



Sports ETA Symposium

2023 - 2025



Introduction

We are pleased to present you with our Request for Proposal (RFP) to partner and host the Sports Events and Tourism Association (Sports ETA) Symposium in 2023, 2024, or 2025.

Our annual meeting attracts hundreds of sports events and tourism professionals who gather to exchange time, resources, strategies, solutions, and more. The Symposium features dozens of education sessions, countless networking opportunities, and business development appointments, all to help our members produce measurable ROI for their organization, elevate their sports events, and improve the quality of life in their destinations.

The purpose of the enclosed RFP is to provide a detailed overview of the Symposium and Sports ETA and the minimum criteria used to evaluate submissions. We encourage you to add incentives or unique opportunities from your destination to set you apart from other destinations during our deliberations. Members should customize the proposal with content that demonstrates your uniqueness in the sport tourism industry. We look forward to receiving proposals for any or all years and learning more about how we can partner with your destination on our signature event during this process.

About Sports ETA

As the only non-profit 501(c)3 trade association for the sports events and tourism industry in the United States, Sports ETA is the most essential resource for sports destinations, sports organizations, sports facilities and industry partners. We believe sports tourism and the events that our members own and host have the power to transform society and generate economic impact as well as create positive sentiments for your community.

Our members consist of sports commissions, destination marketing organizations (DMOs), parks and recreation departments, chambers of commerce, national governing bodies (NGBs), multi-sport organizations (MSOs), sports event owners, sports facilities, and industry partners. More than 2,500 individuals representing over 850 organizations lead, manage, and execute sports events of all shapes and sizes - from bowling tournaments to the Super Bowl and U-12 girls soccer tournaments to the Women's World Cup. Together, they create opportunities for athletes, both young and old, to participate in the sports they love and lead healthy, active lifestyles.

Recent reports on the state-of-the-industry estimated visitor spending associated with sports events to be more than \$17 billion. This is an indicator of the strength of our industry and the importance of our members to their communities.

About Symposium

In addition to serving as the annual membership meeting of the association, the Symposium is Sports ETA's primary platform to highlight our four pillars: education, advocacy, resources and networking.

EDUCATION

Over the duration of three (3) days, Symposium attendees are immersed in a variety of learning experiences designed to transform the way they plan and host sports events. Attendees can explore a variety of topics that not only impact their individual performance, but also understand the impact to the industry.

ADVOCACY

Each year, Sports ETA awards a grant to a non-profit organization that provides at-risk youth, veterans, or physically or intellectually disabled individuals opportunities to participate in sport. Proceeds from the fundraiser directly impact athletes in the host community of our annual Symposium. To date, Sports ETA and our members have donated more than \$150,000 in grants to organizations that leave a legacy in the lives of the athletes who participate in their programs.

RESOURCES

The Symposium provides attendees with new tools, industry trends and data, sound business practices, and relationship development opportunities to enable sports events and tourism professionals to be more successful.

NETWORKING

With both formal and informal activities, Symposium attendees can connect with industry peers and partners allowing them to expand their business network. Through our reverse tradeshow/hosted buyer format, sports destinations can fill their pipeline with qualified leads, while sports event owners can meet with future business partners dedicated to their success.



Benefits of Hosting

The Sports ETA Symposium will bring more than 1,000 visitors to your destination and generate more than 3,000 room nights as well as nearly \$1 million in direct spending with local businesses. Additionally, an integrated marketing campaign reaching Sports ETA's 2,500 member contacts starts two (2) years prior to the event. **Additionally, you'll receive benefits outlined below valued at more than \$300,000.**

- Exposure for your destination to more than 200 sports event owners
- Co-branding opportunities with Sports ETA in two years leading up to event
- Opportunity to showcase your destination's sports facilities, hotels, venues, and more
- One dedicated direct mail piece to sports event planner showcasing your market (\$7500 value)
- Four dedicated email campaigns (\$10,000 value)
- Logo placement on event website and onsite signage (\$40,000 value)
- Six social media and blog posts (\$6,000 value)
- Banner advertisement on mobile app (\$5,000 value)
- One, 2-page advertorial in *Sports ETA Playbook* (\$5,995 value)
- One-page ad in Onsite Guide year prior to and year of hosting (\$5,000 value)
- Host sponsorship of closing luncheon in year prior to hosting (\$50,000 value)
- Host sponsorship of opening party in year hosting the event (\$100,000 value)
- Host sponsorship of event owner hospitality year after hosting (\$25,000 value)
- Five registrations in year prior to hosting 10 registrations year of hosting, and 3 registrations year after hosting (\$25,000 value)
- Five MVP Reception tickets in year prior to hosting, 10 VIP Reception tickets year of hosting, and 3 registrations year after hosting (\$22,000 value)
- Exhibit space in marketplace year prior to hosting and year of hosting (\$8,790 value)
- All requested appointments with sports event owners that are not declined by event owner will be scheduled pending availability both the year prior to hosting, year of hosting, and year after hosting

BY THE NUMBERS

ATTENDEES

1,000 attendees, including more than 200 sports event owners

ROOM NIGHTS

3,000+ room nights

DIRECT SPENDING

More than \$1 million



Dates

There are several suggested dates for each year of the Symposium listed below. These avoid major spring conflicts as well as the NCAA Basketball Final Four Tournaments. Each set of dates below are Friday to Friday, with Saturday and Sunday being the primary set-up and load-in/out days. Multiple dates may be selected for each year. Proposal must include a brief statement indicating which year(s) and dates(s) are being proposed.

