

**NOBULL**  
**CrossFit®**  
**GAMES**  
**2021**

**REQUEST FOR PROPOSALS**

**CrossFit®**



**14,000 gyms around the world - a global presence**

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--------|---------|-----------|----------|--------|----------|--------|
|        |         |           |          |        |          |        |

**SIX DAYS OF COMPETITION**



**AVERAGE 17,000 SPECTATORS PER DAY**

**89% TRAVEL TO EVENT**

**27% TRAVEL INTERNATIONALLY**

**ESTIMATED ECONOMIC IMPACT IN 2018**

**\$28.5 MILLION**

**25,344 ROOM NIGHTS**

**(OHIO UNIVERSITY ECONOMIC IMPACT STUDY)**

**PRIZE PURSE OF \$3 MILLION**

**DISTRIBUTED EQUALLY BETWEEN MEN AND WOMEN**



## 2020 VIEWERSHIP AND SOCIAL MEDIA STATS

### GAMES.CROSSFIT.COM

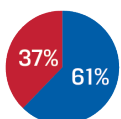
TOTAL PAGEVIEWS: 6,800,000

EMAIL - TOTAL OPENS: 545,702

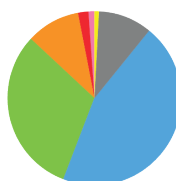
### CROSSFIT GAMES SOCIAL MEDIA



TOTAL FOLLOWERS - 2,400,000



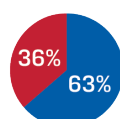
MALE  
FEMALE



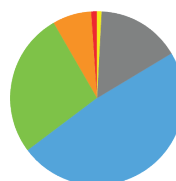
13-17 YR OLDS: 1%  
18-24: 10%  
25-34: 45%  
35-44: 31%  
45-54: 10%  
55-64: 2%  
65+: 1%



TOTAL FOLLOWERS - 755,000



MALE  
FEMALE



13-17 YR OLDS: 1%  
18-24: 15%  
25-34: 47%  
35-44: 26%  
45-54: 7%  
55-64: 1%  
65+: 0%

AVERAGE POST IMPRESSIONS FOR 2020 SPONSORS: 2,631,143

AVERAGE POST REACH FOR 2020 SPONSORS: 2,151,540



#### STAGE 1

Total Views: 5,7000,000

Total Impressions: 55,900,000

Watch Time (minutes): 33,120,000

#### STAGE 2

Total Views: 10,900,000

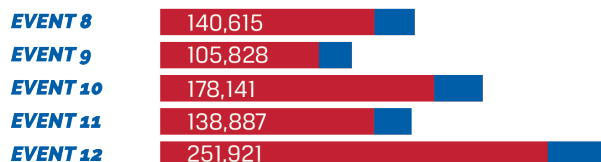
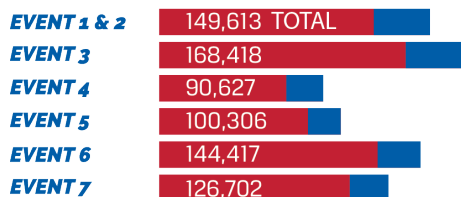
Total Impressions: 86,800,000

Watch Time (minutes): 210,000,000

TOTAL **CrossFit** YOUTUBE SUBSCRIBERS: 1,600,000

### VIEWERS

PEAK CONCURRENT LIVE VIEWERS *STAGE 2*



YOUTUBE FACEBOOK



**Facebook**  
**Watch**

3,000,000 TOTAL VIEWS  
20,9000,000 TOTAL MINUTES  
6,000,000 REACH



500,000  
AVERAGE TOTAL

LIVESTREAM ALSO AIRED ON



## **OUTLINE**

- I. Intro letter
- II. Summary info sheet
- III. Information required for proposal
  - A. Financial arrangements and spirit of partnership
  - B. Required dates, competition schedule, and ancillary activities
  - C. Required venues and fields of play
    - 1. Venue details
    - 2. Venue survey
  - D. Local accommodations and rates
  - E. Community and marketing efforts
- IV. What are the CrossFit Games?
- V. What is CrossFit?



Dear Prospective Host City,

Thank you for your interest in hosting the CrossFit Games. This is notification that CrossFit, LLC is preparing to select sites for the CrossFit Games beginning in 2023. Attached are the bid specifications for those interested in submitting a proposal to host the CrossFit Games.

The CrossFit Games are currently held in Madison, Wisconsin, and they will be held there through 2022 at a minimum. CrossFit intends to award a 3- to 5-year contract to the next host city. Please prepare your bid for any and all available years from 2023-2027.

