

NOBULL
CrossFit®
GAMES
2023

REQUEST FOR PROPOSALS SEMIFINALS



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Dear Prospective Host City,

Thank you for your interest in hosting one of the CrossFit Games Semifinals. This is notification that CrossFit, LLC is preparing to select sites beginning with the 2024 with 2025 and 2026 also under consideration. Attached are the bid specifications for those interested in submitting a proposal to host the CrossFit Games Semifinals.

In 2023, CrossFit is hosting three owned and operated Semifinals in [Orlando, Florida, Pasadena, California, and Berlin, Germany](#). We invite all prospective bidders to join at one of these events to learn more about the NOBULL CrossFit Semifinals.

If your city, facility, and/or organization is interested in hosting, please be prepared to complete the following:

- Letter of interest: due May 26, 2023
- Full proposal: due June 30, 2023, including:
 - Venue information, as requested below.
 - Fully completed supplemental information questionnaire.
 - Complete financial proposal, including financial support to CrossFit, all rental fees, all facility fees, and any other financial commitments..
 - Any other pertinent information or supporting documents.
 - Signed Official Validation of Proposal.

The CrossFit Games team will review validly submitted proposals, request additional information (if necessary), schedule site visits (at any point during the process), and determine the winning bids and the site or sites. CrossFit, LLC will communicate with all parties on or before Sept. 15, 2023, after which point finalists will begin term sheet negotiations with the intent to finalize a definitive agreement within 45 days. Contract negotiations will begin immediately after CrossFit tentatively accepts a bid, with the intent of finalizing a definitive agreement within 30 days of CrossFit's acceptance.

The final site selection(s) shall be at the sole and absolute discretion of CrossFit, LLC. CrossFit reserves the right to change its specifications at any time before entering into a definitive agreement, to reject all bids, and to consider bids at any time from any group, city, venue, or organization.

Please return your letter of interest and proposal by email to: rfp@crossfitgames.com. If you have any questions regarding the bid process, please contact rfp@crossfitgames.com.

We appreciate your interest in the CrossFit Games Semifinals.

Sincerely,

Justin Bergh
GM of Sport, CrossFit, LLC



SUMMARY INFO SHEET

[CROSSFIT GAMES SEMIFINALS HIGHLIGHT VIDEO](#)

[For additional context, here are some highlights from the CrossFit Games finals in Madison, Wisconsin.](#)

DATES

The 2024 CrossFit Games Semifinals will take place over three consecutive weeks during a four-week window. A similar schedule is anticipated in 2025 and 2026. Please specify all dates that your venue(s) are available.

YEAR	WEEK 1 OPTION (MON-MON)	WEEK 1 OR 2 OPTION (MON-MON)	WEEK 2 OR 3 OPTION (MON-MON)	WEEK 3 OPTION (MON-MON)
2024	MAY 6-May 13	MAY 13-MAY 20	MAY 20-MAY 27	MAY 27-JUNE 3
2025	MAY 5-May 12	MAY 12-MAY 19	MAY 19-MAY 26	MAY 26-JUNE 2
2026	MAY 4-May 11	MAY 11-MAY 18	MAY 18-MAY 25	MAY 25-JUNE 1

CROSSFIT AND THE CROSSFIT GAMES



WHAT IS CROSSFIT?

CrossFit is the world's leading platform for improving health and performance.

In the 20 years since its founding, CrossFit has grown from a garage gym in Santa Cruz, California, into the world's best-known fitness brand. CrossFit is committed to creating a welcoming and inclusive environment for everyone, and millions of people have already experienced CrossFit's transformational benefits through workouts in more than 13,500 affiliated gyms across more than 150 countries.

CrossFit, LLC also manages the CrossFit Games season and the sport of CrossFit, beginning with the annual CrossFit Open, through which hundreds of thousands of athletes at every level compete in the world's largest participatory sporting event. The season progresses through an online Quarterfinal round and in-person Semifinals held across six continents, culminating in the CrossFit Games, where top athletes compete for the title of Fittest on Earth®.

WHAT ARE THE CROSSFIT GAMES?

