



## 2022 U.S. Olympic Team Trials for Curling Bid Application

A property of the U.S. Curling Association  
(*d.b.a. USA Curling*)



\*This RFP is subject to change by USA Curling. USA Curling will make every effort to notify all interested parties of any changes, should they occur.

# 2022 U.S. Olympic Team Trials for Curling

## Request for Proposal Bid Manual and Application

### INTRODUCTORY LETTER

Dear U.S. Curling Association Championship Event Bidders,

On behalf of the U.S. Curling Association (USCA), we would like to extend our appreciation to you for your interest in bidding to host the men's and women's 2022 U.S. Olympic Team Trials for Curling. These Olympic Trials will determine the men's and women's teams that will be nominated to the U.S. Olympic Team to represent the USA at the 2022 Olympic Games in Beijing, China.

The objective of this Request for Proposal (RFP) is to provide general information about the event site selection process, present criteria required for bidding, and outline the division of operations and budget responsibility between the U.S. Curling Association and the Local Organizing Committee.

Those of you who have hosted USA Curling events previously may know that this RFP process began nearly a decade ago when we embarked upon a new direction to raise the profile and entertainment value of our marquee events. The first partnership resulting from this process—with the Metro Denver Sports Commission—culminated with the staging of the 2009 USA Nationals/2010 U.S. Olympic Team Trials in February 2009 at the Broomfield Events Center. The Urban Plains Center in Fargo, N.D., successfully hosted the 2014 U.S. Olympic Team Trials for Curling and Baxter Arena in Omaha, NE played host to the 2018 Team Trials.

The USA Curling event partnership model seems to be a little different than what many bidders are used to with other events, different in a positive way. We also want you to know that we are open to ideas or arrangements that may not be outlined within this RFP. Likewise, if you are having difficulty meeting specific criteria in the RFP, we encourage you to discuss alternatives with us.

We look forward to receiving a bid from you and your community, and to working with the selected host to build upon the successes we've had with our recent event partners.

Sincerely,

Rick Patzke  
Chief Executive Officer

# **Bid Manual**

## **2022 U.S. Olympic Team Trials for Curling**

A joint property of the U.S. Curling Association and the U.S. Olympic Committee

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## **SECTION 1 – INTRODUCTION AND OVERVIEW**

The United States Curling Association, Inc. (USCA) is the National Governing Body (NGB) for the sport of curling in the United States. It is a not-for-profit, largely volunteer-driven organization with a small staff headquartered in Stevens Point, WI. The USCA is a member of the World Curling Federation and the U.S. Olympic Committee. Our mission statement is: “As the NGB for the sport of curling, the USCA strives to grow the sport and to win medals in world championships and Olympic and Paralympic Games.”

Curling was welcomed as an official Olympic medal sport in 1992 and made its modern Games debut at the 1998 Olympics in Nagano, Japan. Since then curling has grown at the Olympics along with the television audience and interest in the United States and across the world. To further add to curling’s increasing strength, the event of mixed doubles was added to the official Olympic medal program for the 2018 Games. The gold medal performance of the U.S. men’s curling team in the 2018 Olympics provided a turbo boost to interest and participation around the country, and there are no signs that this will slow down anytime soon.

The greatest growth in the sport of curling worldwide in the past 10 years has taken place in the United States, where the sport is now established in 47 states. The USCA is expected to report over 25,000 individual members and 187 member curling clubs by the end of the current season. The USCA has seen membership increase by more than 100% since 2002, with nearly 80 new clubs formed in that period. Since 2011, 20 new dedicated curling facilities featuring over 90 sheets of curling ice have opened their doors across the country. The number of area-based curling clubs has jumped from ten in 2000 to 79 in 2018, a 690% increase! The growth is fueled by the exposure and success of the sport in the Olympic Winter Games, and consistent national television programming.

Tens of thousands of new fans of the sport have descended upon clubs throughout the country in the weeks following each of the last four Olympics, and this growth momentum has continued in the years between Olympic Games as well. During the past four Olympic Winter Games, curling was tabbed with cult status as viewers flocked to NBC’s extensive television coverage. Curling was the only sport to see an increase in ratings from the 2002 to 2006 Games, and the 2010 and 2014 coverage on CNBC spawned a new frenzy of interest on Wall Street. Over 7.5 million people viewed the Men’s Gold Medal game at the 2018 Olympics.

Curling is described as a sport of “fitness and finesse.” Much like golf, it can be enjoyed by people of all ages and abilities, and disabilities. The USCA is also the National Governing Body for wheelchair curling, which was introduced as a Paralympic Winter Games sport in 2006.

The 2022 U.S. Olympic Team Trials for Curling is a property with significant opportunities for the organization and the host committee. We want to work together with our event partners to make this a “You gotta be there!” event in your city. We are seeking an enthusiastic host city/community partner who can help us make this a reality. We are eager to see how you can help us accomplish this important goal while at the same time bringing significant economic benefits to your community.

