



IWLCA Florida Cup 2025 Request for Proposals

Timelines for Consideration

RFP Release Date: Monday, April 8, 2024

Intent to Bid Form Submission Deadline: Tuesday, April 30, 2024, by 5 PM EST

Proposal Submission Deadline: Friday, May 31, 2024 by 5 PM EST

Proposal Review & Site Visit: Month of May & June – 2024

Public Announcement of Location & Dates for 2025 – ASAP

Proposals should be submitted via email to:
Elle Marks | emarks@elitetournaments.com

IWLCA
Tournament Series



Confidentiality Statement

This document is submitted with the understanding that it can be held in strict confidence and cannot be disclosed, duplicated, or used, in whole or in part, for any purpose other than the evaluation of the proposal without prior written consent from Elite Tournaments.



Contents

Contact Information4

Elite Tournaments & The IWLCA5

The IWLCA & IWLCA Tournament Series6

 We Are The IWCLA.....6

 Redefining Women’s Lacrosse6

 USA Lacrosse Sanctioned Events6

 Anti-Harassment, Discrimination & Conduct Event Policies6

Open for Bid: IWLCA Florida Cup7

 Event Dates7

 Event Schedule7

 Event Format7

 IWLCA Experience7

 Target Geographic Location.....8

 Fields & Indoor Space Requirements8

 Attendance8

 Previous Event Locations8

 Room Night History.....8

 Hotel & Travel Policy8

Proposal Submissions to Include.....9

 Facilities9

 Fields & Field Lining9

 Equipment.....9

 Emergency Preparedness9

 Tournament Office.....9

 Parking..... 10

 Ice & Water Access 10

 Restrooms 10

 Vendors, Sponsors & Suppliers 10

 Internet & Power 10

 Staffing..... 11

 Medical Staff 11

Role of CVB / Sports Commission 12

 Grants and Rebates Program 12

 Hotel Liaison 12

 Site Visit and Evaluation 12

Proposal Submission Checklist 13



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Elite Tournaments & The IWLCA

ELITE TOURNAMENTS RENEWS PARTNERSHIP WITH INTERCOLLEGIATE WOMENS LACROSSE COACHES ASSOCIATION FOR 2025 - 2028

Elite Tournaments is extremely proud to announce the four (4) year contract extension with the Intercollegiate Women's Lacrosse Coaches Association (IWLCA). This is not only a renewed business relationship but a renewed commitment to furthering the student athletes experience and commitment both on and off the field.

A longstanding goal of the IWLCA has been to grow the sport of women's lacrosse throughout the country through high level tournament play, positive media exposure, and of course, coaching initiatives.

Elite Tournaments, known for its expertise in managing and producing premier youth sporting events, will continue to bring their wealth of experience to the forefront by collaborating with the IWLCA. Together, we aim to elevate the standards of lacrosse tournaments and ensure a seamless, top-tier experience for players, coaches, college coaches, and families.

Elite Tournaments' Director of Lacrosse, Caitlin Schmelz, expressed excitement about this continued collaboration, stating, "We are thrilled to announce another four years of partnering with the IWLCA. We look forward to supporting the continued growth of lacrosse across the country and finding partners that align with this mission."

Both Elite Tournaments and the IWLCA are wholly committed to creating memorable events and fostering a competitive yet respectful environment that emphasizes integrity and leadership, while also impressing upon the need for personal development along the way.



The IWLCA & IWLCA Tournament Series

WE ARE THE IWLCA

We are the coaches of intercollegiate women's lacrosse. We are both the keepers of the college game and the visionaries of tomorrow's leaders. We believe in coaching at its highest level, and supporting those we mentor in the same way. We are committed to building a strong network of peer coaches across divisions and throughout the world to showcase the very best in women's lacrosse. We promote the growth of the game and advocate for all of those who coach it.

REDEFINING WOMEN'S LACROSSE

The IWLCA Tournament Series was created by the college coaches of the IWLCA to streamline the recruiting process and make a more effective and affordable process for both college coaches and prospective student-athlete families.

Every IWLCA event boasts a strong attendance by college coaches from Division I, Division II, Division III, and NAIA institutions because the event has been created and executed with the recruiting process in mind.

