



Introduction

We are pleased to present you with our Request for Proposal (RFP) to partner and host the Sports Events & Tourism Association (Sports ETA) Symposium in 2027 or 2028.

Our annual Symposium attracts hundreds of sports events and tourism professionals who gather to exchange time, resources, strategies, solutions, and more. The Symposium features dozens of education sessions, countless networking opportunities, and business development appointments, all to help our members produce measurable ROI for their organization, elevate their sports events, and improve the quality of life in their destinations.

The purpose of this RFP is to provide a detailed overview of the Symposium and Sports ETA, as well as the minimum criteria used to evaluate submissions. We encourage you to add incentives or unique opportunities from your destination to set you apart from other bidders. Members should customize the proposal with content that demonstrates your uniqueness in the sports tourism industry. We look forward to receiving proposals for either or both years and learning more about how we can partner with your destination on our signature event during the selection process.

About Sports ETA

As the only non-profit 501(c)3 trade association for the sports events and tourism industry in the United States, Sports ETA is the essential resource for sports destinations, sports organizations, sports facilities and industry partners. We believe sports tourism and the events that our members own and host have the power to transform society and generate economic impact, as well as create positive sentiments for your community.

Our members consist of sports commissions, destination marketing organizations (DMOs), parks and recreation departments, chambers of commerce, national governing bodies (NGBs), multi-sport organizations (MSOs), sports event owners, sports facilities, and industry partners. More than 2,500 individuals representing over 850 organizations lead, manage, and executive sports events of all shapes and sizes - from bowling tournaments to the Super Bowl, and U-12 girls soccer tournaments to the Women's World Cup. Together, they create opportunities for athletes, both young and old, to participate in the sports they love and lead healthy, active lifestyles.

The 2021 state-of-the-industry report released in May 2022 estimates visitor spending associated with sports events at \$39.7 billion. This is an indicator of the strength of our industry and the importance of our members to their communities.

About Symposium

In addition to serving as the annual membership meeting of the association, the Symposium is Sports ETA's primary platform to highlight our four pillars: Education, advocacy, resources and networking.

EDUCATION

Over the duration of three (3) days, Symposium attendees are immersed in a variety of learning experiences designed to transform the way they plan and host sports events. Formats may include: traditional speaker to attendees presentations, discussion groups, TEDTalk-style education bites from the education stage in our exhibit hall, peer-to-peer, case studies and panel presentations. In addition, ancillary education events may be planned including Facilities Summit and STS Course (certification program).

ADVOCACY

Sports ETA, as the industry's trade association, provides whitepapers and research to our members on the industry's hot topics. In addition, we support our members, sports organizations and students through our Sports Legacy Committee.

RESOURCES

The Symposium provides attendees with new tools, industry trends and data, sound business practices, and relationship development opportunities.

NETWORKING

With both formal and informal activities, Symposium attendees connect with industry peers and partners, allowing them to expand their business network. Through our reverse tradeshow/hosted buyer format, sports destinations can fill their pipeline with qualified leads, while sports event owners can meet with future business partners dedicated to their success.

Benefits of Hosting

The Sports ETA Symposium will bring more than 1,000 visitors to your destination and generate more than 3,000 room nights, with nearly \$1 million in direct spending with local businesses. Additionally, an integrated marketing campaign reaching Sports ETA's 2,500 member contacts begins two (2) years prior to hosting Symposium and continues one year after. Below are the additional benefits of hosting, valued at more than \$300,000.

- Exposure for your destination to more than 200 sports event owners
- Co-branding opportunities with Sports ETA in the two (2) years leading up to Symposium
- Opportunity to showcase your destination's sports facilities, hotels, venues and more
- One dedicated direct mail piece to sports event planners showcasing your market (\$7,500 value)
- Four dedicated email campaigns (\$10,000 value)
- Logo placement on Symposium website and onsite signage (\$40,000 value)
- Six social media and blog posts (\$6,000 value)

- Banner advertisement on mobile app (\$5,000 value)
- One 2-page advertorial in *Sports ETA Playbook* (\$5,995 value)
- Host sponsorship of Closing Luncheon in year prior to hosting (\$50,000 value)
- Host sponsorship of Opening Party in year hosting the event (\$100,000 value)
- Host sponsorship of event owner hospitality year after hosting (\$25,000 value)
- Five (5) registrations in year prior to hosting; ten (10) registrations year of hosting; and three (3) registrations year after hosting (\$25,000 value)
- Five (5) MVP Reception tickets in year prior to hosting; ten (10) VIP Reception tickets year of hosting; and three (3) VIP Reception tickets year after hosting (\$22,000 value)
- Exhibit space in Marketplace year prior to hosting and year of hosting (\$8,790 value)
- All requested appointments with sports event owners that are not declined by event owner will be scheduled, pending availability, year prior to hosting, year of hosting and year after hosting

Dates

There are several suggested dates for each year of the Symposium listed below. These avoid major spring conflicts as well as the NCAA Basketball Final Four Tournaments. Each set of dates listed are Friday to Friday, with Saturday and Sunday being the primary set-up and load-in/out days.