## **SECTION 2 – FAST FACTS**

### **What:**

The 2022 U.S. Olympic Team Trials for Curling is the premier event for the final selection of the men's and women's teams to represent the United States in the 2022 Olympic Winter Games.

### **Dates:**

The men's and women's Trials will run concurrently, with the expected competition dates to be **November 13-20, 2021**. Ice preparation will need to begin 4 to 5 days in advance, depending upon the facility.

### **Participation:**

- Two to four men's and women's teams (4 to 8 teams total). This number could increase slightly based on the number of teams that meet the qualification standards.
- 10 coaches, plus 6-10 USA Curling national coaches and trainers
- 10-20 USA Curling staff and Board of Director representatives
- 10 icemakers (including 2 to 3 chief USA Curling technicians)
- 12 USA Curling competition officials
- 100-200 volunteers
- 50-75 Media (national, regional, local press, photographers and newscasters)
- 1,500 to 3,500 daily attendance (dependent upon arena, competition, fan engagement opportunities, entertainment, and host marketing efforts)

### **Television:**

The broadcast and digital rights for the 2022 U.S. Olympic Team Trials for Curling are held by the U.S. Olympic Committee (USOC) and NBC. We will work closely with the host committee to develop event TV and Internet programming.

### **Web site:**

USA Curling will build and operate an extensive website for promotion and coverage of the Trials. The digital sports content rights have been assigned to the USOC and NBC. However, USA Curling has negotiated secondary rights for live and tape-delayed web streaming from the Trials should the USOC not activate this right. In addition to the streaming opportunities, USA Curling will provide up-to-the-minute results, news releases following each draw (round) of competition, competitor interviews and photos, etc.

### **Projected:**

Economic impact information from previous U.S. Olympic Team Trials for Curling will be shared with those requesting it.

### **Support:**

USCA pays over \$60,000 in travel, housing, technical and equipment costs to support these Trials. USCA promotes the event through local, regional and national media outlets (print, Internet), and provides staff consultation and resources for media and marketing operations.

**Rights fee/Revenue sharing:** The USCA is interesting in building a financial model that will make this a winning proposition for your organization as well as ours. Let's talk.

### **SECTION 3 – RFP INSTRUCTIONS**

It is important that all prospective bidders review these instructions closely and comply with each specific request. USA Curling will not review submitted proposals that are incomplete and not presented thoroughly. (Note: Please label all response attachments and sections with an appropriate topic heading and numbering scheme closely matching the RFP.)

Following is an explanation of the RFP instructions, processes, and USA Curling’s expectations of the bidding entity:

- A. USA Curling has created online questionnaires tailored to each of the areas of partnership: LOC, Venue and Hotel. Please complete each of the questionnaires by following the links provided in Bid Application Instructions beginning on page 17.
- B. Bidder is encouraged to submit a Letter of Intent to Bid to the USA Curling National Office by Friday, May 24, 2019. In addition to submitting a complete proposal, bidders are required to complete the online questionnaires. One complete hard or one digital copy (preferred) of the Bid Application, including any attachments or supplementary information, must arrive at the USA Curling National Office no later than June 15, 2019. If you plan on bidding but cannot meet the bid submission deadline for a valid reason, you still must submit a Letter of Intent the date listed above.

Please send bid applications to:

Tom Violette  
Operations Associate  
USA Curling  
5525 Clem’s Way  
Stevens Point, WI 54482  
715-344-1199, ext. 210  
tom.violette@usacurl.org

If submitting RFPs in hard copy, an electronic copy is also appreciated. A table of contents should be included in the bid application, and other illustrative items (photos, maps, charts, videos, etc.) are welcome.

- C. All RFPs must be accompanied by:
  - a. The signed “Statement of Agreement” found in this RFP packet.
- D. Once the Bid Proposal deadline occurs, a USA Curling review committee will review all proposals received. Site visits may be scheduled as necessary.

It is USA Curling’s intent to make a final site selection decision and award the bids by July 31, 2019. However, we may require a reasonable extension as necessary to allow our review committee to select the best possible host sites for the 2022 U.S. Olympic Team Trials for Curling, and if necessary, we may re-open the bidding.

## Bid Submittal Schedule

**Letter of intent**  
May 24, 2019

**Bid proposal**  
June 15, 2019

**Final decision**  
July 31, 2019

*\*Final decision date subject to reasonable extension based upon site visit scheduling, etc.*

### SECTION 4 – HOST CITY/CLUB INVOLVEMENT

#### **The Local Organizing Committee (LOC)**

The Local Organizing Committee (LOC) is the catalyst for executing all local/regional event fundraising activities, building media relations, and the development of public awareness campaigns. The goal of this committee is to have representation from key local entities, i.e., Convention and Visitor’s Bureau, Sports Commission/Council, Chamber of Commerce, Mayor’s Office, Media (print, radio, TV), USA Curling local curling clubs and/or associations, etc.