Historically, the last week of April attracts the most attendees to the Symposium.

2023

April 21 – April 27 (preferred)
April 14 – April 20 (alternate)

2024

April 19 – April 25 (preferred)
April 12 – April 18 (alternate)

2025

April 25 – May 1 (preferred)
April 11 – April 17 (alternate)



Sample Schedule

Based on 2020 schedule. Subject to change.

Estimated attendance for each function in parentheses. Daily activities are held at the convention center, except for evening hospitality events.

Sunday

4:00 pm – 7:00 pm – Board of Directors Meeting (25)

Monday

7:00 am – 6:00 pm – Registration & Exhibitor Set Up (400)
8:00 am – 5:00 pm – Sports Facilities Summit (75)

11:30 am – 4:00 pm – Golf Outing (60)
3:00 pm – 6:00 pm – CSEE Spring Course (200)
7:00 pm – 9:00 pm – MVP Reception (300)

Tuesday

6:30 am – 7:30 am – Sunrise Run (50)
7:00 am – 6:00 pm – Registration (600)
7:00 am – 10:00 am – Exhibitor Set Up (200)
7:30 am – 8:15 am – Mocha with a Mentor (250)
8:30 am – 10:00 am – Opening Session & Breakfast (800)
10:15 am – 11:45 am – One-On-One Appointments (1,000)
Noon – 1:00 pm – Lunch in Marketplace (1,000)
1:00 pm – 2:45 pm – Education Sessions (750)
3:00 pm – 5:00 pm – One-On-One Appointments (1,000)
5:30 pm – 7:00 pm – Rights Holder Reception (200)
7:00 pm – 10:00 pm – Kickoff (1,000)

Wednesday

7:30 am – 5:00 pm – Registration (flow)
7:30 am – 8:30 am – Breakfast in Marketplace (750)
8:30 am – 9:30 am – General Session (750)
9:45 am – 11:45 am – One-On-One Appointments (1,000)
Noon – 1:00 pm – Lunch in Marketplace (1,000)
1:00 pm – 2:45 pm – Education Sessions (750)
3:00 pm – 5:00 pm – One-On-One Appointments (1,000)
5:00 pm – 6:00 pm – Halftime in the Marketplace (1,000)
6:00 pm – Midnight – Open Evening

Thursday

8:30 am – 5:00 pm – Registration (flow)
7:30 am – 8:30 am – Breakfast in Marketplace (750)
8:30 am – 9:30 am – General Session (750)
9:45 am – 10:30 am - Education Sessions (750)
10:45 am – 12:15 pm – One-On-One Appointments (1,000)
12:30 pm – 2:15 pm – Closing Session & Awards Luncheon (550)
2:30 pm – 4:00 pm – RFP Roundtables (800)
4:00 pm – 7:00 pm – Exhibitor Tear Down (200)
4:30 pm – 5:30 pm – Incoming Board Member Meet & Greet (25)
7:00 pm – 11:00 pm – Overtime (500)



Hotel Requirements

Proposal should identify one hotel to serve as the host hotel. Overflow hotels may be included in the proposal. Preferably all, but at least the host hotel, must be a full-service property and be rated at least a 3-star or 4-diamond. If attendees cannot safely walk to meeting space (i.e. must cross a busy street, sidewalks are not provided), then free shuttle transportation must be provided by the host city beginning 30 minutes before the Symposium registration desk opens until 30 minutes after the registration desk closes. "Walkability" will be confirmed by site selection committee during site visit.

To preserve the health and well-being of our Symposium attendees, hotels must be non-smoking. Sports ETA looks forward to working with hotels that are instituting green initiatives. Proposal must include details of any green initiatives in place or will be in place at the time of the Symposium.