The Games began in 2007 in Aromas, California, as the first competition to objectively measure [fitness](#). From their inception, they have been unlike traditional sports such as track and field, gymnastics, weightlifting, or even decathlon — all specialist sports in which the events are known long in advance. Instead, athletes from around the world are tested against a variety of unannounced events, each with different [movements](#), equipment, and time domains. Competitors are required to train for the unknown, and the scores of events have included distance swims, obstacle courses, 1-rep-max lifts, handstand walking, sled pushes, rope climbs, and odd-object carries.

The test has continually evolved. As top athletes began to train year-round for strength, speed, endurance, and skill, they were met with new tests each year that took them outside their comfort zone.

THE CROSSFIT GAMES SEASON

THE CROSSFIT GAMES SEASON

The CrossFit Games season consists of four stages. This year, a worldwide Open competition involving hundreds of thousands of competitors will allow the best athletes to advance through Quarterfinal and Semifinal rounds, culminating in the 17th edition of the CrossFit Games from Aug. 1-6, 2023, in Madison, Wisconsin.

THE WORLDWIDE OPEN

The road to the CrossFit Games starts with the worldwide Open, the largest participatory sporting event on Earth. During the three-week competition, one event will be released online each Thursday, and athletes have four days to record and submit scores. Anyone who is at least 14 years old can sign up and join in the first stage of the CrossFit Games season with special divisions for teenagers, age groups, and adaptive athletes.

The Open allows hundreds of thousands of individual athletes to quantify their performance and rank themselves with peers. Separate hashtag-based leaderboards will be available for teachers, military service members, healthcare workers, firefighters, college students, law enforcement officers, and hundreds of other professions, interests, and groups. The leaderboard will also be searchable by continent, country, or user-generated hashtags. For example, athletes can search for the fittest in South America or Switzerland. (Please note: Countries are assigned to athletes based on citizenship and assigned to teams based on location.)

The Affiliate Cup competition allows teams of athletes from each gym to compete with one another and potentially advance to the Quarterfinals, Semifinals, and Games.

THE QUARTERFINALS

The Quarterfinals are the second stage of the CrossFit Games season. After the Open, the top 10% of the world's athletes advance to the virtual Quarterfinals to vie for a ticket to the Semifinal stage. During Quarterfinals, the heat gets turned up. Athletes are asked to complete one or two advanced workouts every day for three days. While only a select few will make it to Semifinals, all Quarterfinalists have the opportunity to advance their position in the worldwide ranking and raise their fitness level from an 8 to the maximum levels: 9 or 10.

SEMIFINALS

The CrossFit Semifinals are the third stage of competition in the lead-up to the CrossFit Games. For the 2023 season, there will be seven Semifinal competitions worldwide. CrossFit will operate three Semifinal competitions. The remaining Semifinal competitions will be operated by other entities that have been officially sanctioned and licensed by CrossFit as part of the CrossFit Games season. Semifinals programming, score management, and invitations for these events will be determined by CrossFit, LLC. The top individual athletes and teams will advance to one of seven competition region-based Semifinals based on their performance during the Quarterfinals. Competing athletes and teams will compete in the respective region from which they qualified. Each competition region will host one Semifinal with the opportunity to qualify athletes and teams to the CrossFit Games. The 2023 Semifinals will take place over three consecutive weekends in May and June (between May 18 and June 4). Exact competition dates for each Semifinal will be published on the CrossFit Games website. Top finishers from the CrossFit Games Semifinals will advance to compete at the CrossFit Games.

THE CROSSFIT GAMES SEASON AND ADDITIONAL DETAILS

THE CROSSFIT GAMES

The season culminates with the ultimate test of fitness. A key element to a fair test of fitness is the unknown and unknowable. At each CrossFit Games competition, athletes engage in a series of challenges unknown to them until right before the events begin. The combination of highly trained athletes and unknown events makes for an explosive mix.

At this point in the season, the field has been whittled down from the hundreds of thousands of athletes in the Open to the top 40 men, 40 women, 140 masters athletes, 40 teenage athletes, 40 teams, and 30 adaptive athletes from around the world. The CrossFit Games rank the world's fittest and determine who is the Fittest on Earth.

TEAMS

The top 25 percent of the total number of teams per continent (for continents with a minimum of at least 50 teams) will be eligible to advance from the Open to the Quarterfinals on their continent. Team rosters for the Quarterfinals consists of four athletes, two men and two women, and two alternates, one man and one woman, who will compete in the online competition from March 29-31, 2023.