The chair of the LOC should be dynamic and possess strong business, civic and media contacts within the city. This individual provides immediate credibility to the Committee’s fundraising efforts when presenting local sponsorship opportunities for the 2022 Olympic Team Trials for Curling.

The responsibilities of the LOC are both comprehensive and extensive. They must be able to provide and/or procure a variety of products and services, which may include:

- ❖ Volunteers to assist the USA Curling ice technicians with ice preparation for practice, training and the competition
- ❖ Volunteers to assist with venue setup and teardown
- ❖ Assist with the recruitment of volunteer officials
- ❖ Competition standings boards (W/L records), for venue and host hotel (may be electronic)
- ❖ Tickets to any planned social events for athletes, coaches, the USCA President and guest, USCA sponsors, and up to six (6) USCA staff
- ❖ Admission tickets/credentials for the USCA President and guest, and sponsors
- ❖ A player/coach lounge stocked with light refreshments
- ❖ Security personnel
- ❖ Collection and removal of garbage
- ❖ Ice and bottled water for the competing athletes
- ❖ Drug testing facilities, with volunteer escorts
- ❖ Office space, supplies and equipment
- ❖ High-speed Internet connections for staff, officials and media
- ❖ Full-color printing of at least 250 copies of the “Daily Pebble,” a fan publication produced by USA Curling staff
- ❖ 10MB Internet solely devoted to web stream needs
- ❖ Credentials (developed in consultation with the USCA)
- ❖ 20 complimentary copies of any commemorative programs
- ❖ \$2 million in general liability insurance
- ❖ Athlete/coach hospitality room at the Athlete/Coach hotel

## **Event Management Committee**

Part of the LOC will include a very active Event Management Committee charged with organizing and operating the competition aspects of the 2022 U.S. Olympic Team Trials for Curling. This is a select group of individuals who have extensive knowledge and experience in organizing elite curling competitions. These people will work closely with USA Curling National Office staff on the planning and execution of the event.

## **SECTION 5 – USCA EXPECTATIONS OF LOC/HOST CITY**

### **The primary goals of the LOC are:**

- ❖ Promote public awareness for the event within the business and civic community
- ❖ Raise funds to support the staging of the 2022 U.S. Olympic Team Trials for Curling
- ❖ Work in conjunction with the USA Curling Marketing Group to secure local event sponsors, develop tailored packages, and sell tickets
- ❖ Develop community outreach programs aimed at schools and service organizations, working in conjunction with the local USA Curling club(s)
- ❖ Create initiatives that provide the city with a sense of “ownership” and a platform for building a legacy association with the 2022 U.S. Olympic Team Trials for Curling
- ❖ To be most successful, focus on “engagement” opportunities to attract fans locally and nationally

## **SECTION 6 – VENUE REQUIREMENTS**

### **Venue consideration**

A “clean” venue is required for the 2022 U.S. Olympic Team Trials for Curling, and only those sponsors approved by the U.S. Olympic Committee and NBC will be allowed visibility within the competition area. **PLEASE REVIEW THE ATTACHED 2020 U.S. OLYMPIC TRIALS INFORMATION BOOKLET** for more information about sponsorship, branding, and promotional opportunities, exclusions, etc. Note that this is for the 2020 Games (we are awaiting the USOC’s updated version for the 2022), and that there will likely be changes, but the bulk of the rules and guidelines are expected to apply.

### **Technical specifications**

The 2022 U.S. Olympic Team Trials for Curling is an elite event. Accordingly, the facility, equipment and standards used should conform to optimal standards. USA Curling requires submission of detailed drawings to scale for the arena and any related facilities. The drawings should include a diagram of the proposed competition area for five sheets (lanes) of curling ice. An organization wishing to bid to host this event that is unfamiliar with the technical specifications for the curling field of play should contact USA Curling for a current handbook. The ideal venue will be a small to mid-sized, modern arena with seating for 2,500 to 6,000 people. In general, an NHL or Olympic sized hockey rink can easily accommodate five sheets (lanes) of curling ice, which is the necessary layout for the Trials.

### **Summary of requested technical specifications**

- Name(s) and street address of facilities
- Maps and drawings of facilities
- Size (length and width) of arena ice area
- Seating capacity, both permanent and additional temporary capacity
- Composition of the floor surface beneath the ice



- Ice plant specifications and approximate age of the plant\*
- Heating system specifications (Arena must have heat)
- Power service specifications in venue
- Dehumidification system specifications (Arena must be able to keep humidity at or below 30%)
- Water system specifications (in ice making access areas)
- Height from the ice surface to the lowest overhanging object
- Ceiling structure and specifications as it would apply to the temporary fixture of lighting and cameras for broadcast purposes (Is the ceiling height the same all the way across the ice surface?)
- Location of any windows, skylights, etc. in the arena that can be viewed from the ice surface, and a description of how they might be blacked out if necessary
- Light intensity in arena (rated in foot-candles or lux)
- Location and dimensions of potential officials' room
- Location, dimensions and descriptions of athlete changing rooms

\*The venue/LOC must guarantee that all HVAC/dehumidification and other equipment in the competition venue is operating as it is designed and will perform continually throughout the curling competition – including during the preparation phase. The venue/LOC must also guarantee that any such equipment that fails will be repaired promptly (response time within two hours of failure), including during what might be considered outside normal venue operating hours, in order to ensure that the competition is not abnormally delayed or adversely affected.

