











USA FIELD HOCKEY NATIONAL EVENT REQUEST FOR PROPOSAL 2019-2020



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LETTER FROM EVENTS TEAM

Dear Potential Summer Bash Series Host,

On behalf of USA Field Hockey, we would like to thank you for your interest in hosting a Summer Bash Series event, an event profile going into it's fourth year in 2018. USA Field Hockey has a rich history in running indoor and outdoor field hockey events and we hope to have the pleasure of working with you to put on our premier programs. Our mission to *Grow the Game*, *Serve Members* and *Succeed Internationally* can be accomplished in nearly every National Event touchpoint we have with our members. With your continued interest in hosting our programs, you will find your community right in the center of accomplishing major objectives in our organization's mission.

The objective of this RFP is to provide general information about the site selection process for the Summer Bash Series events, illustrate the criteria required for the proposal and to outline the division of operations and budget responsibilities between your city and USA Field Hockey. If at any point while reviewing the content of this RFP you find criteria that you are unable to meet, we highly encourage you to contact us to discuss alternatives/compromises.

Our organization is extremely proud of not only what our events can do for our membership, but the impact our events can have directly on your community. With the mentality to establish mutual benefits between our organization and your city, we hope to create meaningful and lasting partnerships with all potential bidders and hosts. Through the continued growth and varieties of playing options within our sport, we are optimistic of the future health and sustainability of field hockey in the United States.

Thank you for your interest and we look forward to reviewing your materials.

Sincerely,

Justin Miller USA Field Hockey

Events and Club Services Manager

Glen Hollingsworth USA Field Hockey

Events and Club Services Manager



ABOUT USA FIELD HOCKEY

USA Field Hockey is the national governing body for the sport of field hockey in the United States and is headquartered in Colorado Springs. Colo. The mission of USA Field Hockey is to:

- · Promote and grow the sport in the United States.
- Enable United States athletes to achieve sustained competitive excellence in the Olympic and Pan American Games, World Cup and other international competitions.
- Provide programs and services for our members, supporters, affiliates and the interested public.
- · Be committed to excellence and the improvement of opportunities for both men and women in our sport, emphasizing participation and development opportunities for players, coaches, umpires and administrators.
- Be committed to selecting and preparing teams to participate successfully in the Olympic Games, Pan American Games and identified international competitions.
- Strive to represent the United States and the sport of field hockey in an exemplary manner throughout the world, both in terms of competitive performance and in the overall quality of our programs and services to our members.

Through a robust National Events profile, the USA Field Hockey Events and Club Services department can achieve all objectives in our mission. We strive to Grow the Game, Serve Members and Succeed Internationally with every program we facilitate. With a membership base of nearly 28,000 individuals and a club network of more than 300 member clubs, USA Field Hockey's Events and Club Services department aims to interact with each member athlete and club through diverse event offerings.







SUMMER BASH SERIES FAST FACTS

GENERAL OVERVIEW:

With the fourth running of the Summer Bash Series set to take place over the upcoming summer of 2018, it is one of the newest National event programs we currently host. The Summer Bash Series events stemmed from a unique need of our club constituents over the last few years. Traditionally, USA Field Hockey has hosted several large-scale travel tournaments aimed at providing opportunities for collegiate recruitment. With a steady growth of field hockey in the youngest age divisions in nearly every region of the country, we felt it was time to provide our constituents with a higher volume of regionalized tournaments for beginner level players. Currently, the Summer Bash Series is separated into two events in 2018 in different parts of the country, one site will be in Lowell, Mass. (Summer Bash Northeast) while the other is in





Virginia Beach, Va. (Summer Bash at the Beach). By regionalizing play we can make great strides in providing more affordable playing opportunities for our first-time and beginner level athletes. At the Summer Bash Series U-10 Co-Ed, U-12 Co-Ed, U-14 Girls and U-14 Boys from across the country are invited to play in a developmental level tournament focused on fun and the education of the game. This program is uniquely structured to provide half field (7v7) play exclusively as it is a format that allows for players to gain more touches on the ball to increase their overall exposure to the game. It is our goal to continuously evolve the Summer Bash Series as a platform to develop athletes, coaches and umpires to be lifelong advocates of the game while expanding regionalized tournament offerings throughout the country. Through additional ancillary event offerings like player, coach and umpire clinics, the Summer Bash Series is truly an event that can truly benefit all constituents in our hockey community!