USA LACROSSE SANCTIONED EVENTS

This tournament series is part of The USA Lacrosse Sanctioning Program, which provides best practices for tournament operators in order to create a more safe and consistent event. Through the adoption of the Sanctioned Tournament Standards, tournaments commit to providing the best possible lacrosse experience.

ANTI-HARASSMENT, DISCRIMINATION & CONDUCT EVENT POLICIES

The IWLCA promotes a positive, supportive environment at all events.

There will be zero tolerance for racist, homophobic, transphobic, sexist, threatening, retaliatory, obscene, or demeaning language or actions of any kind from players, coaches, spectators, officials, vendors, or staff. This includes on the field, off the field, and on any properties where an IWLCA event takes place. Sportsmanship is KEY to a positive experience at IWLCA Tournament Series events. This includes interactions between players, coaches, fans, and officials, as well as language and actions on the field, on the sidelines, in the stands, at the venue, and in the parking area – before, during, and after the event.

Officials: Only head coaches are permitted to address the officials throughout any tournament. Coaches are expected to communicate with and treat officials in a respectful manner, upholding the values and modeling good sportsmanship.



Open for Bid: IWLCA Florida Cup

EVENT DATES

- January 18-19, 2025

*Potential for multi-year deal after successful completion of event year one

EVENT SCHEDULE

Day	Event
Wednesday	Elite Tournaments Staff Arrival Meet with Facility Staff for Overview Begin Setup
Thursday	Elite Tournaments Continue Facility Setup
Friday	Elite Tournaments Continue Facility Setup IWLCA Experience Clinic (5:00 PM - 8:00 PM)
Saturday	Games begin at 8 AM Conclude around 8 PM
Sunday	Games begin at 8 AM Conclude around 4 PM Breakdown and departure post event

EVENT FORMAT

Games will start promptly at designated times on event schedule done by the Tournament Director. A central horn will be used to start and stop all games, including halftime. Each half will be 25 minutes with a 5-minute halftime.

IWLCA EXPERIENCE

The IWLCA Experience Presented by Nike Lacrosse is a series of comprehensive learning and exposure events geared to empowering the player and growing the game through positive player and coach interaction. The IWLCA Experience will take place Friday night prior to the start of the tournament as an opportunity for players to get warmed up and trained by college coaches. From advanced stickwork and agility instruction to recruiting and empowerment talks, plus two hours of hands-on instruction by college coaches, the IWLCA Experience will help prepare players for lacrosse at the next level.



TARGET GEOGRAPHIC LOCATION

- Priority Location: Accessible location in the state of Florida

FIELDS & INDOOR SPACE REQUIREMENTS

- Eight (8) to ten (10) high-quality grass or turf fields, some with lights
- Designated indoor office space for Tournament Headquarters

ATTENDANCE

- U12 - U17 girls club teams from across the country
- Average team size is 24 players and 2 coaches | Approx. 1,300 Participants
- Average travel party size is 2.5 | Approx. 3,250 Spectators
- 2025 | Estimated 50 teams in attendance

PREVIOUS EVENT LOCATIONS

- This is a first-year event being created to fit the need for regionally based teams

ROOM NIGHT HISTORY

- As a first-year event, we do not have specific event data to share. For first-year events of this size we have historically seen 500 – 1,000 room nights.

HOTEL & TRAVEL POLICY

The IWLCA and Elite Tournaments have partnered with [Halpern Travel](#) as the Official Housing Partner for the IWLCA Tournament Series.

Halpern Travel, established in 2011, has become widely known for their commitment to providing exceptional service and for their attention to detail. Halpern Travel's secure, online hotel reservation system allows teams to view information about hotels, including rate, amenities, and availability.

Teams competing in IWLCA Tournament Series events will be required to reserve a minimum of (8) eight rooms for (2) two nights through Halpern Travel to be eligible to participate in the tournament. Teams that are based within a 75-mile radius of the tournament venue and are planning to commute are exempt from complying with the tournament housing policy. Addresses used for the determination of the distance will be the address of the tournament venue and the club's physical address.