Room Pickup History

2017 – Sacramento (931 attendees)	Room Nights
Friday	13
Saturday	38
Sunday	316
Monday	754
Tuesday	816
Wednesday	789
Thursday	555
TOTAL ROOMS	3,281

2018 – Minneapolis (945 attendees)	Room Nights
Friday	12
Saturday	27
Sunday	229
Monday	725
Tuesday	856
Wednesday	856
Thursday	594
TOTAL ROOMS	3,286

2019 – Knoxville (1,009 attendees)	Room Nights
Friday	10
Saturday	18
Sunday	244
Monday	750
Tuesday	775
Wednesday	744
Thursday	446
TOTAL ROOMS	2,987

Estimated Room Nights

	Attendee	Sports Event Planner	Staff	Total
Friday	0	0	10	10
Saturday	15	0	25	40
Sunday	250	50	25	325
Monday	575	160	25	760
Tuesday	650	160	25	835
Wednesday	650	160	25	835
Thursday	300	70	15	385
	2,440	600	150	3,190

King Rooms are preferred.

Room Rates

Historically, room rates have ranged between \$149 and \$229 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.*

Sports Event Planner Rate must be 25% less than attendee rate.

Staff Rate must be 50% less than attendee rate.

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

Desired Hotel Amenities

- 3-star or 4-diamond
- Full-service restaurant
- Free Wi-Fi in guest rooms and meeting spaces
- Fitness area
- Bar/Lounge area
- Free shuttle transportation to and from convention center
- Non-smoking
- Connected to Convention Center or Meeting and Exhibit Space preferred



Reservation Cut-off Date

Required: 2-weeks prior to event.

Preferred: Based upon availability, hotel will honor group rate until check-in.

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.

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.

Minimum Concessions

- Complimentary meeting space (ballroom, meeting rooms, and pre-function space)
- 32 complimentary room nights for site and pre-planning visits
- 2 complimentary suites for executive leadership (Friday – Thursday)
- 10 complimentary standard rooms for staff rooms (Friday - Thursday)
- 1 per 30 complimentary room nights to Master Account
- 50 complimentary room nights for board retreat
- 5 room upgrades to suites and/or concierge level (Sunday – Thursday)
- 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
- Complimentary AV in meeting rooms (screen, projector, laptop)
- Complimentary parking for staff– event (Monday-Thursday) and site and pre-planning visits
- Complimentary parking for local speakers
- Discounted parking rates for attendees
- No attrition clause in agreement
- No F&B minimum

Specifications

1. 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.
2. Any recent renovations or scheduled renovations between now and the date of the event.
3. Photos and map or diagram of the proposed meeting space including dimensions and capacity charts. Please indicate all elevators, escalators, and stairways.
4. List of any other groups currently scheduled in hotel during proposed event dates.
5. Current service charges on F&B and AV.
6. Number of total sleeping rooms and meeting rooms within the proposed hotel property.
7. Policies for the following:
 - a. No show and early departure penalties.
 - b. Relocation of guests if oversold.
 - c. Are guests charged parking fees? If so, what are the current charges?
8. Number of complimentary easel stands and list of complimentary signage (print or digital).
9. List of complimentary furniture available.
10. Confirm waived meeting room rental fees and set up fees including charges for easels and flipcharts.
11. 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.



Convention Center Requirements

All meeting space must be in convention center, preferably within 3 blocks of proposed hotels, or in the hotel with the largest percentage of committed rooms. Ancillary meeting space at host hotel(s) will be considered for smaller functions.

Required Meeting Space (subject to change)

Days/ Times Needed	Function	Room Specifications	Square Footage
8:00 a.m. Friday – 11:59 p.m. Thursday	SPORTS ETA Office	Minimum of 1,500 sq ft near recommended location for registration	1,500 – 2,000 sq ft
8:00 a.m. Friday – 11:59 p.m. Thursday	Production Office	Minimum of 1,500 sq ft near main foyer	1,500 – 2,000 sq ft
6:00 a.m. Saturday – 11:59 p.m. Thursday	Storage	Minimum of 1,500 sq ft near General Session room	1,500 – 2,000 sq ft
6:00 a.m. Saturday – 11:59 p.m. Thursday	General Sessions	Minimum of 60,000 sq ft with ability to seat minimum 1,000 in rounds of 10 people. Ability for rear projection with not less than 24' backstage and up to 32' backstage depending on rigging points. Front of house space not less than 8'x 24' for audio and lighting control as well as cameras and director. Rigging points MUST be available throughout the proposed space (space proposed without rigging will not be considered). A minimum of (1) 100 amp and (1) 200 amp, 3-phase power MUST be available within space proposed.	60,000 – 90,000 sq ft
6:00 a.m. Saturday – 11:59 p.m. Thursday	Exhibit Hall	Minimum of 100,000 sq ft with ample room for a minimum of 200 booths (8' x 10'), 40' x 80' space in center for Sports Legacy Fund silent auction and raffle. Provide ceiling height, rigging information and power available.	100,000 sq ft
6:00 a.m. Saturday – 11:59 p.m. Thursday	Registration and Attendee Experience	Minimum of 9,000 sq ft open area/foyer in close proximity to General Session and/or Sports Marketplace. Area will include, but is not limited to, registration desks, Rest & Recharge Station, and Daily Refreshments. This space requires multiple 110/20 amp circuits and ask to provide layout of power available and breakdown of circuits.	9,000 – 15,000 sq ft
6:00 a.m. Saturday – 11:59 p.m. Thursday	Education/ Breakout Rooms/Multi-Purpose Rooms (up to 10)	Variety of sizes from 1,000 sq. ft. - 3,000 sq. ft. for education sessions, board meeting(s), learning labs, small group meetings, etc.	1,000 – 3,000 sq ft



Mandatory Concessions

The following must be provided **at no charge** to Sports ETA (Friday – Thursday) and a statement agreeing to each must be included in the proposal.

