

**SUBMISSION
DEADLINE:
SEPT. 1, 2022**

CONTACT: EVENTS@MLQUIDDITCH.COM



MLQ

2023 SERIES BID MANUAL

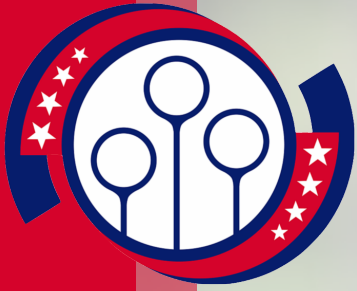


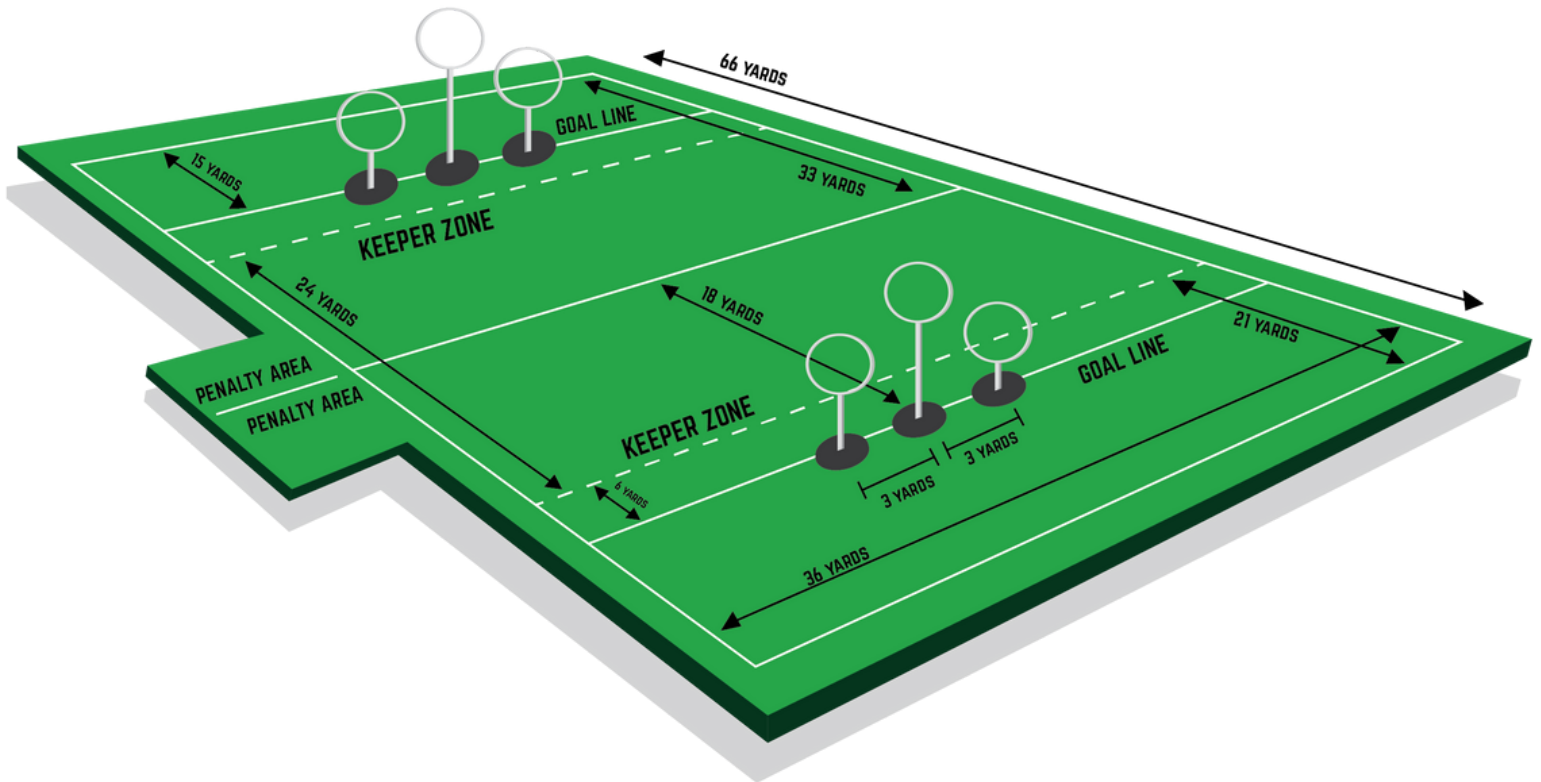
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WHAT IS QUIDDITCH?

