



Sports ETA
SPORTS EVENTS & TOURISM ASSOCIATION

**4S Summit and
Rights Holder Summit
2020 & 2021**

Request for Proposal

December 11, 2019

Introduction

We are pleased to present you with our Request for Proposal (RFP) to partner with and host the Sports ETA 4S Summit and Rights Holder Summit in 2020 or 2021.

This RFP will provide a detailed overview of the 4S Summit, Rights Holder Summit, Sports ETA, and the criteria used to evaluate submissions. In 2020, we will launch a concurrent event for sports event planners which will co-locate with 4S, our newly formed Rights Holder Summit. We anticipate several sports event planners will attend in the first year of this event. Combined, 4S and the Rights Holder Summit will serve as an educational opportunity for sports events and tourism professionals from both sports destinations and sports event organizations. While some of the networking events will overlap, this event concentrates on professional development; no formal functions for sales or business development will be scheduled. Informal gatherings of sports destinations and sports event planners are likely to occur.

Members should customize the proposal with content that demonstrates your uniqueness in the sports events and tourism industry. We look forward to receiving proposals for any or all years and learning more about how we can partner with your destination.

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

About Sports ETA

As the only non-profit 501(c)3 U.S. trade association for the sports events and tourism industry, Sports ETA is the most essential resource for sports destinations, sports event organizations, and industry partners. We believe sports tourism and the events that our members own, and host have the power to transform society. Our passion is to help sports events and tourism professionals achieve previously unimaginable levels of performance by providing professional development and resources for more than 800 member organizations.

About 4S Summit

4S Summit is an education event designed for sports events and tourism professionals. The 4S's of sports events and tourism: strategies, services, sales, and sponsorships, will be covered during general sessions, small group discussions, and off-site excursions. Attendees takeaway key tools, resources, and best practices from their peers as well as experts in the sports events and tourism industry. This summit is an ideal learning opportunity for sports destination sales, services, events, & business development staff.

About Rights Holder Summit

The Rights Holder Summit is an education event designed for sports events professionals who are employed by sports governing bodies and rights holders. General topic areas will include: sports event management, marketing and promoting your sport/events, RFP development and site selection, managing relationships with sports destinations and venues, contract negotiations, project management, contingency planning and risk management, sports participation, high-performance training, and safety and security. Attendees take away key tools, resources, and best practices from their peers as well as experts in the sports events and tourism industry. This summit is an ideal learning opportunity for sports event directors, managers, planners, and coordinators.

Potential 2020 Dates

September 27 – October 2, 2020

October 4 – October 8, 2020 – *preferred dates*

Potential 2021 Dates

October 10 – 15, 2021 – *preferred dates*

October 17 – 22, 2021

October 24 – 29, 2021

Estimated Attendance

175 (including sports destinations and sports event planners)

Host Commitment

Host Requirements

- \$25,000 host fee
- Membership in Sports ETA
- Host agrees to identify local subject matter experts for breakout sessions and keynote speakers
- Host agrees to pay for any group transportation required throughout the event
- Confirm the complimentary air travel and lodging for one pre-event (1) site visit (1 person, at Sports ETA's sole discretion, for 1 day and night).
- One dedicated staff member to serve as point person for event planning and logistics.
- One dedicated staff member to assist with onsite logistics (set up, tear down, and event registration).

Bid Enhancements

- Host agrees to pay any associated speaker fees or honorarium for keynote speakers
- Host provides local company gifts, regional specialties, and other amenities
- Host provides welcome table/signage (airport, street poles, etc.)
- Host provides airport shuttle arrangements, options and pricing