Multiple date options may be submitted in proposal. Proposal must include a brief statement indicating which year(s) and date(s) are being proposed.

Historically, the last week of April attracts the most attendees to Symposium. Dates into early May are not as attractive, as many sports events begin their season.

2027

April 23-29 (preferred)

April 16-22

2028

April 21-27 (preferred)

April 28-May 4

Destinations Under Consideration

The Symposium RFP is open to all Sports ETA members. Membership in Sports ETA is a requirement to bid.

Sample Schedule

Based on 2022 schedule. Subject to change.

Estimated attendance for each function included. Daily activities are held at the convention center, except for evening hospitality events.

DAY	TIME	FUNCTION	#	SETUP	NOTES
Saturday	6:00AM-Midnight	Move-in/setup - Exhibit Halls, Registration			
Sunday	6:00AM-Midnight	Move-in/setup - Exhibit Halls, General Sessions, Breakout Rooms			
Monday	8:00AM-11:15AM	Facilities Summit	75	Classroom or rounds	
Monday	10:00AM-5:00PM	Registration	700		
Monday	11:00AM-4:00PM	Exhibitor move-in	300	pipe & drape	
Monday	1:00PM-5:00PM	STS Course	200	Classroom or rounds	
Monday	2:00PM-4:00PM	Board Meeting	30	U-shape	
Monday	4:00PM-5:00PM	Board Reception	30	Flow	Separate room
Monday	6:00PM-8:00PM	Opening Party	700		Off-site venue
Monday	8:00PM-10:00PM	Late Night Party	300		Off-site venue
Tuesday	7:00AM-10:00AM	Exhibitor move-in	50	pipe & drape	
Tuesday	7:00AM-5:00PM	Registration	300		
Tuesday	8:00AM-9:45AM	Opening Breakfast	800	Rounds	
Tuesday	10:00AM-11:50AM	Appointments	1,000	Exhibit Halls	
Tuesday	12:00PM-12:45PM	Grab & Go Lunches	1,000	Exhibit Halls	
Tuesday	1:00PM-2:45PM	Education Sessions	750	2-5 Concurrent sessions	
Tuesday	3:00PM-4:50PM	Appointments	1,000	Exhibit Halls	
Tuesday	5:00PM-7:00PM	MVP Reception	300	TBD - Flow	May be at off-site venue
Tuesday	9:00PM-11:00PM	Late Night Party	300		Off-site venue

DAY	TIME	FUNCTION	#	SETUP	NOTES
Wednesday	7:30AM-8:30AM	Board Meeting	30	U-shape	
Wednesday	8:00AM-5:00PM	Registration		Flow	
Wednesday	9:00AM-11:45AM	Appointments	1,000	Exhibit Halls	
Wednesday	12:00PM-1:15PM	Keynote Luncheon	800	Rounds	
Wednesday	1:30PM-2:30PM	Appointments	1,000	Exhibit Halls	
Wednesday	2:45PM-3:30PM	Education Sessions	750	2-5 Concurrent sessions	
Wednesday	3:45PM-4:30PM	Appointments	1,000	Exhibit Halls	
Wednesday	4:30PM-6:30PM	Happy Hour	1,000	Exhibit Halls	
Wednesday	9:00PM-11:00PM	Late Night Party	300		Off-site venue
Thursday	7:30AM-5:00PM	Registration		Flow	
Thursday	8:00AM-9:00AM	Education Sessions	600	2-5 Concurrent sessions	
Thursday	9:10AM-11:20AM	Appointments	1,000	Exhibit Halls	
Thursday	11:30AM-12:45PM	Closing Luncheon	650	Rounds	
Thursday	1:00PM-1:45PM	Education Sessions	600	2-5 Concurrent sessions	
Thursday	2:00PM-4:00PM	Appointments	800	Exhibit Halls	
Thursday	4:00PM-Midnight	Move-out			
Thursday	6:00PM-9:00PM	Closing Party	500		Off-site venue

Hotel Requirements

Proposal should identify one hotel to serve as the headquarter hotel. Overflow hotels may be included in the proposal. Preferably all, but at least the headquarter hotel, must be a full-service property rated at least 3-star or 4-diamond. If attendees cannot safely walk to meeting space (i.e., must cross a busy street, sidewalks not provided), then free daily shuttle transportation must be provided by the host city beginning 30 minutes before the Symposium registration desk opens until 30 minutes after the registration desk closes. “Walkability” will be confirmed during site visit.

