



USA Taekwondo National Championship Bid Packet 2022 - 2025



Member, United States
Olympic & Paralympic Committee

Updated 12 29 21

HOST SITE PROPOSAL

This document features a comprehensive outline for a potential bidder with USA Taekwondo, requirements to host the National Taekwondo Championships.

ABOUT USA TAEKWONDO

USA Taekwondo is the National Governing Body (NGB) for the sports of Taekwondo in the United States of America as recognized by the United States Olympic and Paralympic Committee (USOPC). USATKD provides developmental opportunities for Taekwondo athletes throughout the United States to cultivate their knowledge of the sport while striving for world-class status.



Taekwondo is a defensive, martial art that combines philosophy, mental discipline, physical exercise, and physical ability. It promotes a wide range of principles including the following:

- Good physical condition
- Self-Defense or the ability to defend oneself
- Self-Confidence
- Respect
- Good health regardless of gender, physique, or age

The origins of Taekwondo, which go back two thousand years, lie in Korea. During its history, this sport has been known by various names, like Taekyon or Subak. Its official name nowadays, Taekwondo, was announced in 1955; a year later, the first championships were held. The Korean Taekwondo Federation was founded in 1965, and the World Taekwondo Federation was founded in 1973. During the same year, the first World Championship took place. Taekwondo became an official Olympic Sport at the 2000 Olympic Games in Sydney, Australia.

The mission of USATKD is to enable United States athletes to achieve sustained competitive excellence and promote and grow the sport of Taekwondo.

EVENT BACKGROUND

THE USATKD National Championships is held annually and is considered one of the premier taekwondo events and is the largest taekwondo event in the world.

The competition is open to athletes from 6 years of age and older and yellow belts to black belts. Competition categories include Poomsae (Forms Competition), Kyorugi (Sparring Competition), Board Breaking, and Demonstration Team competitions. Further, each competition is divided into Weight Categories. All participants must be of member of USATKD and all athlete must be either a U.S. Resident or U.S. Citizen.

In 2021, over 2,000 Taekwondo athletes, coaches, and referees participated from across the country. The tournament is four days of competition and two additional days for move in and event check-in/ weigh-in. Athletes may compete on multiple days of competition.

EVENT OWNERSHIP

USATKD owns and operates the National Taekwondo Championships. USATKD retains the rights to various media and sponsorship categories as listed below.

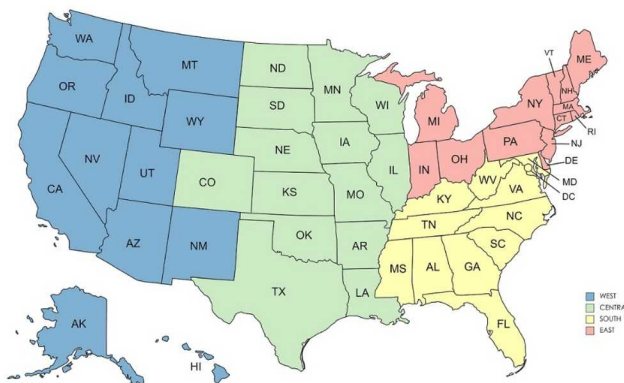
EVENT DATES

The event usually takes place end of July or the beginning of August. Competition will be Thursday – Sunday, with set up starting on Tuesday.

National Championship Future Dates

July 26 - 31 or August 2-7, 2022 - West or Central
August 1- 6, 2023 - East or South
July 30 - August 4, 2024 - West or Central
July 29 - August 3, 2025 - East or South

Regions



EVENT MARKETING

The National Taekwondo Championships will be marketed throughout the country by USATKD. USATKD coordinates the pre-event, event, and post event activities in conjunction with The CVB and/or Sports Commission. We see this event as partnership agreement, so the CVB and/Sport Commission and location site logo will appear with all marketing materials. The host site may use USATKD's logo in conjunction with its printed information but only with approve of USATKD.

HOST OBLIGATIONS – SITE VISITS

- 2 economy class round trip domestic airfares for USATKD event staff for initial site visit
- 2 single complimentary rooms for USATKD event for initial site visit
- 1 economy class round trip domestic airfare for USATKD Event Manager for final planning site visit 2-3 months prior to start of competition if bid is awarded
- 1 single complimentary room for USATKD Event Manager for final planning site visit 2-3 months prior to start of competition if bid is awarded.

VENUE/HOST SITE REQUIREMENTS

- HOST will secure at NO COST or a substantially reduced cost to USATKD one of the following venue types:
 - **Arena of 40,000 – 60,000 square feet of contiguous floor space** with fixed seating to fit approximately 9 36'x36' competition rings and a minimum of 10' walkway in between each competition ring and outside seating.
 - A minimum height from the floor to the lowest impairment or overhanging obstruction shall be no less than 20 feet. Column-free space is preferred but columns spaced at 90-foot minimum intervals are acceptable.
 - A separate space close to competition floor that is 10,000 – 15,000 square feet for a holding area (can be on arena floor or separate room in venue)
 - Set-up consists of 2 days prior to the first competition day. Four competition days are needed to conduct the event.
 - Loading dock to receive two 53' equipment trailers up to two days prior to the first set-up day, load/unload, and store for the duration of the event.
 - One motorized forklift, one electric powered pallet jack, two manual pallet jacks, as well as the authorization for our certified staff to operate this equipment.
 - A CAD floor plan based on the requirements in this document.

