



REQUEST FOR PROPOSAL

2022 WBC USA OPEN WORLD QUALIFIER



A PRODUCTION OF



Plus
Seven
Company

About World Breaking Classic

World Breaking Classic (WCB) is the world's largest and most exciting 2vs2 Breaking Competition. Every year, eight of the most unique and influential dancers are invited to the World Finals, where, one hour before the event begins, they are mixed into duos, battling to become that year's Classic Duo. Their opponents are the Challengers, who have either won one of the 10 Worldwide Qualifiers or made their way to the World Finals to try their luck in the Last Chance Cypher, Kids Qualifier or B-Girl Qualifier.

Who will take home the win? Will the Challengers defeat the world's greatest or will the Great 8 turn out to be unbeatable? Who will become Classic?

WBC represents the essence of Breaking, an acrobatic and athletic style of street dancing born in the 1970s out of the New York City hip hop movement. What began on street corners and block parties in the Bronx is now slated to make its [official Olympics debut](#) at the 2024 Paris Summer Games. Still, WBC works to keep the breaking vibe, as it's always been intended—raw, in a packed arena, with a hype atmosphere. WBC makes room for sponsors, and partners to join the movement so it uplifts the scene to new heights. Since the first WBC World Finals in 2009, World Breaking Classic (formerly World Bboy Classic) has marked its footprint in the global dance community:

- WBC is and remains inclusive, therefore not excluding the B-Girls and using the umbrella term Breaking
- Breaking will be the official term used at the 2024 Olympics
- Breakdancing, break dance and more variations are still terms that float around incorrectly. It's time to reeducate and use one term moving forward: Breaking. **World Breaking Classic.**



WBC Brand Values & Reach

World Breaking Classic is a worldwide movement and global championship that feeds the largest online breaking community with dedicated content and expands the culture to new fans. Guided by that mission, the WBC brand is true to culture, authentic, classic, fast, powerful and inclusive.

WBC's program platforms include content creation, campaigns, partnerships and collabs, activations and events. Moreover, WBC believes in building meaningful and sustainable brand partnerships through co-creation, a process that has fostered a proud and vast following throughout the United States and around the world. Some notable WBC-relevant stats include:

- **1.6M** Facebook followers (60K engagements/week)
- **214K** Instagram followers (two million monthly reach)
- **20M** YouTube video views
- **228K** YouTube subscribers (partner channel)
- **12-35 years old** (primary audience age)
- **100K** live stream audience
- **2024** Paris Summer Olympics sport

World BBoy Classic posted a video to the playlist **Top Videos** — with **Bboy Neguin**.
Published by Paul van Dal · 15 October 2019 ·

When you have to go BEAST mode 🔥🔥
Kriss 🇺🇸 vs Neguin 🇧🇷
[Red Bull Dance Your Style](#)

* Dance Your Style is an all styles event where dancers perform on popular pop songs, each round a different song and where the crowd is the judge

70,116,079 People reached 8,083,487 Engagements Boost Post

667K reactions 16K comments 328K shares

Like Comment Share

Comment as World BBoy Classic

2022 WBC USA Open Qualifier Event Overview

The 2022 World Breaking Classic (WBC) USA Open Qualifier is the only WBC event planned for the United States in 2022. The 22 WBC USA Open Qualifier will be held in May or June 2022 before the 2022 WBC World Finals, which is slated for next July 2022 in Eindhoven, Netherlands. As part of a licensing agreement with World Breaking Classic, Plus Seven Company, LLC, owns the exclusive rights to host WBC's only world qualifying event in the United States and North America in 2022. The '22 WBC USA Open is also one of only three world qualifiers before next summer's WBC World Finals.

By positioning the WBC USA Open Qualifier as the only organizational event nationally in 2022, we are expecting in-person attendance to grow and complement a high-quality live stream that will be carried free of charge across WBC, select partner and influencer global channels to millions of potential viewers worldwide. To augment the event, Plus Seven Company is also considering adjacent partnerships and programs that are representative of WBC's audiences (i.e. art, fashion, gaming, music, etc.) for expanding the program and further amplifying a hype event atmosphere.

