

REQUEST FOR PROPOSAL
NIRCA Spring National National Championships
Track & Field and Half Marathon



NIRCA is more than just running

The *National Intercollegiate Running Club Association (NIRCA)* is the governing body and central point of communication for the college running community. The grassroots organization promotes networking and friendly competition amongst collegiate running, cross country, and track clubs. *NIRCA* coordinates many events, including a fall cross country season, Cross Country Championship Series, Road and Track Nationals, and all-club conferences.

Prior to the creation of the *National Intercollegiate Running Club Association*, running clubs were segmented in their collaboration, and competition against fellow clubs occurred rarely. Now teams compete, share ideas, and utilize *NIRCA* resources to enhance the development and growth of their clubs.

The mission of *NIRCA* is to promote club running for students at the collegiate level. By serving as the governing body for running clubs, we provide competition, support, and networking opportunities for our member clubs.

Dear Sports Tourism Professional,

The NIRCA Board of Directors invites your proposal to bring the NIRCA Track & Field and Half Marathon National Championships to your city. Included in this RFP is a brief history of the organization and event, preferred date(s), and itemized requirements for our consideration of a host city and venue.

On behalf of the Board of Directors, thank you for your interest in hosting NIRCA's premier annual event, and look forward to learning more about your location and facilities!



Stephanie Bartley
NIRCA Director of Events

Proposal Submission Deadline

Proposal responses are accepted on a rolling basis.

Snapshot of the National Intercollegiate Running Club Association (NIRCA)

- 501(c)3 Non-profit organization, incorporated in 2006 and operated by an all-volunteer Board of Directors/staff
- NIRCA has an annual average 120 active member clubs throughout the country
- An estimated 7,000 college students (ages 18-25) are members of a NIRCA club
- NIRCA annually organizes two national championship events, 6 regional championship events and one club development conference, while also sanctioning or promoting more than 30 member-organized and hosted events each school year.

Website

Full information on NIRCA can be found at www.clubrunning.org.

Event Summary

- Preferred Competition Dates: First or second weekend of April (1-2 weekends before Easter)
- Preferred Event Weekend Days: Saturday & Sunday (half day Sunday)

For the track & field portion of the competition, of unique athletes we expect is roughly 1,700. The Half Marathon is newer and has traditionally been smaller; however, in recent years we've seen 300-400 runners compete in the Half Marathon, and we anticipate this number to keep growing.

We expect roughly 500 to 1,000 live spectators at the event, with thousands watching at home through NIRCA's Facebook live stream of the entire event. If the Half Marathon is open to the public and the overall number of entries increases, the spectator number could be higher.

ECONOMIC IMPACT

The factors contributing to the economic impact of the event are as follows.

Participant & Attendance Count

Type of Attendee	Number
Individuals/Athletes	1,700
Support for Athletes (Spectators, parents, coaches, etc.)	800-1,000
TOTAL Attendance	2,500-2,700

Participant Travel

Travel Model	Percentage
By Air + Ride Share	10%
By Car	90%*

*Most teams will drive up to 8-10 hours by car, or fly if the host city is outside of this radius.

Room Density & Event Days

Attendee Type	People per Room*	Percentage	Length of Stay
Individuals/Athletes	4	85%	<ul style="list-style-type: none">● 1 night: 10%● 2 nights: 85%● 3 nights: 5%
	3	15%	
Support for Individuals	2	85%	<ul style="list-style-type: none">● 1 night: 50%● 2 nights: 50%
	1	15%	

**In general, support for individuals (spectators & coaches) stay less people-per-room vs. student athletes

EVENT REQUIREMENTS

1. Geographical Location Criteria

Most active club teams lie east of the Mississippi, with strongest density around the Midwest and Mid-Atlantic. Considerations:

Considerations	<ul style="list-style-type: none"> • Drivable distance (6 hours or less) for a majority of these teams is one of the strongest considerations. • Proximity (within 1 hour drive) to a sizable airport (such as Chicago O’Hare, Philadelphia, Atlanta, Charlotte, Indianapolis, etc.) preferred. • Anticipated/average weather conditions during the event weekend
Ideal Locations	Midwest (OH, PA, IL, IN, KY) or Mid-Atlantic (PA, MD, DE, NY, NJ, WV), and some Southeast (NC, SC, GA, VA).
Not Under Consideration	Unfortunately, states/locations in the West, far South, and far Northeast states are not viable locations and are not being considered at this time.