The top teams in the Quarterfinals advance to the Semifinals for a chance to earn their spot at the Games.

AGE-GROUPS

Based on Open finish rank, the top 10 percent of age-group athletes worldwide in each division advance to the Age-Group Quarterfinal, from March 31-April 2, 2023, to compete for a spot at Semifinals. This includes masters athletes ages 35-65+, and teenage athletes ages 14-17. The top 30 athletes in the Online Qualifier from each division will earn a spot at the online Age-Group Semifinal, taking place from April 28-30, 2023.

The top 10 from each division will advance to the 2023 NOBULL CrossFit Games.

ADAPTIVE DIVISIONS

At the close of the Open, five adaptive divisions — Vision, Intellectual, Seated With Hip Function, Seated Without Hip Function, and Short Stature — will crown their Fittest on Earth. Prize money will be awarded to podium finishers. Three divisions — Multi-Extremity, Lower Extremity, and Upper Extremity — will send their top five men and women to the 2023 NOBULL CrossFit Games.



THE OPEN
FEBRUARY 16 - MARCH 6

INDIVIDUAL QUARTERFINAL
MARCH 16 - 19

TEAM QUARTERFINAL
MARCH 29 - 31

AGE-GROUP QUARTERFINAL
MARCH 31 - APRIL 2

AGE-GROUP SEMIFINAL
APRIL 28 - 30

***INDIVIDUAL AND TEAM SEMIFINALS**
MAY 18 - JUNE 4 (3 WEEKS)

***THE CROSSFIT GAMES**
AUG. 1 - 6

* IN PERSON

GAMES.CROSSFIT.COM



SUMMARY INFO SHEET

SCHEDULE

Below you will find an estimated move-in/move-out and competition schedule. This is subject to change. CrossFit can be flexible with some of these timelines and will attempt to resolve any issues around other events being hosted in the same location. In general, CrossFit would like to have venue exclusivity during Semifinals week (Monday - Sunday).

- Monday (time TBD) – Event organizers walk through, move-in begins (competition area).
- Tuesday (8 a.m. - 6 p.m.) – Move-in continues (competition area).
- Wednesday (8 a.m. - 6 p.m.) – Move-in continues (vendor/spectator areas).
- Thursday (6 a.m. - 7 p.m.) - Competition.
- Friday (6 a.m. - 7 p.m.) - Competition.
- Saturday (6 a.m. - 7 p.m.) - Competition.
- Sunday (6 a.m. - 8 p.m.) - Competition and move-out.
- Monday (time TBD) – Venue cleared and walk through.