If your city, facility, and/or organization is interested in hosting, please be prepared to complete the following:

- Letter of interest: **due July 1, 2021**
- CrossFit Games site visit; Madison, Wisconsin: **July 26 - Aug. 1, 2021** (pending COVID)
- Full proposal: **due Sept. 1, 2021**, including:
  - venue information, as requested below,
  - fully completed supplemental information questionnaire,
  - complete financial proposal including rental fees, any and all facility fees, and financial support committed to CrossFit,
  - any other pertinent information or supporting documents, and
  - Signed Official Validation of Proposal

The CrossFit Games team will review validly submitted proposals, request additional information (if necessary), schedule site visits (at any point during the process), and determine the winning bids and the site or sites. CrossFit, LLC will communicate with all parties on or before Nov. 15, 2021, after which point finalists will begin term sheet negotiations with intent to finalize a definitive agreement within 60 days. Contract negotiations will begin immediately after CrossFit tentatively accepts a bid, with the intent of finalizing a definitive agreement within 30 days of CrossFit's acceptance.

The final site selection(s) shall be at the sole and absolute discretion of CrossFit, LLC. CrossFit reserves the right to change its specifications at any time prior to entering into a definitive agreement, to reject all bids, and to consider bids at any time from any group, city, venue, or organization.

Please return your letter of interest and proposal by email to: [rfp@crossfitgames.com](mailto:rfp@crossfitgames.com). If you have any questions regarding the bid process, please contact Billy Rodgers ([rfp@crossfitgames.com](mailto:rfp@crossfitgames.com)).

We appreciate your interest in the CrossFit Games.

Sincerely,

A handwritten signature in black ink, appearing to read "JBL", written over a horizontal line.

Justin Bergh  
Vice President, Sport & Partnerships CrossFit, LLC

## SUMMARY INFO SHEET

*Additional details located throughout the document.*

### CROSSFIT GAMES HIGHLIGHT VIDEOS

#### DATES

The CrossFit Games are typically concluded on the first Sunday in August. Suggested dates are below and are subject to change. Additionally, CrossFit is open to alternate suggestions from mid-July through mid-August.

2023: July 31 - Aug. 6  
2024: July 29 - Aug. 4  
2025: July 28 - Aug. 3  
2026: July 27 - Aug. 2  
2027: July 26 - Aug. 1

#### PARTNERSHIP & FINANCIALS

CrossFit is looking for a host city to truly partner with the CrossFit Games. Although a local LOC is not required, it's preferred. If a local LOC is not developed, CrossFit would look to the Sports Commission / CVB to fill that role. This role should include local marketing, networking, assistance with civic process and permits, assistance with local sponsorship sales, and general partnership throughout the term of the agreement.

Minimum financial contribution of \$500,000.

#### VENUE NEEDS

- **PRIMARY VENUE (A):** Full-size soccer/football field and stadium with a minimum of 15,000 seats.
- **PRIMARY VENUE (B):** Tennis stadium / basketball arena / hockey arena with a minimum of 15,000 seats.
- **ANCILLARY NEEDS NEAR PRIMARY VENUES:**
  - Spectator Areas: 375,000+ sq. ft.
  - Athlete Village: 75,000+ sq. ft.
  - Operations: 175,000+ sq. ft.

#### ESTIMATED ECONOMIC IMPACT & SPECTATOR DEMOGRAPHICS

##### **(Per Ohio University Study in 2018)**

- Economic Impact: \$28,554,141
- Room Night Generated: 25,344 / ave. nightly rate - \$273.00
- 89.32% of spectators traveled to the CrossFit Games
- 48% of CFG attendees make over \$100K
- 69% of CFG attendees are between the ages of 25-44

## INFORMATION REQUIRED FOR PROPOSAL

### FINANCIAL ARRANGEMENTS & SPIRIT OF PARTNERSHIP

- CrossFit is looking for a minimum financial commitment of \$500,000 cash, (inclusive of bid fee, food & beverage / other commissions, or other revenue sources) with additional value in-kind.
  - *Note: Traditional hotel commissions or rebates should not be included in this calculation.*
- CrossFit will retain all ticket fees, merchandise sales, broadcast fees, sponsorship, and exhibitor fees, but is open to creative ideas to drive incremental revenue for the host city.
- This financial proposal shall include an estimate of any venue rental fees, utilities, and additional charges, facility fees or taxes that these venues may charge.
  - Please consider and estimate rates for typical events for all ushers, ticket sellers, ticket takers, clerical workers in connection with all ticket matters (including will-call window workers), exit watchmen, special police including city police, firemen, a first-aid room staffed appropriately, scoreboard operators, sound-system operators, message center and/or video-display operators, maintenance and cleanup of the facility and grounds, media areas, etc.
- The proposal should describe any tax advantages, grants, or other incentives that may benefit the CrossFit Games in the host city.
- The proposal should provide details on any unique ticketing or event taxes in your city, county, or state.
- The proposal should outline any permitting requirements, costs, and fees associated with a large-scale event. Please include additional details on permits and accessibility around street closures (for long run or bike races) and use of beaches or swimming areas, etc.

