



**Chief Executive Summit
2023-2024
Request for Proposal**

December 28, 2021

Introduction

About Sports ETA

As the only for-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, 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 CE Summit

CE Summit equips Sports Events and Tourism C-level executives with the tools necessary to advance the mission of their organization. CEOs of sports destinations and sports events are invited to learn from subject matter experts addressing high-level topics including office culture, leadership and management, crisis management, achieving goals, to name a few. The intimate setting is geared toward open dialogue and exchanges among high-level peers.

Potential Meeting Dates (please propose on all dates available for both years)

Potential Meeting 2023 Dates	Potential Meeting 2024 Dates
February 7/8, 2023 February 8/9, 2023 February 14/15, 2023 February 15/16, 2023 February 28/March 1, 2023	February 6/7, 2024 February 7/8, 2024 February 13/14, 2024 February 14/15, 2024 February 27/28, 2024 February 28/29, 2024

Estimated Attendance

50

Benefits of Hosting

CE Summit will bring more than 50 C-Level event leaders to your destination and will generate 100 room nights. You'll also receive recognition as the event host through an integrated marketing campaign reaching Sports ETA's 2,500 member contacts starting as early as two (2) years prior to the event. Your destination will be profiled in national media promoting brand awareness and providing ample exposure. You'll take center stage as the title sponsor of the welcome reception.

Benefits of hosting include the following:

- Marketing and Promotion
 - One dedicated direct mail piece to sports event planners, showcasing your market (\$7,500 value)
- Host sponsorship of welcome reception (\$10,000 value)
- Showcase your destination's sports facilities, hotels, venues and more

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 in place on behalf of Sports ETA with the selected property. This event will be commissionable to ConferenceDirect.

Destinations under Consideration

- Open to all Sports ETA members to propose.

Sample Schedule

Subject to change

DAY	TIME	FUNCTION	PA X	SETUP	MINIMUM SQ. FT.	Notes
Day 1	7:00am - 11:59pm	Staff Office/Storage		2 x 6' tables, one 6' round	200 sq. ft.	
	7:00am - 8:00am	Breakfast	50	Rounds (8)		Separate meal room from General Session
	7:00am - 9:00 am	Registration		2 x 6' tables		Need access to electrical outlet.
	9:00am - 4:30pm	Meeting	50	Rounds (8)	1,500 sq., ft.	24 hour hold on space
	10:30am - 11:00am	AM Break				Hosted outside meeting
	12:00pm - 1:30pm	Lunch	50	Rounds (8)		Separate meal room from General Session - Keynote Speaker.
	5:00pm - 7:00pm	Welcome Reception	50	Reception		Held at off-site venue

Day 2	7:00am - 11:59pm	Staff Office/Storage		2 x 6' tables, one 6' round	200 sq. ft.	
	7:00am - 8:00am	Breakfast	50	Rounds (8)		Separate meal room from General Session
	8:00am - 4:30pm	Meeting	50	Rounds (8)	1,500 sq., ft.	
	11:30am - 1:00pm	Lunch	50	Rounds (8)		Separate meal room from General Session - Keynote Speaker.

HOTEL REQUIREMENTS

Guest Rooms

Approximately 50 rooms per night (average 2 nights per attendee)

King rooms are preferred

** NOTE: Sports ETA reserves the right to add a Board of Directors Retreat on the day prior to CE Summit start date. This would require meeting space for 30 people, U-shape, and an additional 25 guest rooms the night prior.*

Guest Room Rate

Historically, room rates have ranged between \$179 and \$209 for the CE Summit. Attendee room rate must be commensurate with the property rating, region, property type and location. It is preferred for the hotel to honor group rate, based on availability, until day of arrival.

Group rate must be available three days prior and post Summit dates, based on availability and credited towards 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

Cut-off Date

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

Reservations

Currently all reservations will be made by Individual Call-in however Sports ETA reserves the right to utilize a third-party housing agency of our choice for reservations.

Guest rooms and incidentals will be paid for by individuals. A small guest room rooming list will be submitted for staff and billed to the Master account.

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
2019	25	44	23	4	96

Meeting Space

Preference will be given to have hotel accommodations and meeting space centralized in one location.

The tentative schedule included in this RFP outlines all meeting room needs.

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

Food & Beverage

Sports ETA historically spends \$3,500 in food and beverage (including tax and service) at the host hotel. Sports ETA will not contract a minimum food & beverage obligation.

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 complete a credit application/direct billing to settle the master account following the event.

Concessions

- Complimentary meeting space (meeting room, reception space, pre-function space)
- 6 complimentary room nights for site and pre-planning visits
- 2 complimentary suites for executive leadership (up to four nights per suite or total of 8 room nights)
- 3 complimentary standard rooms for staff (up to four nights or total of 12 room nights)
- 1 per 40 complimentary room nights, applied to Master Account. Calculated cumulative
- Complimentary high-speed wireless internet in all guest rooms
- Complimentary high-speed wireless internet in all meeting space with custom password
- Complimentary A/V (projector, screens, sound system)
- Complimentary easels, Flipchart pads
- Discounted parking rate for attendees
- Complimentary parking for staff and speakers (Monday - Thursday), and during site and pre-planning visits
- Room rebate to host destination, if desired
- Hotel will waive all attrition/No obligation for Sports ETA to pickup any guestrooms.
- No food & beverage minimum will be required of Group
- Hotel to provide amenity for each guest at check-in
- Complimentary conference phone will be extended for use during the meeting.
- Waived handling of shipped boxes to the Hotel.

HOST COMMITMENT

Host Requirements

- \$10,000 host fee
- Must be a Sports ETA member in good standing.
- Host agrees to assist in securing local speakers at no cost.
- Host to pay for any group transportation needs required throughout the event.
- Guaranteed rates for 2023 or 2024. Furthermore, said rates shall be guaranteed to be the lowest rate offered to any hotel guest during the period of Sports ETA CE Summit.
- Complimentary air travel, lodging and meals for one (1) site visit for one Sports ETA staff person, for one day and up to two nights.
- Complimentary air travel, lodging and meals for one (1) planning visit for Sports ETA staff (1-2 people, at Sports ETA's sole discretion) for one day and two nights.
- Meeting room rental fees and set-up fees (inclusive of basic A/V set-ups - table lectern, microphone, projector, screen, flipcharts, easels) for meeting room up to 50 people to be waived.
- Confirmation that Sports ETA will be permitted to bring its own audio-visual equipment (to include projectors and laptops) into meeting rooms without service charge or additional fees.

Bid Enhancements

- Locally sponsored reception
- Local company gifts, regional specialties, and other amenities
- Welcome table/signage
- Complimentary Airport shuttle or discounted pricing
- Unique programming options appropriate for C-Level attendees

Include In Your Proposal

- Age of the property.
- Any recent renovations.
- Any scheduled renovations between now and the date of the Summit.
- Map or diagram of the proposed meeting space. Please indicate all elevators, escalators and stairways.
- List of preferred vendors for photography, transportation, audio-visual services, florist and related services.
- List of any other groups currently scheduled in the hotel during proposed event dates.
- Describe how meeting room assignments are communicated to guests (electronic displays, easel signs, monitors, etc.).
- 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, resort fees or other mandatory fees applicable to our room rate.
- Please list current service charges for food and beverage, and audio-visual.
- Please list number of total sleeping rooms and meeting rooms within the hotel property.
- Please include your proposed policies for the following:
 - No show and early departure penalties
 - Relocation of guests if oversold
 - Current guest parking fee
 - Current guest room internet/wifi access fees, if any

Proposal submissions and questions should be directed to:

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Proposal due date: February 28, 2022