



RIPKEN
SELECT
TOURNAMENTS

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ABOUT THE RIPKEN WAY

Ripken Baseball began with Cal Ripken, Sr.'s lifetime love for the great game of baseball. He dedicated his days to teaching the fundamentals, showing the value of hard work, and ensuring the future of the game was in good hands.

Cal Sr. passed his knowledge and skill down to his sons, Cal Jr. and Bill, who played a combined 33 years in the Majors. Cal Jr. set an MLB record of 2,632 consecutive games played, and Bill owned a .985 career fielding average before becoming an analyst on MLB Network.

The Ripkens are committed to maintaining their father's values and the experience gained from playing the game, while making sure there's a whole lot of fun along the way. We call this formula – "The Ripken Way".

With a focus on teaching the game and creating big league experiences, the Ripkens opened their first youth sports complex in their hometown of Aberdeen, MD in 2003. Myrtle Beach followed in 2006, and the company opened its third facility, Pigeon Forge, in 2016. The Ripkens aspire to bring their approach to youth sports, The Ripken Way, to new destinations across the United States.

At its core, Ripken's success can be attributed to its unmatched focus on the family experience. As the only operator to consistently execute week-long events, Ripken attracts affluent, multi-generational families and, through partnerships with lodging providers, attractions and restaurants, promotes a family vacation centered around baseball. This focus results in earlier registration commitment, higher prices, longer stays, more non-local visitors and increased direct spending when compared to operators of showcases and transactional weekend tournaments, making Ripken Baseball a desirable partner for municipalities.

We are excited to present you with our Request for Proposal (RFP) to partner and host a Ripken Select tournament in 2023. The following pages outline a detailed overview of the partnership opportunities for a city, county, state, CVB/DMO, and/or sports commission and disclose the criteria we will use to evaluate submissions.

Below are **important deadlines** to keep in mind:

- **December 1, 2021 – Email Confirmation of Interest**
- **January 28, 2022 – Bid Proposal Submission**

Questions regarding bid procedures and requirements should be directed to Heather Raburn, Director, Business Development, at 410-306-7573 or HRaburn@ripkenbaseball.com.

RIPKEN BASEBALL

CONCEPT

We're not just tournament operators. We're not just venue managers. Ripken Baseball provides the **Most Memorable Experiences in Youth Baseball**. With our unmatched family *playcation* experience, each Ripken Select Tournament destination keeps in mind the formula that makes The Ripken Experience™ so special. Combining fields and experiences that make every ballplayer feel like a Big Leaguer, destinations packed with countless entertainment options creating lifelong family memories, and a staff that makes you feel at home from the first pitch. The best experience in youth sports will be felt at each Ripken Select Tournament across the country.

TARGET AGE GROUPS

9u-14u

PARTICIPANT PACKAGE INCLUDES

- 6-game guarantee, 9-game maximum
- Opening Ceremony & skills competitions
- Family entertainment (local theme park or activity pass)
- Awards
- MLB Ambassador appearance and coach meet and greet
- Player and coach gifts
- Participating teams will join Ripken's Legacy Club with discounts and early access to 2023 events

ABOUT RIPKEN SELECT



RIPKEN BASEBALL

WHY HOST?

WHY HOST RIPKEN SELECT?

There are direct and indirect impacts to your destination and surrounding areas that can be attributed to hosting a Ripken Select tournament. **The most important: more visitors, longer stays, greater ancillary spending.**

NATIONAL RECOGNITION

Ripken Baseball is a beloved brand synonymous with trust and integrity, and nearly twenty years of providing an unparalleled big-league customer experience. **As the host of a Ripken Select tournament, this is your opportunity to showcase your destination to a national audience.** You will have the opportunity to highlight your destination and all it has to offer during a series of pre-arrival communication and on-site activation. Partnering with Ripken Baseball will raise awareness for your destination and help you to attract future events and drive repeat visitors to your community.

FINANCIAL BENEFITS

Ripken Baseball week-long programming attracts participants beyond the local and regional network delivered by most tournament providers. **Ripken Baseball's ability to attract desirable travel ball families drives meaningful economic impact – weekday hotel stays, enjoying partner nearby attractions, eating at family friendly restaurants, and commemorating their trip with merchandise.** Ripken is the only operator who has successfully run week-long events of this scale, with most operators relying on shorter events to drive volume. **This distinction matters as week-long teams translate to higher price per participant, longer stays, more visitors and greater economic impact.**

MARKETING AND PROMOTION

Ripken Baseball cultivates deeper, more impactful relationships with consumers through year-round engagement. As a host, you will receive a full year of exposure to a national audience of potential customers. The destination will be promoted through Ripken Baseball's website which attracts nearly 625,000 visitors per month; mass distribution of Ripken Baseball materials and promotions; and recognition in various media efforts. The host is also closely involved in most aspects of the planning. **We truly collaborate with you on the planning and execution of the event.**

The sports tourism industry is taking notice of Ripken Baseball's growth, and your destination will be an integral part of the continued success. Ripken Baseball is a leader in the youth sport industry and is committed to providing the highest level of product and service to every guest. Hosting will allow you to showcase your destination from hotels, restaurants, entertainment options, local hot spots, and more to an influential audience.