### REQUIRED DATES, COMPETITION SCHEDULE & ANCILLARY ACTIVITIES:

In the chart below you will find an estimated move-in / move-out and competition schedule. This is subject to change. CrossFit can be flexible with some of these timelines and will attempt to resolve any issues around other events being hosted in the same location. In general, CrossFit would like to have venue exclusivity during Games week (Monday - Sunday).

| ADVANCE (7-14 DAYS) | MOVE-IN & TEMPORARY BUILD (DEPENDING ON EXISTING INFRASTRUCTURE) |
|---------------------|--|
| TUESDAY             | AGE-GROUPS & SPECIAL DIVISIONS COMPETITION                       |
| WEDNESDAY           | INDIVIDUALS, AGE-GROUPS & SPECIAL DIVISIONS COMPETITION          |
| THURSDAY            | AGE-GROUPS, TEAMS, & SPECIAL DIVISIONS COMPETITION               |
| FRIDAY              | INDIVIDUALS & TEAM COMPETITION                                   |
| SATURDAY            | INDIVIDUALS & TEAM COMPETITION                                   |
| SUNDAY              | INDIVIDUALS & TEAM COMPETITION, CROWN THE FITTEST ON EARTH       |
| POST (5-6 DAYS)     | MOVE OUT   |



## REQUIRED VENUES / FIELDS OF PLAY / ADDITIONAL SPACE:

CrossFit would prefer to have as many of these facilities available on one centrally located campus as possible.

- **PRIMARY VENUE (A):** Full-size soccer/football field and stadium
  - Artificial or natural turf is acceptable
  - Minimum 15,000 seats (15,000+ preferred)
  - Indoor or outdoor
    - Willing to consider temporary solutions if the infrastructure does not already exist.
    - *Note: CrossFit owns 60,000 square feet of movable artificial turf*
- **PRIMARY VENUE (B):** Tennis stadium / basketball arena / hockey arena
  - Must be minimum of 180x90 ft., ceiling heights greater than 30 ft.
  - Must be hard surface permanent flooring
    - Accessible with heavy equipment (forklifts, scissor lifts, etc.)
    - Hard flooring surface capable of handling ballistic loads from dropping of rubber weights and other equipment
  - Minimum 12,000 seats (15,000+ preferred)
  - Indoor or outdoor
  - Willing to consider temporary solutions
- **ANCILLARY NEEDS NEAR PRIMARY VENUES:**
  - Spectator Areas
    - Vendor Village & Sponsor Row: approx. 300,000 sq. ft. combined total
      - Vendor Village: 100,000 sq. ft.
      - Sponsor Row: 200,000 sq. ft.
    - Spectator Workout Area: approx. 23,000 sq. ft.
    - Beer Garden: approx. 22,000 sq. ft.
    - Food Court: approx. 25,000 sq. ft.
    - Kids Area: approx. 10,000 sq. ft.
    - Demo Stage: approx. 5,000 sq. ft.
    - Affiliate Lounge: approx. 4,000 sq. ft.
    - VIP lounge: approx. 5,000 sq. ft.
  - Athlete Village: approx. 75,000-100,000+ sq. ft.
  - Signage, Equipment, Staffing Compound(s) - approx. 100,000 sq. ft.
  - Television Production and Broadcast - approx. 43,000 sq. ft.
  - Additional Back-of-house space - approx. 50,000 sq. ft.
  - Indoor or outdoor temporary options could be considered
  - Provide or help source office space during extended site visits and during the event
  - Provide or help source year-round warehouse space - estimated 12,000 sq. ft.
  - Shipping and Receiving area including loading docks
- **Please briefly describe other features in the city or near the facility:**
  - Swimming venue - competition pool or open-water swim location
  - Additional fields, arenas, convention centers or venues
  - Hiking, running, biking and other outdoor activities



**Please answer the following questions for each of the aforementioned venues in detail.  
(Please also include pictures, videos, and/or virtual tours, as appropriate.)**

*Note: CrossFit is willing to discuss and resolve any outstanding issues, assuming the financial implication of those resolutions are fully addressed.*