Proposal Submissions to Include

FACILITIES

Various components are used to evaluate a facility's suitability for tournament play. This event requires all fields to be located at one (1) facility and should be located near major highways or thoroughfares to facilitate easy access for participants. The facility should be located within a 30-to-45-minute drive from a major airport which services a significant number of airlines. The airport should have rental car facilities accessible. Proposals should include option for exclusivity pre-event and during event to allow for maintenance of field conditions and event setup.

1. Include facility costs for duration of the event (i.e. field costs, lining, equipment rental, etc.).
2. Include any Cancellation & Refund Clause language from proposed facility. (i.e. Force Majeure, Weather Cancellation, etc.).
3. Include any Indemnification Clause language from proposed facility.

FIELDS & FIELD LINING

Fields should be of the highest quality of grass and/or turf and necessary irrigation systems depending on geographic location. A facility map should be provided as well as details concerning surface type, lights, dimensions, stadium specs, etc. Details should be provided about field lining protocols and any field restrictions (i.e., tent staking, golf cart usage on fields, etc.).

EQUIPMENT

Elite Tournaments will provide most event equipment for the event. Elite Tournaments and the IWLCA will ship equipment including tents, signage, game equipment, coolers, etc. directly to the facility. Proposals should address onsite equipment at facilities that Elite will have access to throughout the event(s). Examples include type of goals, coolers (brand and inventory), golf carts, directional signage, etc.

EMERGENCY PREPAREDNESS

Proposals should include name, address, phone number, and proximity in miles to the closest Hospital, Fire Department, and Police from proposed facility. Provide information on how proposal can support emergency preparedness leading into and during event.

TOURNAMENT OFFICE

Tournament staff ideally would have access to an area separated from the public to manage the event with minimal distractions and interruptions. The tournament office should include a work area with tables, chairs, and access to internet. Proposals should indicate if a tournament office space is available at the facility and include amenities.



PARKING

Parking should be in a permanently paved lot with quick access to the playing fields. Adequate parking spaces should include approximately 100 parking spaces per field in use. There should also be a designated parking area for college coaches and referees with a minimum of 200 spots. If not enough adequate paved parking spots, overflow parking will be considered. Proposals should include type of parking surface, number of spaces, indicate whether spaces are marked or whether parking attendants or police officers are necessary, and location of designated parking area(s) if available.

ICE & WATER ACCESS

Proposals should also indicate if the facility provides access to water and ice during the event. The proposal should indicate the location of this access as well as any restrictions that may be applicable during the event.

RESTROOMS

The facility should have permanent restrooms available onsite. This event requires a minimum of at least three (3) restroom units per field, spaced appropriately in proximity to fields for participants and referees. Proposals should indicate the type of onsite restrooms, number of stalls for men's and women's rooms, and handicap availability. Proposals should also indicate the cleaning schedule for these restrooms throughout the event.

VENDORS, SPONSORS & SUPPLIERS

Facility should have adequate space for a vendor village to be used by vendors and sponsors. Proposals should list all facility vendors and sponsors that have exclusive rights. Facilities with onsite food vendor/concessions should include information about requirements/regulations regarding outside food vendors and/or sponsors. Proposals should also include any required or recommended suppliers contracted through the facility (i.e. concessionaires, tent rentals, portable restroom suppliers, etc.) If any suppliers are required, proposals should include pricing structures.

INTERNET & POWER

Tournament operations require constant connectivity to the internet to provide tournament updates, schedule updates, and other communications to staff and participants alike. Proposals should indicate the type (i.e., WIFI or hardline) of internet access available at the facility if applicable. If the connection is a hardline connection, indicate the location of the connection. Proposals should also include all access to power supplies at the facility to include outlets, generators, or other sources. For facilities with access to hardline internet access, proposals should include results from the following speed test: <http://Speedtest.net>



STAFFING

Elite Tournaments will provide senior level tournament staff to operate and manage the tournament from setup until breakdown. We will require local event staff to support the logistical needs of the event. This event will require between 20-25 local workers per day to adequately manage onsite logistics including but not limited to: hospitality for college coaches, assistance with Gatorade coolers, and other general onsite assistance. Proposals should include information regarding availability of locally hired staff including potential sources for hired staff such as a list with contact information of local colleges, groups, and/or sports organizations. Proposals should include resources and contact information the event can use to source workers for event setup, general event support, and post event breakdown.

