



USCAA

REQUEST FOR PROPOSAL BASKETBALL NATIONAL CHAMPIONSHIPS

PREPARED BY:
BJ Bertges

USCAA Chief Operating Officer

70+
MEMBER
INSTITUTIONS
NATIONWIDE

.....

20+
STATES
REPRESENTED

.....

15
NATIONAL
CHAMPIONSHIPS

.....

10,000
STUDENT
ATHLETES



UNITED STATES COLLEGIATE ATHLETICS ASSOCIATION

PO Box 14067

Pittsburgh, PA 15239



REQUEST FOR PROPOSAL

The following document details the requirements to submit a bid to host the United States Collegiate Athletic Association's Basketball National Championships – The Small College National Championships. The RFP is open to member institutions, qualifying cities, CVB's and sports commissions.





HALL OF FAME



REQUEST FOR PROPOSAL

Intent to Bid: Due July 1, 2023
Official Proposal: Due August 1, 2023
Site Announcement: September 15, 2023

The United States Collegiate Athletic Association was formed in 2001, as a reformation of the National Small College Athletic Association, which dates back to 1966. The association continues the mission of providing opportunities for small colleges across the United States to compete against like institutions for National Championships and student-athlete recognition.

Since 2006, the USCAA has grown from 42 member institutions to over 80 in 2019. Each year, the association hosts fifteen championship events in Golf, Men's Soccer (D1 & D2), Women's Soccer (D1 & D2), Volleyball (D1 & D2), Men's Cross Country, Women's Cross Country, Men's Basketball (D1 & D2), Women's Basketball (D1 & D2), Basketball, Softball, & Baseball. The USCAA also holds invitationals for Wrestling and Track & Field. 70% of USCAA member institutions that were eligible qualified to compete in one or more USCAA National Championship in 2018-19.

Headquartered in Pittsburgh, Pennsylvania, the USCAA maintains a full-time staff of three persons with additional support provided from contractors, part-time employees, graduate assistants, interns, and volunteers.



BASKETBALL CHAMPIONSHIP OVERVIEW

EVENT BACKGROUND

USCAA Basketball Championships was created as an opportunity to combine the four divisions of USCAA Basketball into a week long event. The goals of the event are to enhance the championship experience for USCAA student-athletes, generate a larger economic footprint in the host city, and generate content that benefits the community, its businesses, local non-profit organizations, and other stakeholders. Since its inception in 2009, the USCAA Basketball championships have seen two host sites: Penn State Fayette (2009-2020) and Richmond, VA (2022-2024).

EVENT OBJECTIVES

With more than 750 participants visiting the area from across the United States, the USCAA seeks to host more than just basketball national championships. Through key partnerships, we seek to develop a true community event, an attraction that will keep people visiting host cities for years to come. Through our championship week, we intend to provide an atmosphere that celebrates youth, leadership, and quality of life. Our goal is to promote the USCAA Basketball National Championships and give back to the host city with community focused events.



EVENT DETAILS

4-DAY FORMAT

This compact format allows for all 42 games to be played over the course of 4 days with a 5th day allowing for team packet pick-up, a skills competition and awards ceremony.

- Day 1: Packet pick-up, skills competition, awards ceremony.
- Day 2: Tournament play begins. (12 games, 2 venues)
- Day 3: Tournament play continues (16 games, 2 venues)
- Day 4: Tournament play continues (10 games, 2 venues)
- Day 5: National Championships hosted (4 games, primary venue)

7-DAY FORMAT

This expanded format allows for the Division I and Division II tournaments to run back-to-back with a crossover day allowing for the skills competition, awards ceremony, and one set of championship games.

- Day 1: Division II skills competition and awards ceremony.
- Day 2: Division II tournament play begins
- Day 3: Division II tournament play continues
- Day 4: Division II tournament play continues
- Day 5: Division I skills competition and awards ceremony, Division II Championships
- Day 6: Division I tournament play begins
- Day 7: Division I tournament play continues

Day 8: Division I Championships

EVENT DATES

Fall Championship Week is held in either the 1st or 2nd week in March.