- Are these venues on the same campus? What is the proximity of each venue to the others?  
Please include a detailed map of the city that encompasses all potential venues.
- Are these indoor or outdoor venues? If indoor, are they climate controlled?
- What are the field-of-play dimensions?
- What are the seating capacities, differentiated by type/location (i.e., lower bowl/100 level, etc.)?  
Please include accessible seating numbers and locations.
- What are the options and configuration for suites (private and group), club seating, etc.?
- How would the location accommodate media and press areas and what are the onsite media and broadcast capabilities?
- What capabilities does it have for video boards, ribbon boards, or other electronic signage? What are the audio capabilities in the location?
- What is the available upload and download internet bandwidth at each location? Please provide information on reliability and redundancy, as appropriate.
- What parking options are available at each venue(s) or in close proximity? Are there shuttle or public transportation options?
- What facilities exist at each location, including locker rooms, shower facilities, spectator restrooms, administrative offices, box office, back-of-house storage space, loading docks, etc.? Please provide details on each.
- Are there onsite training rooms and/or medical facilities?
- For each venue and the campus grounds (including all transport and ancillary related spaces), do the permanent physical structures fully comply with all local, state/provincial/regional/national accessibility laws and guidelines (such as ADA)?
- What food and beverage concessions and catering options are available? Are alcohol sales permitted? Identify any contractual F&B rights (commissary, catering, and concessions), pouring rights, or related service contracts for each venue.
- Can these venues support on-site RV & Tent Camping?
- What are the signage, advertising, and venue sponsors for each venue, if any?
  - Please disclose all permanent corporate signage placements at each venue and any sponsor exclusivity.
  - Please disclose any electronic signage requirements to sponsors
  - Please disclose all venue sponsors and the general terms of their sponsorship
  - Venue may be required to cover certain signage as requested by CrossFit.
  - Who is responsible for selling and managing these sponsorships?
- What are the current lighting specifications at each venue?
- Who are the owner(s) and operator(s) of these venues?
- Will these venues require CrossFit to utilize union labor?
- What additional operational support can each venue provide as part of the rental fee (items, operation, setup / teardown)?
  - Forklifts (operated with CrossFit or venue provided licensed operator)
  - Scissor lifts (operated with CrossFit or venue provided licensed operator)
  - 6-ft.- 8-ft. barricades (aka bike racks)
  - Tables (various sizes with linens) and chairs
  - Pipe and drape
  - etc.

**SUPPLEMENTAL VENUE SURVEY**

| ITEM  | AGREE | DISCUSS<br>FURTHER |
|---|-------|--------------------|
| CrossFit will have exclusivity at these venues during competition days.   |       |                    |
| Each venue maintains an adequate grounds staff that can maintain the fields of play over the course of the event.   |       |                    |
| Each venue will maintain adequate support staff on site as needed for IT, mechanical, maintenance, etc.   |       |                    |
| Each venue will develop and provide a comprehensive security and emergency-response plan and will submit the plan to CrossFit for review and approval at least six months in advance of the event.  |       |                    |
| CrossFit will retain all broadcast and media rights in all forms.   |       |                    |
| CrossFit will maintain the exclusive right to sell, sample, promote and distribute merchandise, programs, sponsorships, partnerships, exhibitor space, sampling opportunities, handbills, flyers, electronic advertising, and all other kinds of temporary signage.   |       |                    |
| The playing surfaces will be free from the name, marks and/or logos of a professional team, or an institution, conference, or any commercial names or marks.  |       |                    |
| Message boards, video-display systems, scoreboards, play clocks and public-address systems are available to CrossFit at no cost.  |       |                    |
| Except for use by the facility in the event of an emergency, CrossFit shall have exclusive and complete control over the video, message, sound and public address systems and all other audible or visible information or communication systems inside and/or outside the facility. CrossFit, at its sole discretion and without exception, will determine all content displayed or played on said systems.     |       |                    |
| Venue(s)/host organization(s) may retain, operate, and control all food and beverage concession rights. Cups and other service items utilized by the concessionaire will be approved by CrossFit. All concession prices are subject to the approval of CrossFit. CrossFit will require that the concessionaire bring in outside food vendors with healthier options to supplement the concessionaires' efforts. |       |                    |
| CrossFit will have the right to bring in an outside caterer to provide staff, volunteer, athlete, and media meals and drinks with no applied charges or surcharges.   |       |                    |
| CrossFit will have the ability to provide its own ticketing system for all events/venues and will have complete control of ticket inventory and management of ticket sales, including pricing and fee structure.  |       |                    |
| CrossFit will provide the host organization(s)/venue(s) with a reasonable amount of complimentary tickets (not for resale).   |       |                    |