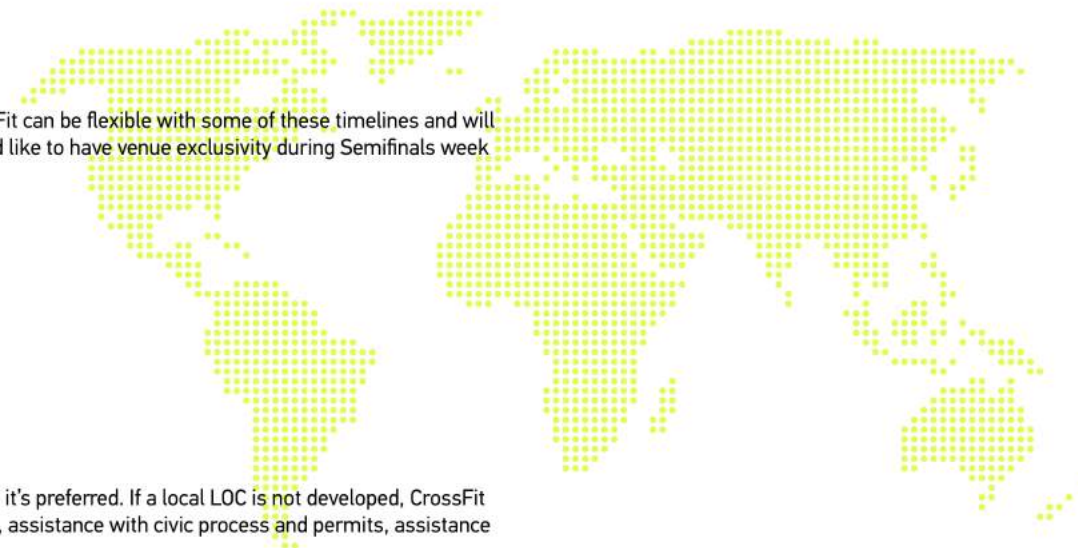
PARTNERSHIP AND FINANCIALS

CrossFit is looking for a host city to truly partner with the CrossFit Games. Although a local LOC is not required, it's preferred. If a local LOC is not developed, CrossFit would look to the Sports Commission/CVB to fill that role. This role should include local marketing, networking, assistance with civic process and permits, assistance with local sponsorship sales, and general partnership throughout the term of the agreement.

Minimum financial contribution of \$50,000 (inclusive of bid fee, food and beverage/other commissions, or other revenue sources including value in-kind) each year.

PREFERRED VENUES TYPES

- CrossFit Semifinals events require one of the following types of venues (or a combination of):
- Hockey/basketball arenas with ample concourse space for exhibitors and ample back-of-house space.
- Convention centers.
- Layouts from past Semifinals events are included at the end of this document. Each venue must be available during this schedule and be able to fulfill the following needs:



VENUE REQUIREMENTS

PRIMARY COMPETITION FLOOR:

- Minimum competition floor of 180 feet x 90 feet (16,200 sq. ft.) clear-span with no obstruction with a minimum ceiling height of 30 feet.
- Hard flooring surface that is accessible with heavy equipment (forklifts, scissor lifts, etc.) and capable of handling ballistic loads and dropping of rubber weights and other equipment.

SECONDARY COMPETITION FLOOR:

- Minimum competition floor of 130 feet x 60 feet (7,800 sq. ft.) clear-span with no obstruction with a minimum ceiling height of 30 feet.
- Hard flooring surface that is accessible with heavy equipment (forklifts, scissor lifts, etc.) and capable of handling ballistic loads and dropping of rubber weights and other equipment

SPECTATOR SEATING:

- Minimum 4,000 seats or space to build temporary seating at primary competition floor (approximately 15,000 sq. ft.).
- Minimum 1,000 seats or space to build temporary seating at secondary competition floor (approximately 5,000 sq. ft.).

ANCILLARY NEEDS - accessible with heavy equipment (forklifts, scissor lifts, etc.):

- Vendor Village - approx. 40,000 sq. ft.
- Athlete Village and warm-up area - approx. 15,000 sq. ft.
- Signage, equipment, staffing compound(s) - approx. 40,000 sq. ft.
- Television production and broadcast - approx. 2,500 sq. ft.

ADDITIONAL PREFERRED AMENITIES

- Access to suites and club seating (permanent or temporary) to sell and/or use as hospitality area(s)
- Ability to display on existing LED boards - centerhung, end zone, field/courtside ribbons, etc.
- Pre-cabled for broadcasting
- Loading dock with access to multiple bays

DEMOGRAPHICS

- CrossFit Audience Profile (Global Web Index, 2023)
- Gender Balance: 60% Male / 40% Female
- Affluent: 45% earn over \$85K per year
- Premium: 68% more likely to buy the premium version on an offer
- Influential: 74% more likely than average to voice their opinion about an experience