2025: March 1-8, or March 8-15

2026: March 1-7 or March 7-14



EVENT SCHEDULE (7-DAY)

FRIDAY

- 8AM-4PM: Event load in

SATURDAY

- 1PM: Division II Skills Competition
- 6:30PM: Division II Awards Ceremony

SUNDAY

- 10AM: Division I competition schedules begin

MONDAY

- 10AM: Competition schedule continues

TUESDAY

- 10AM: Competition schedule continues
- 1PM: Division II Semifinal games begin
- 3PM: Division I practice slots begin

WEDNESDAY

- 11AM: Division I Awards Ceremony
- 2PM: Division II Women's Championship
- 4:30PM: Division I Skills Competition
- 7PM: Division II Men's Championship

THURSDAY

- 10AM: Division I competition schedules begin

FRIDAY

- 10AM: Division I competition schedule continues

SATURDAY

- 2PM: Division I Women's Championship
- 5:30PM: Division I Men's Championship

*All schedules are subject to change



AUDIENCE AND ECONOMIC IMPACT

USCAA DEMOGRAPHICS

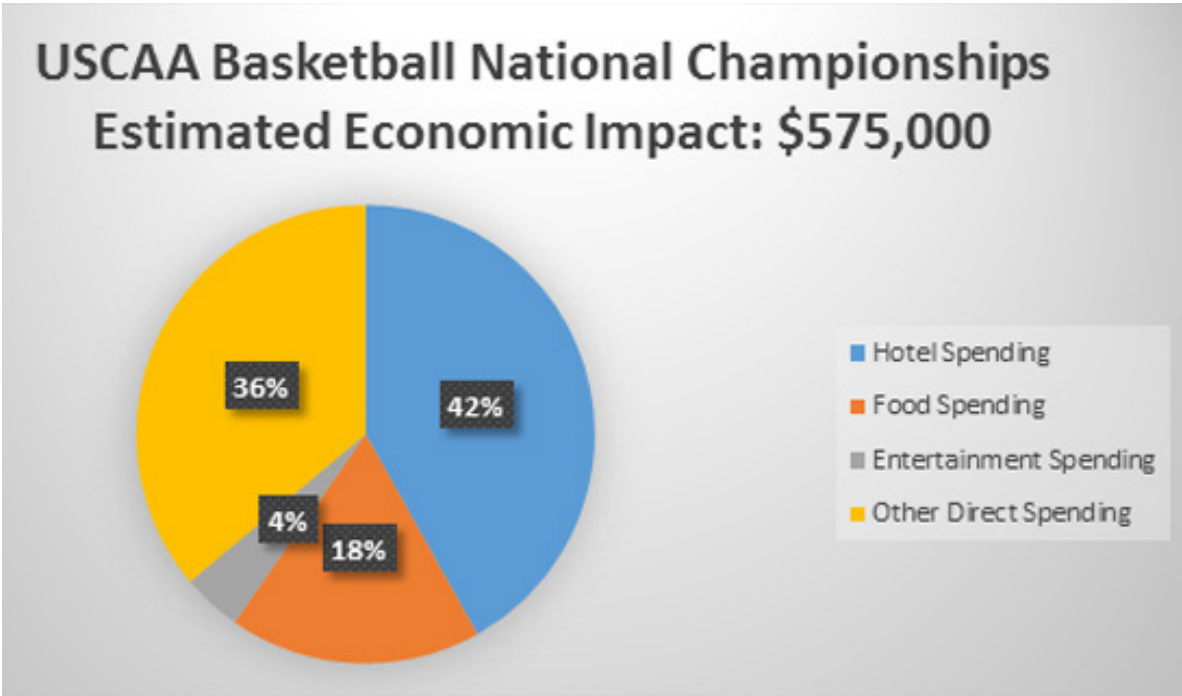
The production of the USCAA Basketball Championships includes various channels of communication and outreach. Through each of these channels (outlined in the Benefits section of this proposal), the USCAA will reach the following audience:

- 70+ small colleges across the country
- 750 participants (student-athletes and coaches) - Primarily age 18-22 and 35-55
- Event staff and volunteers
- 1,000+ attending fans (Estimated 200 local, 800 traveling)
- Readers of the local newspapers (both digital and print media)
- Residents of the host city and surrounding area
- All Basketball National Championship attendees

ECONOMIC IMPACT

Basketball Championships present the unique opportunity to combine four divisions of basketball into one larger event increasing the economic impact significantly. When combined in this festival format, the host city can anticipate nearly a \$575,000 impact. On the following page you will find a breakdown.

ANTICIPATED DIRECT SPEND





FACILITY PREFERENCES

BANQUET FACILITY

The USCAA is seeking a banquet facility to host 750 student-athletes, coaches, administrators and fans equipped with AV equipment for awards presentations.

BASKETBALL FACILITY

The USCAA requests the following with regard to playing facility:

- One center court venue, preferably in an arena, convention hall, or basketball auditorium
- One additional venue for consolation games
- Both courts must be NCAA regulation size and constructed from wood
- Courts shall have scoreboards, game clock, and shot clocks on both ends of the court
- Courts shall have or have the ability to set up a scorers table on one side of the court and media row on the opposite side. Each row of tables shall be able to hold ten people. Tables and chairs should be provided.
- PA system
- Minimum seating capacity of 1,500 minimum (concessions can be made for Site 2)
- Four locker rooms for teams at each venue (two of the four may be created using pipe and drape)
- Two locker rooms/changing areas for officials
- Concessions area
- Hard line internet
- Area for coach and VIP hospitality
- Vendors/Sponsors area for a minimum of eight (8) vendors; electrical access required
- Parking for up to 1,500 fans plus area for charter bus parking
- Trainer's area
- Minimum two practice courts with availability throughout the week (practice court dimensions do not need to meet official NCAA requirements)



STAFFING REQUIREMENTS

USCAA PROVIDES (per game)

- Tournament Director at each site
- 2 Sports Information Directors
- 2 Official Scorers
- 2 Scoreboard/Game Clock Operators
- 2 Shot Clock Operators
- 1 Social Media Operator
- 4 Camerapersons
- 2 Broadcast Producers
- 2 Volunteers/Runners
- 4 Floor Sweepers
- 6 Officials

HOST PROVIDES

- Admissions staffing (required)
- Security (required)
- Certified Athletic Trainers (3 requested)
- Hospitality support (requested)
- Volunteers support for operations (requested)

CONCESSIONS

Food and beverage concessions must be operational for all hours of operation (to close approximately 30 minutes prior to the end of the final game). If a concessionaire is secured by the host, the USCAA requests complimentary lunches for staff, volunteers, and officials. The USCAA strictly prohibits the sale of alcohol in general admission seating areas. Alcohol is only permitted in approved private boxes, suites, or hospitality areas.



HOTEL REQUIREMENTS

The USCAA requires the following for host hotel site(s)

- Hotel and/or resort housing at affordable rates within a 15 minute drive of the tournament facilities.
- Double rooms for participant accommodations
- Please list closest hotels, rates, distance from the facility, and contact information
- We request participant accommodations to be between \$110-170 and include an athlete friendly hot breakfast (Rates must be lower if breakfast is not provided)
- All hotels must include a minimum \$10 rebate to USCAA (higher rebate will enhance bid)
- Requesting a minimum five (5) complimentary double rooms per night for USCAA staff for the duration of the event.
- If there is not a local officials assignor that can provide officials within driving distance, the USCAA would request 10 hotel rooms per night at half the participant room rate.
- Event signage allowed at no cost
- Complimentary parking and wi-fi
- Hotel must be able to accommodate USCAA business meeting following the event.