## LOCAL ACCOMMODATIONS AND RATES

- Minimum hotel rooms in host city metropolitan area of at least 15,000
- Previous Games hotel management systems have tracked reservations of over 8,500 total room nights, with 1,300+ on peak. Based on the economic impact study from Ohio University, there are over 25,000 total room nights generated for the host city.
- 2019 CrossFit usage by day
  - One week before advance week: 5 rooms per night for 7 days
  - Advance week: 15 - 200 rooms per night
  - Week of:
    - Sunday: 300
    - Monday: 500
    - Tuesday: 750
    - Wednesday: 1,050
    - Thursday: 1,250
    - Friday: 1,375
    - Saturday: 1,325
    - Sunday: 900
  - Post-week: 150 - 5 rooms per night
- Host Hotels
  - Please provide 3-4 options for the host hotel(s) and include details on amenities, price range, ancillary space, minimum stay and other requirements, and any additional details you find relevant. Our team traditionally uses 3 tiers of host hotels.
    - Tier 1: Executives, VIPs, Elite Athletes
      - Nights on peak
    - Tier 2: Staff, Sponsors, Media
      - Nights on peak
    - Tier 3: Staff, Volunteers
      - Nights on peak
  - Please lay out a complimentary room policy, including suites and meeting rooms.
  - Describe any food and beverage requirements, sponsors, exclusivity and distribution relationships at or with the hotels.
  - Are there any grant or funding opportunities to cover the cost of staff rooms?
- Additional Properties & Accommodations
  - CrossFit currently works with [HBC Event Services](#) and [Shorts Travel Management](#) to secure and manage hotel rooms and other travel accommodations. One or both of these groups will be reaching out to local properties to secure rates and availability. Our host city, LOC, and other partners are expected to support and work with these groups.
  - For purposes of this proposal please provide a list of all other hotel properties in the area including a map, and July/August Average Daily Rate and Average Occupancy.
  - Additionally, please provide a list of dorm rooms in the area. In the past we have offered a limited amount of dorm rooms for use by our volunteers. Have you utilized dorm rooms for other events in your community?
  - Describe your city's current relationship and availability with property groups like AirBNB, VRBO, and other similar groups.
  - Please briefly detail local campgrounds on site or in the near vicinity of these venues.

- When our travel management companies reach out, proposals will need to include:
  - Basic cost estimates for each type of housing (hotel and campus housing)
  - Rebates back to CrossFit and agreed upon commission to the housing partner / travel management company
  - Complimentary breakfast, wifi, parking, etc.
  - Complimentary room ratios
  - Complimentary meeting space
- Please note opportunities for additional value-adds such as branded welcome signage and/or printed keys, etc., for all properties.

### **COMMUNITY & MARKETING EFFORTS**

- Will there be a local host organization? What function(s) will this group perform?
- Please share average weather stats for your market during the event period.
- Provide information on local ambulance service and area hospitals.
- Provide information on complimentary local and regional promotion efforts that the host organization, cities, or venues can provide to promote the CrossFit Games.
- Describe security and emergency preparation plans.
- List other major events in the community during this time of year.
- Describe entertainment options, restaurants, and other properties near the venues. Please include promotions, discounts, or offers that local businesses would provide to our visitors. Please include examples from other events.
- Provide references to organizations who have previously used the facility to host events.
- Does the venue or host city have the ability to provide data on the top 10 markets that typically visit this particular venue?
- Will the city provide a detailed economic impact report to share with the CrossFit Games post-event? If so, will the CrossFit Games be able to use that information without limitation?

## WHAT ARE THE CROSSFIT GAMES

### FINDING THE FITTEST ON EARTH™

The CrossFit Games are the ultimate proving grounds for the Fittest Man and Fittest Woman on Earth™ and are world-renowned as the definitive test of fitness. For the past 14 years, fans from around the world have attended the multi-day sporting event, streamed the competition online, or watched on ESPN, [CBS](#), or a wide range of international broadcasts. The international field of play has included athletes from over 120 countries. The CrossFit Games starts in the qualifying round with 400,000+ athletes competing around the world. Throughout the season the field is whittled down to just 560 athletes.

### [CROSSFIT GAMES HIGHLIGHT VIDEOS](#)

### 2021 CROSSFIT GAMES DETAILS

- [Games.CrossFit.com](#) (all details subject to change)
- Dates: Tuesday, July 27 - Sunday, August 1
- Estimated hours: daily 9 a.m.-8 p.m. (varies slightly by day)
- COVID-19 disclaimer: *CrossFit plans to run the 2021 CrossFit Games, as it has in years past, as an in-person event with spectators. Should there be changes in the format due to COVID-19, CrossFit reserves the right to alter ticket offerings and issue refunds. Should significant changes be made, purchasers will have the option for a full refund.*
- Ticket prices
  - Coliseum Weekly: \$225 - \$550/week
  - Festival Weekly: \$119/week
  - Festival Daily: \$25-\$35/day
  - Madison Club add on: \$750
  - RV Camping: \$750-\$1,200
  - Tent Camping: \$250-\$350
  - Camping Rx'd (Glamping): \$1,200-\$1,800
  - [TicketMaster](#)
- Vendor Booth Pricing:
  - 10'x10': \$8,000
  - 10'x20': \$17,500
  - 10'x30': \$32,500
  - [games.crossfit.com/vendor/deck](#)
- Past CrossFit Games have generated the following catering / concessions amounts:
  - Catering: \$250,000+
  - Concessions and Concessions Subcontractors (including alcohol): \$900,000+
- Hotel Rates: \$94-\$269+/night
  - [crossfithotels.com](#)
- Athletes:
  - 40 elite women / 40 elite men
  - 40 teams (4 athletes per team)
  - 360 age-group athletes
  - Additional divisions TBD