CrossFit Semifinals Onsite Spectators

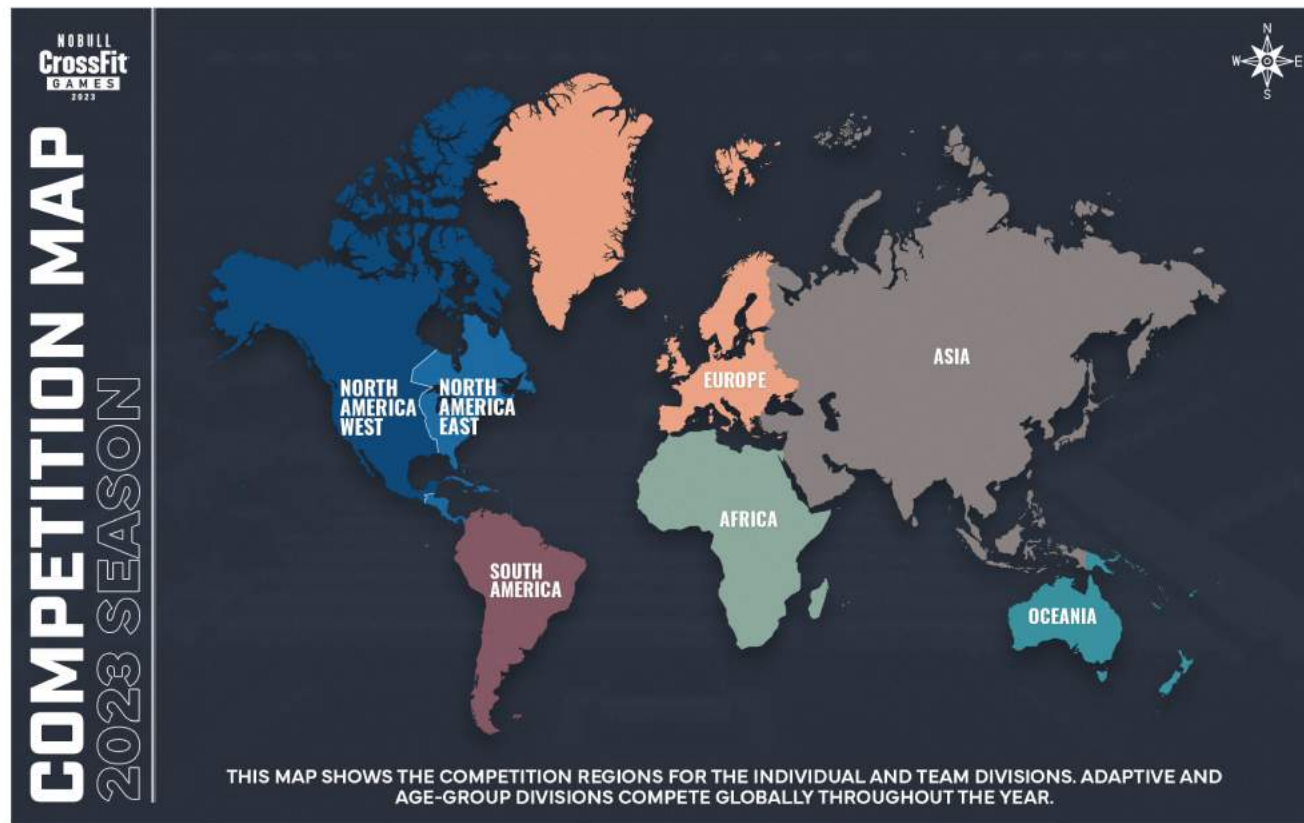
- 70% of attendees traveled to the host location (2021)
- 66% of attendees spent two nights or more in a hotel (45% three nights or more; 21% two nights) (2021)

MAP

MAP

CrossFit is currently looking for hosts in the North America West, North America East, and Europe regions. Please specify what region your venue is located in:

- North America East
- North America West
- Europe
- Asia
- Africa
- Oceania
- South America



INFORMATION REQUIRED FOR PROPOSAL



FINANCIAL ARRANGEMENTS AND SPIRIT OF PARTNERSHIP

- CrossFit is seeking a minimum financial commitment each year of \$50,000, combined cash and value-in-kind.
 - The bidding organization/venue must submit a detailed financial proposal with its initial bid
 - Note: Traditional hotel commissions or rebates should not be included in this calculation.
- CrossFit will retain all ticket fees, merchandise sales, broadcast fees, sponsorship, and exhibitor fees, but encourages creativity in driving incremental revenue for the host city.
- This financial proposal shall include an estimate of any venue rental fees, utilities, and additional charges, facility fees, or taxes that these venues may charge.
- Please consider and estimate rates for typical events for all ushers, ticket sellers, ticket takers, clerical workers in connection with all ticket matters (including will-call window staff), exit watchmen, special police including city police, firefighters, a first-aid room staffed appropriately, scoreboard operators, sound-system operators, message center and/or video-display operators, maintenance and cleanup of the facility and grounds, media areas, etc.
- The proposal should describe any tax advantages, grants, or other incentives that may benefit the CrossFit Games in the host city.
- The proposal should provide details on any unique ticketing or event taxes in this hostcity, county, or state.
- The proposal should outline any permitting requirements, costs, and fees associated with a large-scale event. Please include additional details on permits and accessibility around street closures (for long run or bike races) and use of beaches or swimming areas, etc.
- Please provide any information on possible commissions available to CrossFit, including concessions and parking.