To preserve the health and well-being of our Symposium attendees, hotels must be non-smoking. Sports ETA looks forward to working with hotels that are instituting green initiatives. Proposal must include details of any green initiatives in place or will be in place at the time of Symposium.

Agent of Record

ConferenceDirect (Trish Quillen) is Agent of Record and will be working with the proposed hotel properties to finalize the offer, secure a contract on behalf of Sports ETA with the selected properties. Sports ETA’s President & CEO will sign the contracts directly with the hotel venues. This event will be commissionable to ConferenceDirect.

History

Location	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Total
2021 - Birmingham (629 attendees)	5	30	159	482	506	478	214	1,874
2020 - Not held due to COVID								
2019 - Knoxville (1,009 attendees)	10	18	244	750	775	744	446	2,987
2018 - Minneapolis (945 attendees)	12	27	229	725	856	856	594	3,299
2017 - Sacramento (931 attendees)	13	38	316	754	816	789	555	3,281

Estimated Room Nights for 2027/2028

Location	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Total
Attendee	0	15	250	600	650	650	450	2,615
Sports Event Planner	0	25	100	175	175	175	125	775
Staff	5	30	40	40	40	40	40	235
Total	5	70	390	815	865	865	615	3,625

King rooms are preferred.

Room Rates

Historically, room rates have ranged between \$149 and \$229 (commissionable) for this event. Attendee room rate must be commensurate with the property rating, region and property type and location. It is preferred for the hotel to honor group rate, based on availability, until check-in. Group rate must be available three days prior and three days post block with such rooms credited towards the group block pickup.

Sports Event Planner rate must be 25% less than attendee rate.

Staff rate must be 50% less than attendee rate.

Sports ETA reserves the right to work with a housing company of our choice to manage room blocks.

Desired Hotel Amenities

- 3-star or 4-diamond
- Full-service restaurant
- Free high speed WiFi in guest rooms
- Free WiFi for all attendees in meeting spaces (if meeting space contracted within hotel)
- Fitness area
- Bar/Lounge area
- Non-smoking
- Free shuttle transportation to and from convention center (unless walkable across the street)
- Connected to Convention Center or Meeting and Exhibit Space preferred

Reservation Cut-off Date

Required: 2 weeks prior to event arrival day

Staff and event owner rooming lists will be provided to hotel prior to the scheduled cut-off date.

Preferred: Based upon availability, hotel will honor group rate until check-in.

Reservations

Hotel to provide online reservation link that connects directly to room block, as well as a reservation call-in number.

Attrition

Sports ETA will not be responsible for attrition fees or to pay liquidated damages of any kind, including guest room and food/beverage. Sports ETA will use its best efforts to offer and promote the use of the hotel(s) to its attendees.

Master Account

Sports ETA will apply for Direct Billing privileges. Hotel will set up a Master Account for approved charges until the agreement to be billed to the Master Account. The Master Account will include all 'approved' charges that include (but not limited to) staff rooming list, audio visual, banquet events and Food & Beverage.

Sports ETA has a solid credit history, significant cash reserves, and the credit card capacity necessary to pay the Master Account upon presentation of a reconciled and accurate invoice.

Minimum Concessions

- Complimentary meeting space (ballroom, exhibit halls, meeting rooms, and pre-function space)
- 24-hour hold on meeting space if utilizing the following day
- 32 complimentary room nights for site and pre-planning visits
- 2 complimentary suites for executive leadership (Saturday arrival - Friday departure)
- 10 complimentary standard rooms for staff (Friday arrival - Friday departure)
- 1 complimentary guest room for every 30 room nights booked (cumulative)
- 50 complimentary room nights for board retreat to be utilized prior to contracted Symposium (based on availability)
- 5 room upgrades to suites and/or concierge level (Sunday arrival - Friday departure)
- Complimentary high-speed wireless internet in all guest rooms (unlimited number of devices)
- Complimentary high-speed wireless internet in all meeting spaces contracted - with customizable password
- Complimentary AV in meeting rooms (screen, projector, sound system, laptop)
- Complimentary parking for staff during contracted dates and site and pre-planning visits
- Complimentary parking for local speakers
- Discounted parking rates for attendees
- Waived handling of shipped boxes into the hotel (regardless of weight)
- Any affiliated event (i.e., an event planned by or on behalf of any event sponsors/delegates) cannot be held without prior approval from Group Meeting Planner. If approved, all affiliated food and beverage functions will count toward Group F&B minimum
- No attrition clause in hotel/venue agreements
- No F&B minimum in hotel/venue agreements

Suggested Enhanced Concessions

- Group reserves the right to utilize the supplier of its choice at no additional service fee or surcharge for services or rentals in the areas of audio-visual, exhibit decorating, security, floral, transportation, tours, etc.
- 10% discount on food & beverage pricing/banquet menus
- 30% discount on in-house AV rental
- Waived resort fee (if applicable)
- No marketing/signage fee charges associated with branding opportunities
- Waived use of easels (direction signage) based on hotel inventory