- USATKD competition area responsibilities:
 - Competition rings/mats including shipping.
 - Scoring monitors/displays
 - Ringside banner system consisting of USATKD Sponsors, and potential local sponsors
 - Other necessary equipment for conducting the competition
- **HOST In-Venue Support Facilities Requirements** – All of the following functional areas must have air conditioning, electrical and adequate lighting as well as:
 - **Secured storage areas** for equipment, awards, VIK, sponsor merchandise, licensees, comptroller, and miscellaneous equipment.
 - **Tournament Desk** - a two-tiered, elevated skirted platform (Approximately 56' x 24") located central to the competition area with the following:
 - Four -6' x 3' x 30" Skirted Tables
 - Ten Chairs
 - Two Electrical Outlets
 - Internet Access
 - Public Address System capable of broadcasting throughout the entire venue.
 - CD player/mixer to play music and National Anthem each morning.
 - **Sports Medicine Center**- Located in close proximity to the Tournament Desk.
 - Eight - 8' x 3' x 30" tables
 - Four Massage Tables
 - Approximately 250 lbs. per day delivered daily.
 - One Electrical outlet
 - **Registration**
 - 5,000 square feet meeting room
 - Four Registration Kiosks
 - Eight - 8' x 3' x 30" skirted tables
 - Ten Chairs
 - Six Electrical outlets
 - One Internet Connection
 - **Weigh-In Areas**
 - Two meeting rooms – minimum of 1700 square each
 - Eight Chairs
 - Four Tables
 - Two electrical outlets in each room
 - **Referee Meeting**
 - Meeting Space for 200 classroom style or rounds
 - Six Chairs at head of room
 - Two tables at head of room
 - Room can also serve a meal area for lunch
 - **Coaching and Referee Seminars**
 - Two separate meeting room for 100 classroom style
 - One Electrical Outlet
 - Podium with microphone
 - Six Chairs at head of room
 - Two tables at head of room
 - **Meal Area (Lunch and/or Dinner)**
 - Meeting Space for 200 people at rounds and space for buffet
 - **Exposition/ Sales Area**- USATKD merchandise sales and event souvenirs are the exclusive rights of USATKD. USATKD will not agree to pay a commission to a concessionaire or to venue management for an exclusive right to this sales area. In addition, USATKD reserves the right to permit national sponsors the opportunity to utilize the exhibition space and sales area to promote their products(s). Additional requirements are as follows:
 - Two - 30' x 100' Souvenir area
 - Twenty - 10' x 10' Exhibit booths
 - Seventy -8' x 3' x 30" Skirted tables
 - Internet Access
- **HOST Auxiliary Venue Services**
 - Parking



- Fifteen complimentary parking spaces for staff and tournament official
- Reduced rate parking with in and out privileges for all event participants
- 1-2 complimentary 15 passenger vans for the duration of the contracted event dates
- **Internet connections** will also be required at the following locations:
 - **Dedicated 20Mbps (3 quads/drops)**
 - Tournament Desk
 - Registration Area
 - Weigh-in Area

Installation and service costs will be borne by USATKD.
- **Electrical needs:**

The following are the electrical needs for USATKD for the duration of the event. USATKD will bear the costs of these outlets but an estimate of such costs should be included in a separate appendix of the bid package submitted for budgetary purposes.

 - 1 electrical outlet at each ring
 - 2 electrical outlets at the Awards/Photograph Area
 - 1 electrical outlet at the Holding Area
 - 2 electrical outlets at the Tournament Desk
 - Electrical Outlets available for use in the USATKD staff room
 - 1 Electrical outlet in the Sports Medicine Area
 - 6 Electrical outlets in the Registration Area
 - 4 Electrical outlets in the Weigh-In area (two in each room)
 - 1 Electrical outlet in each vendor booth
 - 1 Electrical outlet in Ticket Area
- **Parking**
 - **Staff Parking at Venue:** Complimentary parking must be provided for all USATKD staff vehicles for the duration of the event. USATKD requests up to fifteen parking permits for the dock area, ten of which will be permanent parking for event staff who drive and are not local residents.
- **Ticket Sales/Entry-Exit Control**

USATKD reserves the right to all ticket sales revenue excluding the agreements set forth in partnership with the host venue ticket distributor (Ticket master, Ticket West, etc.) to provide online and on-site ticket sales. Upon completion of the event, USATKD requests detailed information regarding number of tickets sold per day, total attendance, total number of packages sold, number of tickets sold online, number of tickets pre-sold versus those purchased at the door. Generally, USATKD hires two ticket sellers and two ticket takers for the event. Please provide the rates for these services in the Staffing Budget of this bid Proposal.