Prior to the pandemic, WBC held 10 Qualifiers around the globe annually before taking a break from events in 2020 and 2021 due to COVID limitations. With the return of its live breaking events in 2022, WBC qualifiers are projected to attract between 500-1,000 in-person event attendees and approximately 100 dancers. The last WBC qualifier in the States—an East Coast-only Qualifier held in Washington D.C. in March 2015—drew 100 entrants and 800 attendees throughout the evening program.

As the process of identifying a 2022 U.S. host destination/venue is underway, we are considering proposals from all regions of the country to welcome the return of WBC to the United States. 2022 WBC USA Open Qualifier overview notables include:

- **What:** The 2022 WBC USA Open Qualifier is the only World Breaking Classic event in the United States next year. As one of up three Qualifiers scheduled for next year, the '22 WBC USA Open will feature some of the world's best dancers vying for a trip to the 2022 WBC World Finals in Eindhoven, Netherlands. As an open event, the '22 WBC USA Open Qualifier is accessible to competing adults/kids, men/women, and B-boys/B-girls from anywhere inside *and* outside of the USA.
- **Where:** The '22 WBC USA Open Qualifier offers flexibility for destinations and indoor venues of all types. Ideally, the facility has wood flooring and room for arena-style seating (or flexibility to build seating around the competition space). However, WBC operators are accustomed to operating in unique settings, so long as they are suited for a live stream production. Sports facilities, arenas, theaters, interactive arts centers, museums and other options unique to your destination are being considered. We anticipate needing 20,000-40,000 square feet of floor space (depending on the venue set-up) and 1,000-plus seats. Select outdoor options may be considered, though indoors are preferred. Consideration will be given to complementary program partnerships.
- **Date:** We will produce the 2022 WBC USA Open Qualifier on a Saturday evening next May or June 2022. If necessary, this one-day event may be extended to include additional days. Plus Seven Company and WBC remain committed to working with interested destinations to identify the best date(s) for all to succeed.
- **Sample Event Timeline:** Plus Seven Company and WBC project an event timeline that includes:
 - 6 a.m.-1 p.m. – Set-up
 - 3 p.m. – Doors open, last-minute registration, cyphers, music, warm-ups
 - 5:30 p.m. – Registration closes
 - 6 p.m. – Showcase Rounds
 - 8:30 p.m. – Round of 16
 - 9:15 p.m. – Round of eight
 - 9:45 p.m. – Semifinals
 - 10:15 p.m. – Final
 - 10:30 p.m. – Winners Circle Ceremony
 - 11 p.m. – Event ends
 - 1 a.m. – Load-out complete
- **Attendees and Overnights:** Based on the performance of the last U.S. Qualifier held in March 2015, the '22 WBC USA Open Qualifier is projected to draw 100 competitors and 500-1,000 total attendees on event day. Total estimated hotel room nights generated are 200-600.
- **Housing:** Plus Seven Company will identify a housing partner to present a dedicated booking engine that may also include entertainment and travel packages. In addition, complimentary rooms (or covered by host destination/venue) for event travel staff (2), judges (between 3-5) and DJs/emcees (2) are required.
- **Live Stream:** As part of the licensing agreement, we will carry a free live stream across WBC digital platforms to millions of potential online viewers. In addition, we will identify select partners and influencers to bolster live stream reach. As available, ad inventory (:15/:30/:60) may be included in the live stream, which could allow for additional partner placement based on level of investment.
- **Brand Awareness:** WBC and select partner social channels will be opened up in support of the '22 WBC USA Open Qualifier. In addition, WBC and Plus Seven Company will offer a variety of event promotion (news release to national/global media, press event planning, pitching, email, social, etc.), media (live stream placements, etc.) and on-site (signage, activation space, floor decals, complimentary access, etc.) benefits to destination/venue partners.

