:00PM – 2:00PM

2:00PM – 2:45PM

2:45PM

5:00PM – 8:00PM

Town Hall Meetings | Room TBA

Town Hall – Legislation Review | Room TBA

Facility/Vendor Presentations & Exhibits

After Hours Options

- *Duck Boat Tour of Portland*
- *Maine Brewery Tour*
- *Casco Bay Lines Island Tour*
- *Portland Sea Dogs Minor League baseball*

Wednesday | June 11th

7:30AM – 9:00AM

9:00AM – 10:00AM

10:15AM

11:15AM

12:00PM

1:30PM

Continental Breakfast | *Room TBA*

Professional Development Series III

Golf Tournaments to Create Department Revenue – Fundraising Focus
PrestoSports Training
TBA

Strategic Planning Sessions | What's Next for USCAA

Business Meeting – Voting on Legislation | Room TBA

Grab and Go Lunch (RSVP required)

Board of Directors Meeting

Conference Alignment Prospects Welcome



PROJECTED ATTENDANCE

- The USCAA anticipates 70-100 participants athletic directors and administrators. These are based on historical numbers for registration. *Note – the USCAA is considering a policy change that has the potential of increasing this number in future years.

FACILITY PREFERENCES

The USCAA requests the following from a host hotel:

- Full service hotel
- Ballroom suitable for a minimum of 100 people classroom style
- No fewer than three breakout spaces
- Storage for convention items
- Complimentary wi-fi highly recommended
- Hospitality Suite preferred
- Preference for \$8-10 rebate program per room booked in block

EVENT HISTORY

- 2014 and 2015 | Doubletree Downtown Hotel, Pittsburgh, PA
- 2016 and 2018 | Richmond Downtown Marriott, Richmond, VA
- 2017 and 2019 | The Main by Hilton, Norfolk, VA
- 2020 POSTPONED DUE TO COVID-19
- 2021 and 2024 | Holiday Inn by the Bay, Portland, ME

HOST HOTEL REQUIREMENTS

ROOM BLOCK

The Main by Hilton
Host Hotel of the 2019 USCAA National Convention

Participant Accommodations

	2 Days Prior	Day Prior	Day One	Day Two	Day Three	Day Four
Rooms	4	12	60	60	60	10

**CONVENTION
SUMMARY**
2015



HALL OF FAME GALA REQUIREMENTS

ROOM AND A/V REQUIREMENTS

- Day One
 - Social space for approximately 120 individuals
 - Banquet/dinner space for approximately 100-120
 - One or Two large projectors (rear screen preferred)
 - Complimentary lighting package requested if the room is not outfitted
 - Stage with black pipe and drape in background
 - Podium with microphone
 - Space for two 10'X10' USCAA backdrops
 - Minimum of three (3) catering options and pricing requested for dinner. Dinner shall consist of salad, plated protein meal with vegetarian option, dessert, tea and water.
 - Open and/or Hosted bar



CVB/SPORTS COMMISSION REQUESTS

- Previous support from CVB's and Cities have included:
 - Sponsorship of Hospitality Suite or Welcome Social and Hall of Fame Gala
 - Print services including window graphics, signage, etc.
 - Concierge service at registration
 - Welcome packets/gifts
 - Distribution of RFP to qualifying hotels
 - Airport signage/branding
 - Introduction to services including transportation and social activities service providers
 - Complimentary lodging for planning site visit prior to event (preferably in March or April)
 - Introduction to sponsors and/or restaurant partners



BID INSTRUCTIONS

SUBMISSION

- Intent to bid should be filed via email to Matthew Simms, Executive Director at matthew.simms@theuscaa.com
- Prospective hosts will be notified by email if they have been selected to bid within five (5) business days
- Official proposals are due via email, mail, or fax

Send to: USCAA
Attn: Matthew Simms
150 Boush St., Ste 603
Norfolk, VA 23510

Email | matthew.simms@theuscaa.com

Fax | 757.706.3758

BASIS FOR AWARD

- The USCAA will award this event based upon the following:
 - Quality of hotel, meeting areas, and amenities
 - Destination
 - Incentives to USCAA
 - Costs assumed by USCAA and its participating members

Questions? Contact Matthew Simms at 757.679.1839 or matthew.simms@theuscaa.com.