USA Curling Ice Technicians must have 24-hour access to the building, and have the ability to control the ice surface temperature, building temperature and building humidity within the ice facility being used for the USA Curling competition 24 hours a day for the entire competition, including during the ice preparation phase. As noted above, dehumidification equipment must allow for the venue's humidity levels to be maintained at or below 30%.

If the venue HVAC/dehumidification and/or other equipment can only be operated/controlled by venue employees, then the venue/LOC must have a staff person present or on quick-response call 24 hours a day to make adjustments as required by the USA Curling Ice Technicians to ensure optimal conditions for preparing and maintaining world-class curling ice.

If the proposed host facility has rink board glass (normal glass/plexiglass above rink boards) some sections may need to be removed in order to enhance spectator viewing for curling. This would be at the expense of the venue/LOC.

#### **Other technical considerations**

- Are there designated areas for TV satellite trucks to broadcast from the venue? Are there access points for cabling from a TV production truck into the venue?
- Does the facility have access to a curling ice scraper (considerably different from a typical skating arena scraper) used for the preparation and maintenance of championship curling ice? If so, please list scraper specifications (i.e., brand, age, corded or cordless)

#### **Exposition Area/Fan Zone and VIP Experiences**

USA Curling may set up and operate, or sublicense the right to set up and operate, an Exposition Area/Fan Zone with vendors/sponsors in conjunction with the 2022 U.S. Olympic Team Trials

for Curling. Ideally, this would be convention space adjacent to or nearby the arena. If USA Curling agrees to sublicense this right, the LOC may host an Exposition Area/Fan Zone and charge local partners and suppliers for the right to display their goods and services. However, the LOC must agree that USA Curling national sponsors and suppliers will be given the first right and opportunity to obtain prime locations in said exposition area.

However, the LOC must agree with and abide by the Exposition/Fan Zone requirements and restrictions as specified in the U.S. Olympic Trials Information Booklet, including any updates that may be provided to the 2020 version of this booklet.

USA Curling may also organize and run certain VIP and/or fundraising events in conjunction with the event, which may or may not be associated with the Trials.

### **SECTION 7 – HOUSING/HOTEL REQUIREMENTS**

The LOC will be responsible, in consultation with USA Curling, for arrangements with area hotels for the necessary number of rooms to accommodate the athletes and coaches, ice crew, officials, technical delegates, VIPs and USA Curling staff. Adequate housing must also be available for press, administrators, families, fans and volunteers. It is expected that there will be a reduced rate package at all contracted hotels during the event time period.

NOTE: As this is not a “stay-to-play” event, USA Curling cannot require all competitors, coaches, fans, etc., to stay at a certain property. However, we do intend to house those people we are paying accommodations for to stay at the identified headquarters hotel (approximately 200 total room nights). The best thing we can recommend is that the incentives for staying at the headquarters hotel be appealing enough to attract as many of the attendees as possible.

It is difficult to estimate or determine an accurate count of “heads in beds” for all of the different attendees as outlined previously, however a conservative estimate would be 750-1,000 room nights not counting families and out-of-town spectators. It is important to consider that the vast majority will cover their own costs, and therefore choose their accommodations based primarily on the lowest possible rates and proximity to the venue. That includes the majority of competing athletes and coaches. There has been a recent trend of a significant portion of the competing teams preferring to use home stays such as Airbnb, VRBO, etc., or hotels that offer suites that can accommodate four people. The LOC and USA Curling will work closely together to identify the best possible properties to partner with in an attempt to accommodate all attendees and maximize pickups for preferred properties.

The overall demand for accommodations should be done in as few partner hotels as possible. The Questionnaire will address the primary Headquarters Hotel for staff and athletes and other block hotels. It is important you address all of the questions as completely as possible. Please provide evidence of firm, but not binding, advance commitments or confirmation of availability and pricing. Please note that LOCs may contract with hotels to generate rebates and commissions for overflow properties, but the headquarters and athlete/coach hotel(s) shall not include any commissions, rebates, surcharges, or other so-called “up charges” unless agreed upon by the USCA.

In addition, there should be restaurants which are easily reached from the competition venue and the primary hotels (for competitors and staff). An important consideration is to identify restaurants close to the competition venue and partner hotels that are open later in the evening so that those competing in/working at the late draws (often ending at 11 p.m.) will have a place to go following their games, if desired.

## **SECTION 8 – HUMAN RESOURCES**

Following are brief job descriptions of some of the key LOC positions:

**Event Liaison with USCA** – The primary contact person once the contracts are signed. This may or may not be the Chair of the LOC. The USCA will also appoint its own liaison.