Major League Quidditch Regulation-Sized Pitch



Quidditch is a mixed-gender, full-contact sport created in 2005 by students at Middlebury College in Vermont. Based on the fictional sport from Harry Potter, the real-life version has grown from a backyard game to an international sport played by over 400 college and club teams across six continents. News stories about quidditch appear perennially on websites like the Associated Press, USA Today, NPR and Bleacher Report.

Quidditch has a unique set of rules that includes elements from rugby, basketball and dodgeball. All players must keep brooms between their legs at all times. At each tournament, a team may submit a roster of up to 21; however, only six to seven players will be on the field at a given time. Games are officiated by a team of up to seven referees.

Three chasers use a slightly-deflated volleyball called the quaffle to score goals on one of three hoops. Each goal is worth 10 points. They advance the quaffle down the field by running with it, passing it or kicking it. Each team has a keeper who defends the hoops. Two beaters use dodgeballs called bludgers to disrupt the flow of the game by "knocking out" other players. Any player hit by a bludger is out of play until they touch their own hoops. Each team also has a seeker who tries to catch the snitch. The snitch is a ball attached to the waistband of the snitch runner, a neutral party in a yellow uniform who uses any means to evade capture. Unique to MLQ, the snitch is worth 35 points and does not end the game. After 20 minutes, there is a two minute timeout and a goal score is set by adding 60 points to the current score of the leading team. The first team to reach this score wins.

ABOUT MAJOR LEAGUE QUIDDITCH

Major League Quidditch (MLQ) is a national league that runs from June 1 to Aug. 30. The majority of seasonal activity takes place between June 1 and July 31.

PLAYING



Each team has a roster of 21 players per game with free substitutions. A team fields six players at all times and must always have at least two non-majority gender players in play. There are three chasers, two beaters and one keeper. Each team adds a seventh player, the seeker, after the 20-minute mark. Players must be on broom at all times.

SCORING



Any time a chaser or keeper shoots the quaffle through their opponent's hoops, their team earns 10 points. The shot can go through either the front or the back of the hoops. Beaters and seekers may not possess the quaffle. A catch of the snitch is worth 35 points and does not end the game.

BEATING



There are three bludgers in play at all times. Only beaters can use or possess these balls. When a beater hits someone from the other team with a bludger, that person must drop any ball they possess, dismount from their broom and run back to their hoops to tag in before rejoining the game.

SNITCHING



The snitch is a neutral player with a ball in a sock velcroed to their shorts. The snitch is released after 20 minutes of game time. The snitch may use any tactics within reason to evade being caught by a seeker.

TACKLING



Quidditch is a full-contact sport. Players may only engage in contact with those of the same position (though chasers and keepers can interact). Players may push, wrap, charge and tackle but may not trip, slide or make contact above the neck, below the knee or from behind.

END GAME



After the 20-minute mark, a target score 60 points higher than the leading team's score is set. The first team to reach that score, either by scoring with the quaffle or catching the snitch, wins.

Our aim at MLQ is to present quidditch in an elegant, highly-consumable form that mirrors other top sports leagues. MLQ features standardized schedules, high-level officiating, in-depth statistics and live or pre-recorded footage of all games. The central tenant of the league, setting it apart from others, is that we have placed a limit on participating teams. This ensures the teams are of a high quality and maximizes the amount of coverage that can be given to each team and each game.

The league consists of 16 teams from the United States and Canada. These teams are divided up geographically into three divisions (North, South and East), each composed of five teams. Each team plays three games against every other team in its division, for a total of twelve games. All regular-season games will be completed by Aug. 7. This leaves the remainder of August for an inter-division postseason that will determine the Benepe Cup Champion.