Specifications

- 1.** Guaranteed Group Rates for 2027 and 2028. Furthermore, said rates shall be guaranteed to be the lowest rate offered during the period of the Sports ETA Symposium.
- 2.** Any recent renovations or scheduled renovations between now and the date of the event.
- 3.** Photos and map or diagram of the proposed meeting space including dimensions and capacity charts. Please indicate all elevators, escalators, stairways, loading bays.
- 4.** List of any other groups currently scheduled in hotel/venue during proposed event dates.
- 5.** Non-compete clause in agreement(s).
- 6.** List the current service charges on meeting space, F&B and AV.
- 7.** List the charges for handling of boxes/pallets and earliest delivery day prior. Where are boxes stored and are there any charges associated with storing the boxes/pallets?
- 8.** What is your total number of sleeping rooms and meeting rooms within the proposed venue/ hotel property(s)?
- 9.** Policies for the following:
 - 1.** Individual cancellation fee on guest rooms
 - 2.** No show and early departure penalties
 - 3.** Relocation of guests if oversold
 - 4.** Are guests charged parking fees? If so, what are the current charges?
- 10.** Number of complimentary easel stands and list of complimentary signage (print and digital).
- 11.** List of complimentary furniture available.
- 12.** Confirm waived meeting room rental fees.
- 13.** Confirm waived setup fees of meeting space (including tables, chairs, linens, water).
- 14.** Confirm waived charges for easels and flipcharts (based on venue's inventory).
- 15.** Current sales, hotel occupancy, and other taxes applicable to our group. Please note any local initiatives to increase hotel occupancy taxes or other taxes. Confirm which taxes, if any, Sports ETA is exempt due to its 501(c)3 status. Please describe any surcharges or other mandatory fees applicable to our room rate.

Convention Center Requirements

All meeting space must be in convention center, preferably within three (3) blocks of proposed hotels, or in the hotel with the largest percentage of committed rooms. Ancillary meeting space at host hotel(s) will be considered for smaller functions.

Required Meeting Space (subject to change)

Days/Times Need	Function	Room Specifications	Square Footage
Sat., 6:00AM - Thurs., 11:59PM	Sports ETA Office	Minimum of 1,500 sf near registration	1,500-2,000 sf
Sat., 6:00AM - Thurs., 11:59PM	Production Meals & Storage	Minimum of 1,500 sf near General Session room	1,500-2,000 sf
Sat., 6:00AM - Thurs., 11:59PM	Storage	Minimum of 1,500 sf near registration	1,500-2,000 sf
Sat., 6:00AM - Thurs., 11:59PM	General Sessions	Minimum of 40,000 sf with ability to seat minimum of 1,000 in rounds of 10 people. Ability for rear projection with not less than 24' backstage and up to 32' backstage depending on rigging points. Front of house space not less than 8' x 24' for audio and lighting control as well as cameras and director. Rigging points MUST be available throughout the proposed space. Proposed space without rigging will not be considered. A minimum of one (1) 100 amp and one (1) 200 amp, 3-phase power MUST be available within space proposed.	40,000-60,000 sf (prefer 50,000+ sf)
Sat., 6:00AM - Thurs., 11:59PM	Exhibit Hall	Minimum of 100,000 sf with ample room for a minimum of 200 booths (8' x 10'), 40' x 80' space in center for silent auction and raffle, 12' x 8' education stage with room for audience seating. Provide ceiling height, rigging information and power available.	100,000 sf

Sat., 6:00AM - Thurs., 11:59PM	Registration and Attendee Experience	Minimum of 9,000 sf open area/ foyer in close proximity to General Session and/or Exhibit Hall. Area will include, but is not limited to, registration desks, Rest & Recharge Station, and Daily Refreshments. This space requires multiple 110/20 amp circuits. Provide layout of power available and circuits.	9,000-15,000 sf
Sat., 6:00AM - Thurs., 11:59PM	Education/Breakout Rooms/Multi-Purpose Rooms (up to 10)	Variety of sizes from 1,000 - 3,000 sf for education breakout sessions, board meetings, learning labs, group discussions, etc.	1,000-3,000 sf

Mandatory Concessions

The following must be provided **at no charge** to Sports ETA (Friday arrival-Friday departure) and a statement agreeing to each must be included in the proposal:

1. All meeting and exhibit space provided at no charge and held on a 24-hour basis.
2. Right to change, reduce or reasonably expand (based on availability) proposed meeting space at any point without financial penalty to Sports ETA.
3. Complimentary dedicated high-speed wireless internet network in all meeting spaces (breakout rooms, general session and Exhibit Hall) with customizable password, scalable, redundant internet connectivity for the duration of the conference. This complimentary internet access must be able to accommodate 800+ concurrent users and over 1,200 total attendees in the general session room(s), meeting rooms, exhibit hall and public areas. Sports ETA requires a complimentary separate dedicated wireless network with a minimum upload and download speed of 50 Mbps scalable to 100 Mbps for event staff and production. Sports ETA may add up to 30 dedicated hard lines to meeting rooms and registration space depending on needs at no additional charge. All network equipment (including access points, routers, switches, cabling, etc.) and onsite network support for the duration of the event must be included at no charge. If internet service is provided by a 3rd Party Provider, Center is responsible for verifying ability to meet all Sports ETA needs.