2. Facilities

Track & Field	<ul style="list-style-type: none"> • Track with markings for all main collegiate events is required (including steeplechase and extended runway for jumping events), but venue on/near College or University campus is strongly desirable • 8 lane track minimum, 9 lane track preferred • Permanent Seating for at least 1,000 people. Open grassy or paved areas for teams to set up tents is also preferable • Access to Press Box • Locker rooms and meeting space for Race Officials, NIRCA Staff, volunteers, and athletes is helpful but not mandatory • Parking capacity for ~300 vehicles & ~6 buses, minimal distance from ‘team camp’ area • Wifi available around the venue to support live online streaming of the event
Half Marathon	<p><u>Partnering with Existing Event</u></p> <ul style="list-style-type: none"> • Start and Finish either near/at the track or within 30-45 min drive of the track • If there is already a Half Marathon in the area around our desired weekends of competition, partnering with that race would be top/strong preference. • Affordability is a top priority. If possible, we would like to avoid charging clubs more than \$40-50/runner. With price in mind, many of the bells and whistles characteristic of larger races are not necessary, but access to chip/automatic timing is a basic requirement. <p><u>Self-Hosting the Half Marathon</u></p> <ul style="list-style-type: none"> • If no existing half marathons exist in the area within a 30-45 minute drive of the track venue, we are open to self-hosting the Half Marathon. • Local contacts must be available to help manage permitting & approvals, police, relationships, etc. This can be and has been a convention or visitors bureau contact previously. • As we’ve traditionally only seen ~300-400 NIRCA entries in the Half Marathon, if

	<p>the Half Marathon is self-hosted, we would like for the option of opening the race to the general public.</p> <ul style="list-style-type: none"> ● Initial preference is for a closed loop road course (about 3-4 laps) with a finish on the track. The goal of this would be to minimize road closures and other expenses while unifying both sides of the event in a central location.
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3. Lodging

Staff Lodging	<ul style="list-style-type: none"> ● NIRCA Staff (10-15 people) will stay in a suite-style property or large house to allow for meeting space, etc. ● 2-3 hotel rooms may be required for vendors or media partners ● Arrival dates are Wednesday or Thursday, checking out Sunday.
Hotel Blocks for Attendees	<ul style="list-style-type: none"> ● Promoted to teams, spectators, families ● Arrival Friday, checking out Sunday ● Seek to contract with 3-5 properties, dependent on price point ● Budget-oriented hotels are valued highest by teams ● Hotel stay/reservation to be paid by each individual team ● No attritions, cut-off dates three weeks out ● Desirable: \$5 rebate per room night back to NIRCA (follow-up with sales managers on rebates handled by CVB)

4. Staffing

Individuals/staff to be identified as key event support, may be sourced through local sports/tourism partners or facility. NIRCA requests assistance in sourcing all of the following staffing roles except the NIRCA Event Liaison.

Local Competition Event Liaison	<ul style="list-style-type: none"> ● Individual familiar with the competition venue as used for a track & field meet, and familiar with local vendors/support from the running community ● May assist with facility questions, rules & regulations, etc.
NIRCA Event Liaison	<ul style="list-style-type: none"> ● Consist of 1-3 NIRCA staff member(s) who will coordinate with local event liaison on event logistics, facility contract, questions, rules & regulations, insurance, etc.
Medical	<ul style="list-style-type: none"> ● EMTs / Ambulance - a minimum of 1 dedicated ambulance unit and 2 or more EMT staff required by NIRCA on-site at the event. NIRCA will also staff the event according to the requirements of the venue, if any. ● Athletic Trainers - 2 athletic trainers are required by NIRCA on-site at the event for minor inquiry support and services such as ice, taping, etc. while athletes are at the venue for competition or warm-up.
Law Enforcement / Security / Ushers	<ul style="list-style-type: none"> ● Local police/campus police - An officer on-site for security at the track facility. Additional police (on- or off-duty) may be required for

	<p>half marathon road closures.</p> <ul style="list-style-type: none"> Security/Usher staff - NIRCA may require a few security staff or facility ushers to assist in crowd management/parking, access control, etc.
Meet Officials	<ul style="list-style-type: none"> Officials with experience working at collegiate meets is necessary, though it does not need to be at the Division I level. Officials must follow the rules mentioned in the NIRCA Officials guide, which differs greatly from high school and NCAA rules.
Volunteers	<ul style="list-style-type: none"> Hand out water during the half marathon and ensure runners follow / stay on-course. May be members of the community, other NIRCA athletes, or students from local high schools or universities.

