

USA ARCHERY



USA ARCHERY TARGET NATIONALS & U.S. OPEN

REQUEST FOR PROPOSAL/BID PACKAGE

BID YEARS – 2022 & 2023

USA ARCHERY

210 Usa Cycling Point, Suite 130

Colorado Springs, CO 80919

Ph: 719-866-3450

Email: events@usarchery.org

DEADLINE: DECEMBER 1, 2020



USA Archery Target Nationals & U.S. Open 2022-2023 RFP

USA Archery is pleased to invite your organization to bid on its most prestigious annual tournament—the USA Target Nationals& U.S. OPEN.

USA Archery, formed in 1879 to foster and promote the sport of archery, is the only organization designated by the United States Olympic Committee to select and train athletes to represent the United States in the Olympic, Paralympic and Pan American Games. USA Archery is also recognized by the International Archery Federation (World Archery—WA) to support athletes and teams to compete in World Championships, World Cups and other international competitions.

The USA Target Nationals & U.S. Open are sanctioned by WA and not only attract U.S. participants of all ages, but draws top international competitors as well. Archers are eligible to shoot for world records at this tournament and it is included in the roster of events to earn U.S. Archery Team status and National Ranking points. Due to the significance of this tournament, participation continues to increase each year. This results in a positive economic impact for the host city. Over 400+ athletes, family and supporters attend this weeklong tournament.

USA Archery would like to establish a relationship with an outstanding city and organizing committee. We will review bids for both 2022 & 2023 contract years.

The enclosed package outlines the requirements of the host city. Your bid will be reviewed by the National Events Manager and CEO of USA Archery who will make the recommendations to the Board of Directors for final decision.

Thank you for your interest in hosting the USA Target Nationals and U.S. OPEN. Please contact Sheri Rhodes at events@usarchery.org with any questions you may have.

Rod Menzer
Chief Executive Officer



USA Archery Target Nationals & U.S. Open 2022-2023 RFP

EVENT SUMMARY

SCHEDULE DATES

Dates are subject to change based on the international event calendar.

For 2022:
August 10 - 13, 2022
August 17 – 20, 2022

For 2023:
August 9 – 12, 2023
August 16 – 19, 2023

EVENT FEE

\$40,000 (with details included below)

BID DEADLINE

December 1, 2020

PARTICIPANTS

400+ athletes; 200+ support/family

LENGTH OF EVENT

Load-in: 3 days
Competition: 4 days
Tear-down: 2-3 days

VENUE REQUIREMENTS

- 7-9 fields Soccer – or Athletic fields grouped by 3 or 4.
- Grass preferred
- North-South facing
- Safety area to the north/south of field
- Spectator/Vendor area
- Parking for 300+
- Accessible area to store 4 tractor trailers for USAA event equipment
- Power
- Wi-Fi
- Lockable office/storage area
- Restrooms – can be augmented with portables
- Office support equipment – high speed copier, printer
- Lines painted - layout will be provided by USA Archery
- Drinking water supply
- ADA accessible
- Grounds support
- Trash management
- Lights desirable but not required



USA Archery Target Nationals & U.S. Open 2022-2023 RFP

LOCAL ORGANIZING COMMITTEE (LOC) RESPONSIBILITIES

- Event Fee
- Securing venue once bid is awarded
- Grounds support – field painting, trash, water & ice
- Volunteers
- LOC Office Space and Equipment, if not available at venue
- Local Archery Club
- Lodging/Accommodations management
- Assist with securing on-site Medical support
- Food Vendors/Concessions support
- Opening Ceremonies/Reception venue and support
- Meeting Rooms
- Receiving advance supply shipments
- Alcohol permits
- Equipment Rental sourcing
 - Tables/Chairs
 - Tents
 - Portable restrooms

HOST HOTEL

- 150 – 200 rooms (two adjacent properties can work)
- 10 - 15 minutes from venue
- \$10 rebate for all rooms
- 2 comp rooms for Tournament Director and Assistant – 10 nights each
- \$99 room rate for Staff rooms (approx. 30 rooms)
- Breakfast included in Staff room rate (able to serve breakfast @ 5 am)
- Annual Meeting Room: seat 100 theater; Thursday night
- General Meeting Room: seat 20-25 boardroom; Tue-Sat nights
- Restaurant on-site or within walking distance

Monday	Tuesday	Wednesday (Competition starts)	Thursday	Friday	Saturday (Final day of competition)	Sunday
100	175	200	200	200	100	10

ADDITIONAL ACCOMMODATION NEEDS:

- A variety of hotels in different price points including 5-star properties and RV camp grounds.