Food and Beverage

Menu prices must be guaranteed six (6) months in advance of the Symposium and all venues included with proposal must agree to a food and beverage price increase of no more than 1.5% per year of prices submitted with proposal.

Sports ETA may request to bring in outside food and beverage product(s), including beer, wine, soft drinks, bottled water, snack foods, bakery items, etc., per contractual agreements with our sponsors. If the venues have a policy and/or fees associated with bringing in outside food and beverage, it must be included in proposal. Although Sports ETA understands that many facilities have legal requirements for fees associated with donated alcoholic beverages, preferred consideration will be given to proposals where these fees are waived or discounted.

Sample Food and Beverage Plan

Daily Refreshments (Coffee, Tea, Snacks)

Tuesday: 1,200 attendees

Wednesday: 1,200 attendees

Thursday: 1,000 attendees

Afternoon Hospitality (hosted bars & appetizers)

Tuesday: 800 attendees

Wednesday: 1,000 attendees

Thursday: 700 attendees

Meal Functions

Tuesday Breakfast: 800 attendees

Tuesday Lunch: 1,000 attendees

Wednesday Lunch: 1,000 attendees

Thursday Lunch: 700 attendees

For simple cost comparisons, proposal must include standard prices, including labor, taxes and service fees for:

- One (1) gallon of coffee
- One (1) soda
- One (1) bottled water
- One (1) alcoholic beverage
- One (1) plated meal - breakfast and lunch
- One (1) buffet meal - breakfast and lunch
- One (1) dozen cookies
- One (1) appetizer platter
- One (1) bartender fee if Hosted Bar
- One (1) bartender fee if Cash Bar
- One (1) standard table linen
- One (1) lectern/podium

Technical Specifications

Convention center summary in proposal should include responses to the following:

1. Dock access
 1. Provide photos of dock(s) for load-in/load-out
 2. Specify number of loading bays
 3. Must accommodate several 53' semi-tractor/trailer
 4. Describe the path from the dock to exhibit hall and general session space
 5. If an elevator(s) is part of the load-in path, provide entry door dimensions and interior dimensions of each elevator, providing weight limit for each elevator
 6. Are there any days of the week or times of day the dock is not accessible for production load-in?
 7. Are there dock fees? If so, provide rules and regulations, and detailed rate sheet
2. Semi-truck parking
 1. Is there onsite parking available for one (1) or more 53' semi-tractors and trailers? If so, specify how many spaces available
 2. Is this available at the dock? If not, provide description and map of location
 3. Is there a fee for semi-truck parking?

- 3. Rigging information**
 - 1.** Provide complete information on rigging points available for general session and exhibit halls required in this proposal
 - 1.** Include soft copy of rigging plot and weight limits per point
 - 2.** Include AutoCAD, DWG or Vector-scope rigging plot files
 - 2.** Provide detailed rules and regulations for rigging
 - 1.** Are point fees charged? If so, provide rate sheet
 - 2.** Does convention center require use of in-house motors or can these be provided by production vendor?
 - 3.** Does the convention center have a lift available for rigging?
 - 1.** If so, who can operate it?
 - 2.** What is the cost to rent per day or per event?
 - 3.** If not available onsite, please recommend vendor to rent from, and delivery information
- 4. Power information**
 - 1.** Provide complete information on power available for general space being proposed. Note that general session space requires a minimum of one (1) 100 amp and one (1) 200 amp, 3-phase connections
 - 2.** Provide layout of connection locations for general session space proposed
 - 3.** Provide power available in meeting rooms and attendee experience space
 - 4.** Provide rates for above power
 - 1.** Confirm if rates are daily or per event
 - 2.** Are there additional fees for electrician tie-in/untie?
- 5. Stagehands**
 - 1.** Provide complete and detailed rules, regulations and rates for local stagehand labor and who this is booked through
- 6. Staging - provide the following details on the staging available:**
 - 1.** Dimensions
 - 2.** Height options
 - 3.** Quantity available
 - 4.** Stair units available
 - 5.** Wheelchair lift or ramp availability and fees for usage. If nothing is listed, we will assume there is no fee charged
- 7. House light system**
 - 1.** Describe house light system for general session space as required in this proposal
 - 1.** Is the system dimmable?
 - 2.** Is there a remote for the system or only wall panel(s)?
 - 1.** If there is a remote, is there a fee to utilize it?
- 8. Internet**
 - 1.** Include specs for complimentary dedicated high-speed wireless internet network for attendees, what is required to set up password protection, and where in the building the network will be available for attendees. Include specs for complimentary separate dedicated wireless network with a minimum upload and download speed, and where in the building this network will be available for event staff and production.
- 9. Pricing**
 - 1.** Proposal must include a statement guaranteeing all prices listed above six (6) months in advance of the event and a price increase of no more than 1.5% per year of prices submitted with this proposal. Proposal must include a complete list of fees that the convention center will waive if selected.