EIGHTEEN MONTHS PRIOR

- Hospitality Invite
 - Join other 2023 hosts at a 2022 Ripken Select event

ONE YEAR PRIOR

- Press Release to announce site selection
- Appropriate website placement
- Inclusion in email campaigns
- Social media recognition

YEAR OF EVENT

- Inclusion in email campaigns
- Social media recognition

Ripken Baseball's core audience is the travel baseball family.



More than **120,000** participants on-property and through nationwide programming tours



Over **350,000** highly engaged supporters attending events, including coaches, parents and extended family



Participants ages **6 to 22**, with more than half in the 11-12 age range



Traveling from **49 states and 12 countries**



200,000+ coaches and parents subscribe to Ripken Baseball emails



160,000+ social media followers across platforms

Multi-generational families shape their summer vacations and long weekends around tournaments.



Driving the family vehicle to tournaments, coming from an average 667-mile distance to week-long tournaments



Average traveling party of **3.5 people per participant**



Staying in moderately priced accommodations with amenities like complimentary breakfast and pools averaging **7.4 room nights**



Earning an average **household income of \$110,000**



Enjoying partner attractions, like theme parks, water parks, museums, and more!

RIPKEN BASEBALL

DATES & SCHEDULE

There are several possible dates for 2023 Ripken Select tournaments. The tournament is an 8-day schedule of events. Each set of dates below are Saturday being the primary set-up day and breakdown days. Ripken Baseball has an advance team that will be in town for the set-up leading up the event dates. Multiple dates may be selected for each year. **Bid must include a brief statement indicating which dates(s) are being proposed.**

2023 June 2 – 9 June 9 – June 16 June 16 – June 23 June 23 – June 30

2023 June 30 – July 7 July 7 – July 14 July 14 – July 21 July 21 – July 28

| Saturday | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|----------------------|-----------------------|------------------|------------------|------------------|-----------------|--------------------|-----------------|
| Operations Prep | Travel Teams Check-in | *Pool Play Games | *Pool Play Games | *Pool Play Games | *Bracket Play | *Semi-final Games | Venue Breakdown |
| Travel Teams Arrival | Coaches Q & A Session | | | | Ring Ceremonies | Championship Games | |
| | Opening Ceremonies | | | | | | |
| | Skills Competition | | | | | | |

* Earliest games at 8 AM, latest at 7:15 PM.

To ensure a successful partnership between Ripken Baseball and the host, we ask there is widespread community support for Ripken Select. To ensure such support is present, each proposal must be accompanied by letters of support from your local partners demonstrating their commitment to the event. The host is expected to take an active role in select areas of the tournament including:

FACILITY

- No bid fee. Seeking complimentary facilities in lieu of a bid fee.
- Minimum of eight fields, mix of youth and high school size preferred. Artificial turf or natural grass are acceptable. For natural grass fields, infields must have grass (no dirt skinned infields).
- All fields must be lit.

PREPARATION

- Planning and executing all site visits
- Planning and executing any mutually agreed upon off-site special event
- Marketing and promoting the Ripken Select tournament to key constituents within supporting local area organizations

COMMUNITY

- Serving as liaison between Ripken baseball and all local / regional vendors and suppliers (i.e., food trucks, on-site venue coordinators, transportation providers, etc.)
- Sourcing and managing volunteers (conciierge services / greeters, concessions)
- Assisting with facility landscape upkeep and field maintenance

HOST MARKETING

In addition to Ripken Baseball's effort, coordination and execution of marketing activities to continue promotion of Ripken Select alongside Ripken Baseball. Bid must include a statement committing to a PR plan for required marketing and promotional activities beginning no later than 12 months prior to hosting the event. PR campaigns must be pre-approved by Ripken Baseball.

SITE VISITS

Two (2) site visits will be scheduled to aid in the selection and planning of Ripken Select. Bid must include a commitment by host to coordinate and execute with Ripken Baseball staff and pay for all site visits, as outlined below:

- **Pre-Selection Visit**

A two-day, pre-selection site visit to finalist destinations will be performed by four (4) members of the Site Selection Committee. Host is responsible for all expenses (including airfare or mileage reimbursement, all ground transportation, hotel accommodations, and local expenses for these four (4) individuals).

- **Planning Visits**

One (1), two-day planning visits will be performed by two (2) staff members and/or vendors.

Host is responsible for all hotel accommodations, ground transportation, and local expenses for these two (2) individuals.