INFORMATION REQUIRED FOR PROPOSAL

Please answer the following questions for each of the aforementioned venues in detail. (Please also include pictures, videos, and/or virtual tours, as appropriate.)

Note: CrossFit is willing to discuss and resolve any outstanding issues and consider temporary solutions,, assuming the financial implication of those resolutions are fully addressed in the financial package presented..

- Are these venues on the same campus? What is the proximity of each venue to the others? Please include a detailed map of the city that encompasses all potential venues.
- Are these indoor or outdoor venues? If indoor, are they climate controlled?
- What are the field-of-play dimensions?
- What are the seating capacities, differentiated by type/location (e.g., lower bowl/100 level, etc.)? Please include accessible seating numbers and locations.
- What are the options and configuration for suites (private and group), club seating, etc.?
- How would the location accommodate media and press areas, and what are the on-site media and broadcast capabilities?
- What capabilities does it have for video boards, ribbon boards, or other electronic signage? What are the audio capabilities in the location?
- What is the available upload and download internet bandwidth at each location? Please provide information on reliability and redundancy, as appropriate.
- What parking options are available at each venue(s) or in close proximity? Are there shuttle or public transportation options?
- What facilities exist at each location, including locker rooms, shower facilities, spectator restrooms, administrative offices, box office, back-of-house storage space, loading docks, etc.? Please provide details on each.
- Are there on-site training rooms and/or medical facilities?

- For each venue and the campus grounds (including all transport and ancillary related spaces), do the permanent physical structures fully comply with all local, state/provincial/regional/national accessibility laws and guidelines (such as ADA)?
- What food and beverage concessions and catering options are available? Are alcohol sales permitted? Identify any contractual food-and-beverage rights (commissary, catering, and concessions), pouring rights, or related service contracts for each venue.
- What are the signage, advertising, and venue sponsors for each venue, if any?
- Please disclose all permanent corporate signage placements at each venue and any sponsor exclusivity.
- Please disclose any electronic signage requirements to sponsors.
- Please disclose all venue sponsors and the general terms of their sponsorship.
- Venue may be required to cover certain signage as requested by CrossFit.
- Who is responsible for selling and managing these sponsorships?
- What are the current lighting specifications at each venue?
- Who are the owner(s) and operator(s) of these venues?
- Will these venues require CrossFit to utilize union labor?
- What additional operational support can each venue provide as part of the rental fee (items, operation, setup/teardown)?
- Forklifts (operated with CrossFit or venue provided licensed operator).
- Scissor lifts (operated with CrossFit or venue provided licensed operator).
- 6-foot- 8-foot barricades (aka bike racks).
- Tables (various sizes with linens) and chairs.
- Pipe and drape etc.
- Existing building security personnel structure and security vendors.
- Please list all vendors that we would be required to utilize (Wi-Fi, catering, power, etc.)
- Please share rate sheets, listed menu prices, etc. for exclusive vendors
- Please describe any WiFi network use that is included with facility rental
- Please describe any power use that is included in facility rental

SUPPLEMENTAL REQUIREMENTS AND INFORMATION REQUESTED BY CROSSFIT

LOCAL HOTEL ACCOMMODATIONS AND RATES

- Please provide two-three options for host hotel(s) and provide estimated rates for staff, athletes, media and volunteers, including wireless access, meals, laundry, and other available amenities. Please define minimum stay and other hotel requirements.
- Please lay out a complimentary room policy, including suites and meeting rooms.
- Expected usage by day:
- Week of July/August:
 - Sunday: 20
 - Monday: 50
 - Tuesday: 250
 - Wednesday: 300
 - Thursday: 500
 - Friday: 550
 - Saturday: 550
 - Sunday: 400
 - Monday post: 5

Host Hotels:

- Please provide three-four options for the host hotel(s) and include details on amenities, price range, ancillary space, minimum stay, and other requirements, and any additional details you find relevant. Our team traditionally uses three tiers of host hotels.
 - Tier 1: Executives, VIPs, Elite Athletes
 - Tier 2: Staff, Sponsors, Media
 - Tier 3: Staff, Volunteers
- Nights on Peak
 - » Staff: 80 - 90 room nights
 - » Spectator & Volunteers: 400 - 800 room nights /varies by location
 - » Athletes: 100 room nights
- Please lay out a complimentary room policy, including suites and meeting rooms.
- Describe any food and beverage requirements, sponsors, exclusivity, and distribution relationships at or

with the hotels.

- Are there any grant or funding opportunities to cover the cost of staff rooms?
- Additional Properties and Accommodations:
 - CrossFit currently works with Event Pipe to secure and manage hotel rooms and other travel accommodations. One or both of these groups will be reaching out to local properties to secure rates and availability. Our host city, LOC, and other partners are expected to support and work with this group.
 - For purposes of this proposal, please provide a list of all other hotel properties in the area including a map, and July/August Average Daily Rate and Average Occupancy.
 - Describe your city's current relationship and availability with property groups like Airbnb, VRBO, and other similar groups. When our travel management companies reach out, proposals will need to include:
 - Basic cost estimates for each type of housing (hotel and campus housing).
 - Rebates back to CrossFit and agreed upon commission to the housing partner/travel management company.
 - Complimentary breakfast, wifi, parking, etc.
 - Complimentary room ratios.
 - Complimentary meeting space.
- Please note opportunities for additional value-adds such as branded welcome signage and/or printed keys, etc., for all properties.

COMMUNITY

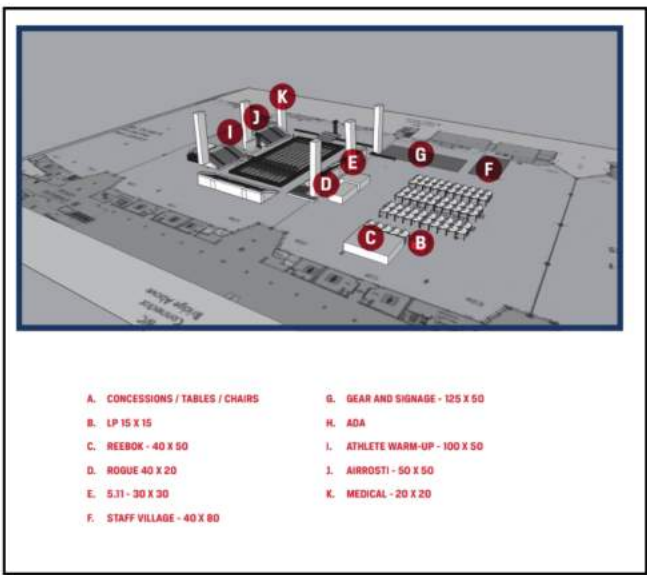
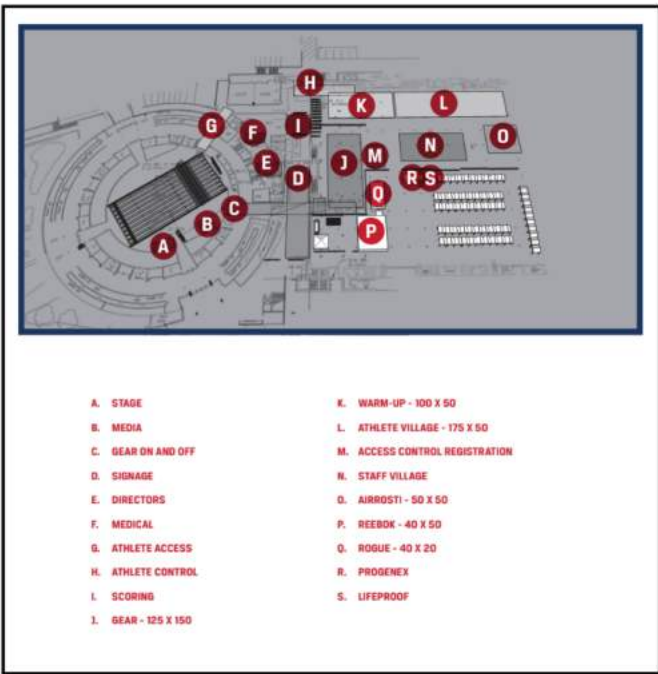
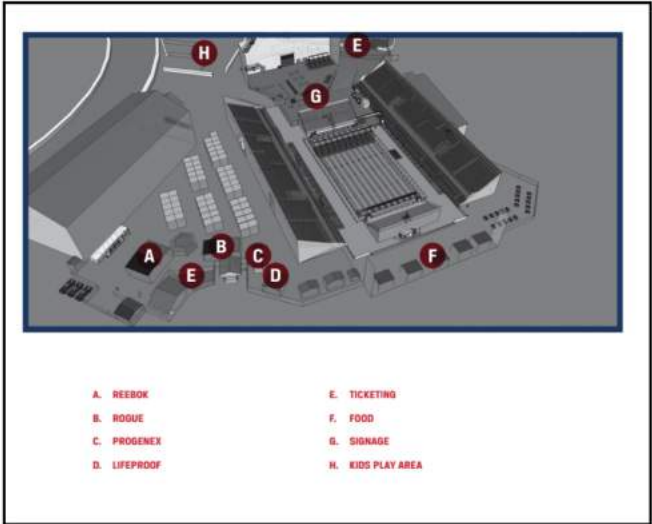
- Please provide information on complimentary local and regional promotion efforts that the host organization, cities, or venues can provide to promote the CrossFit Games Semifinals.
- Please list other major events in the community during this time of year as well as one-off events in 2024, 2025, and 2026.
- Please briefly describe entertainment options, restaurants and other properties near the venues. Please include promotions, discounts, or offers that local businesses would provide to our