10. Miscellaneous

- 1.** Provide information on any union requirements and associated costs
- 2.** When does your union contract(s) expire?
- 3.** Provide any additional information, descriptions or restrictions

Destination Management Company

There may be a need for a local Destination Management Company (DMC) or similar type company to provide planning and execution of hospitality events. Proposal must include a list of three (3) recommended companies able to provide these services.

Audio Visual Production

Sports ETA has a longstanding, contractual relationship with a national audio-visual production company. This vendor is given first option to provide all audio-visual services. This vendor will work closely with the venue's in-house AV company and any operational department(s) necessary for areas such as dock space, rigging, security, power, and local labor for setup and strike. Proposal must include letter acknowledging Sports ETA's right to bring in an outside production company at no financial cost/penalty to Sports ETA or vendor. Sports ETA tightly controls our production budget by utilizing the contracted production vendor who utilizes their own engineers and technicians for all show crew, and local labor for load-in/load-out. Should the convention venue being proposed have union contracts or other related contracts not allowing such production vendor to utilize their own engineers and technicians, please include this information in the proposal along with all details of the agreement.

General Service Contractor

Sports ETA will enlist the services of a General Service Contractor to provide necessary equipment and services. Average spend with the general service contractor in the past is nearly \$100,000. Proposal must include recommendations of three (3) general service contractors. General service contractor must be able to guarantee equipment prices six (6) months in advance of the convention and must agree to a price increase of no more than 1.5% per year if prices are quoted more than one year in advance.

Tax Exemption

Sports ETA is a not-for-profit 501(c)3 corporation and, in most states, is qualified for tax exempt status. Sports ETA realizes a significant savings in states where it is eligible for this tax exemption and therefore will give first consideration to destinations where the association is eligible for tax exemption. Proposal should include information regarding tax exempt laws in your state as well as an application to apply for tax exempt status, if applicable.

Gambling Laws

Sports ETA conducts an annual fundraiser with a raffle component. Proposal should include information regarding state gambling laws and eligibility for not-for-profits to register for a raffle license (including filing requirements).

Host Commitment

Minimum host requirements are outlined below. Additional consideration will be given to proposals that include provisions beyond the minimum. Ideas for proposal enhancements are outlined below. We encourage creativity and including enhancements that are not explicitly listed below.

Host Requirements

- \$200,000 host fee (\$75,000 in year prior to hosting; \$100,000 in year of hosting; and \$25,000 in year after hosting)
- Must be a Sports ETA member in good standing
- Host agrees to assist in securing local speakers (cost, if any, to be negotiated)
- Host agrees to pay for any group transportation required throughout the event
- Host identifies a designated point of contact who will serve as primary liaison with Sports ETA staff on planning
- Guaranteed rates for 2027 and/or 2028. Furthermore, said rates shall be guaranteed to be the lowest rate offered to any hotel guest during the period of the Sports ETA Symposium
- Confirm the complimentary air travel, lodging, and local expenses for one site selection visit and three pre-event planning visits (up to 6 people, at Sports ETA's sole discretion, for 2 days and nights)
- Complimentary use of all assigned space, including exhibit hall, ballrooms and meeting spaces at the proposed convention center and hotels
- Charges for basic AV setups - table lectern/microphone/podium - to be waived including charges for easels, flipcharts, projectors and other such items
- Complimentary WiFi throughout the convention center and hotel meeting spaces for all attendees
- Marketing and promoting the Symposium to sports event owners
- Serving as liaison between Sports ETA and all local/regional vendors and suppliers (i.e., convention center, host hotels in conjunction with ConferenceDirect, off-site venue coordinators, transportation providers, etc.)
- Sourcing and managing 15-20 volunteers to be available for multiple shifts throughout the week, at no cost to Sports ETA
- Secure discounted rates for venue rentals for sports facilities summit, special event spaces, and evening hospitality events
- Manage event logistics of opening party, golf outing, 5k run, and additional ancillary activities to be agreed upon
- Agree to host Sports ETA Board Retreat the summer prior to hosting. Must secure 30 complimentary hotel rooms for 2 nights, complimentary meeting space for 30 attendees (1,500-2,000 sf) and complimentary AV for meeting space (WiFi, screen, projector, laptop, conference telephone, and flipcharts/easels)