**Event Chair** – The primary detail person and facilitator. A general supervisor for all other committees.

**Competition Manager** – Primary point person for all details not covered elsewhere in the organization for the competition venue and support services for the championships. This includes coordination of the officiating, ice preparation and drug testing.

**Coordinator, Logistics** – Primary point person for the coordination of housing, transportation, security and other support services.

**Coordinator, Volunteers and Recognition** – Primary person for the identification and assignment of volunteers during the competition.

**Chair, Publicity and Public Relations** – This should be a person knowledgeable in media relations, who knows the principal contacts to maximize local and regional publicity, working closely with the USA Curling Director of Communications. This person will also be responsible for onsite preparation of media packets in coordination with the USA Curling Director of Communications.

**Coordinator, Special Events** – This person will primarily be responsible for coordinating the opening and closing ceremonies, and other special events such as concerts and parties in and around the championships.

**Coordinator, Sponsors/Contracts** – This should be a person knowledgeable in marketing and promotions who must work closely with USA Curling’s marketing department in order to avoid conflicts with USA Curling sponsors (and potentially U.S. Olympic Committee sponsors).

**Coordinator, Exposition** – Should an Exposition Area/Fan Zone be established, this would be the primary point person overseeing the setup and operations of this area.

## **SECTION 9 – BUSINESS ITEMS**

### **A. GENERAL REQUIREMENTS**

The successful bidder will be required to execute and be subject to the obligations contained in the Bid Application and the formal USA Curling Olympic Team Trials contract, including payment of any rights fee as negotiated.

The bidder must demonstrate its financial responsibility to pay all of the expenses of the championships, including any venue-specific costs. When requested, the LOC must show evidence of financial fitness, and must furnish USA Curling with periodic financial statements from the date of award of the championships through the competition. The successful bidder shall permit USA Curling to inspect and audit its financial records upon five (5) days’ notice. Within 60 days of the conclusion of the Trials, the LOC must provide USA Curling with a complete and accurate statement of revenues and expenditures for the championships. USA

Curling reserves the right to appoint, at its discretion, a representative to any sections of the accounts and records related to the Trials.

LOC will be required to promote and advertise the championships in a first-class manner employing all customary means (print, radio, television, Internet, etc.). All proposed advertising copy, designs, photos, drawings and logos must be approved in advance by USA Curling and the U.S. Olympic Committee prior to publication (see U.S. Olympic Trials Information Booklet). LOC shall give USA Curling sponsors the first right and opportunity to provide and be associated with and/or included in all Trials advertising efforts. USA Curling requires a minimum of five (5) business days to review and approve all marketing, advertising and promotional materials. All existing or planning promotional, advertising and ticket sales plans or programs must be detailed.

A \$2 million general liability, directors' and officers', automotive liability, workers' compensation and other insurance policy will be required, with limits and policy details to be determined. Bidders should outline proposed insurance and risk management plans for the Trials.

A proposed budget must be submitted with the Proposal (see budget expense lines guide in 9.G). Media and licensing rights and revenue opportunities are addressed in detail in the U.S. Olympic Trials Information Booklet.

In general, USA Curling will grant rights to ticket sales, in-venue food and beverage concessions, and certain local partnerships ("local revenues") to the LOC, but the most appealing bids will have a shared revenue approach. LOC should propose a complete local revenue plan as part of its bid. This plan must include a comprehensive ticket and event marketing plan and promotions program. Advice may be provided by USA Curling and the USOC as it relates to marketing and promotions packages upon request.

USA Curling will be responsible for the incremental direct costs of fulfilling its sponsorship obligations. However, the LOC must cooperate with all contractual requirements. For example, USA Curling sponsors may receive logo placement on event publications and other collaterals; thus, the LOC is obligated to include those logos at no charge to the sponsors or USA Curling.

## **B. TYPICAL ALLOCATION OF REVENUE SOURCES**

The following is a sample allocation of revenue sources, but certain revenue sources may be shared or assigned to the local organizers based upon negotiation of a mutually acceptable financial model.

### **USA Curling/USOC rights**

National/USOC sponsors\*  
National marketing and promotions  
USA Curling hospitality locations  
National publication rights  
Television and Internet broadcast rights  
Radio broadcast rights  
Merchandising and licensing rights\*\*  
Venue signage (for national sponsors)

### **Bidder rights**

Tickets/gate receipts (1)  
Local sponsor/promotional partners  
Local sponsor hospitality locations  
Contributions, grants, VIK, and other supporters  
Event publications and souvenirs  
Food and beverage concessions  
Event expo  
Venue signage (for local sponsors)

Field of play signage\*\*

*\*negotiable to share event-specific revenue  
beyond existing sponsor benefits*

*\*\*negotiable to share*

Spectator parking

Other on-site services

Hotel rebates

Banquet ticket sales (if applicable)

- (1) Subject to providing USA Curling, at no cost, with adequate tickets and program ad pages to fulfill contractual and other obligations.