Include in your proposal

1. Proposed Dates.
2. List of local subject matter experts in the areas of strategies, sales, services, or sponsorship of sports events and tourism and recommended keynote speakers.
3. Proposed hotel property.
 - a. Proposed rates. Guaranteed Rates for 2020 and 2021. Furthermore, said rates shall be guaranteed to be the lowest rate offered during the period of the Sports ETA 4S Summit.
 - b. Any recent renovations or scheduled renovations between now and the date of the event.
 - c. Photos and map or diagram of the proposed meeting space including dimensions and capacity charts. Please indicate all elevators, escalators, and stairways.
 - d. List of any other groups currently scheduled in hotel during proposed event dates.
 - e. Current service charges on F&B and AV.
 - f. Number of total sleeping rooms and meeting rooms within the proposed hotel property.
 - g. Policies for the following:
 - No show and early departure penalties.
 - Relocation of guests if oversold.
 - Are guests charged parking fees? If so, what are the current charges?
 - h. Number of complimentary easels/stands and list of complimentary signage (print or digital).
 - i. List of complimentary furniture available.
 - j. Confirm waived meeting room rental fees and set up fees including charges for easels and flipcharts.
 - k. 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.

4. Average flight lift and costs for the proposed dates for all local and regional airports, and ground transportation options (group shuttles, hotel shuttles, taxi service, Uber, Lyft, etc.) and costs, including distance to host hotels from airport(s).
5. List of potential welcome reception venues with photos, capacity, and distance from hotel.
6. List of marketing assets available to assist Sports ETA in promoting your destination.
7. List of preferred vendors for photography, transportation, audio-visual services, decorator, etc.

Benefits of Hosting

4S Summit will bring more than 200 visitors to your destination and will generate 300-400 room nights plus at least \$50,000 in direct spending with local businesses. An integrated marketing campaign reaching Sports ETA's 2,500 member contacts. Your destination will be profiled in national media promoting your brand. You'll take center stage as the host sponsor of the welcome reception. ***Additionally, you'll receive benefits outlined below valued at more than \$50,000.***

- Marketing and promotion
 - o Co-branding opportunities with Sports ETA in year leading up to event
 - o One dedicated direct mail piece to sports event planners showcasing your market (\$7,500 value)
 - o Four dedicated email campaigns (\$10,000 value)
 - o Logo placement on event website and onsite signage (\$5,000 value)
 - o Six social media and blog posts (\$6,000 value)
 - o Banner advertisement on mobile app (\$5,000 value)
 - o One, 2-page advertorial in *Sports ETA Playbook* (\$5,995 value)
- Three complimentary registrations (\$1,500 value)
- Host sponsorship of welcome reception (\$10,000 value)
- Opportunity to host private event with rights holder summit attendees (25 rights holders expected to attend) (\$10,000 value)
- Showcase your destination's sports facilities, hotels, venues, and more

Sample Schedule

Based on 2019 schedule. Subject to change.

Monday

Noon – 4:00 p.m. – Board of Directors Meeting – Meeting Room

Tuesday

11:00 a.m.– 5:00 p.m.– Registration

9:00 am – 11:00 am – State Association Meeting – Meeting Room

1:00 p.m.– 5:00 p.m.– CSEE Fall Course* - BALLROOM

5:30 p.m.– 6:30 p.m.– Sports Event Management Happy Hour (invitation only) – OFF SITE

7:00 p.m. - 9:00 p.m. – Welcome Reception – OFF SITE

Wednesday

7:00 a.m.– 4:30 p.m. – Registration

8:00 a.m.– 9:45 a.m. – Coffee and Conversations - BALLROOM

10:00 a.m. - 11:00 a.m. – Breakout Sessions – Meeting Rooms

11:00 a.m. - 11:15 a.m. – Morning Networking Break – Prefunction Space

11:15 a.m. - 12:15 p.m. – Breakout Sessions – Meeting Rooms

12:30 p.m. - 2:00 p.m. – Lunch - BALLROOM

2:15 p.m. - 3:15 p.m. - Breakout Sessions – Meeting Rooms

3:15 p.m. - 3:30 p.m. – Afternoon Networking Break – Prefunction Space

3:30 p.m. - 4:30 p.m. – Breakout Sessions – Meeting Rooms

4:30 p.m. - Open Evening

Thursday

7:00 a.m. - Noon – Registration

8:00 a.m. - 9:45 a.m. – Coffee and Conversations - BALLROOM

9:45 a.m. - 10:00 a.m. – Networking Break – Prefunction Space

10:00 a.m. - Noon – Roundtables – Meeting Rooms



Hotel Requirements

Estimated Room Nights

300 – 450 (average 2-3 room nights per attendee)

Guest Rooms

- Sunday – 15
- Monday – 50
- Tuesday – 175
- Wednesday – 175
- Thursday – 10

King Rooms are preferred.