- **Destination Investment:** We are in search of a partner destination/venue that is passionate about a premier national breaking event that prides itself in authenticity, staying true to culture, amplifying global reach, collaboration and community, and inclusivity. A significant factor in the host city selection process includes a financial structure that helps ensure a high level of production and brand reach. *For interested destinations/venues, a Partnership Opportunities overview can be shared.*



Plus Seven Company, LLC Responsibilities & Benefits

- Comprehensive event planning, management, oversight and execution
- Schedule development and implementation
- Procurement of hotel option(s)
- Coordination of staff and VIP travel as necessary
- Marketing and public relations planning and execution nationally and globally, which may include placement on WBC global channels
- Ancillary partner and program curation and fulfillment as possible
- Provide live stream platform (including all production crew expenses)
- Provide onsite event manager(s) for duration of the event
- Pay for event judges and DJs/emcees appearances
- Provide winning purse money (travel reimbursement to Netherlands in accordance with WBC agreement) for two (2) quantity '22 WBC USA Qualifier winners
- Provide onsite signage as part of live stream production
- Work with destination (local) stakeholders in building boots on the ground LOC support
- Certificate of event insurance
- All revenue is retained by Plus Seven Company, LLC (unless otherwise agreed upon)

Destination/Venue Partner Host Benefits & Responsibilities

- Promotional Benefits: Name and/or logo inclusion on marketing materials (digital and print) and news release; pre-event digital marketing (website, social); email marketing to registered attendees and competitors. (Note: Extent contingent on level of investment.)
- Media Benefits: Live stream ad placement (may include :15, :30 and/or :60 spots). (Note: Extent contingent on level of investment.)
- Onsite Benefits: Recognition on welcome signage; competition area logo placement (walls/sides to floor decals); dedicated activation space; complimentary event access. (Note: Extent contingent on level of investment)
- Control of local and regional marketing and public relations planning and execution (as extension of WBC-provided assets), including local VIK partners and/or discounted entertainment and dining
- Lead local pre-event activations to drive awareness and local sports participation (revenue opportunity in agreement with Plus Seven Company/World Breaking Classic)
- Refer local vendors (food & beverage, other), volunteers and local non-profit partners as necessary
- Provide complimentary or heavily reduced venue fee (providing pre-event storage and day-of access from 6 a.m. – 2 a.m.; includes dedicated parking, cleaning and trash removal, and seating)
- Cover cost of hotel rooms for event staff (2 rooms per night), DJs/emcees (up to 2 rooms per night), and judges (up to 3 rooms per night)
- Complimentary parking for event staff, judges and DJs/emcees (list will be provided)
- Provide hard-wire internet dedicated for live stream (specs to be provided)
- Assist in procurement of permitting (if applicable)

Proposal Process

Our site selection process is expected to last three months. For destinations that are interested in hosting the 2022 WBC USA Open Qualifier, please address the following items with your submission:

- Brief overview of host destination (major event history, brief demographics of city, other relevant and unique information)
- Venue details (including drawing/map, seating, parking, concessions, square footage, etc.)
- City map (noting venue location, potential hotels, local restaurants and entertainment, and other relevant information)
- Local/regional marketing and public relations plan
- Acknowledgement of and ability to meet aforementioned Benefits & Responsibilities
- Event marketing partnership level of commitment (*see Partnership Opportunities overview*)
- List of local vendors and partner organizations as necessary
- Primary host destination contact(s)
- Agreement to cover expenses of WBC USA site visit if selected as finalist
- Proposal enhancements at your discretion
- Additional relevant and unique destination information

Completed proposals must address all of these items and be emailed preferably as a PDF via Dropbox to Nick Povalitis, event director, 2022 WBC USA Open Qualifier, at USA@WorldBboyClassic.com by 5 p.m. CT, Friday, December 3, 2021.

After proposals are received, we may ask for more information to determine finalists. Once finalists are selected, **site visits are projected for late 2021 and/or early 2022** as part of the final decision. We anticipate a **final decision by early 2022**, followed by a **host city joint announcement thereafter**.

2022 WBC USA Open Qualifier Contact Information

Thank you for your consideration of the World Breaking Classic and the 2022 WBC USA Open Qualifier, the only WBC event slated for the United States next year. Please direct any questions about your host destination proposal to:

Nick Povalitis

Event Director, 2022 WBC USA Open Qualifier

Founder, Plus Seven Company

Call/Text: 815-708-1644

Email: USA@WorldBboyClassic.com or Nick@PlusSevenCompany.com

Please note that the information in this Request for Proposal is subject to change. Thanks again for your interest in the 2022 World Breaking Classic USA Open World Qualifier.



About Plus Seven Company

Plus Seven Company (P7c) delivers winning experiences and events, brand building and public relations, tourism marketing and sales, and all things quality content. Inspired by the seven Cs of communication, we curate content beyond the seven Cs.

THANK YOU