WHERE:

The Summer Bash Series events can be hosted on field turf or water-based turf complexes. Though the game can be played in a variety of formats, 7v7 (half sided) is the exclusive format to this program. The maximum field dimensions for the half-sided game are 180' x 135' or .56 acres of space per field. The Summer Bash Northeast location requires a competition venue that can accommodate 4-6 half fields, preferably all lighted and in a contiguous space. The Summer Bash Northeast is an event that can be hosted exclusively in the following states: Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island and New York. Additional space between fields for spectator seating, walkways and a vendor village should also be available at the competition venue. Strong bids will include meeting space either at the competition venue or off site to host various ancillary programming on pre and post competition days.

SUMMER BASH SERIES FAST FACTS

DATES:

The Summer Bash Northeast is structured to be a two-day event that includes two days of competition and post-play ancillary events. Bids should include a growth contingency plan for a three-day tournament starting Friday and ending Sunday. Traditionally, the Summer Bash Series has been held between the beginning of June through the end of July. Bids can be submitted for all weekends in June and July with the exception of the following weekends:

2019: June 14 - 16, June 21 - 23, July 5 - 7, July 12 - 14 2020: June 19 - 21, June 26 - 28, July 3 - 5, July 10 - 12

TOTAL APPROXIMATED DAILY ATTENDANCE:

(Athletes, Coaches and Spectators) - Competition Days









TOTAL ESTIMATED ROOM NIGHTS:

400HOTEL ROOM NIGHTS

SPONSORS:





SUMMARY OF RESPONSIBILITIES

SITE EVALUATION VISIT:

A commitment of one site visit during the bid review period (dates of bid review dates are referenced below on page 13) for a minimum of two USA Field Hockey employees is required. The site visit will be conducted to inspect all of the proposed facilities in an effort to determine the adequacy of a city to serve as the potential host. This visit will follow receipt of the Bid Application, if deemed necessary and will occur prior to final selection.

The bidder should be prepared to provide the following:

- · Two round trip airfare tickets from Colorado Springs Airport to the Destination City
- · A minimum of two nights stay at the Destination City
- · A rental car for two full days while at Destination City

*Upon naming the finalized bid, another site visit will be required to be covered by the host city with two USA Field Hockey employees and up to two of their designated housing partner's employees to conduct hotel meetings and further site inspections for event pre-planning.

ADDITIONAL RESPONSIBILITES OF HOST CITY AND VENUE:

- 1. Competition venue at no cost or a highly-reduced cost.
- 2. Competition venue requirements:
 - a. <u>Competition venue usage:</u>
 - Wednesday Friday (move in), Saturday Sunday (event), Monday (move out).
 - ii. The Summer Bash Northeast is an event that can be hosted exclusively in the following states: Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island and New York.
 - b. General Venue Space Requirements:
 - i. Ideal 3 full sized, lighted, water-based fields at 300' x 180' in a contiguous space. Fields to be broken into six half fields with a 10' space between sidelines.
 - ii. Acceptable 2-3 full sized, lighted, turf fields at 300' x 180' in a contiguous space. Fields to be broken into six half fields with a 10' space between sidelines.
 - c. Surface Requirements:
 - i. Ideal Water-based astro field turf with watering cannons. Field must either have sewn in boundary lines equal to the dimensions noted above and allow for white paint, in accordance to the necessary linings for competition to be laid down. Fields must have a run off area, fencing is required for safety purposes and may be needed between fields on the end-lines and sidelines. Watering of fields should be complimentary.
 - ii. Acceptable Multi-use field turf. Turf fields must either have sewn in boundary lines equal to the dimensions noted above, and allow for white paint, in accordance to the necessary linings for competition to be laid down. Fields must have a run off area, fencing is required for safety purposes and may be needed between fields on the end-lines and sidelines.
 - d. Goal Cages:
 - i. Ideal 6 sets (12 total) onsite goal cages in accordance to the FIH standards, 7' tall x 12' wide x 4' deep with accompanying back and sideboards.

SUMMARY OF RESPONSIBILITIES

Team benches: e.