EVENT FEE

\$40,000



USA Archery Target Nationals & U.S. Open 2022-2023 RFP

The successful bid candidate will become a partner with USA Archery in this event. New for this bid cycle, candidates now have inventory opportunities to help off-set the fee. The Rights Fee is any combination of cash and budget relieving items that will assist USAA to conduct this event.

Inventory:

- 13Xth USA Archery Target Nationals presented by 'Your Organization', or a local business you bring to the table
- Economic impact of 400+ athletes and the 2.7 attendees that come with them for a minimum of 4 days
- Recognition in all press releases
- Recognition in daily on-field announcements - at least 8 per daily
- Name and logo on all welcome banners and hotel signage
- Name and logo on all registration materials
- Name and logo in Event Program - digital
- Coupon in the digital athlete bag for 700+ athletes
- Opportunity to include promo item in Welcome Packet
- VIP credentials for 10 - includes covered seating and a daily lunch
- VIP All-Access (dinner & dessert) Welcome Reception for 10
- "Try-Me" archery experience with two top-ranked USAA archers for 10
- Concession rights
- Your name and logo on all venue-posted directional maps
- Event name, which includes your organization, on all award ribbons
- Opportunity for specialized venue signage, i.e. every target or every event tent

Budget Relieving Options:

- Field rental = not to exceed more than 40% of right's fee
- Tenting, tables, chairs (\$20,000)
- Porta-potties (\$2000)
- Ice (\$800)
- Bottled water (\$2400)
- Volunteer/staff meals (\$3000)
- Night Security (\$3000)
- Fork lift Use/rental(\$2000)
- On-site medical personnel (\$3500)

Social Media Reach:

- Twitter - 33,000
- Facebook - 162,000
- Instagram - 69,000

ADVERTISING AND SPONSORSHIP SUPPORT

USA Archery and the LOC may jointly or individually seek sponsorship support from local businesses and national corporations. All sponsorships must be approved in advance by



USA Archery Target Nationals & U.S. Open 2022-2023 RFP

USA Archery due to U.S. Olympic and Paralympic Committee restrictions in certain product categories as well as previously established USA Archery sponsor agreements. USA Archery and the LOC will coordinate efforts contacting potential sponsors, such as local companies and providers of services, for advertisements in the Event Program.

VOLUNTEERS

Approximately 100 volunteers are required during the tournament week (10 - 15 per day) depending on venue configuration. Duties include:

- Load-in and tear-down
- On-site check-in
- Field Support Staff
- Welcome and Information support
- Results Team Assistants

OFFICE SPACE AND EQUIPMENT

The LOC/Venue will provide a secure office space. If not a permanent structure then a mobile construction office trailer (minimum of two), for administrative activities and results production at the venue. Equipment needed in each office space is:

- Power
- Internet
- Tables or desks to accommodate up to 10-12 people

GROUNDS SUPPORT

- Venue support can be provided from local professional resources such as the Parks and Recreation staff, work crews and minimum-security day labor.
- Field painting based on layout provided by USA Archery
- Trash management
- Water and ice

LOCAL ARCHERY CLUB

Local Archery Club support is strongly recommended. The LOC and USA Archery will work closely with local archery club members to support and assist in staging the tournament.

ON-SITE MEDICAL

There must be onsite medical support available during all competition days; may be off duty medical staff or nurse practitioners.

FOOD VENDORS/CONCESSIONS

The LOC/Venue will assist with coordinating on-site food vendors/concessions that must be available each day throughout the tournament (breakfast through lunch). This



USA Archery Target Nationals & U.S. Open 2022-2023 RFP

includes the start of official practice in the morning until completion of the final day of competition (Saturday afternoon).

FINALS SOCIAL

The U.S. Open Gold Medal Finals will take place on Saturday afternoon. In conjunction with Finals, there will be a social hour. The social will include light snacks, wine and beer.

The LOC/Venue is responsible to know if beer, wine/alcohol can be served at the venue and the process for obtaining appropriate permits.

MEETING ROOMS

The LOC will provide a meeting room in close proximity to the venue, or host hotel, that can accommodate up to 100 for USA Archery annual meeting. Additional rooms with audio-visual capabilities may be needed to accommodate archery seminars and smaller committee meetings.

ARCHERY EQUIPMENT STORAGE

The LOC will provide a secure, equipment storage area. Event equipment will arrive in approximately 4 tractor trailers and these will need to be parked in close proximity to the competition venue.

USA ARCHERY RESPONSIBILITIES

- Tournament Management Staff
- Officials
- Competition Equipment
- Timing
- Results
- Liability and Competitors Insurance
- Event Registration
- Awards

LIABILITY AND COMPETITORS INSURANCE

Appropriate insurance will be provided. Upon request, the venue or specific location will be designated as an additional insured.

EVENT ADMINISTRATION

USA Archery will oversee all administrative actions by coordinating with the LOC and other key individuals as identified by the LOC.