EAST

Boston Forge
Charlotte Aviators
New York Titans
Ottawa Black Bears
Washington Admirals

NORTH

Cleveland Riff
Detroit Innovators
Indianapolis Intensity
Minneapolis Monarchs
Rochester Whiteout
Toronto Raiders

SOUTH

Austin Outlaws
Kansas City Stampede
League City Legends
New Orleans Curse
San Antonio Soldados

MLQ VALUES AND VISION



OUR CORE VALUES

MLQ and all of our teams share a similar goal. We aim to establish a tradition that embodies the competitive spirit of quidditch. We hope to be a league our members, fans and home cities will point to with pride. The following core values plays a key role in our mission:

- **Innovation:** We encourage innovative thinking and do not rest on our accomplishments. We create opportunities and are constantly seeking new ways of performing in response to fan interests, technology and the best business practices. We aim to always be on the cutting edge.
- **Integrity:** We conduct ourselves in accordance with the highest standards of honesty, ethics and fair dealing. We follow through on our words with action and aim to create an environment that inspires trust and confidence.
- **Respect:** We value individuality and diversity. We represent and respect a wide range of human differences, personal experiences and cultural backgrounds and act in a manner that is courteous and respectful to each other, our fans, our competitors and our business partners.
- **Teamwork:** We work hard and we work together. We aim to embody a cooperative spirit. Our priority is and always will be to provide the best possible experiences, service and products.

2022 VISION STATEMENT



At the end of each season, we look back and determine what we need to improve within our league. For the 2022 season, we identified three major goals we hope to accomplish:

- Create a digital media experience for fans that rivals that of other semi-pro sports leagues
- Create a on-site fan experience that is unmatched in the quidditch industry
- Improve our digital footprint and press coverage on both a national level
- Continue to foster a diverse, equitable and inclusive environment for athletes, fans, partners, staff and volunteers



DID YOU KNOW?

Each game limits each team to play a maximum of four players who identify with the same gender at a time. The gender that a player identifies with is considered to be a player's gender, which may or may not be that person's sex. We accept those who do not identify within the binary gender system. We welcome all identities and genders. All MLQ managers and coaches are required to complete Athlete Ally's Champions of Inclusion, the first free, comprehensive online curriculum for coaches on LGBTQ+ respect and inclusion within athletics. Additionally, all staff, volunteers, managers and coaches are required to complete diversity, equity and inclusion training, including but not limited to the Implicit Association Test.

MLQ SERIES AND SUPERSERIES

A typical MLQ series is a three-game match between two franchises held on one field over the course of three hours. MLQ requires a total of five hours to allow for setup and takedown.

A SuperSeries is a two-day event that brings three teams from a division together to play two series each. A SuperSeries requires 11 hours of field access over the course of two days in two blocks of time. The preferred split is seven hours on Saturday and four hours on Sunday. MLQ encourages late afternoon/early evening for Saturday games and no earlier than 11 a.m. ET for Sunday. The dates provided should be between June 1 and August 8.

MLQ DELIVERABLES

MLQ will provide the following for a series and SuperSeries:

- An event organizing team consisting of MLQ staff and series-specific volunteers
- Direct oversight by the MLQ Events Director
- A detailed operations plan finalized prior to the event. It will include: a facility usage schedule, game schedule, spectator management plans and crisis management response plans
- A post-event debrief meeting with the LOC after the event
- Event officials and set-up/takedown crew
- All teams and players competing in the event
- All event merchandise
- Extensive promotion of the event via MLQ channels including website, social media and email newsletters
- General liability insurance coverage extended to the host facility
- Inclusion of host's design collateral on all promotional materials



BENEFITS FOR HOST CITIES

MLQ is dedicated to growing quidditch at the local, national and international level while highlighting talented players. We promote each event through various mediums in order to bring new visitors and their families to your city. Below you will find a list of the positive impact and benefits your city will receive by partnering with us.



MEDIA AND PUBLIC RELATIONS

We have a highly-engaging website and social media network

- Website: mlquidditch.com
- Facebook/Twitter/Instagram/TikTok: @mlquidditch

Our social media features giveaways and top-of-the-line analysis and video leading up to each series and SuperSeries. The host city/county will also benefit by gaining the following exposure:

- Strong presence of event on MLQ website and the league's social media channels (Facebook, Twitter, Instagram, etc.) before, during and after the event
- Marketing through MLQ affiliates and partner websites, including EighthMan.com



In addition to a presence in our digital material, the host city/county will also be featured in the following:

- All collateral material (newspaper, flyers, postcards, banners, signs)
- Tournament press releases and additional media coverage
- Email blasts about event to entire league, including fans and players
- Strong national and local traditional media outreach



GENERAL BENEFITS

MLQ will provide the following for each event:

- A localized event organizing team
- Direct oversight by the MLQ Events Department
- A detailed operations plan to be finalized prior to the event, to include: facility usage schedule; game schedule; spectator management plans; crisis management response plans and shipping and storage needs
- Event officials, support staff and volunteers (referees, scorekeepers, set-up/tear down, etc.)
- All teams and players
- All event merchandise
- General liability insurance coverage extended to the host facility
- Inclusion of host's design collateral on all promotional materials



BID REQUIREMENTS

MLQ will supply professional tournament staff that will set up, conduct and tear down the event. This is a turnkey operation that will require little assistance from the host/venue.