Ideal – Two team benches should be provided for each half-sized field configuration with an 8' table between each team bench.

f. Corner Flags:

Ideal – 6 sets (24 total) orange corner flags or corner pylons. Corner flags must be weighted or be able to be stuck into ground.

Medical Stations: g.

Ideal – Space between fields to erect tented (10'x10') medical stations that can service two fields each is required. Venue must allow for USA Field Hockey's exclusive athletic training provider to service these areas.

h. **Emergency Medical Services:**

Ideal – Venue must have capacity to park an ambulance for emergency medical services. EMS must be in service for duration of tournament.

i. Water Stations:

Ideal – Space between fields to erect tented (10'x10') water/recovery stations that can service two fields each is required. Host must allow for USA Field Hockey's exclusive hydration partner, Gatorade, to service these areas.

j. **Directional Signage:**

Ideal – Directional signage on how to get to the venue's parking area and how to navigate through the venue once on site should be provided.

Awards Stage Area: k.

Ideal – A risen, 16' x 8', staging area with-in a high traffic area to accommodate team awards should be provided.

I. Barricades/Barriers/Fencing:

Ideal – Large areas of barricades/barriers/fencing should be available to support branding materials and to separate fields at a safe distance.

Umpire Hospitality Area: m.

- Ideal An indoor space at the competition venue that is centralized and easily accessible from the competition area that can seat up to 45 individuals (well-spaced configuration of rounds and chairs). Snacks and refreshments should be served all day and wi-fi should be available.
- Acceptable An outdoor, tented area, centralized and easily accessible from competition area that can seat up to 45 individuals (well-spaced configuration of rounds and chairs). Snacks and refreshments should be served all day and wi-fi should be available.

Vending Village Area: n.

- Ideal A centralized vending area to create a "village" that can accommodate between 4-6 vendors in a high traffic area. Area must be able to hold a configuration of a variety of tent sizes. Majority will be 10'x10' and 20'x20', however, up to 30'30' tent spaces may be required. Area must have electrical and wi-fi access.
 - 1. Catering options available for vendors should be supplied.

Loading Dock: Ο.

Ideal - Venue should have an easily accessible loading dock or loading area in proximity to designated vendor area for event load-in/load-out. Loading dock/loading area should be covered or indoors to protect shipments from weather.

SUMMARY OF RESPONSIBILITIES

p. Storage Space:

Ideal - A secure storage space/room, inaccessible to public, to store event supplies through event and house event operations area.

Golf Carts: q.

Ideal - A fleet of 6 four seat golf carts and 2 flatbed golf carts should be available.

r. **Competition Radios:**

Ideal - 12 multi-channel two-way radios should be available.

S. Parking:

Ideal - A well-staffed, paved or grass, complimentary parking lot near the competition venue. Dependent on lot's location and size, shuttles should be provided to and from parking lot for all visitors. A designated VIP parking area for USA Field Hockey staff, Umpires, and Vendors should be provided.

t. Food & Beverage Concessions:

Ideal - An area with a large variety of quality, healthy, and competitively priced food vendors onsite throughout the event that will serve breakfast and lunch and that can serve all participants and spectators with a proportional amount of public seating. Complimentary meals from on-site food vendors should be provided for USA Field Hockey staff and Umpires.

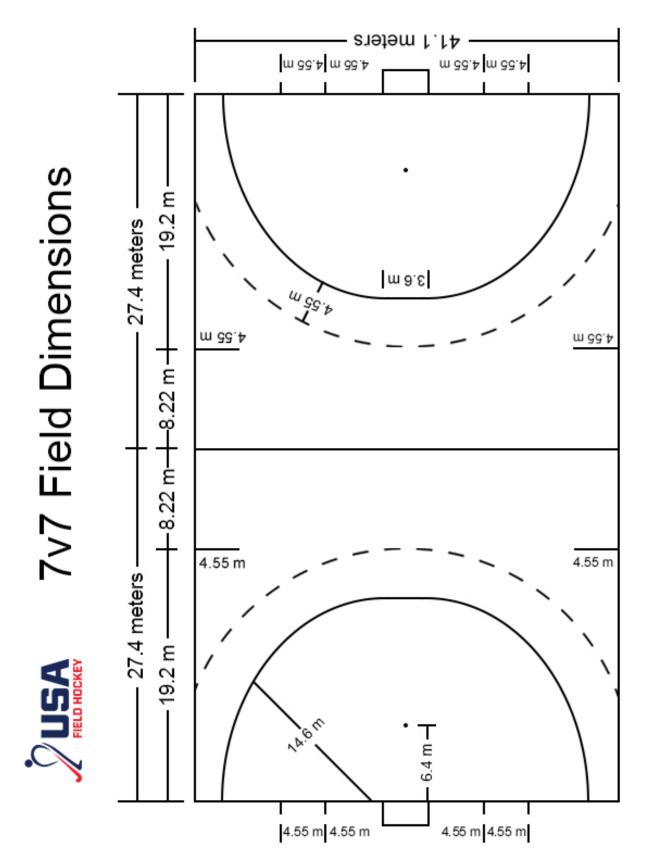
u. Ice:

- i. Ideal - Ice machine and area to store ice should be available.
- V. Provide well maintained and serviced restrooms throughout facility.
- W. Conduct trash removal regularly during competition timeframe and provide ample trash receptacles throughout venue.
- Χ. Provide forklift with extra-long forks for offloading and onloading shipments.
- y. Provide venue security during and between move in and move out dates listed above.
- Z. Provide/contract labor to assist Event Director in event set-up/tear-down including but not limited to goal cage construction, on/off loading supplies, setting up branding, etc.
- 3. Procure venue, security, noise and other required city/county/state government permits.

4. Misc. Requirements of a Well-Rounded Bid:

- a. Close proximity to an airport that can support most major airline carriers.
- b. Weather cancellation insurance provided by the host.
- C. Car rental program with the lowest possible rates per day/week.
- d. Welcome signs and branding within airports and hotels that participants utilize.
- e. Local volunteers to assist with pre-event set-up, team check-in, courtesy cart drivers and post-event break down.
- f. Well established local marketing plan to showcase destination's attractions, restaurants and entertainment options.

FIELD DIAGRAMS



HOST ORGANIZATION RIGHTS

- 1. Local sponsorship sales (provided that they are not in conflict with USA Field Hockey National Sponsors and are preapproved by USA Field Hockey).
- 2. All revenue from food & beverage/concessions. Licensing structure and fees to be negotiated by USA Field Hockey.
- 3. Parking receipts for any collected parking fees. Ideally parking is free, however, if parking needs to be assessed, it should never exceed \$10/day and a weekend pass option should be available for \$15 for a two-day event and \$25 for a three-day event.







USA FIELD HOCKEY EVENT RESPONSIBILITIES

- Market and publicize the event throughout the Field Hockey community and encourage as many teams, athletes, coaches and families as possible to attend the event and patronize area hotels, restaurants and attractions.
- 2. Provide event specific equipment event signage and certain operational items.
- Provide athletic training services through USA Field Hockey Event's preferred provider.
- 4. Establish event schedule.
- 5. Provide, house and pay all event officials.
- 6. Provide awards backdrop, public announcement system and vendor village PA system.
- 7. Provide event advertisements in FHLife, USA Field Hockey's official membership publication.
- 8. Provide event page on USA Field Hockey's website.
- Provide event awards.
- 10. Provide liability insurance. A certificate of insurance is available for inspection listing host organization as additional insured.

NATIONAL EVENT HOUSING

Providing hotels that are quality and affordable is one of the most important aspects of your proposal. Many of our participating teams may also treat this as an extended vacation type event. Daily hotel rates are one of the major factors USA Field Hockey considers when selecting a host of the Summer Bash Series. With the help of our accommodations partner, currently Global JBS, we can jointly provide an unrivaled service experience when booking accommodations for events. But it first starts with excellent relationships with local hoteliers as these relationships are essential.

DETAILS FOR ALL HOTELS:

- Tournament will use a Stay-to-Play policy that will require all teams to book through Global JBS in an Official Designated Tournament Hotel in order to participate.
- 95% of rooms to be double/doubles; room types must be guaranteed.
- The average nightly rate for all booked rooms for the duration of the event should not exceed \$150.00 \$250.00 per night booked dependent on the location and relevance to local attractions.
- Attendee rates must include \$10.00 rebate for USA Field Hockey
- Attendee rates must include 11% commission for Global JBS
- · Complimentary Policy: One Complimentary room per twenty paid rooms
- · Hotels must provide discounted staff rates for non-comp rooms
- · Hotels must close out all published rates lower than JBS rate over that time period
- Hotels must agree to a two week cutoff date
- Complimentary roll away beds to accommodate four guests to a room when requested.
- · Complimentary breakfast for designated Umpire and Staff hotels.
- Complimentary parking passes per day for any USA Field Hockey staff assigned to a hotel.
- Placement of Event Promotional/Welcome signage in a prominent location, preferably at front entrance of hotel, during event dates.



