

**SUBMISSION
DEADLINE:
DEC. 1, 2020**

CONTACT: EVENTS@MLQUIDDITCH.COM



MLQ

2021 SUPERSERIES BID MANUAL



TABLE OF CONTENTS

What Is Quidditch.....	1
About Major League Quidditch.....	2
MLQ Values and Vision.....	3
MLQ SuperSeries.....	4
Benefits For Host Cities.....	5
Bid Requirements.....	6-7
Bid Form.....	8



ABOUT MAJOR LEAGUE QUIDDITCH

Major League Quidditch (MLQ) is a national league that runs from June 1 to Aug. 30. The majority of seasonal activity takes place between June 1 and July 31.

PLAYING



Each team has a roster of 21 players per game with free substitutions. A team fields six players at all times and must always have at least two non-majority gender players in play. There are three chasers, two beaters and one keeper. Each team adds a seventh player, the seeker, after the 20-minute mark. Players must be on broom at all times.

SCORING



Any time a chaser or keeper shoots the quaffle through their opponent's hoops, their team earns 10 points. The shot can go through either the front or the back of the hoops. Beaters and seekers may not possess the quaffle. A catch of the snitch is worth 35 points and does not end the game.

BEATING



There are three bludgers in play at all times. Only beaters can use or possess these balls. When a beater hits someone from the other team with a bludger, that person must drop any ball they possess, dismount from their broom and run back to their hoops to tag in before rejoining the game.

SNITCHING



The snitch is a neutral player with a ball in a sock velcroed to their shorts. The snitch is released after 20 minutes of game time. The snitch may use any tactics within reason to evade being caught by a seeker.

TACKLING



Quidditch is a full-contact sport. Players may only engage in contact with those of the same position (though chasers and keepers can interact). Players may push, wrap, charge and tackle but may not trip, slide or make contact above the neck, below the knee or from behind.

END GAME



After the 20-minute mark, a target score 60 points higher than the leading team's score is set. The first team to reach that score, either by scoring with the quaffle or catching the snitch, wins.

Our aim at MLQ is to present quidditch in an elegant, highly-consumable form that mirrors other top sports leagues. MLQ features standardized schedules, high-level officiating, in-depth statistics and live or pre-recorded footage of all games. The central tenant of the league, setting it apart from others, is that we have placed a limit on participating teams. This ensures the teams are of a high quality and maximizes the amount of coverage that can be given to each team and each game.

The league consists of 15 teams from the United States and Canada. These teams are divided up geographically into three divisions (North, South and East), each composed of five teams. Each team plays three games against every other team in its division, for a total of twelve games. All regular-season games will be completed by the weekend of August 1-2. This leaves the month of August for an interdivision postseason that will determine the Benepe Cup Champion.

EAST

Boston Riders
New York Titans
Ottawa Black Bears
Rochester Whiteout
Washington Admirals

NORTH

Cleveland Riff
Detroit Innovators
Indianapolis Intensity
Minneapolis Monarchs
Toronto Raiders

SOUTH

Austin Outlaws
Kansas City Stampede
League City Legends
New Orleans Curse
San Antonio Soldados

MLQ VALUES AND VISION



OUR CORE VALUES

MLQ and all of our teams share a similar goal. We aim to establish a tradition that embodies the competitive spirit of quidditch. We hope to be a league our members, fans and home cities will point to with pride. The following core values plays a key role in our mission:

- **Innovation:** We encourage innovative thinking and do not rest on our accomplishments. We create opportunities and are constantly seeking new ways of performing in response to fan interests, technology and the best business practices. We aim to always be on the cutting edge.
- **Integrity:** We conduct ourselves in accordance with the highest standards of honesty, ethics and fair dealing. We follow through on our words with action and aim to create an environment that inspires trust and confidence.
- **Respect:** We value individuality and diversity. We represent and respect a wide range of human differences, personal experiences and cultural backgrounds and act in a manner that is courteous and respectful to each other, our fans, our competitors and our business partners.
- **Teamwork:** We work hard and we work together. We aim to embody a cooperative spirit. Our priority is and always will be to provide the best possible experiences, service and products.

2021 VISION STATEMENT



At the end of each season, we look back and determine what we need to improve within our league. For the 2020 season, we have identified three major goals we hope to accomplish:

- Create a digital media experience for fans that rivals that of other semi-pro sports leagues
- Create a on-site fan experience that is unmatched in the quidditch industry
- Improve our digital footprint and press coverage on both a national level
- Continue to foster a diverse, equitable and inclusive environment for athletes, fans, partners, staff and volunteers



DID YOU KNOW?