5. Food & Beverage

Concessions	<ul style="list-style-type: none"> NIRCA requests concessions services on-site for the event, whether provided by the venue or sourced by NIRCA - details discussed per each venue's parameters. This is especially important if there are limited options within a short drive of the facility. Access to a venue potable water supply is required for post-race water for participants and other medical support needs
Food for Staff, Officials & Volunteers	<ul style="list-style-type: none"> Ability to easily order/plan ahead and provide food or snacks for individuals involved in the production of the event. Options for online ordering or meal delivery services, ordering for large groups, and during the event, portable foods are desired. Sources or ability to accommodate individuals with food allergies desired.

6. Vendors & Rentals

There are certain items that NIRCA typically rents/sources for this event. Suggested local vendors are welcomed and may be requested after initial review of RFP. We also value any potential in-kind partnerships to utilize these items for the event in return for sponsorship.

Meeting Space	Ideally near a locker room / restroom for the officials, volunteers, and NIRCA Staff. Close proximity to the track is also preferred. This is a nice-to-have but not a requirement.
Portable Toilets	If self-hosting, approximately 20-25 portable toilets are needed for the Half Marathon, depending of course on where this event will start/finish
Truss & Rigging	Aluminum truss is sourced to create the finish line arch and other elevated signage displays for the half marathon event.

Audio/PA System	<ul style="list-style-type: none"> Professional audio system, utilizing multiple speakers/subwoofers and mixer board, capable of covering a multi-directional radius of several hundred yards - for music and announcing Three wireless microphones needed, with range of at least 100 yards from source
Staging	<ul style="list-style-type: none"> ~8' deep by ~24' wide stage, on 24" high risers/legs Including two sets of stairs with railing Utilized for photos and awards presentation
Tents	<ul style="list-style-type: none"> 20' x 20' tent w/clear sides (staked or weighted) for registration/packet pick up 20' x 20' tent w/white sides for medical Possible additional tents may be necessary Tents may need to be heated, depending on expected weather conditions Tables and chairs as needed
Media/Staff Trailer	<ul style="list-style-type: none"> Dedicated 20' or longer trailer for NIRCA media staff use (security for tech equipment, production area for live stream)
Road Closure	<p>Will need the ability to have a closed course if self-hosting the Half Marathon championship. A closed course means eliminating vehicle traffic and any other events or activities that could impede a runner's ability to progress forward on the course, even if for a few seconds. This will involve permitting, coordinating with police/sheriff, approval and review by the municipality, etc.</p>

Sponsorship & Support

We welcome any information on potential sponsorship/grant opportunities or other direct support that NIRCA could leverage in partnership with the host city for the event. Additionally, we are interested in learning about any local businesses/partners with whom to connect NIRCA to as a potential local event sponsor.

For either the sponsorship/grant or local sponsors, NIRCA can offer a variety of sponsorship entitlements to create a valuable and engaging partnership with event participants, spectators.

Selection Process

Once 2-3 prospective sites have been identified, the NIRCA Race Management team will reach out to set up a phone call with local contacts to learn more.

For locations unknown to the organization, 1-3 members of the NIRCA Board will look to complete a physical on-site visitation to make observations of the venues, city, hotel/lodging options, and create connections with local tourism & event contacts.

Contact Information & Proposal Submission

We appreciate you preparing a proposal for this event and look forward to learning more about your city.

For questions or clarification:

Stephanie Bartley, NIRCA Director of Events 949-354-4448 Stephanie.bartley@clubrunning.org	Jon Olsen, NIRCA Sr. Event Manager 262-527-8542 Jon.olsen@clubrunning.org
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To submit a completed proposal, email your PDF file to:

NIRCA Race Management
race.management@clubrunning.org