Room Rate

Historically, room rates have ranged between \$149 and \$199 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 available two days prior and post block.

Desired Hotel Amenities

- Full-service restaurant
- Free Wi-Fi in guest rooms
- Dedicated, password protected wireless network in meeting and pre-function spaces for up to 150 devices
- Fitness area
- Bar/Lounge area

Reservation Cut-off Date

2-weeks prior to event

Reservations

Hotel to provide online reservation link that connects directly to room block as well as a reservation line 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 to its attendees.

Room Pickup History

	Monday	Tuesday	Wednesday	Thursday	TOTAL
2018	8	123	134	19	284
2019	49	125	117	20	311

We reserve the right to work with a housing company of our choice to manage the blocks.

Meeting Space

It is the desire of Sports ETA to have hotel accommodations and meeting room space centralized in one location. One ballroom is required for CSEE and general sessions. Five meeting rooms are needed for breakout sessions. All meeting space (ballroom, breakout rooms, board meeting room, office, and registration) must be on the same floor of the property.

The tentative schedule included in this proposal estimates peak meeting room needs. General sessions require a ballroom, and breakout sessions require a minimum 5 meetings rooms that seat 75 attendees in rounds with AV. One meeting room is needed on Monday that seats 25 conference style with AV. Each meeting room should be a minimum of 2,000 square feet. The ballroom should seat 175 guests in rounds with minimal AV comfortably. The ballroom should be a minimum 3,000 square feet.

Dedicated registration area – prefunction space or similar for traffic of 175 – 2 tables (6’ or 8’), 4 chairs, 2 tall boys, electric drop.

Storage space/staff office – 2 tables (6’ or 8’), 4 chairs, electric drop, 1 6’ round with chairs, adjacent to registration area (approximately 200 square feet).

	Monday	Tuesday	Wednesday	Thursday
Staff Office (preferably a conference room or board room) – set for 10	X	X	X	X
Registration Area		X	X	X
Ballroom – set for 175 rounds with AV on Tuesday, Wednesday, and Thursday		X	X	X
Meeting Room - set for 25 conference with AV	X			
2 Meeting Rooms - set for 30 conference with AV		X	X	X
Meeting Room – set for 75 rounds with AV			X	X
Meeting Room – set for 75 rounds with AV			X	X
Meeting Room – set for 75 rounds with AV			X	X
Meeting Room – set for 75 rounds with AV			X	X
Meeting Room – set for 75 rounds with AV			X	X



F&B

Sports ETA will purchase a significant amount of food and beverage from the host hotel. Historically we have spent \$20,000 in F&B at the host hotel in order to offset room rental of meeting space. No F&B minimum will be set.

Ancillary Services

Hotel may provide, or contract with third parties to provide, ancillary services (A/V, drayage, florists, exhibitors) to SPORTS ETA for additional charges. Except with respect to certain services, such as rigging, SPORTS ETA may also use its own vendor(s) for such services provided that meet Hotels minimum standards.

- **Meeting Rooms:** Podium with mic and area to place Sports ETA logo, One laptop, one 7' x 10' ground supported screens, one 4k projector, one Mix Rig (mixer, 2 speakers, EQ, CD player), two wireless handheld microphones or lavalier microphones. 4 laptops.
- **Ballroom:** Lighting Kits, 12' x 8' x 24" stage, podium with mic, American flag, 4 stools, Pipe and drape, One laptop, one slide clicker, one (1) 4k projector, 1 Screen, 4 wireless handheld mics. 4 laptops.
- Power strip(s) as needed (Registration/Member Services)

**** Any of the above can be modified to appropriately meet the needs of Sports ETA*

Master Account

Hotel will set up a Master Account for payment of charges under this agreement. Staff list will be provided to hotel contact prior to event. 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. Sports ETA is prepared to provide credit references, payment history and credit card information as necessary.