PROPOSAL PROCEDURE

When reviewing proposals, USA Field Hockey utilizes a 360-degree approach to RFP reviewal and will consider the following before making a final commitment:

- 1. Availability of high quality and suitable facilities.
- 2. Hotels (selection; affordability; safety and commitment to working with our partner housing bureau).
- 3. Transportation (drivability and proximity to airport).
- 4. Strength of Local Host Committee/Convention & Visitors Bureau/Sports Commission commitments.
- 5. Strength of local field hockey community (membership/participation rates).
- 6. Proposal enhancements outside of listed requirements.
- 7. Strength, accuracy and quality of overall proposal package submitted.

We encourage proposals to be written in the following format and meet the minimum criteria below:

1. Introduction

- a. Please include general information as to why the event should be hosted by your organization including qualities that make your site unique.
- b. Describe other events supported by your organization which demonstrate your ability to successfully host this event.

2. Summary of Responsibilities Overview

- a. Please list in detail how your organization would be able to support and execute the responsibilities outlined above in this RFP in pages 6.
 - i. Specific detail into how the proposed competition venue and ancillary event space can meet the "ideal" or "acceptable" requirements is essential. If these details cannot be met by venue, please list how your organization can help supplement requirements or by what third party companies/partners would be available to contract out to meet our operational needs.
- b. Supporting photographs and field diagrams are required to help describe the venue. Computer aided design (CAD) images must be submitted to demonstrate the proposed venue layout. CAD images should include spatial dimensions of the competition fields, vendor village area and hospitality areas while including detailed spatial dimensions of the space between fields.
- c. It is required that an estimated budget be submitted with your proposal with detailed line items listing the anticipated costs for each operational expense listed on pages 6-8, should these items not be provided by the proposed competition venue within their rental pricing structure or are complimentary. Additional revenue line items, such as state or local grants, VIK or other monetary commitments should be included for a complete overview of the estimated costs for hosting in your city.
- d. Specific detail into local/regionalized accommodations that will help support visitors and USA Field Hockey staff upon their arrival into your city (i.e., distances to airports, information on volunteer organizations looking to help, etc).

3. Accommodations

- a. Please list in detail how your organization/city would be able to support the housing requirements listed above in page 11.
- b. Please provide a list of hotels that would be able to support the requirements above and can set aside room blocks for the event. This list should include information on rates and number of comp rooms proposed for event timeframe.

PROPOSAL PROCEDURE

4. Conclusion

- a. State any current local field hockey affiliations or local field hockey clubs that you are aware of within a 50-mile radius of your location.
- b. How would you attempt to get the community to embrace the event?
- c. Letters of support from City, County or State representatives and/or CVB and Sports Commission leaders.

The Summer Bash Series RFP submission timeline will be the following:

- April 16, 2018: USA Field Hockey to disseminate the Summer Bash Series RFP.
- July 20, 2018: Completed Proposals due back to USA Field Hockey.
- July 23 September 21, 2018: Proposals reviewed and site visits conducted as necessary.
- September 24, 2018: Event awarded to winning proposal.

USA Field Hockey will be soliciting proposals for 2019 and 2020. Applicants should note that any proposals submitted for both 2019 and 2020 will only be accepted with a one-year option.

Should you have any questions related to the Summer Bash Series Process please do not hesitate to contact:

Justin Miller
USA Field Hockey

Events and Club Services Manager Email: jmiller@usafieldhockey.com

Phone: (719) 434-3902

Glen Hollingsworth

USA Field Hockey

Events and Club Services Manager

Email: ghollingsworth@usafieldhockey.com

Phone: (719) 434-3901

Proposals should be submitted electronically or send one hard copy per contact information listed above to:

5540 North Academy Blvd., Suite 100, Colorado Springs, CO 80918

Thank you in advance for your time and interest in hosting!