### **C. LOGOS AND MARKS**

USA Curling and the USOC must approve all logos and marks to be associated with the Trials, and pre-approve a plan for advertising and promotional uses of these logos, marks, and the USA Curling logo and marks. USA Curling may use the Olympic Team Trials logo and marks to identify the Trials, in staging the Trials, and in connection with its own advertising and promotion of the Trials. The LOC may not transfer any rights to use USA Curling logos or marks to any other individual or entity without USA Curling's written consent.

### **D. SPONSORSHIPS**

“Sponsorship” includes any sponsor, supplier, or similar relationship that provides marketing benefits to third parties in connection with the Trials. Please see the U.S. Olympic Trials Information Booklet for more information about sponsorship rights and opportunities. The U.S. Olympic Committee and NBC own the broadcast and digital media rights to the Trials. The relationships between the USOC and NBC and their sponsors, licensees and broadcasters may impact the types of sponsorship opportunities available in connection with the Trials.

### **BASIC PARAMETERS**

USA Curling may sell Trials sponsorships, and may sublicense an LOC to sell certain Trials related sponsorships. Revenues from the sales of certain Trials-related sponsorships will be retained by USA Curling/LOC based upon a sharing agreement to be negotiated during the bidding process. Only the U.S. Olympic Committee may sell presenting sponsorships. No title sponsors of U.S. Olympic Team Trials are available.

The following are the existing Official/National sponsors of USA Curling. The USCA is regularly adding to this list and all sponsors/suppliers of the USCA automatically become associated with the U.S. Olympic Team Trials for Curling no matter when they are added.

### **E. USA CURLING SPONSORS**

AtomOS

Toyota

RAM Restaurant & Brewpub

CryoMAX/Life Wear Technologies

Jet Ice

Brakebush

Sitrin

Thorne

Twin Cities Orthopedic

Information technology

Mobility

Non-exclusive in restaurant/beer category

Cold packs, personal therapeutic devices

In- ice logos, paint, and water purification

Chicken processing production

Health and rehabilitation services

Nutritional supplements

Orthopedics, sports medicine, physical therapy

Bidders must recognize these sponsors as protected categories and may not approach these sponsors for incremental event sponsorship without the express written approval of USA Curling. These categories are exclusive to the event and USA Curling. In addition, USA Curling reserves the right to name additional sponsors or suppliers in any number of categories. USA Curling will notify the Local Organizing Committee of any changes to this list.

#### **F. LOCAL ORGANIZING COMMITTEE OPERATIONS – SAMPLE BUDGET**

##### **REVENUES:**

- Ticket sales
- Local sponsors/promotional partners
- Event publication and souvenir sales
- Contributions, grants, VIK and other support
- Hospitality suites
- Food and beverage concessions
- Spectator parking
- Advertisements (USA Curling/USOC approved)
- Event expo rental (USA Curling/USOC approved)
- Other on-site services (USA Curling/USOC approved)

##### **EXPENSES:**

- Competition operations
  - Facilities rental and venue services
  - Telecommunications
  - Equipment rental
  - Training and medical services
  - Competition equipment/supplies – foam borders, ice paint
  - Drug testing
  - Athlete/officials fluids
- Athlete services
- Competition management
- Event signage and arena dressing (some may be provided by USA Curling/USOC)
- Volunteer uniforms (discussion item)
- Security/credentials
- Ground transportation (discussion item)
- Ceremonies
- Ticketing
- Media services
- Promotions and marketing
- Volunteer services
- Administration and office costs
  - Travel and meetings
  - Temporary services
  - Supplies and stationary
  - Technology
  - Other

## G. SAMPLE BUDGET LINE ITEM DESCRIPTION

### REVENUES

**Ticket sales/gate receipts** – Income generated from ticket sales and receipts from the entry gate.

**Local sponsors/promotional partners** – Marketing and promotional fees collected from USA Curling approved business entities. Please include VIK (value-in-kind) contributions as fees and include related expense in the proper category.

**Event publications and souvenir sales** – Sales of programs and event souvenirs.

**Contributions, grants and other support** – Income from contributions, grants or other sources, including in-kind contributions. Please attach a schedule of anticipated in-kind contributions.

**Hospitality suites** – Fees from renting out on-site hospitality areas to corporations and others.

**Food concessions** – Income from the sale of food and beverage in the arena or related venues.

**Spectator parking** – Anticipated income from parking receipts.

**Advertising** – USA curling approved local sponsor/promotional partner advertising.

**Event expo rental** – Income from rental booths in exposition area(s).

**Other on-site services** – Additional services must be approved by USA Curling on a case-by-case basis.

### EXPENSES

**Facilities rental and venue services** – All competition facility rental costs, including arena rental and operational expenses, telecommunications and other utilities.

**Temporary facilities** – Temporary seating, fencing, power supply, etc.

**Equipment rental** – Equipment rented for the competition such as on-site copiers, fax, computers, telephones, cell phones/pagers, walkie-talkies, scoring and timing equipment, etc.