HOTEL ROOM BLOCK

FRI	SAT	SUN	MON	TUES	WED	THURS	FRI	SAT	SUN
Staff Only	200	200	160	140	120	95	45	15	0

TOURNAMENT MERCHANDISE

The USCAA reserves the right to all merchandise sales through their approved national vendor.



BANQUET REQUIREMENTS

- Projection/digital screens of some kind available
- Complimentary lighting package requested if the room is not outfitted
- Stage for awards
- Podium with microphone
- Space for two 10'X10' USCAA backdrops
- Minimum of three (3) catering options and pricing requested for dinner.

MEMBER/CVB/SPORTS COMMISSION REQUIREMENTS

Items and services to be provided by the local CVB, Sports Commission, and/or Hotels.

- Provide proposed successful bid fee
- Provide list of complimentary services and/or in kind support.
- Detail any specific concessions or rebates provided to USCAA for hosting the USCAA Basketball Championships in the local community.
- Outline any grants (marketing or operational) that the USCAA may qualify for to host in your region.
- Assist in securing the event venue and cover the basic facility rental costs.
- Secure rebates of a minimum of \$10 per contracted host hotel and maximum \$20 per hotel
- Provide hotel rates w/ included hot breakfast and wi-fi
- Provide proposed athletic trainers
- EMT with ambulance on site during hours of competition unless a local hospital is within five miles of the competition site.
- Two round trip coach plane tickets and accommodations for two USCAA staff members for a site visit prior to the event. Plane tickets will be waived if site is within five (5) hours driving distance from Pittsburgh, Pennsylvania
- List of marketing support materials provided to USCAA
- List of complimentary signage provided to USCAA.
- Plan for introduction to prospective sponsors



SUBMISSION

- Official Proposals are due via email to BJ Bertges, Chief Operating Officer, at bj.bertges@theuscaa.com
- Email confirmation will be sent to those whose proposals make final consideration.
- Site selection will be communicated via email to the new host site prior to a public announcement.

BASIS FOR AWARD

- The USCAA will award this bid based upon the following:
 - Costs assumed by USCAA and its participating teams
 - Incentive package
 - Destination
 - Quality of Facilities
 - Quality of Host Hotel(s)

*Questions? Contact BJ Bertges at 412-480-4789 or bj.bertges@theuscaa.com.
The USCAA requests that inquiries are made by hosting entity and not individual hotels/properties.*

APPENDIX A

USCAA MEMBERSHIP

Arizona

Dine College

California

Southern California Leadership University

Florida

Atlantis University

Florida National

Illinois

Southeastern Illinois College

Maine

Central Maine Community College

Southern Maine Community College

University of Maine - Augusta

University of Maine - Fort Kent

York County Community College

Massachusetts

Bay Path University

Hampshire College

Michigan

Andrews University

Mississippi

Mississippi University for Women

New Hampshire

Great Bay Community College

New Hampshire Technical Institute

New Jersey

Berkeley College - New Jersey

New Mexico

Navajo Technical Institute

New York

Albany College of Pharmacy & Health Sciences

Berkeley College - New York

Bryant & Stratton College - Albany

Bryant & Stratton College - Buffalo

Bryant & Stratton - Greece

Bryant & Stratton - Syracuse

Culinary Institute of America

D'Youville College

Five Towns College

Kings College

Paul Smith's College

SUNY - ESF

Vaughan College

Villa Maria College

Word of Life Bible Institute / Davis

North Carolina

Johnson & Wales - Charlotte

Mid Atlantic Christian University

Shaw University

APPENDIX A cont.