## **PAST CROSSFIT GAMES MAPS & LAYOUTS:**

[CFG 2010-2016: Maps of Stub Hub Center - Carson, CA](#)

[CFG 2017-present: Maps of Alliant Energy Center - Madison, WI](#)

## **CROSSFIT GAMES MEDIA PLAN AND DETAILS:**

All divisions at the 2021 CrossFit Games will be live streamed via YouTube, Facebook, Twitch, and other TBD media outlets. Additionally, CrossFit is working aggressively to finalize its broadcast partner. In the past, the CrossFit Games have been broadcast on CBS and ESPN.

Additionally, CrossFit invites media entities from all over the world to take in the CrossFit Games. In 2019, over 400 media credentials were distributed.

[2017-2021 CrossFit Games Press Pages](#)

Includes press releases, announcements, images, history, etc.

## **ECONOMIC IMPACT STUDIES & SPECTATOR DEMOGRAPHICS:**

CrossFit Worked with Ohio University to perform economic impact studies in 2016, 2017, and 2018. Click on the link below to see the specific economic impact study results. CrossFit is committed to commissioning an economic impact study in our new market during the term of the agreement.

[Past Studies performed by Ohio University](#)

*Note: No study performed in 2019 or 2020*

## **The CrossFit Games Festival Experience**

In addition to six days of competition, the Games have evolved into a true fitness festival on campus that spills into our host city of Madison, Wisconsin. As a prospective future host, you can use the details below to conceptualize how you as the host entity, the CrossFit Games, and the CrossFit Games partners could activate the event throughout your city. When arriving at the Community section of this RFP, feel free to be as creative as possible. This activation will be a key focus in the selection process.

Fans can take in Vendor Village and Partner Row, which hosts large activations from sponsors such as NOBULL, Rogue Fitness, Whoop, WIT, ROMWOD, FITAID, RAM Trucks and others, and exhibitor booths from more than 100 other companies and organizations focused on the CrossFit ecosystem and consumer.

The CrossFit Demo Stage offers training sessions for spectators with Subject Matter Experts as well as brand demonstrations. The Spectator Workout Area is packed morning to night with fans making sure they don't miss a workout. After the workouts are done, fans take in a variety of food trucks that allow spectators to eat clean or to have a few cheat days. For those looking to party even more, the CrossFit Games has a huge beer garden so guests can enjoy local brews and spirits in front of a monster video board.

Additional on-campus activations include (or have included):

- CrossFit Games Opening Ceremonies
- CrossFit Games Campground
- CrossFit Games Madison Club (Hospitality)
- Porsche autocross course and 911 pull for time
- GoRuck Hero WOD at Partner Row
- Trans-Inclusion Panel
- One-Ton Challenge presented by Shrugged Collective in The FitAid Lounge
- OUTWOD Workout on Partner Row
- Ragnar Sunset Relay
- WOD Wedding
- Adaptive Athlete Competitions
- Spikeball Tournament
- Vendor Village Fittest Fan Competition
- Various Concerts have been held throughout the years
- Spectator Scavenger Hunt
- Motorcycle Giveaway

The entire city of Madison changes its tune when it comes to the CrossFit Games. Lyft drivers, hotel staff, and bartenders all get in the Games spirit as CrossFitters take over the town.

Activities include:

- CrossFit Health Conference (held off site)
- Madison Area Sports Commission Activation and Marketing
- Several bars and restaurants that team up with CF Games brands:
  - Great Dane Pub and Rogue Partnership - drink specials, custom food menu, and merchandise
  - Whiskey Jacks Madtown and Bear Komplex - Happy hour specials, foam party, concerts, and games
  - Big Gay Happy Hour at Prism Dance Club presented by OUTWOD
  - CrossFit Games Afterparty at Liquid
- The Madison Area Sports Commission is one of the best and knows how to activate. Here is a sampling of what they did:
  - Local restaurants offering CrossFit Games specific menus through a partnership with Destination Madison
  - Large format signage in and around Madison
  - Sidewalk chalk pieces by local artists on Capitol Square and the Alliant Energy Center
  - [Photos](#)
- Reebok Fit Barge on Lake Monona with daily workouts and the Celebrate the Female Athlete Panel, as well as additional activations
- Activations at local CrossFit affiliates:
  - RPM rope demo at CrossFit Big Dane
  - FitAid and RPM special class with Logan Aldridge at Big Dane Collective
  - Team Misfit takeover at Foremost CrossFit
  - RP, Trifecta, and FitAid "Eat and Speak" dinner at CrossFit Recursive
  - Caffeine and Kilos weightlifting clinic at CrossFit Big Dane
  - Workout and meal from Marigold Kitchens at Big Dane Collective
  - CrossFit Recursive drop-in with OUTWOD