**Training and medical** – Medical and training area. Staffing facilities and supplies for athletes, and a medical area for spectators, including ambulances.

**Competition equipment** – Field of play equipment purchases and rentals. (Some items, such as rocks, time clocks, scoreboards, officiating equipment, etc. may be provided by USA Curling)

**Drug testing** – Drug testing facility as required by USA Curling and U.S. Anti-Doping Agency. This includes providing tables, chairs, temporary barricades, fluids, snacks, chaperones, etc.

**Technical officials (discussion item)** – Travel, room and board for the officials and icemakers. (USA Curling will pay travel and lodging for chief and chief assistant icemakers and officials.)

**Athlete services** – Hospitality for athletes, coaches and national team coaches.

**Competition management** – LOC event chairman, committee chairs, announcers, volunteer officials and icemakers, etc. (Expenses might include, at LOC's offering, meal vouchers and other contributions.)

**Event signage and arena dressing** – Arena and event banners and boards, directional and informational signage, and general décor such as pipe and drape, carpeting, awards stand, flowers, etc.

**Uniforms (discussion item)** – Uniforms for volunteers, staff and event management. Uniforms may be provided by a sponsor or supplier approved by USA Curling.

**Security** – Uniformed security such as police or private security.

**Ground transportation (discussion item)** – Shuttle transportation to and from the airport and to and from the main housing area and the venue.

**Ceremonies** – Presentation costs.

**Ticketing** – Production and distribution costs for tickets.

**Media services** – Media bench operation, including a minimum level of hospitality for working media and USA Curling media crew.

**Promotions and marketing** – Press conferences, celebrity appearances, etc. to promote the championships (promotional plan must be approved by USA Curling); ticket flyers, posters, brochures, pins, etc. used to promote the event; electronic and print media advertising; and receptions. Also include gifts and souvenir items that may be provided to athletes, working officials, volunteers and VIPs.

**Volunteer services** – Recruit and training volunteer force including mailings, informational sessions and on-site support.

**Travel and meetings** – Travel and meetings necessary for the conduct of the event.

**Temporary services** – Costs of temporary employees for the championships only.

**Office operations** – Office supplies, stationary, postage, printing and other costs incurred specifically for the event.

**Local Organizing Committee** – Committee meetings.

**Hospitality** – Hospitality programs, including sponsor and VIP services, receptions and other programs.

**Telephone, faxes and computers** – Facility telephone lines and other services for the competition and other areas.

**Program production** – Souvenir program and daily results production and distribution.

## **SECTION 10 – LOGISTICS**

### **A. TRANSPORTATION**

A complete transportation plan must be submitted with your bid. The plan should include overall considerations such as location, air travel, and mass transportation options. In addition, event-specific considerations should be presented in detail. The host organization should consider arranging for complimentary transportation for athletes, press and officials to and from the airport and housing facilities throughout the competition.

### **B. SECURITY**

USA Curling, in consultation with the LOC, will produce the event credentials to control access to key venue areas, event transportation and hospitality. USA Curling reserves the right to place national sponsor/supplier advertising on championship credentials. The event credentialing access and distribution plan will be negotiated between USA Curling and the LOC.

The LOC will need to recruit, staff and implement necessary security for the venue and associated areas, and coordinate with local, state and federal government law enforcement agencies on event security issues with USA Curling (i.e., terrorist alerts, homeland security, severe weather, etc.).

### **C. MEDICAL**

The LOC will need to plan for emergency medical services for spectators, competitors and officials, with defibrillator. The LOC will also need to plan for an adequate space at the venue for athlete trainer services.





## 2022 U.S. Olympic Team Trials for Curling Bid Application Instructions

**A joint property of the U.S. Curling Association and U.S. Olympic Committee**

U.S. Curling Association, Inc.  
5525 Clem's Way  
Stevens Point, WI 54482  
Phone: 715-344-1199  
Fax: 715-344-2279  
[www.usacurl.org](http://www.usacurl.org)

*Note: This is one event with concurrent Trials for the men and women.*

This Bid Application has been designed for your response in order for the U.S. Curling Association (d.b.a. USA Curling) to determine your capability to host and assist with the conduct of the U.S. Olympic Team Trials for Curling. If you have any questions, or are unsure of the requirements detailed in the manual, you may direct your inquiries to the USCA Operations Associate, who can be reached at the contact information above, and also at [tom.violette@usacurl.org](mailto:tom.violette@usacurl.org).

### **- BID APPLICATION INSTRUCTIONS -**

Although the Bid Manual is broken down by sections, you are welcome to submit a single Bid Application in whatever electronic format you prefer. Attachments can be included in the document/deck or uploaded directly through the questionnaires. You are welcome to submit a hard copy of your Application, however be sure to include all of the required attachments.

#### **The LOC**

- Please complete the LOC Questionnaire and upload or attach the required documents as specified within the questionnaire.