Concessions

- Complimentary meeting space (ballroom, meeting rooms, and pre-function space)
- 3 complimentary room nights for pre-selection visit
- 2 complimentary suites for executive leadership (Monday – Thursday)
- 2 complimentary standard rooms (Sunday – Thursday)
- 5 complimentary standard rooms for staff rooms (Monday - Thursday)
- 1 per 30 complimentary room nights to Master Account
- Complimentary high-speed wireless internet in all guest rooms
- Complimentary high-speed wireless internet in all meeting spaces (breakout rooms and ballroom) – with customizable password
- Minimum 25% discount on all A/V needs
- Discounted parking rates for attendees
- Complimentary parking for staff and speakers– event (Monday-Thursday) and site and pre-planning visits
- No attrition clause in agreement
- No F&B minimum

Contract Clauses

Force Majeure: Should events beyond the reasonable control of the Hotel and Sports ETA, including but not limited to (1) acts of God, (2) war, including armed conflict, (3) strikes or labor disputes at the Hotel or in _____(area)_____, (4) disease at the Hotel or in _____(area)_____, (examples of disease: SARS, Legionnaires), (5) government regulation or advisory (including travel advisory warnings), (6) civil disturbance at the Hotel or in _____(area)_____, (7) terrorism or threats of terrorism in the United States as substantiated by governmental warnings or advisory notices, (8) curtailment of transportation services or facilities which would materially affect attendees from attending the conference, (9) disaster, fire, earthquakes, hurricanes in _____(area)_____, (10) unseasonable extreme inclement weather in _____(area)_____, (11) shortages or disruption of the electrical power supply causing blackouts or rolling blackouts or other essential utilities in _____(area)_____, or (12) any other cause reasonably beyond the parties' control (collectively referred to as "occurrences"), making the event commercially impracticable, impracticable to perform, illegal, or impossible to fully perform under this Agreement as the Parties originally contracted. In such case the affected Party may terminate this Agreement, without liability, upon written notification. Furthermore, should one of the above events occur and Sports ETA decides to continue with the Conference as scheduled, or if one of the events occur within six months of the conference, the Hotel will waive any applicable minimum Guestroom Night Usage requirements or attrition fees, catered function(s) cancellation fees or other damages provided for under this Agreement, and offer to Attendees the lowest guestroom rates being offered by the Hotel over the Conference Dates. In addition, should registered attendees cancel reservations or registrations because of reasons over which they have no control such as, but not limited to airline flight cancellations. HOTEL shall appropriately reduce, without liability to Sports ETA, any obligation by SPORTS ETA or the individual which otherwise would be required in any manner under this Agreement. Notice under this provision may be given at any time in advance of the Conference provided that the notifying party has met the requirements of this provision.

Cancellation: In the event Hotel cancels the contract or otherwise is in the breach of any of the material terms and provisions in this contract, Hotel will be liable for all damages, direct and indirect, which Sports ETA may suffer, including all costs related to rescheduling the room block and function space. Such costs shall include, but not be limited to, expenses of Sports ETA staff to research and procure alternate facilities, including airfare; any increase in cost at the alternate facility; administrative and operational costs, including return of pre-registration fees, program printing, attendee notification, and any other costs and expenses associated with rescheduling the 4S Summit. In the event that Sports ETA is unable to secure alternative facilities, Hotel will also be liable to Sports ETA for out of pocket expenses on the canceled 4S Summit. Hotel will notify Sports ETA in writing immediately and such notice shall entitle Sports ETA to terminate its obligation under this contract for cause and without liability.

Should Sports ETA terminate the contract, cancellation fee should be calculated on a sliding scale, and be payable thirty (30) days after the 4S Summit would have been held, and not upon notice of cancellation. If Hotel meets or exceeds its average occupancy level for the week of the 4S Summit, no cancellation fee will be incurred. Hotel will make reasonable efforts to resell unused rooms and function space and reduce the cancellation fee by the amount of resale revenue collected and provide proof of its efforts to mitigate damages and evidence that the rooms or function space remain unsold. Hotel will include a provision stating that no cancellation fees will be due provided Sports ETA agrees to hold a 4S Summit of similar size within two (2) years of date of originally contracted 4S Summit.