- Local CrossFit competition called Beer and Barbells competition at Wisconsin Brewing Company
- Katrin Davidsdottir book reading at A Room of One's Own

## THE CROSSFIT GAMES SEASON & ADDITIONAL DETAILS

### THE ULTIMATE TEST

The Games began in 2007 in Aromas, California, as the first competition to objectively measure [fitness](#). From their inception, they have been unlike traditional sports such as track and field, gymnastics, weightlifting, or even decathlon — all specialist sports in which the events are known long in advance. Instead, athletes from around the world are tested against a variety of unannounced events, each with different [movements](#), equipment, and time domains. Competitors are required to train for the unknown, and the scores of events have included distance swims, obstacle courses, 1-rep-max lifts, handstand walking, sled pushes, rope climbs, and odd-object carries.

The test has continually evolved. As top athletes began to train year-round for strength, speed, endurance, and skill, they were met with new tests each year that took them outside their comfort zone.

This year, a worldwide Open competition involving hundreds of thousands of competitors will allow the best athletes to advance through Quarterfinal and Semifinal rounds, culminating in the 15th edition of the CrossFit Games during the week of July 26, 2021, in Madison, Wisconsin.

### THE WORLDWIDE OPEN

The road to the CrossFit Games starts with the worldwide Open, the largest participatory sporting event on Earth. During the three-week competition, one event is released online each Thursday, and athletes have four days to record and submit scores. Anyone who is at least 14 years old can sign up and join in the first stage of the CrossFit Games season with special divisions for teenagers, age groups, and adaptive athletes.

This year's Open was the most accessible in CrossFit history with options for participants to compete either at a local gym or at home with minimal or no equipment.

The Open allows hundreds of thousands of individual athletes to quantify their performance and rank themselves with peers. Separate hashtag-based leaderboards are available for teachers, military service members, healthcare workers, firefighters, college students, law enforcement officers, and various other professions and groups. The leaderboard is also searchable by continent, country, or user-generated hashtags. For example, athletes can search for the fittest in South America or Switzerland. *(Please note: Countries are assigned to athletes based on citizenship and assigned to teams based on location.)*

Additionally, there is an Affiliate Cup team competition for official CrossFit affiliates, giving teams the chance to advance to the Quarterfinals, Semifinals, and Games. There are also masters and teenage divisions, and new in 2021, adaptive athlete divisions as well.

The 2021 NOBULL CrossFit Open ran March 11-March 29. Worldwide registration opened on Jan. 7.

## **QUARTERFINALS, SEMIFINALS, AND LAST-CHANCE QUALIFIER**

### Individual Athletes:

Ten percent of individual Open athletes advance to the second stage of the competition, the Quarterfinals. The Quarterfinals is an online competition in which qualified athletes will compete over the course of a weekend for a chance to advance to the next stage, the Semifinals.

Athletes who qualify for the Semifinals will be invited to one of 10 in-person events across six continents ensuring at least one athlete from each continent qualifies for the Games.

Prior to the CrossFit Games, there will be a Last-Chance Qualifier for athletes who narrowly miss the cut in the Semifinals.

### Teams:

The top 25 percent of the total number of teams per continent (for continents with a minimum of at least 50 teams) will be eligible to advance from the Open to the Quarterfinals. Team rosters for the Quarterfinals must consist of four athletes, two men and two women, who will compete in the online competition.

The top teams in the Quarterfinals will advance to the Semifinals for a chance to earn their spot at the Games.

## **AGE-GROUP DIVISIONS: ONLINE QUALIFIER**

Based on Open finish rank, the top 10 percent of age-group athletes worldwide in each division will advance to the Age Group Online Qualifier to compete for a spot at the CrossFit Games. This includes masters athletes ages 35-65+, and teenage athletes ages 14-17. The top athletes in the Online Qualifier from each division will earn a spot to compete at the CrossFit Games.

## **THE CROSSFIT GAMES**

The season culminates with the ultimate test of fitness. A key element to a fair test of fitness is the unknown and unknowable. At each CrossFit Games competition, athletes engage in a series of challenges unknown to them until right before the events begin. The combination of highly trained athletes and unknown events makes for an explosive mix.

At this point in the season, the field has been whittled down from the hundreds of thousands of athletes in the Open to 40 men, 40 women, 280 masters athletes, 80 teenage athletes, and 40 teams. The CrossFit Games rank the world's fittest and determine who is the Fittest on Earth™.

## **MAY ONLY THE BEST WIN**

The Games are a playing field where the fittest athletes are given a chance to distinguish themselves through consistently exceptional performances. In a single competition, the CrossFit Games test athletes' capabilities across broad time and modal domains. A wide variety of events are strategically formulated. In the past, these have ranged from dusty hill sprints to sandbag carries to ocean swims and endurance events. Future events will include even more surprises.