Host Enhancements

- Local company gifts, regional specialties, and other amenities
- Street pole banners, branding/signage at airport, hotels, convention center, skywalks, walkways, custom floor clings, digital directional signage
- Welcome tables at airport, hotels, convention center
- Airport shuttle arrangements
- Transportation for sports event owners to/from airport
- Carpeting of exhibit hall
- Theme and decor - example: complimentary or discounted rental of lounge seating for convention center space
- Food and beverage donations
- Complimentary rooms for sports event owners
- Other amenities/VIK that enhance attendee experience
- Attendee gift

Timeline

Date	Deliverable
June 30, 2022	Letter of Intent
July 2022	Q & A - Bidders and Sports ETA
August 15, 2022	Proposal Submission Deadline
September 2022	Finalists notified
Fall/Winter 2022	Site visits conducted by staff and Board Chair
March 2023	Presentation to Sports ETA Board of Directors; host(s) notified upon Board approval
May 8-11, 2023	Announcement made to general membership at 2023 Symposium

Submission Guidelines

The Symposium requires a high level of support from your local community. Therefore, a prospective destination will agree not to host another sports events and tourism industry conference during the twelve (12) months before or after Symposium.

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

Letter of Intent

If you are considering submitting a proposal, you must submit a Letter of Intent via email to Janis Breedlove at janis@sportseta.org no later than June 30, 2022.

Q&A

Sports ETA will conduct a Q&A call with any member that submitted a Letter of Intent to answer any questions prior to final proposal submission. Each bidding destination will be assigned to a Site Selection Committee liaison while compiling your proposal. Site Evaluation Committee liaisons are available to answer questions and act as a resource to bidding destinations.

Proposal

Each bidding destination must prepare one (1) proposal for all available dates to be submitted to each Site Selection Committee member. Proposal must be submitted no later than August 15, 2022.

In order to be considered, your proposal must include the following:

- 1. Submission Checklist** - Initial each item acknowledging inclusion in proposal
- 2. Proposed Dates** - Include what year(s) and date(s) you are proposing to host
- 3. Letters of Commitment** - Outlining concessions (bidding organization, hotels and convention center)
- 4. Summary of your organization's membership activities** with Sports ETA that shows your commitment to the association including past Symposium attendance, staff members enrolled in STS, participation on committees, etc.
- 5. Age of the property(s)**
- 6. Any recent renovations of the venues**
- 7. Any scheduled renovations** inside or outside of the venues between now and date of Symposium
- 8. List of any groups in the venues over the proposed dates**
- 9. Local area information** including a guide to "walking distance" restaurants/bars, shopping areas and other general tourism information; should include tourism brochures and literature provided by the DMO
- 10. Summary of proposed hotels** including responses to requirements outlined on pages 5-7
- 11. Summary of convention center space** including responses to technical specifications outlined on pages 8-11
- 12. Recommendations for off-site venues** for evening hospitality functions with at least two (2) recommendations of venues that can accommodate 1,000 guests for Opening Party, at least two (2) recommendations of venues that can accommodate 500 guests for Closing Party, and at least two (2) recommendations of venues that can accommodate 250-300 guests for MVP

Reception. Include sample budgets for each function based on venue rentals (if any) and any other costs to be anticipated (transportation, entertainment, event management, security, etc.)

- 13. Recommendations for add-on activities**, including pricing. This includes golf tournament and optional tours/sightseeing/pub crawls, etc.
- 14. List of local subject matter experts** and recommended **keynote speakers**, including speaking fees.
- 15. Average flight lift** and costs for the proposed dates for all local and regional airports, and **ground transportation** options (group shuttles, hotel shuttles, taxi, Uber, Lyft, etc.) and costs, including distance to host hotel(s) from airport(s) and average costs
- 16. Sample marketing plan** including a list of assets available to promote the event
- 17. Summary of how you secure volunteers and manage volunteers** for meetings and events similar to our size and duration
- 18. Recommendations for local destination management companies** able to provide event management services
- 19. AV** - Include letter acknowledging Sports ETA's right to bring in an outside production company at no financial cost/penalty to Sports ETA or the vendor
- 20. Recommendations for General Service Contractors** with a statement guaranteeing prices six (6) months in advance of the convention and a price increase of no more than 1.5% per year if prices are quoted more than one year in advance
- 21. Tax exemption** - List current sales, hotel occupancy, and other taxes applicable to our group. Please note any local initiatives to increase hotel occupancy taxes or other taxes. Confirm which taxes, if any, Sports ETA is exempt due to its 501(c)3 status. Describe any surcharges or other mandatory fees applicable to our room rate
- 22. Gambling laws** - Include information regarding state gambling laws and eligibility for not-for-profits to register for a raffle license (include filing requirements)
- 23. Signed confidentiality agreements** - Bidding organization, hotels, and convention center