EVENT HOUSING



USATKD currently uses the housing company GroupHousing to contract all hotels for the National Taekwondo Championships. If bid is awarded; GroupHousing will contract all hotels. Host must provide a housing grid with purposed rates as part of the bid proposal to include the following:

- Hotel Blocks- in proximity to the competition venue to accommodate over 2,500 **room nights** using as many hotels as possible with a wide range of costs and amenities.
- Hotels must include a **\$18 rebate** per room night that will be paid directly to USATKD
- 10% Commission to be paid to GroupHousing
- **HEADQUARTERS HOTELS-** 1 Four or Five-star headquarters hotels to house event staff and referees/scorekeepers.
 - Event **Staff Headquarters** hotel must provide the following amenities and complimentary rooms with **free local phone and internet access.**
 - 1- Complimentary **Presidential Suite** with concierge privileges

- 4- Complimentary one-bedroom **Business Suites** (Double/ Queen)
- **Free Parking Passes** per day for USATKD Event Staff Rooms
- Design, production, and placement of an **Event Welcome Banner in a prominent location** (preferably behind the registration counters without date specification for future use) during the contracted hotel dates.
- Complimentary rooms are guaranteed at **80% consumption** of Double/Double rooms block or can be adjusted based on room block consumption.
- If city cannot provide the number of rooms described above in walking distance rooms, then free transportation will be provided to and from venue at non-walking distance hotel locations.

ECONOMIC IMPACT PROJECTIONS & HOST CITY BENEFITS

In partnership, you and USATKD can further the sport of taekwondo both nationally and internationally, showcase your city worldwide through various media, and expose the treasures of your city to a new population of visitors and their families.

Visitors

4,000 persons from across the nation will attend the USATKD National Taekwondo Championships. Participants are ages 6 to more than 70 years of age. These people participate, officiate, and serve in leadership capacities. They require housing, food and enjoy the local nightlife, shops, and the opportunity to visit local points of interest.

We anticipate participants from all 50 states and each participant to bring 1-3 additional family members with as spectators. Participants will compete in one or more divisions that will be conducted over the seven-day competition period.

Economic Impact

We anticipate that over a 4-day period, more than 2,500 room nights will be utilized at local hotels. In recent host cities, local Convention and Visitors Bureaus have reported more than \$2,300,000 in economic impact.

Recognition and Visibility

Host Recognition: Hosting the National Taekwondo Championships can lead to hosting other amateur and professional sporting events, as well as interest by USATKD in returning to your city for National Team competitions, other taekwondo events and meetings.

Visitor Visibility: Your city will get exposure to 4,000 and more persons from across the United States and international participants, who will return home to share their experiences with friends and relatives.

Publicity and Public Relations



Media Exposure

Your city will gain recognition and publicity through media exposure in these venues:

- Pre-Event Manual and Event Programs.
- USATKD website.
- USATKD social media outlets (Facebook & Instagram)
- Media publicity through event announcements and reporting of event results in hometown newspapers.
- Sponsor publicity.
- Hosting the National Taekwondo Championships provides your city with an opportunity to work and share experiences with sport leaders from all over the United States.

BID PROPOSAL – SITE SELECTION

USATKD is currently accepting bids for the 2022 and beyond National Taekwondo Championships. Prior to submitting a bid for these events, please review and inspect the necessary requirements as set forth in the bid packet. Please follow the instructions below to guarantee your organization and city meet all deadlines and adhere to the procedures necessary to submit a complete bid.

1. Review and inspect the *Bid Manual* to get a greater understanding of the hosts' responsibilities once submitting a bid and furthermore once winning the bid. It will be presumed by USATKD that

upon receipt of a formal bid, the bidding organization has read and fully understands the terms the bidder is prepared to assume.

2. When deciding to bid upon a USATKD event, please submit a letter of Intent to bid via email. Along with the bid information please send any necessary complimentary materials such as the CAD file, documentation from past events, and contact names and numbers from past organizations hosting events in the proposed venue.

Please email a complete bid proposal along with any other materials to the following USATKD staff:

Christy Strong Simmons
USA Taekwondo Events
1015 Garden of the Gods Road, Suite 110
Colorado Springs, CO 80907

www.usa-taekwondo.us

3. Once the proposals have been received, the USA Taekwondo Events Department will proceed with a thorough review of the bid. The top two proposals will be notified and scheduled for a site visit. The bid review will be based on the venue, hotel arrangements, ability to provide additional staffing and volunteers, and a budgetary analysis.



4. All expenses for this two-day site visit will be borne by the prospective host committee. During the visit, the USATKD representatives will visit the venue, all hotels in the block, local restaurants, transportation services, and other event related concerns.
5. Upon completing site visits to the final two cities, the USATKD Events Department will analyze each bid and make all recommendations to the CEO/Executive Director. Once the decision has been made the USATKD Events Department will notify all candidates of the decision and proceed to the contract phase of the partnership.
6. All contracts, including those from the Local Organizing Committee, Convention & Visitors Bureau, and the venue hosting the event, may be sent to the USATKD office to be signed by the CEO/Executive Director. All housing contracts should be sent to the GroupHousing office to secure the hotel agreements with a copy to USATKD.

The CEO/ Executive Director of USATKD must approve and sign all contracts.