USCAA MEMBERSHIP

Ohio

Kent State Tuscarawas
Miami University - Hamilton
Miami University - Middletown
University of Cincinnati Clermont
Wright State University – Lake Campus

Pennsylvania

Bucks County Community College
Carlow University
Central Penn College
Manor College
Penn State Beaver
Penn State Brandywine
Penn State Dubois
Penn State Fayette
Penn State Greater Allegheny
Penn State Hazleton
Penn State Lehigh Valley
Penn State Mont Alto
Penn State New Kensington
Penn State Schuylkill
Penn State Scranton
Penn State Shenango
Penn State Wilkes Barre
Penn State York
Williamson College of the Trades

Tennessee

Crown College

Texas

Paul Quinn College
Southwestern Adventist

Vermont

Vermont Technical Institute

Virginia

The Apprentice School
Christendom College

West Virginia

Bluefield State College
Salem University

APPENDIX B

EXPOSURE AND AUDIENCE

- 70+ colleges/universities across the country
- More than 10,000 student athletes and their followers (parents, family, fans)
- USCAA administrators, coaches, and volunteers
- Tournament staff, volunteers, and spectators
- Audiences of USCAA Broadcasts
- Visitors of www.theuscaa.com and affiliated championship sites

USCAA OFFICIAL WEBSITE TRAFFIC

(www.theuscaa.com)

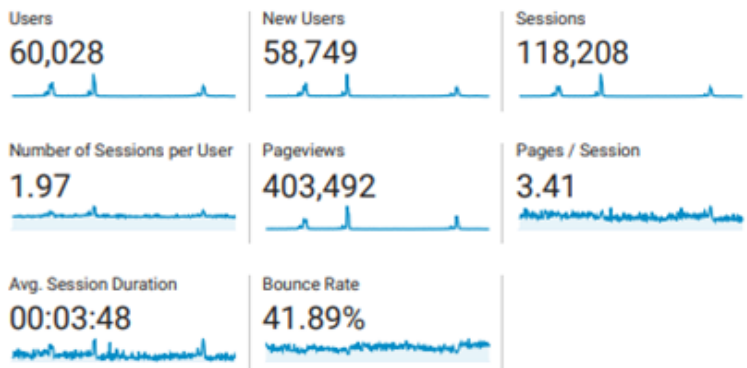
Calendar Year: 2019

Audience Overview

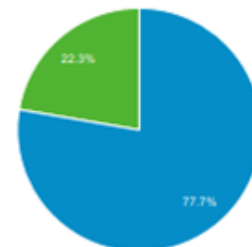
All Users
100.00% Users

Jan 1, 2019 - Dec 31, 2019

Overview



■ New Visitor ■ Returning Visitor



APPENDIX B cont.

SOCIAL MEDIA AND BROADCAST TRAFFIC

The USCAA is active across several social media platforms, all seeing significant growth. The following numbers are current; growth calculated since the 2019 annual report.

- Facebook: 2,130 followers, 23.7% increase
- Twitter: 3,863 followers, 15.1% increase
- Youtube: 442 subscribers, 45.1% increase
- Instagram: 1,896 followers, 77.4% increase

NATIONAL BROADCAST TRAFFIC ON USCAA NETWORK

2019 - 2020 CHAMPIONSHIPS

Men's and Women's DII Soccer Finals (pool play is not currently broadcast)

- 2,749 total views
 - AVG: 1,374.5 views/game

Men's and Women's DI Soccer Finals (pool play is not currently broadcast)

- 3,038 total views
 - AVG: 1519 views/game

Women's DI Volleyball

- 1,623 total views
 - AVG: 324.6 views/game

Women's DII Volleyball

- 2,687 total views
 - AVG: 335.875 views/game

Women's DI Basketball

- 2,508 total views
 - AVG: 627 views/game

Men's DI Basketball

- 2,421 total views
 - AVG: 807 views/game

Women's DII Basketball

- 9,140 total views
 - AVG: 761.67 views/game

Men's DII Basketball

- 13,376 total views
 - AVG: 1,216 views/game

Softball (2019 figures due to COVID-19 cancellation in 2020)

- 15,582 total views
 - AVG: 820.1 views/game

Baseball (2019 figures due to COVID-19 cancellation in 2020)

- 19,860 total views
 - AVG: 1,042.3 views/game