Upon submission of a bid, MLQ will assume that the bidding city/county has read and fully understands the responsibilities, requirements and expectations needed to host the MLQ series or SuperSeries. Upon receipt of the bid application, and witnessed by an authorized signature, the bid will be considered an official invitation for MLQ to proceed with this assumption in place.

The 2022 minimum financial support and/or qualifying in-kind services value, not including the facility/field rental, is \$500 for an MLQ series and \$1,000 for a SuperSeries. A bid for the event is expected to include the following:

- Accessibility by MLQ staff at least two hours prior to the event
- Facility provided free of charge Saturday and, if a SuperSeries, Sunday of the event (please include invoice listing value in the bid package). The facility must have high-quality turf or grass fields with enough space to fit a quidditch pitch (see page one); parking for teams and spectators; restrooms; water fountains or jugs; and spectator seating (elevated bleachers preferred)
- Field lighting, field lining and electricity access at the main field preferred
- Reliable WiFi accessible to MLQ staff that reaches each field preferred

MARKETING-ORIENTED NEEDS

The host city will be expected to assist in promoting and marketing MLQ SuperSeries. All marketing materials should be branded correctly with MLQ approval before release. Event promotion should begin well before the event takes place, kicking off with the announcement of the location. MLQ has dedicated staff members that communicate with potential press and will utilize any contacts provided or sent our way. Promotional support may include:

- Logos for use in all MLQ collateral material and website
- Press: Contacts for local newspapers and magazines, events listings, television stations, radio, etc.
- Social Media: Posting on city social media channels beginning with the announcement of the championship location and routinely after ticket sales begin
- Discounted or complimentary local advertisement: Billboards, magazines, newspapers, television, radio
- Listing and link to purchase tickets on the host city's website and the host facility's website (if applicable), including a homepage listing starting one month prior to the event
- Community outreach: Possible events to initiate community involvement include youth quidditch, literacy programs and family-oriented entertainment (contacts for community groups such as libraries or local schools may be requested)

"IDEAL" ADD ONS

Additional weight will be given to bids that meet one or more of the following "ideal" bid requirements:

- Athletic trainers
- Indoor field space (must be suitable for full-contact gameplay and large enough for full field dimensions)
- Event venue able to provide access to electricity
- Proximity to participating teams

BID REQUIREMENTS (CONT.)

DIVERSITY, EQUITY, AND INCLUSION

MLQ expects a host city to be welcoming and safe for people for all backgrounds, including transgender people, gender non-conforming people and BIPOC. MLQ considers the following information when evaluating a host city for safety:

- What score does the host city have from the Human Rights Campaign's Municipal Equality Index and what progression has been made since it was last updated? (hrc.org/resources/municipalities)
- What is the state's rating from the LGBT Map's Equality Index and what has the progression been since it was last updated? (lgbtmap.org/equality-maps)
- Have there been any recent (1-3 years) historical incidents of racist and anti-LGBTQIA+phobic violence around the site?
- Has there been any legislation passed that works against protected groups recently (BIPOC, trans and other queer people)?
- Have there been recent laws (1-3 years) to bring protection to BIPOC and LGBTQIA+ communities?
- What is the relationship between the state/locale and any nearby quidditch entities? Have they hosted quidditch in the past? Do they understand quidditch as a sports event?
- Have the political parties in power displayed discriminatory leanings or views?
- Does the host site have any department or party that works on diversity and equity? Within marketing? As a department?

Please note that the existence of discriminatory legislation or policies that restrict the rights of marginalized communities may disqualify a city from being eligible to host a MLQ event. This includes so called "bathroom bills" and other legislation that aims to restrict the actions of transgender and gender non-conforming people.



BID SUBMISSION REQUIREMENTS

All complete bid packages with snapshots and any other supplementary material should be scanned and emailed to: events@mlquidditch.com. All forms can be found on the following pages.