MEDICAL STAFF

Proposals should include a description of onsite medical care at the facilities. Additionally, proposals should include information regarding medical staffing or preferred service providers used by the facility. Proposals should include costs associated with these services. Proposals should include location of AEDs onsite at facility and if the event operator will have access and/or permission to use AED/s onsite.



Role of CVB / Sports Commission

The CVB / Sports Commission (SC) will act as an initial point of contact during the site selection process. The CVB / SC should provide the required information as outlined in the RFP and submit a proposal including the following:

- Background on the CVB / SC including previously hosted events and role in the event
- List of references of rights holders; including one that utilized the proposed facility
- List of complimentary services provided by the CVB / SC
- List of event enhancements that can be accessed by Elite Tournaments:
 - For example, how can the CVB / SC support logistically with suppliers, finding local sponsorship opportunities, sponsoring player gifts, photo ops, co-branded banners, etc. to elevate the athlete experience for the event.

GRANTS AND REBATES PROGRAM

The proposal should describe any grant, rebate, or concession program that may provide financial or in-kind services and assistance to the event. The proposal should include a general overview of the programs, program requirements, and the application for the program.

HOTEL LIAISON

This event is stay-to-play and will utilize our partnered third-party housing agency: Halpern Travel. The CVB / SC will act as the initial liaison between the third-party housing agency and the local hotels. Specific hotel contracts will be negotiated by Halpern and the hotels directly. Proposals should include total number of rooms in the area, average room rates for the proposed dates, and examples of hotel properties in the area (name, address, amenities).

SITE VISIT AND EVALUATION

Proposals submitted from serious bidders will be expected to host and provide all expenses for one (1) staff member from Elite Tournaments and one (1) from the IWLCA to make a site evaluation. These staffers will conduct a site visit to determine the adequacy of facilities, meet CVB / SC staff, see any host hotels if needed. Staff members should be lodged in a hotel proposed to be used for event housing and be provided with one (1) standard room for the duration of the stay.



Proposal Submission Checklist

Proposals are considered independently and evaluated with no one element taking precedence over another. CVB's and Sports Commissions are recommended to address all items in the proposal including optional items even if it is to say that such an option is not available. Proposals should address all the required elements as identified in this RFP. We've included quick information for each topic, but please be sure to refer to the specific section within the above information to address all items requested:

I. Event Dates & Event Schedule

- a. Include any schedule limitations (i.e. practices during event setup, events booked concurrently with proposed dates, etc.)
- b. Date availability for following year in 2026

II. Facilities

Include facility costs for duration of the event (i.e. field costs, lining, equipment rental, etc.). Include any Cancellation & Refund Clause language from proposed facility. (i.e. Force Majeure, Weather Cancellation, etc.). Include any Indemnification Clause language from proposed facility.

- a. Fields – number, type of surface, dimensions, lighting availability, field map(s)
- b. Field Lining – address any restrictions or notable items as it relates to field lining
- c. Equipment – inventory of goals at each facility, quality, and additional equipment available onsite
- d. Emergency Preparedness – name, address, phone number, and proximity to closest Hospital, Fire Department, and Police to proposed facility.
- e. Tournament Office – availability, location, and amenities if applicable
- f. Parking – parking surface, number of spaces, marked or unmarked, designated parking area for college coaches and referees, and quantity of police or parking attendants needed for traffic flow
- g. Ice & Water Access – availability of each and location onsite
- h. Restrooms – type of restrooms onsite, number of stalls for men's and women's, handicap availability, and plan for portable restrooms if needed
- i. Vendors, Sponsors & Suppliers – designated area(s), exclusivity of onsite vendors and include restrictions for food and requirements to be onsite, and fees associated with vendors. Supplier recommendations and/or requirements including fee structures
 - i. Please note we will not agree to pay additional fees to bring in vendors
- j. Internet & Power – WIFI or hardline, availability, and location onsite for power access, results of: <http://Speedtest.net>

III. Staffing

- a. Event Staff & Volunteers – resources to recruit local workers and volunteers
- b. Medical Staff – availability and resources used to hire medical staff and/or access and permission to use AED/s onsite

IV. Role of CVB / Sports Commission

- a. Grant or Rebate Programs – financial and in-kind services available
- b. Hotel Liaison
- c. Site Visit and Evaluation