1. All meeting and exhibit space provided at no charge.
2. Right to change, reduce or reasonably expand proposed meeting space without financial penalty to Sports ETA at any point.
3. Complimentary dedicated high-speed wireless internet network in all meeting spaces (breakout rooms and ballroom) with customizable password, scalable, redundant internet connectivity for the duration of the conference. This complimentary internet access must be able to accommodate 650+ concurrent users and over 1,000 total attendees in the ballroom(s), meeting rooms, and exhibit hall. In addition, Sports ETA requires a complimentary separate dedicated wireless network with a minimum upload and download speed of 50 Mbps scalable to 100 Mbps for event staff and production. Sports ETA may add up to 30 dedicated hard lines to meeting rooms and foyer/registration space depending on needs at no additional charge. All network equipment (including access points, routers, switches, cabling, etc.) and onsite network support for the duration of the conference must be included at no charge. If internet service is provided by a 3rd Party provider, Center is responsible for verifying ability to meet all Sports ETA needs.

Food and Beverage

Menu prices must be guaranteed six (6) months in advance of the Symposium and all venues included with proposal must agree to a food and beverage price increase of no more than 3% per year of prices submitted with proposal.

Sports ETA may request to bring in outside food and beverage product(s), including, beer, wine, soft drinks, bottled water, snack foods, bakery items, etc., per contractual agreements with our sponsors. If the venues have a policy and/or fees associated with bringing in outside food and beverage, it must be included in proposal. Although Sports ETA understands that many facilities have legal requirements for fees associated with donated alcoholic beverages, preferred consideration will be given to proposals where these fees are waived or are discounted.

Sample Food and Beverage Plan

Daily Refreshments (coffee, tea, snacks)

Tuesday: 650 attendees
Wednesday: 800 attendees
Thursday: 600 attendees

Afternoon Hospitality (hosted bars & appetizers)

Tuesday: 650 attendees
Wednesday: 800 attendees
Thursday: 600 attendees

Meal functions

Tuesday breakfast: 600 attendees
Tuesday lunch: 700 attendees
Wednesday breakfast: 600 attendees
Wednesday lunch: 750 attendees
Thursday breakfast: 600 attendees
Thursday lunch: 550 attendees

For simple cost comparisons, proposal must include standard prices, including labor, taxes and services for:

- One (1) gallon of coffee
- One (1) soda
- One (1) bottled water
- One (1) alcoholic beverage
- One (1) plated meal – breakfast and lunch
- One (1) buffet meal – breakfast and lunch
- One (1) dozen cookies
- One (1) appetizer platter
- (1) standard table linen
- One (1) lectern/podium

Contracted Production Vendors and General Service Contractors

Sports ETA has longstanding, contractual relationships with a national audio/visual production company and a general service contractor. These vendors are given first option to provide all audio visual and exhibitor services. These vendors will work closely with the convention center's in-house A/V company, decorator and any operational



department(s) necessary for areas such as dock space, rigging, security, power and local labor for set-up and strike. Proposal must include letter acknowledging Sports ETA's right to bring in outside production company and general service contractor at no financial penalty to Sports ETA or vendor.

Technical Specifications

Sports ETA tightly controls our production budget by utilizing the contracted production and general service contractor vendors stated above who utilize their own engineers and technicians for all show crew, and local labor for load-in and load-out. Convention center summary in proposal should include responses to the following:

1. Dock access
 - a) Provide photos of dock(s) for load-in/load-out.
 - b) Must accommodate several 53' semi-tractor/trailer.
 - c) Describe the path from the dock to exhibit hall and general session meeting space.
 - d) If an elevator(s) is part of the load-in path, provide entry door dimensions and interior dimensions of each elevator. Provide weight limit for each elevator.
 - e) Are there any days of the week or times of day the dock is not accessible for production load-in?
 - f) Are there dock fees? If so, provide rules and regulations and detailed rate sheet.
2. Semi-truck parking
 - a) Is there onsite parking available for one (1) or more 53' semi-tractor and trailer?
 - b) Is this available at the dock? If not, provide description and map of location.
 - c) Is there a fee for semi-truck parking?
3. Rigging Information
 - a) Provide complete information on rigging points available for general session and marketplace space required in this proposal.
 - Include soft copy of rigging plot, and weight limits per point.
 - Include AutoCAD, DWG or Vector- scope rigging plot files.
 - b) Provide detailed rules and regulations for rigging.
 - Are point fees charged? If so, provide rate sheet.
 - Does convention center require use of in-house motors or can these be provided by production vendor?
 - c) Does the convention center have a lift available for rigging?
 - If so, who can operate it?
 - What is the cost to rent per day or per event?
 - If not available onsite - please recommend vendor to rent from and delivery information.
4. Power Information
 - a) Provide complete information on power available for general space being proposed. Note that general session space requires a minimum of (1) 100 amp and (1) 200 amp, 3-phase connections.
 - b) Provide layout of connection locations for general session space proposed.
 - c) Provide power available in meeting rooms and attendee experience space.
 - d) Provide rates for above power.
 - Confirm if rates are daily or per event.
 - Are there additional fees for electrician tie-in/untie?
5. Stagehands
 - a) Provide complete and detailed rules, regulations and rates for local stagehand labor and who this is booked through.
6. Staging – provide the following details on the staging available:
 - a) Dimensions
 - b) Height options
 - c) Quantity available
 - d) Stair units available
 - e) Wheelchair lift or ramp availability and fees for usage. If nothing is listed, we will assume there is no fee charged
7. House Light System
 - a) Describe house light system for general session space as required in this proposal.
 - Is the system dimmable?
 - Is there a remote for the system or only wall panel(s)?
 - If there is a remote, is there a fee to utilize it?
8. Internet
 - a) Include specs for complimentary dedicated high-speed wireless internet network for attendees, what is required to set up password protection, and where in the building the network will be available for



attendees. Include specs for complimentary separate dedicated wireless network with a minimum upload and download speed and where in the building this network will be available for event staff and production.

9. Pricing

- a) Proposal must include a statement guaranteeing all prices listed above six (6) months in advance of the convention and a price increase of no more than 3% per year of prices submitted with this proposal. Proposal must include a complete list of fees that the convention center will waive if selected.

10. Miscellaneous

- a) Provide information on any union requirements and associated costs.
- b) Provide any additional information, descriptions, or restrictions.



Destination Management Company

There may be a need for a local Destination Management Company (DMC) or similar type company to provide planning and execution of hospitality events. Proposal must include a list of three (3) recommended companies able to provide these services and their costs. References and information/pictures of past similar conferences should also be included. If the hotel or convention center has any restrictions regarding which vendors can be used, labor laws, unions, fees, etc., include a copy of the policy(ies) and current fees in the proposal.

Audio Visual Production

Sports ETA has a contractual relationship with a national audio/visual production company. This vendor is given first option to provide all audio-visual services. This vendor will work closely with the venue's in-house A/V company and any operational department necessary for areas such as dock space, rigging, security, power and local labor for set-up and strike. Proposal must include letter acknowledging Sports ETA's right to bring in an outside production company at no financial penalty to the Sports ETA or vendor. Sports ETA tightly controls our production budget by utilizing the contracted production vendor stated above who utilizes their own engineers and technicians for all show crew, and local labor for load-in and load-out. Should the conference venue being proposed have union contracts or other related contracts not allowing such production vendor to utilize their own engineers and technicians, please include this information in the proposal and include all details of the agreement.

General Service Contractor

Sports ETA will enlist the services of a General Service Contractor to provide necessary equipment and services. Average spend with the general service contractor in the past is nearly \$100,000. Proposal must include recommendations of three (3) General Service Contractors. General Service Contractor must be able to guarantee equipment prices six (6) months in advance of the conference and must agree to a price increase of no more than 3% per year of prices submitted with this proposal. If the conference venue has any restrictions regarding which vendors can be used, labor laws, unions, fees, etc. it must include a copy of the policy(ies) in the proposal. Include photos and references from similar conferences the proposed General Services Contractor has serviced.

Tax Exemption

Sports ETA is a not-for-profit 501(c) 3 corporation and, in most states, is qualified for sales tax exempt status. Sports ETA realizes a significant savings in states where it is eligible for this tax exemption and therefore, will give first consideration to destinations where the association is eligible for tax exemption. Proposal should include information regarding tax exempt laws in your state as well as an application to apply for tax exempt status, if applicable.

Gambling Laws

Sports ETA conducts an annual fundraiser with a raffle component. Proposal should include information regarding state gambling laws and eligibility for not-for-profits to register for a raffle license (include filing requirements).