Each game limits each team to play a maximum of four players who identify with the same gender at a time. The gender that a player identifies with is considered to be a player's gender, which may or may not be that person's sex. We accept those who do not identify within the binary gender system. We welcome all identities and genders. All MLQ managers and coaches are required to complete Athlete Ally's Champions of Inclusion, the first free, comprehensive online curriculum for coaches on LGBTQ+ respect and inclusion within athletics. Additionally, asll staff, volunteers, managers and coaches are required to complete diversity, equity and inclusion training, including but not limited to the Implicit Association Test.

MLQ SUPERSERIES

A MLQ SuperSeries is a two-day event that brings three teams from a division together to play two series each. An MLQ SuperSeries is a great way to host an MLQ event without all the responsibilities needed for the MLQ Championship.

A SuperSeries requires 11 hours of field access over the course of two days in two blocks of time. The preferred split is 7 hours on Saturday and 4 hours on Sunday. MLQ encourages late afternoon/early evening for Saturday games and no earlier than 11 a.m. ET for Sunday series. The dates provided should be between June 1, 2021 and August 8, 2021.

MLQ DELIVERABLES

MLQ will provide the following for an MLQ SuperSeries:

- An event organizing team consisting of MLQ staff and series-specific volunteers
- Direct oversight by the MLQ Events Director
- A detailed operations plan finalized prior to the event. It will include: a facility usage schedule, game schedule, spectator management plans and crisis management response plans
- A post-event debrief meeting with the LOC after the event
- Event officials and set-up/tear down crew and more
- All teams and players competing in the event
- All event merchandise
- Extensive promotion of the event via MLQ channels including website, social media and email newsletters
- General liability insurance coverage extended to the host facility
- Inclusion of host's design collateral on all promotional materials



BENEFITS FOR HOST CITIES

MLQ is dedicated to growing quidditch at the local, national and international level while highlighting talented players. We promote each event through various mediums in order to bring new visitors and their families to your city. Below you will find a list of the positive impact and benefits your city will receive by partnering with us.



MEDIA AND PUBLIC RELATIONS

We have a highly-engaging website and social media network

- Website: mlquidditch.com
- Facebook/Twitter/Instagram: @mlquidditch

Our social media features giveaways and top-of-the-line analysis and video leading up to each SuperSeries. The host city/county will also benefit by gaining the following exposure:

- Strong presence of event on MLQ website and the league's social media channels (Facebook, Twitter, Instagram, etc.) before, during and after the event
- Marketing through MLQ affiliates and partner websites, including EighthMan.com



In addition to a presence in our digital material, the host city/county will also be featured in the following:

- All collateral material (newspaper, flyers, postcards, banners, signs)
- Tournament press releases and additional media coverage
- Email blasts about event to entire league, including fans and players
- Strong national and local traditional media outreach



GENERAL BENEFITS

MLQ will provide the following for each event:

- A localized event organizing team
- Direct oversight by the MLQ Events Department
- A detailed operations plan to be finalized prior to the event, to include: facility usage schedule; game schedule; spectator management plans; crisis management response plans and shipping and storage needs
- Event officials, support staff and volunteers (referees, scorekeepers, set-up/tear down, etc.)
- All teams and players
- All event merchandise
- General liability insurance coverage extended to the host facility
- Inclusion of host's design collateral on all promotional materials



BID REQUIREMENTS

MLQ will supply professional tournament staff that will set up, conduct and tear down the event. This is a turnkey operation that will require little assistance from the host/venue.

Upon submission of a bid, MLQ will assume that the bidding city/county has read and fully understands the responsibilities, requirements and expectations needed to host the MLQ SuperSeries. Upon receipt of the bid application, and witnessed by an authorized signature, the bid will be considered an official invitation for MLQ to proceed with this assumption in place.

The 2021 minimum financial support and/or qualifying in-kind services value, not including the facility rental, is \$500 for a MLQ SuperSeries. A bid for the event is expected to include the following:

- Accessibility by MLQ staff at least two hours prior to the event
- Facility provided free of charge Saturday and Sunday of the event (please include invoice listing value in the bid package). The facility must have high-quality turf or grass fields with enough space to fit a quidditch pitch (see page one); parking for teams and spectators; restrooms; water fountains or jugs; and spectator seating (elevated bleachers preferred)
- Field lighting and electricity access at the main field preferred
- Reliable WiFi accessible to MLQ staff that reaches each field preferred

MARKETING-ORIENTED NEEDS

The host city will be expected to assist in promoting and marketing MLQ SuperSeries. All marketing materials should be branded correctly with MLQ approval before release. Event promotion should begin well before the event takes place, kicking off with the announcement of the location. MLQ has dedicated staff members that communicate with potential press and will utilize any contacts provided or sent our way. Promotional support may include:

- Logos for use in all MLQ collateral material and website
- Press: Contacts for local newspapers and magazines, events listings, television stations, radio, etc.
- Social Media: Posting on city social media channels beginning with the announcement of the championship location and routinely after ticket sales begin
- Discounted or complimentary local advertisement: Billboards, magazines, newspapers, television, radio
- Listing and link to purchase tickets on the host city's website and the host facility's website (if applicable), including a homepage listing starting one month prior to the event
- Community outreach: Possible events to initiate community involvement include youth quidditch, literacy programs and family-oriented entertainment (contacts for community groups such as libraries or local schools may be requested)

"IDEAL" ADD ONS

Additional weight will be given to bids that meet one or more of the following "ideal" bid requirements:

- Athletic trainers and/or EMTs
- Indoor field space (must be suitable for full-contact gameplay and large enough for full field dimensions)
- Event venue able to provide access to electricity
- Proximity to participating teams

BID SUBMISSION REQUIREMENTS

All complete bid packages with snapshots and any other supplementary material should be scanned and emailed to: events@mlquidditch.com. All forms can be found on the following pages.

DEC. 1, 2020

After reviewing the manual and compiling your bid, please submit via email to events@mlquidditch.com. Extension requests can be sent to the aforementioned email.

DEC. 15, 2020

The commission will begin reviewing all SuperSeries bid submissions. MLQ will schedule local staff to visit fields as needed.

JAN. 31, 2021

The commission will decide on the winning bids for each SuperSeries and announce said locations along with the season schedule by **Jan. 31**.



“

From start to finish, the Major League Quidditch team was an absolute pleasure to work with. They were great at communicating event needs, and being open to ideas on how we could integrate their sport within our community. It was truly a partnership and we look forward to welcoming them back to Richmond in the future!

”

- Jerrine Lee

Richmond Region Tourism
Sports Development Manager

BID SNAPSHOT

This form must be submitted by Dec. 1, 2020 to events@mlquidditch.com for your venue to be considered for the 2021 MLQ Super Series. Please attach photos, diagrams, or links to the fields, including field lining information. We will contact you within two weeks of your bid submission to confirm receipt and verify your intent.

Bidding Organization Name

Organization Type

Host City/County

Contact Name

Contact Email

Contact Phone

Name of Proposed Venue

Address of Proposed Venue

Will Field Be Provided Free of Charge?

Required Insurance Coverage Amount

Total Proposed Bid Fee (Cash, Field and In-Kind)

Financial Value of Cash Portion

Financial Value of In-Kind Portion

Financial Value of Field Portion

Please indicate the available dates and times for this venue:

- Option 1: -----
- Option 2: -----
- Option 3: -----
- Option 4: -----
- Additional Options: -----

**SCAN AND EMAIL TO EVENTS@MLQUIDDITCH.COM
INDICATE BID YEAR IN BODY OF THE EMAIL**

BID SNAPSHOT (CONT.)

Type of Fields (Soccer, Quad, Grass, Turf etc.)

Quantity and Dimensions Of Fields

Describe Available Restrooms at Fields (Port-a-Potty, Indoor etc.)

Describe Water Availability at Fields (Fountains, Coolers etc.)

Provide Waste Management Details

Inclement Weather Policy

Permissible Field Lining (Paint, Cones, etc.)

Scoreboard Availability (Electronic, Manual, N/A)

Describe field access (Fenced In, Open, Temp Available, etc.)

Describe Electricity Access at Fields (Outlets, Extension Cords etc.)

Describe Internet Accessibility On-Site (Coverage, Speed Strength etc)

Describe Parking On-Site

Describe Field Lighting

On-Site Concession Availability (Yes/No)

On-Site Storage Availability (Yes/No)

Describe available spectator seating

On-Site Alcohol Policy

BID SNAPSHOT (CONT.)

Will MLQ be permitted to sell tickets and merchandise?

Please indicate the social media links or handles for the bidding organization:

- Facebook: -----
- Twitter: -----
- Instagram: -----

What is the reach of the bidding organization's email marketing?

Will MLQ be permitted to hand out flyers/posters to local schools, rec leagues, youth organizations etc?

Please indicate any existing exclusivity contracts between vendors and the bidding organization that may affect MLQ Championship Weekend.

On-Site Alcohol Policy

Available Medical Services (EMT, Ambulance, Athletic Trainers etc.)

A/V Services (i.e. Sound System for Announcements)

Authorized Signature