DEC. 1, 2021

The bidding process begins Dec. 1, 2021 for the 2023 season. After reviewing the manual, questions can be sent via email to events@mlquidditch.com.

SEPT. 1, 2022

Complete the Bid Snapshot and submit with supplemental bid package materials to events@mlquidditch.com. All 2023 bids are due by Sept. 2022. Submitted applications will be reviewed by the league commission.

NOV. 1, 2022

The commission will decide on the winning bids for each series and SuperSeries and notify cities by Nov. 1. These will be announced publicly in January along with the season schedule.



“

From start to finish, the Major League Quidditch team was an absolute pleasure to work with. They were great at communicating event needs, and being open to ideas on how we could integrate their sport within our community. It was truly a partnership and we look forward to welcoming them back to Richmond in the future!

”

- Jerrine Lee

Richmond Region Tourism
Sports Development Manager

BID SNAPSHOT

This form must be submitted by Sept. 1, 2022 to events@mlquidditch.com for your venue to be considered for the 2022 MLQ Super Series. Please attach photos, diagrams, or links to the fields, including field lining information. We will contact you within two weeks of your bid submission to confirm receipt and verify your intent.

Bidding Organization Name

Organization Type

Host City/County

Contact Name

Contact Email

Contact Phone

Name of Proposed Venue

Address of Proposed Venue

Will Field Be Provided Free of Charge?

Required Insurance Coverage Amount

Total Proposed Bid Fee (Cash, Field and In-Kind)

Financial Value of Cash Portion

Financial Value of In-Kind Portion

Financial Value of Field Portion

Please indicate the available dates and times for this venue:

- Option 1: -----
- Option 2: -----
- Option 3: -----
- Option 4: -----
- Additional Options: -----

**SCAN AND EMAIL TO EVENTS@MLQUIDDITCH.COM
INDICATE BID YEAR IN BODY OF THE EMAIL**

BID SNAPSHOT (CONT.)

Type of Fields (Soccer, Quad, Grass, Turf etc.)

Quantity and Dimensions Of Fields

Describe Available Restrooms at Fields (Port-a-Potty, Indoor etc.)

Describe Water Availability at Fields (Fountains, Coolers etc.)

Provide Waste Management Details

Inclement Weather Policy

Permissible Field Lining (Paint, Cones, etc.)

Scoreboard Availability (Electronic, Manual, N/A)

Describe field access (Fenced In, Open, Temp Available, etc.)

Describe Electricity Access at Fields (Outlets, Extension Cords etc.)

Describe Internet Accessibility On-Site (Coverage, Speed Strength etc)

Describe Parking On-Site

Describe Field Lighting and Field Lining

On-Site Concession Availability (Yes/No)

On-Site Storage Availability (Yes/No)

Describe available spectator seating

On-Site Alcohol Policy

BID SNAPSHOT (CONT.)

Will MLQ be permitted to sell tickets and merchandise?

Please indicate the social media links or handles for the bidding organization:

- Facebook: -----
- Twitter: -----
- TikTok: -----
- Instagram: -----

What is the reach of the bidding organization's email marketing?

Will MLQ be permitted to hand out flyers/posters to local schools, rec leagues, youth organizations etc?

Please indicate any existing exclusivity contracts between vendors and the bidding organization that may affect MLQ Championship Weekend.

On-Site Alcohol Policy

Available Medical Services (EMT, Ambulance, Athletic Trainers etc.)

A/V Services (i.e. Sound System for Announcements)

Authorized Signature

BID SNAPSHOT (CONT.)

HOTEL AND HOUSING NEEDS

For locations that are not within 50 miles of an MLQ Franchise city, hotel contacts need to be included.

MLQ is concerned with maintaining close proximity to the tournament site; offering an extensive accommodation list incorporating a wide range of prices; and providing amenities for the participants, officials, family, friends and fans.

The hotels for MLQ events should be in close proximity to the host facility. Any housing must also meet the following requirements:

- Interested parties should have the ability to book accommodations through links on mlquidditch.com
- All hotels, homes and condos submitting their property for tournament housing must offer a reduced-rate package which should be the lowest available to anyone (MLQ staff, athletes, family, fans etc.) staying at their property during the tournament time period
- The majority of rooms needed should be queen/queen or double/double
- All rates should remain the same for single, double, triple or quad occupancy