## **SCORING**

The CrossFit Games website will host the only official leaderboards for the Open, Online Qualifier, Quarterfinals, Semifinals, Last Chance Qualifier, and the Games.

The CrossFit Open and the CrossFit Games use a relative scoring system. In the Open, athletes are ranked on the leaderboard based on their performance relative to other athletes in their division, and are assigned a point value based on their placing in each event (e.g. 1st place = 1 point, 2nd place = 2 points). At the end of the Open, the athlete with the least amount of points is the overall winner.

The CrossFit Games use a scoring table, which can be found [here](#). Each event is worth up to 100 points, and athletes earn points based on their finish. At the end of the Games weekend, the athlete with the most points is the winner and is crowned the Fittest on Earth.

In both the Open and the Games, ties will be broken by awarding the best position to the athlete who has the highest result in any single event. If athletes remain tied after this first tiebreaker, the process continues to their next highest single result, and so forth. More than one athlete can share an event rank, and each will earn the original point value. The athlete with the top performance across multiple events in a competition will be placed higher on the leaderboard.

## **A GROWING SPORT**

Interest in this sport continues to increase. With over 14,000 affiliated gyms, more athletes are participating in more CrossFit competitions in more places around the globe than ever. The 2021 CrossFit Games in Madison, Wisconsin, will be the greatest worldwide test of broad, general, and inclusive fitness yet.

## WHAT IS CROSSFIT?

CrossFit is the world's leading platform for improving health, happiness, and performance.

In the 20 years since its founding, CrossFit has grown from a garage gym in Santa Cruz, California, into the world's best-known fitness brand. CrossFit is committed to creating a welcoming and inclusive environment for everyone, and millions of people have already experienced CrossFit's transformational benefits through workouts in more than 14,000 affiliated gyms across 158 countries.

CrossFit, LLC also manages the CrossFit Games season and the sport of CrossFit, beginning with the annual CrossFit Open, through which hundreds of thousands of athletes at every level compete in the world's largest participatory sporting event. The season progresses through an online Quarterfinal round and in-person Semifinals held across six continents, culminating in the CrossFit Games, where top athletes compete for the title of Fittest on Earth®.

## THE KEY TO HEALTH, HAPPINESS, AND PERFORMANCE

CrossFit is characterized by safe, effective exercise and sound nutrition. CrossFit can be used to accomplish any goal, from improved health to weight loss to better performance. The program works for everyone — people who are just starting out and people who have trained for years.

## THE WORKOUTS

The magic is in the movement. CrossFit [workouts](#) are different every day and can be modified to help each athlete achieve their goals. The workouts may be adapted for people at any age and level of fitness.

## THE LIFESTYLE

Off the carbs, off the couch. The CrossFit [lifestyle](#) — a combination of sound nutrition and exercise — is the key to fitness and long-term health.

## THE COMMUNITY

Your support network. At more than 14,000 affiliates around the world, people encourage and motivate each other in every class as they work toward their goals. Start training with friends. Make new friends. The fun is in the [community](#).

## WHY CROSSFIT WORKS

[CONSTANT VARIATION](#) - Different every day, CrossFit workouts are tailored to the individual.

[FUNCTIONAL MOVEMENTS](#) - CrossFit uses safe, effective, and efficient movements similar to those you use every day in life.

[HIGH INTENSITY](#) - In CrossFit workouts, intensity levels are adjusted to challenge the individual and safely improve fitness.

### **IS CROSSFIT FOR ME?**

Yes. Everyone can do CrossFit regardless of age, injuries and current fitness levels. The program is modified for each person to help him or her safely become healthier and fitter. Grandparents and Olympians can perform modified versions of the same general workout.

### **DO I NEED TO BE IN SHAPE TO START CROSSFIT?**

No. CrossFit is the program that will get you in shape. No matter what your current fitness level is, you can start CrossFit. As you become fitter, workouts will become more challenging. Every workout is designed to help you succeed, improve fitness, and move you toward your goals.

### **WHAT ABOUT NUTRITION?**

To accomplish your goals faster, we recommend you eat a variety of healthy foods in quantities that support fitness training but not body fat. By avoiding excessive amounts of refined carbohydrates and measuring your intake of protein, carbohydrates, and fat, you will see dramatic, measurable increases in health.

"Eat meat and vegetables, nuts and seeds, some fruit, little starch and no sugar. Keep intake to levels that will support exercise but not body fat." - from "What Is Fitness", CrossFit Journal, 2002

## OFFICIAL VALIDATION OF PROPOSAL

I hereby acknowledge that the information included in this bid is accurate and true. By submitting this bid our group acknowledges that it will honor the details of this bid.

Signed: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_