Host Commitment

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

Host Requirements

- \$200,000 host fee (\$75,000 in year prior to hosting, \$100,000 in year of hosting, and \$25,000 in year after hosting)
- Membership in Sports ETA
- Host agrees to assist securing local speakers (cost, if any, to be negotiated)
- Host to pay for any group transportation required throughout the event
- Host identifies a designated point of contact who will serve on the Symposium Committee for at least two years prior to hosting and as the Symposium Committee chair the year prior to hosting.
- Guaranteed Rates for 2023-2025. Furthermore, said rates shall be guaranteed to be the lowest rate offered to any hotel guest during the period of the Sports ETA Symposium.
- Confirm the complimentary air travel, lodging, and local expenses for one site selection visit and three pre-event planning visits (4 people, at Sports ETA's sole discretion, for 2 days and nights).
- Complimentary use of exhibit hall, ballrooms and meeting spaces at the proposed convention center and hotels.
- Charges for basic AV set-ups – table lectern/microphone to be waived, including charges for easels, flipcharts, projectors, and other such items in proposal.
- Complimentary wi-fi throughout convention center and hotel meeting spaces.
- Marketing and promoting the Symposium to sports event owners.
- Serving as liaison between Sports ETA and all local/regional vendors and suppliers (i.e. convention center, host hotel(s), off-site venue coordinators, transportation providers, etc.)
- Sourcing and managing 15-20 volunteers to be available for multiple shifts throughout the week at no cost to Sports ETA
- Secure discounted rates for venue rentals for sports facilities summit, special event spaces, and evening hospitality events
- Managing event logistics of opening party, golf outing, 5k, and additional ancillary activities to be agreed upon
- Agree to host Sports ETA board retreat. Must secure 25 complimentary hotel rooms for two nights, complimentary meeting space for 25 attendees (1,500 – 1,750 sq. ft.) and complimentary A/V for meeting space (wi-fi, screen, projector, laptop, telephone, and flipcharts/easels).

Host Enhancements

- Local company gifts, regional specialties, and other amenities
- Street pole banners, branding/signage at airport, hotels, convention center, skywalks, walk ways, custom floor clings, digital directional signage
- Welcome tables at airport, hotels, convention center
- Airport shuttle arrangements
- Transportation for sports event owners to/from airport
- Carpeting of exhibit hall
- Theming and décor – example: complimentary or discounted rental of lounge seating for convention center space
- Food and beverage donations
- Complimentary rooms for sports event owners
- Other amenities/VIK that enhance attendee experience
- Attendee gift



Timeline

DATE	DELIVERABLE
November 30, 2019	Letter of Intent
December 2019	Q&A Calls
January 15, 2020 <i>No later than 5:00 p.m. PT</i>	Proposal Submission Deadline
February 2020	Finalists notified
Spring 2020	Site visits conducted by staff, committee chairs, and board liaison.
July 2020	Presentation to Board / Hosts announced upon board approval



Submission Guidelines

The Symposium requires a high level of support from your local community. Therefore, a prospective destination will agree not to host another sports events and tourism industry conference during the twelve (12) months before or after the Symposium.

You may submit for multiple years and dates using one proposal document. Please indicate which year(s) and date(s) you are bidding on in your proposal document. No host will be awarded more than one (1) year.

Letter of Intent

If you are considering submitting a proposal, you must submit a letter of intent via email to Elizabeth Young at elizabeth@sportseta.org no later than **November 30, 2019**.

Q&A Call

Sports ETA and the Site Selection Committee will conduct a Q&A Call with any member that submitted a letter of intent to answer any questions prior to final proposal submission. Each bidding destination will be assigned to a Site Evaluation Committee liaison while compiling your proposal. Site Evaluation Committee liaisons are available to answer questions and be a resource to bidding destinations.

Proposal

Each bidding destination must prepare one (1) proposal for all available dates to be submitted via a secure link to upload their proposal document. Proposal must be submitted no later than **January 15, 2020**.

In order to be consider, your proposal must include the following:

1. **Submission Checklist** – Initial each item acknowledging inclusion in proposal.
2. **Proposed Dates** – Include what year(s) and date(s) you are proposing to host.
3. **Letters of Commitment** outlining concessions (Bidding organization, hotels, and convention center)
4. **Summary of your organization's membership** with Sports ETA that shows your commitment to the association including past Symposium attendance, staff members enrolled in CSEE, participation in committees, etc.
5. **Local area information** including a guide to “walking distance” restaurants/ bars, shopping areas and other general tourism information and should include tourism brochures and literature provided by a DMO.
6. **Summary of proposed hotels** including responses to requirements outlined on page 5-7.
7. **Summary of convention center space** including responses to technical specifications outlined on page 8-11.
8. Recommendations for **off-site venues** for evening hospitality functions with at least 2 recommendations of venues that can accommodate 1,000 guests for Kickoff (opening party) at least 2 recommendations of venues that can accommodate 500 guests for Overtime (closing party), and at least 2 recommendations of venues that can accommodate 250-300 guests for MVP Reception. Include sample budgets for each function based on venue rentals and any other costs to be anticipated (transportation, entertainment, event management, security).
9. Recommendations for **add-on activities**, including pricing.
10. List of **local subject matter experts** and recommended **keynote speakers**, including speaking fees.
11. **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) and average costs.
12. **Sample marketing plan** including a list of assets available to promote the event.
13. **Summary of how you secure volunteers and manage volunteer needs** for meetings and events similar to our size and duration.
14. Recommendations for **local destination management companies** able to provide event management services with a statement guaranteeing prices six (6) months in advance of the conference and a price increase of no more than 3% per year of prices submitted with this proposal.
15. **A/V** - Include letter acknowledging Sports ETA's right to bring in an outside production company at no financial penalty to the Sports ETA or vendor.
16. Recommendations for **general service contractors** with a statement guaranteeing prices six (6) months in advance of the conference and a price increase of no more than 3% per year of prices submitted with this proposal.
17. **Tax exemption** - List 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.



