



4S Summit
*** Strategies * Services * Sales * Sponsorships ***
2023-2024
Request for Proposal

December 28, 2021

Introduction

We are pleased to present you with our Request for Proposal (RFP) to partner with and host the Sports ETA 4S Summit in 2023 or 2024.

This RFP will provide a detailed overview of the 4S Summit, with the optional addition of Rights Holder Summit, and the criteria used to evaluate submissions. 4S will serve as the educational forum for sports events and tourism professionals. This event concentrates on professional development; no formal appointments 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 either or both 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 600 member organizations.

About 4S Summit

4S Summit is an education and professional development 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 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 destination sales, services, events, & business development staff.

About Rights Holder Summit

The Rights Holder Summit is an education and professional development 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 Meeting Dates (please propose on all dates available for both years)

Potential Meeting 2023 Dates	Potential Meeting 2024 Dates
October 16 - 19, 2023 * Preferred Dates * October 23 - 26, 2023 November 6 - 9, 2023	October 7 - 10, 2024 * Preferred Dates * October 14 - 17, 2024 November 4 - 7, 2024

Estimated Attendance

125-150 (including sports destinations and sports event planners)

Agent of Record:

ConferenceDirect (Trish Quillen) is Agent of Record and will be working with the proposed properties received to finalize the offers and secure a contract on behalf of Sports ETA with the selected property. This event will be commissionable to ConferenceDirect.

Destinations under Consideration

- Open to all membership to propose on.

Benefits of Hosting

4S Summit will bring more than 125 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 Two dedicated direct mail pieces to sports event planners showcasing your market (\$15,000 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 (\$10,000 value)
- Showcase your destination’s sports facilities, hotels, venues, and more.

HOST COMMITMENT

Host Requirements

- \$25,000 host fee
- Must be a Sports ETA member in good standing
- 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, lodging, meals and ground transportation for up to two (2) pre-event site visits (1-2 people, at Sports ETA's sole discretion, for 1 day and 2 nights).
- 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
- Host sponsors at previous year's 4S Summit

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 2023 and 2024. Furthermore, said rates shall be guaranteed to be the lowest rate offered during the period of the Sports ETA 4S & Rights Holder 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 screens, projectors, 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.

HOTEL REQUIREMENTS

Guest Rooms

Total Room nights 300-400 (average 2-3 nights per attendee)

- Sunday – 15
- Monday – 75
- Tuesday – 150
- Wednesday – 150
- Thursday – 10

King Rooms are preferred.

Guest 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 three days prior and three day post block based on availability. Such rooms will be credited towards the Group pickup.

Desired Hotel Amenities

- AAA Four Diamond resort
- Full-service restaurant on site
- Fitness area with complimentary access for guests
- Bar/Lounge area on site
- Complimentary wi-fi in guest rooms and meeting spaces for attendees
- Complimentary A/V (projector, screen and sound system)
- Complimentary meeting space

Reservation Cut-off Date

2-weeks prior to event. Group rate extended for additional guestroom needs based on availability up until arrival.

Reservations

Attendees will call to make their reservation directly with the the Hotel, guestroom rate and incidentals will be the responsibility of the attendees. A small rooming list will be provided to the hotel for the staff, such rooms will be credited towards the master account. Incidentals will be the responsibility of the guests. Hotel to provide online reservation link that connects directly to room block as well as a reservation line call in number.

Sports ETA reserves the right to utilize a third-party housing agency of our choice for reservations.

Attrition

Sports ETA will not agree to any attrition fees or to pay liquidated damages of any kind, including guest room and food & beverage.

Room Pickup History

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

Meeting Space

It is the desire of Sports ETA to have hotel accommodations and meeting room space centralized in one location. All meeting space (ballroom, breakout rooms, board meeting room, office, and registration) must be located within easy walking distance between sessions.

Natural light in the meeting space is a nice to have but not required.

Sample Schedule

Subject to change.