SUPPLEMENTAL REQUIREMENTS AND INFORMATION REQUESTED BY CROSSFIT

ITEM	AGREE	DISCUSS FURTHER
CrossFit will have exclusivity at these venues during competition days.		
Each venue maintains an adequate grounds staff that can maintain the fields of play over the course of the event.		
Each venue will maintain adequate support staff on site as needed for IT, mechanical, maintenance, etc.		
Each venue will develop and provide a comprehensive security and emergency-response plan and will submit the plan to CrossFit for review and approval at least six months in advance of the event.		
CrossFit will maintain the exclusive right to sell, sample, promote, and distribute merchandise, programs, sponsorships, partnerships, exhibitor space, sampling opportunities, handbills, flyers, electronic advertising, and all other kinds of temporary signage.		
The playing surfaces will be free from the name, marks and/or logos of a professional team, or an institution, conference, or any commercial names or marks.		
Message boards, video-display systems, scoreboards, play clocks, and public-address systems are available to CrossFit at no cost.		
Except for use by the facility in the event of an emergency, CrossFit shall have exclusive and complete control over the video, message, sound and public address systems, and all other audible or visible information or communication systems inside and/or outside the facility.		

ITEM	AGREE	DISCUSS FURTHER
CrossFit, at its sole discretion and without exception, will determine all content displayed or played on said systems.		
Venue(s)/host organization(s) may retain, operate, and control all food and beverage concession rights. Cups and other service items utilized by the concessionaire will be approved by CrossFit. All concession prices are subject to the approval of CrossFit. CrossFit will require that the concessionaire bring in outside food vendors with healthier options to supplement the concessionaires' efforts.		
CrossFit will have the right to bring in an outside caterer to provide staff, volunteer, athlete, and media meals and drinks with no applied charges or surcharges.		
CrossFit will have the ability to provide its own ticketing system for all events/venues, and will have complete control of ticket inventory and management of ticket sales, including pricing and fee structure.		
CrossFit will provide the host organization(s)/venue(s) with a reasonable amount of complimentary tickets (not for resale).		

PREVIOUS VENUE EXAMPLES



OFFICIAL VALIDATION PROPOSAL

OFFICIAL VALIDATION OF PROPOSAL

I hereby acknowledge that the information included in this bid is accurate and true. By submitting this bid, our group acknowledges that it will honor the details of this bid.

Signed: _____

By: _____

Title: _____

Company: _____

Date: _____

NOBULL





A REVOLUTION IN FITNESS