LOCAL AREA INFORMATION

Many attendees enjoy local amenities before, during and after the tournament. Bid must include additional information on the area including a guide to family entertainment options as well as “walking distance” restaurants/bars, shopping areas and other general tourism information and should include tourism brochures and literature.

HOST ON-SITE POINT OF CONTACT

Ripken Baseball views the host as a valuable extension of our incredible team. As such, the host must designate one (1) staff member to serve as the primary on-site contact for all Ripken Baseball related business in the year leading up to the event. This person must actively carry out the responsibilities of the host once the site has been awarded, participate in the planning and execution of all site visits, and be accessible for planning purposes one year prior to hosting. Bid must include commitment to provide one (1) designated on-site staff contact and, if possible, indicate who that person will be at time of bid submission.

ENHANCEMENTS

In order for the 2023 Ripken Select tournament series to be as successful as possible, Ripken Baseball must partner with a host who places high value on customer service and making memorable experiences. Bid may include added value to the Ripken Select tournament in order to enhance your commitment to the event.

Ideas for possible enhancements include:

- Complimentary private Opening Night Celebration
- Complimentary private Closing Ceremonies outing
- Local community co-branded marketing campaign (i.e. street pole banners, airport signage, etc.)
- Co-branded attendee gifts or co-branded skills competition awards

BID MUST INCLUDE:

1. Photos of complex
2. Photos of all proposed diamond fields as well as:
 1. Dimensions
 2. Availability of lights
 3. Warm-up areas
3. Photos of all proposed auxiliary areas
 1. Concessions
 2. Retail
 3. Potential office space
 4. Umpire breakroom
4. Maps/diagrams of all space
5. History of baseball tournaments of similar size and scope hosted in the last 12 months with planner contact information.

| DATE | ACTIVITY |
|-----------|--------------------------------|
| 12/1/2021 | Email Confirmation of Interest |
| 1/28/2022 | Bid Submission Deadline |
| 3/1/2022 | Finalist Notified |
| 4/1/2022 | Site Visits Conducted |
| 5/1/2022 | Board Review / Hosts Notified |
| 7/1/2022 | Agreement Finalized |
| 8/1/2022 | Official National Announcement |

RIPKEN BASEBALL

BID SUBMISSION CHECKLIST

Please complete the contact information below and check each bid requirement. Any bid received without a completed checklist may not be considered.

Host: _____

Contact & Title: _____

Phone: (O) _____ (C) _____

Email: _____

Date(s) Bidding (circle all that apply):

- | | | | | |
|-------------|-------------------------|-------------------------|--------------------------|--------------------------|
| 2023 | June 2 – 9 | June 9 – June 16 | June 16 – June 23 | June 23 – June 30 |
| 2023 | June 30 – July 7 | July 7 – July 14 | July 14 – July 21 | July 21 – July 28 |

MINIMUM REQUIREMENTS TO HOST CHECKLIST

Please check all commitments that apply to your host bid.

- | | | |
|--|---|--|
| <input type="checkbox"/> No host fee | <input type="checkbox"/> Support and Sponsorship (enhancements) | <input type="checkbox"/> General maintenance (landscape) |
| <input type="checkbox"/> Min. eight (8) diamond fields with lights | <input type="checkbox"/> Dedicated event / on-site contact | <input type="checkbox"/> Groundscrew |
| <input type="checkbox"/> Mix of youth & older diamonds | <input type="checkbox"/> Volunteers (concierge service) | <input type="checkbox"/> Security |
| <input type="checkbox"/> Marketing / PR Plan | | <input type="checkbox"/> Local area information |
| <input type="checkbox"/> Complimentary Site Visits | | <input type="checkbox"/> Area entertainment contacts |

BIDDING PROCEDURES

You may submit for multiple dates using one bid document. Please indicate which date(s) you are bidding on in your bid document. No host will be awarded more than one (1) year at this time.

BID DOCUMENT

- Should include no bid fee. Looking for complimentary facilities in lieu of a bid fee.
- Each bidding organization must prepare one (1) bid for all available dates.
- The bid must include the Bid Submission Checklist (page 15).
- Submissions should be emailed in a single document format (PDF, PPT or Word preferred). Be creative, and have fun!
- Bids will be reviewed on a rolling basis.

CONFIDENTIALITY

Destinations will be notified if selected as a finalist no later than March 1, 2022. Destinations will be notified if selected to host a 2023 Ripken Select tournament no later than May 1, 2022. However, this information is to remain confidential until the official announcement by Ripken Baseball.

FINAL SELECTION

Final selection and announcement of the 2023 Ripken Select hosts is contingent upon all final and fully executed host contracts by the required date.

**Bids must be delivered electronically to each member of the Site Selection Committee
no later than 5:00 p.m. local time on January 28, 2022.**

Amanda Shank at AShank@ripkenbaseball.com & Heather Raburn at HRaburn@ripkenbaseball.com

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