#### **[2022 U.S. Olympic Team Trials for Curling - LOC Questionnaire](#)**

- Please complete the Hotel Questionnaire for any proposed Headquarters hotels and upload or attach the required documents as specified within the questionnaire.

#### **[2022 U.S. Olympic Team Trials for Curling - Hotel Questionnaire](#)**

- **LOC attachments and inclusions checklist:**
  - Document that lists the legal name, address, telephone, web page address and the legal form of the sponsoring organization/bidding entity. List name and background information of key management personnel who will be responsible for the conduct of this event. Provide an organizational chart of the proposed event management team.
  - Other organizations, if any, which will conduct or assist in the conduct of the event. Explain the relationships and responsibilities of any additional organizations. Include their event experiences and background information.
  - Detailed listing of host organization's experience hosting major curling events or other athletic competitions or events. Specify event names, dates, nature of event, budget, number of competitors/participants and attendance figures.
  - Information regarding the bidding organization's assets, existing funding sources, start-up budget and proposed funding sources for the event.
  - Listing of established curling clubs, both arena-based and dedicated, within driving distance of the proposed venue, and their involvement, if any, with the bid.
  - Destination information:
    - Pertinent details about the host city, population of the city and metropolitan area, local demographics, local colleges and universities, the surrounding area(s), etc. A listing of any amenities or special features available in your community.
    - Detail of local media outlets, rating/audiences, and success of media coverage with past events hosted by your city. Include expected level of local media cooperation and support for the U.S. Olympic Team Trials for Curling.
    - A listing of all known major local and regional USA Curling and/or U.S. Olympic Committee sponsors and suppliers with headquarters or offices in your region.
    - A listing of all major companies, including any Fortune 500 companies located within your city or the surrounding area(s).
    - A listing of major and professional sports teams and amateur sports development agencies in your community.
  - Complete listing of all hotels in reasonable proximity to the venue that includes the following information:
    - Name of property
    - Distance to proposed venue
    - Distance to nearest major airport
    - Listing of number of rooms and room types
    - List of amenities including whether there is complimentary airport shuttle, hot breakfast, Wi-Fi and parking
    - Negotiated rates if applicable
  - A complete transportation that includes overall considerations such as location, air travel and mass transportation options. Please include the following in your plan:
    - A listing of transportation systems within your city/community available for public use and providing access to the venue and hotels.
    - A listing of all airlines servicing the airport(s) in and out of your city along with the number of national flights arriving daily.
    - A listing of car-rental services, taxis, buses, etc.
    - A detailed plan for airport greetings and shuttle bus services.
  - Any endorsements or letters of cooperation from the community, state/local governments, tourism bureaus, universities, etc. (Optional)

## **The Venue**

The LOC/Venue **must** ensure the exclusive use of the facility from 12:01 a.m. Monday, Feb. 8, 2021 through the end of competition on Saturday, February 20, 2021 (or a similar time period if the dates are adjusted for any reason upon mutual agreement). This time period will allow for proper preparation of the ice surface and other event amenities.

- Please complete the Venue Questionnaire and upload or attach the required documents as specified within the questionnaire.

### **2022 U.S. Olympic Team Trials for Curling - Venue Questionnaire**

- **Venue attachments and inclusions checklist:**
  - Sample Contractual Agreement
  - Schedule of fees and charges applicable to the USCA
  - Detailed venue layouts/drawings of all levels of the venue proposed for use showing:
    - Dimensions of the proposed competition area
    - Columnar layout (if applicable)
    - Electrical and water locations
    - Location/size of loading docks
    - Pedestrian and vehicular access and egress
    - Meeting and administrative rooms and required storage areas
    - Location of concession areas
    - Location of locker rooms and public restroom areas
    - Proposed location of sales/exposition area
    - Proposed location of media workroom
    - Proposed areas for athlete medical/training/massage services
    - Other areas you deem appropriate
  - If applicable, agreements/requirements with Union labor force
  - If applicable, agreement with venue concessionaire(s)
  - Medical plan that includes (but not limited to) the following:
    - Emergency medical services for spectators, competitors and officials
    - Availability of defibrillator and necessary medical supplies and equipment
    - Names and locations of hospitals in proximity to the venue
    - Procurement and staffing of medical professionals to be available at the event

**Your Bid must include the signed Acknowledgement on the following page.**

## Association Acknowledgement

Host City/State: \_\_\_\_\_  
and/or

Bidding Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Ext: \_\_\_\_\_

Email: \_\_\_\_\_

\* Person submitting Bid Application: \_\_\_\_\_

Position: \_\_\_\_\_

**AFFADAVIT:**

By witness of my signature, I affirm I am an authorized representative of the organization submitting this application, and confirm that I (we) have read and understand the terms outlined in the Bid Manual. I (we) are prepared to commit to these responsibilities should we be granted host (city) privileges as per this Bid Application.

\_\_\_\_\_ Date: \_\_\_\_\_

\* Authorized Signatory

\_\_\_\_\_

Position

\*While not mandatory, the person listed as submitting the bid should also be the authorized signatory.