DAY	TIME	FUNCTION	PAX	SETUP	Notes
Monday	7:00am - 11:59pm	Office/Storage	15	2 tables (6' or 8'), 4 chairs, one round table with chairs	Require electric drop. Adjacent to registration area
	4:00pm - 6:00pm	Board of Directors Meeting	25	U-shape	
Tuesday	7:00am - 11:59pm	Office/Storage	15	2 tables (6' or 8'), 4 chairs, one round table with chairs	Require electric drop. Adjacent to registration area
	8:00am - 5:00pm	Registration		2 tables (6' or 8'), 4 chairs, 2 tall boys, electric drop.	
	9:00am - 11:30am	Community Group Meetings (tentative)	50	Rounds (8)	May need 5-6 concurrent rooms for group discussions of varying sizes
	1:00pm - 5:00pm	STS Fall Course	100	Rounds (8)	
Wed.	7:00am - 11:59pm	Office/Storage	15	2 tables (6' or 8'), 4 chairs, one round table with chairs	Require electric drop. Adjacent to registration area
	7:00am - 5:00pm	Registration		2 tables (6' or 8'), 4 chairs, 2 tall boys, electric drop.	
	8:00am - 11:59pm	General Session	200	Rounds (8)	
	8:00am - 5:30pm	Breakout #1	75	Rounds (8)	
	8:00am - 5:30pm	Breakout #2	75	Rounds (8)	
	8:00am - 5:30pm	Breakout #3	75	Rounds (8)	
	8:00am - 5:30pm	Breakout #4	75	Rounds (8)	
	8:00am - 5:30pm	Breakout #5	75	Rounds (8)	
	5:30pm - 6:30pm	Happy Hour			(invitation Only)
	7:00pm - 9:00pm	Welcome Reception			Held Offsite

Thursday	7:00am - 4:00pm	Office/Storage	15	2 tables (6' or 8'), 4 chairs, one round table with chairs	Require electric drop. Adjacent to registration area
	7:00am - 12:00pm	Registration		2 tables (6' or 8'), 4 chairs, 2 tall boys, electric drop.	
	8:00am - 9:45am	Breakfast Buffet	200	Rounds (8)	Held in General Session room
	9:45am - 10:00am	AM Break	200	Flow	Held in Prefunction space
	10:00am - Noon	Breakout #1	75	Rounds (8)	
	10:00am - Noon	Breakout #2	75	Rounds (8)	
	10:00am - Noon	Breakout #3	75	Rounds (8)	
	10:00am - Noon	Breakout #4	75	Rounds (8)	
	10:00am - Noon	Breakout #5	75	Rounds (8)	
	12:00pm - 2:00pm	Closing Lunch	200	Rounds (8)	Held in General Session room

*** All meeting space to be held on a 24 hour hold.**

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 (including tax and service charge). No F&B minimum will be required.

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, 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. 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

- Room rebate to host destination, if desired
- Complimentary meeting space (ballroom, meeting rooms, and pre-function space)
- Complimentary room nights for pre-selection visit(s) - two complimentary site visit rooms for two nights (total four room nights)
- 2 complimentary suites for executive leadership (Monday – Thursday) or total of 8 room nights
- 2 complimentary standard rooms (Sunday – Thursday) or total of 10 room nights
- 5 complimentary standard rooms for staff rooms (Monday - Thursday) or total of 20 room nights
- 1 per 30 complimentary room nights to Master Account, cumulative
- 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 obligation

Proposal submissions due by January 31, 2022 to:

Trish Quillen

Vice President of Global Accounts

ConferenceDirect

Phone: #778-989-5741

Email: trish.quillen@conferencedirect.com

and

Janis Breedlove, CMP, STS

Sports ETA

Phone: 541.915.9479

Email: janis@sportseta.org

If mailing proposals/packets, send to:

Janis Breedlove

116 Andrew Drive

Cottage Grove OR 97424