Indemnification and Hold Harmless: Hotel agrees to defend (with counsel reasonably satisfactory to Sports ETA), indemnify and hold Sports ETA, and other related or affiliated organizations, and the officers, directors, employees, agents, and consultants of the foregoing, harmless from and against any liabilities, obligations, claims, damages, suits, costs, and expenses (including, without limitation, reasonable attorneys' fees and costs) arising out of any negligent acts or omissions of Hotel or any negligent acts or omissions of Hotel's employees and agents.

Alcohol Indemnification Clause: Notwithstanding any other provision of this Agreement, the Hotel shall defend, indemnify and hold harmless Group and its directors, officers, employees, agents and members and each of them, from and against any and all losses, damages, claims, expenses and liabilities of any kind, including costs of defense thereof, caused by or arising from the Hotel's sale or service of alcoholic beverages. The terms of this provision shall survive the expiration of this Agreement.

Walk Clause: If Hotel is unable to provide a sleeping room to an attendee holding a guaranteed reservation, Hotel agrees to: 1) provide Sports ETA the opportunity to determine where guests are to be relocated; 2) should relocation be required, notify Sports ETA which guest(s) were walked within twelve (12) hours; 3) provide sleeping accommodations at the nearest comparable hotel and a five-minute-long distance call plus, daily round-trip transportation between the other hotel during the time the attendee is at the alternate hotel at Hotel's sole expense; 4) provide a written letter of apology from the General Manager and a complimentary amenity to the relocated guest; and 5) provide credit for room including any room rebate that was to be collected to Sports ETA block.

Change of Ownership/Management and/or Brand/ Flag: Sports ETA may cancel this contract without liability if there is a change in Hotel ownership, management company and/or brand/flag, which, in Sports ETA's judgment, may materially adversely affect the quality of service. This cancellation right must be exercised, if at all, by written notice from Sports ETA to Hotel within ninety (90) days of learning of the change of ownership, management and/or brand/flag.

Remodeling or Renovation: Hotel will promptly and in advance notify Sports ETA of any construction or remodeling to be performed in Hotel during the 4S Summit. Hotel will endeavor to keep such activity from distracting or interfering with the use of meeting rooms or other facilities to be used during the 4S Summit. If it is anticipated that there will be any interference, Hotel will arrange comparable meeting and sleeping room facilities at a nearby Hotel, at no additional cost to Sports ETA. If a significant amount of Sports ETA contracted meeting space becomes unusable for any reason, Sports ETA may cancel the contract without penalty.

Quality/Performance of Hotel: Hotel agrees that all Hotel services, recreational facilities and activities, sleeping rooms, in-room amenities & services, food and beverage, restaurants, lounges & retail outlets, meeting space, levels of service (including but not limited to) staff to guest service ratios, front desk personnel, wait staff, housekeeping staff, etc.), and accepted industry ratings (i.e. international star ratings and AAA diamond ratings) in effect at the time of execution of this Contract will exist and be in effect at the same or better levels for the dates of this 4S Summit to accommodate guests needs. Should the Hotel be unable to comply with any/all of these performance requirements, group shall receive a minimum of a 2% rebate (based on its total Master Account), as a credit to the Master Account for each material infraction documented by Group in writing to the Hotel at the time the infraction is noted.

Attrition: Sports ETA requests 0% attrition. Estimated attendance is 200 attendees and expect to fill at least 175 rooms on peak nights. Based upon availability, hotel will honor group rate until check-in.

Tax Exempt: Sports ETA is currently or will be registered as a tax-exempt 501(c)3 organization in the state where the meeting will be held and, thus, be exempt from applicable state taxes.

Proposal submissions and questions by January 17, 2020 to:

Janis Ross, CSEE
Site Selection Chair
Sports ETA
9916 Carver Road, Suite 100
Phone: 513.281.3888
Email: AI@sportseta.org