18. **Gambling Laws** - Include information regarding state gambling laws and eligibility for not-for-profits to register for a raffle license (include filing requirements).
19. **Signed Confidentiality Agreements** (Bidding organization, hotels, and convention center)



Site Evaluation Committee

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Submission Checklist

Please complete the contact information below and initial each proposal requirement.

Host: _____

Contact & Title: _____

Phone: _____

Email: _____

Date(s) Bidding (check all that apply):

2023

- April 21 – April 27 (preferred)
- April 14 – April 20 (alternate)

2024

- April 19 – April 25 (preferred)
- April 12 – April 18 (alternate)

2025

- April 25 – May 1 (preferred)
- April 11 – April 17 (alternate)

MINIMUM REQUIREMENTS TO HOST CHECKLIST

By initialing by each item below, you are assuring Sports ETA you have included all required information and clearly understand and are committed to meeting all of the requirements to host the Sports ETA Symposium.

- Letters of Commitment
- Membership Summary
- Local Area Information
- Hotel(s)
- Convention Center
- Off-site Venues
- Add-On Activities
- Local Speakers
- Flight Lift and Costs
- Marketing Plan
- Volunteer Recruitment Plan
- Destination Management Company
- Audio Visual Production
- General Service Contractor
- Tax Exemption
- Gambling Laws
- Signed Confidentiality Agreements



Letter of Commitment - Host

Proposal must include a signed copy of the following letter of commitment. This letter binds the signer to the requirements outlined in the proposal. The current president, executive director or authorized employee must sign the letter of commitment.

DATE

Sports ETA
9916 Carver Road, Suite 100
Cincinnati, OH 45242

Dear Site Selection Committee:

In response to the 2023-2025 Sports ETA Symposium Request for Proposal, we are submitting this letter of commitment to serve as the Host Destination. We agree to the host requirements as detailed in the RFP.

Signed:

Host Name

Representative Name (Print) Representative Signature Representative Title



Letter(s) of Commitment – Host Hotel(s)

Proposal must include a signed copy of the following letter of commitment. This letter binds the signer to the requirements outlined in the proposal. The general manager(s) must sign the letter(s) of commitment.

DATE

Sports ETA
9916 Carver Road, Suite 100
Cincinnati, OH 45242

Dear Site Selection Committee:

In response to the 2023-2025 Sports ETA Symposium Request for Proposal, we are submitting this letter of commitment to serve as the host hotel. We agree to the hotel requirements and concessions as detailed in the RFP.

Signed:

Hotel Name:

General Manager Name (Print):

General Manager Signature:



Letter of Commitment – Convention Center

Proposal must include a signed copy of the following letter of commitment. This letter binds the signer to the requirements outlined in the proposal. The general manager(s) must sign the letter(s) of commitment.

DATE

Sports ETA
9916 Carver Road, Suite 100
Cincinnati, OH 45242

Dear Site Selection Committee:

In response to the 2023-2025 Sports ETA Symposium Request for Proposal, we are submitting this letter of commitment to serve as the location of the meeting space. We agree to the meeting space requirements and concessions as detailed in the RFP.

Convention Center Name:

General Manager/Owner Name (print):

General Manager/Owner Signature:



Confidentiality Agreement

The party submitting this proposal understands and acknowledges that Sports ETA will make a public announcement regarding the award of the proposal contract at such time, in such form, and by such means, as Sports ETA determines appropriate. In consideration of the acceptance, and consideration of the proposal submitted by the bidding party, bidding party hereby agrees that it shall make no disclosure or announcement, or issue any media publicity of any kind, regarding its proposal or the award of the proposal contract unless and until Sports ETA has made a public announcement of the award of the proposal contract. In the event the party submitting this proposal is awarded the proposal contract, it will cooperate with Sports ETA in the planning and coordination of a joint announcement of the award of the proposal contract.

President, Executive Director or authorized employee of the host:

Signature: Print Name: Title:

General Manager of Hotel(s):

Signature: Print Name: Title:

Signature: Print Name: Title:

Signature: Print Name: Title:

General Manager of Convention Center:

Signature: Print Name: Title:



Hotel Contract Clauses

The following clauses must be included in final hotel contracts.