Site Selection Committee

Staff/Committee Co-Chair

Janis Breedlove, Vice President
Sports ETA
116 Andrew Drive
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541-915-9479

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Board Chair/Committee CoChair

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425-309-2744

Cassie Poss
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111 West 4th Street, Suite 200
Fort Worth TX 76102
cassieposs@fortworth.com
817-698-7825

Zach Ebarb
HBC Event Services
PO Box 65238
Albuquerque NM 87193
zache@hbceventservices.com
318-315-7066

Submission Checklist

Please complete the contact information below and initial each proposal requirement.

Host: _____

Contact & Title: _____

Phone: _____ Email: _____

Event Date(s) Bidding (check all that apply):

2027

- ___ April 23-29 (preferred)
- ___ April 16-22 (alternate)
- ___ Other: _____

2028

- ___ April 21-27 (preferred)
- ___ April 28-May 4 (alternate)
- ___ Other: _____

Minimum Requirements to Host Checklist

By initialing each item below, you are assuring Sports ETA that you have included all required information and clearly understand and are committed to meeting all of the requirements to host the Sports ETA Symposium.

- ___ Letters of Commitment
- ___ Membership Summary
- ___ Local Area Information
- ___ Hotel(s)
- ___ Convention Center
- ___ Off-site Venues
- ___ Add-On Activities
- ___ Local Speakers
- ___ Flight Lift and Costs
- ___ Marketing Plan
- ___ Volunteer Recruitment Plan
- ___ Destination Management Company
- ___ Audio Visual Production
- ___ General Service Contractor
- ___ Tax Exemption
- ___ Gambling Laws
- ___ Signed Confidentiality Agreements

Letter of Commitment - Host

Proposal must include a signed copy of the following letter of commitment. This letter binds the signer to the requirements outlined in the proposal. The current president, executive director or authorized employee must sign the letter of commitment.

DATE

Sports ETA
9624 Cincinnati Columbus Road, #209
Cincinnati OH 45241

Dear Site Selection Committee:

In response to the 2027-2028 Sports ETA Symposium Request for Proposal, we are submitting this letter of commitment to serve as the Host Destination. We agree to the host requirements as detailed in the RFP.

Signed:

Host Name _____

Representative Signature: _____

Representative Name (Print): _____

Representative Title: _____

Letter of Commitment - Host Hotel(s)

Proposal must include a signed copy of the following letter of commitment. This letter binds the signer to the requirements outlined in the proposal. The current general manager(s) must sign the letter(s) of commitment.

DATE

Sports ETA
9624 Cincinnati Columbus Road, #209
Cincinnati OH 45241

Dear Site Selection Committee:

In response to the 2027-2028 Sports ETA Symposium Request for Proposal, we are submitting this letter of commitment to serve as the Host Hotel. We agree to the host requirements and concessions as detailed in the RFP.

Signed:

Hotel Name _____

General Manager Signature: _____

General Manager Name (Print): _____

Letter of Commitment - Convention Center

Proposal must include a signed copy of the following letter of commitment. This letter binds the signer to the requirements outlined in the proposal. The current general manager(s) must sign the letter(s) of commitment.

DATE

Sports ETA
9624 Cincinnati Columbus Road, #209
Cincinnati OH 45241

Dear Site Selection Committee:

In response to the 2027-2028 Sports ETA Symposium Request for Proposal, we are submitting this letter of commitment to serve as the location of the meeting space. We agree to the meeting space requirements and concessions as detailed in the RFP.

Signed:

Convention Center Name _____

General Manager Signature: _____

General Manager Name (Print): _____

Confidentiality Agreement

The party submitting this proposal understands and acknowledges that Sports ETA will make a public announcement regarding the award of the proposal contract at such time, in such form, and by such means, as Sports ETA determines appropriate. In consideration of the acceptance, and consideration of the proposal submitted by the bidding party, bidding party hereby agrees that it shall make no disclosure or announcement, or issue any media publicity of any kind, regarding its proposal or the award of the proposal contract unless and until Sports ETA has made a public announcement of the award of the proposal contract. In the event the party submitting this proposal is awarded the proposal contract, it will cooperate with Sports ETA in the planning and coordination of a joint announcement of the award of the proposal contract.

President, Executive Director or Authorized Employee of the Host:

Signature: _____

Name (Print): _____

Title: _____

General Manager of Hotel(s):

General Manager Signature: _____

General Manager Name (Print): _____

General Manager of Convention Center:

General Manager Signature: _____

General Manager Name (Print): _____