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 Symposium. 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 Symposium. 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 Symposium would have been held, and not upon notice of cancellation. If Hotel meets or exceeds its average occupancy level for the week of the Symposium, 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 Symposium of similar size within two (2) years of date of originally contracted Symposium.

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 Symposium. Hotel will endeavor to keep such activity from distracting or interfering with the use of meeting rooms or other facilities to be used during Symposium. 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 Symposium 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.

Poaching: Hotel will carefully research any groups with a similar arrival-departure pattern to guard against guest room poaching by third-parties.

Pick-up Reports and Room Audit: Hotel agrees to provide weekly room block pick up reports to Sports ETA as soon as the first attendee guest room is booked. Hotel agrees to conduct monthly room audits against the Sports ETA registration list beginning three months prior to the conference, and again no later than 14 days post-conference to account for any attendees booking outside of the block, which will subsequently be credited towards the block. Sports ETA has the option to request a manual audit, should automated results seem incomplete.

Annual Guestroom Review: Sports ETA and the Hotel agree to review the previous year guestroom pickup data for the conference within 60 days of the completion of the previous year. If the previous year guestroom pickup was significantly (+/-10%) increased or decreased, then both parties agree to adjust the guestroom block up or down without penalty based on availability. The Hotel will notify Sports ETA of any other pending group bookings over the same conference dates for the purposes of allowing Sports ETA to assess its current room block requirements. If Sports ETA deems it necessary to increase either one, then Sports ETA will have first option to do so prior to the Hotel committing guest rooms to another group.

Attrition: Sports ETA will not be responsible for attrition fees or to pay liquidated damages of any kind, including guest room and food & beverage. Over the past four years, Sports ETA has had an average overall pick up of more than 80% and would be happy to provide history and hotel references. Sports ETA will use its best efforts to offer and promote the use of the hotel to its attendees.

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.



Convention Center Contract Clauses

The following clauses/language that must be addressed in final convention center contract.

Proposal will include statement(s) from convention center agreeing that these items will be addressed in a manner satisfactory to Sports ETA in contract(s), as well as a sample contract from convention center to include any clause(s)/language that will be included and/or required by convention center in the final contract.

Cancellation – If the convention center cancels the contract or otherwise is in the breach of any of the material terms and provisions in this contract, convention center will be liable for all damages, direct and indirect, which Sports ETA may suffer, including all costs related to rescheduling 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 convention. In the event that Sports ETA is unable to secure alternative facilities, convention center will also be liable to Sports ETA for out of pocket expenses on the canceled convention. The convention center 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, the cancellation fee must be calculated on a sliding scale, and be payable thirty (30) days after the convention would have been held, and not upon notice of cancellation. If convention center meets or exceeds its anticipated revenue the week of the event, no cancellation damages will be incurred. Convention center will make reasonable efforts to resell function space and reduce the fee by the amount of resale revenue collected and provide proof of its efforts to mitigate damages and evidence that the function space remains unsold. Convention center will include a provision providing that no cancellation fees will be due provided Sports ETA agrees to hold an event of similar size within two years of date of originally contracted convention.

Indemnification and Hold Harmless – Convention center 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 convention center or any negligent acts or omissions of convention center's employees and agents.

Alcohol Indemnification Clause – Notwithstanding any other provision of this Agreement, the convention center 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 convention center's sale or service of alcoholic beverages. The terms of this provision shall survive the expiration of this Agreement.

Change of Ownership/Management – Sports ETA may cancel this contract without liability if there is a change in convention center ownership and/or management company, 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 convention center within ninety (90) days of learning of the change of ownership and/or management.

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

Quiet Use and Enjoyment Clause – Owner promises and warrants that SPORTS ETA shall quietly and peaceably possess and enjoy the convention center for the purposes intended during all times for which use of the convention center is contracted hereunder, without any interference, disturbance, or interruption in the use thereof (including, without limitation, as a result of use by others of adjoining or proximate rooms or facilities).

Quality/Performance of Convention Center – Convention Center agrees that all convention center services, F & B, restaurants, lounges & retail outlets, meeting space, levels of service (including but not limited to staff to attendee service ratios, front office personnel, wait staff, housekeeping staff, etc.), and accepted industry 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 convention to accommodate SPORTS ETA attendees needs.



Should the convention center be unable to comply with any/all of these performance requirements, Sports ETA 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 SPORTS ETA in writing to the convention center at the time the infraction is noted.

Annual Meeting Space Review – Sports ETA and the convention center agree to review the previous year convention center usage within 60 days of the completion of the previous year. If the previous year convention center usage was significantly (+/-10%) increased or decreased, then both parties agree to adjust the convention center requirements up or down without penalty based on availability. The convention center will notify Sports ETA of any other pending group bookings over the same convention dates for the purposes of allowing Sports ETA to assess its current meeting space requirements. If Sports ETA deems it necessary to increase space, then Sports ETA will have first option to do so prior to the convention.