USA Archery Target Nationals & U.S. Open 2022-2023 RFP

EVENT REGISTRATION

All entry forms will be prepared and provided to competitors by USA Archery. USA Archery will receive all completed entry forms, organize and carry out the registration and credentialing process.

AWARDS

USA Archery will procure and organize all awards necessary for the event Awards Ceremonies.

USA ARCHERY SPONSORSHIP GUIDELINES

Please be sure to note the following sponsorship guidelines when reaching out to local, national, or other sponsorship opportunities for the event.

The PROMOTER may seek EVENT sponsorship support, including Title Sponsorship from local, regional and national business concerns. However, Field of Play advertising is exclusively reserved for USA Archery national sponsors.

All EVENT specific sponsors must be pre-approved by USA Archery at least 30 days prior to the EVENT. EVENT specific sponsors may have signage behind the spectator area of the venue.

PROMOTER agrees to recognize USAA National Event Sponsors along with event specific sponsors in all promotion and marketing of the EVENT, including registration material and website. USAA shall provide signage, banners, and other forms of advertising of an appropriate nature for those events covered by this agreement or as modified by USAA. Promoter agrees to place USAA banners in prominent locations.

The LOC acknowledges that USA Archery is the owner of the USA Archery Logo Mark, National Target Championships and the JOAD National Championships Event Mark. In order to create a consistent look and feel for all USA Archery Events, USA Archery grants to the LOC, during the term defined, a right and license to use these logos to identify the event, in all media, and in connection with promotion, advertising, and marketing with prior written approval of the mark usage.



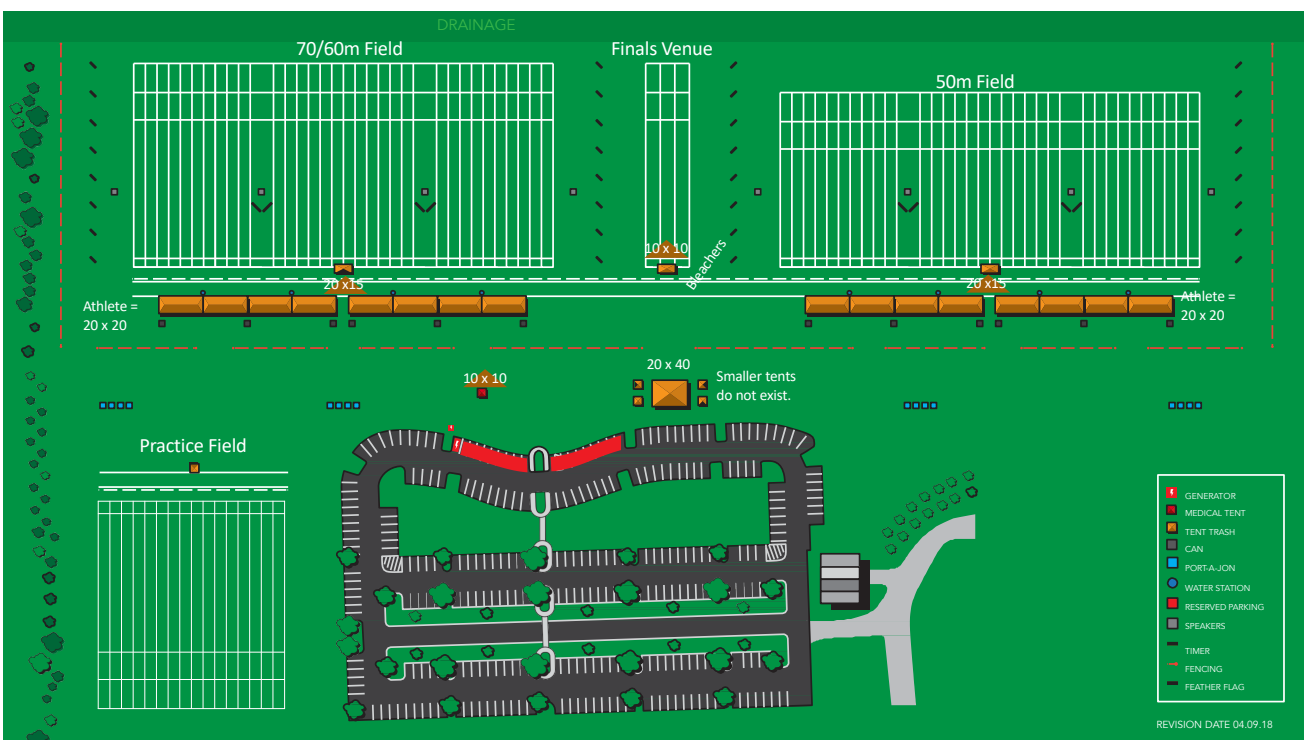
USA Archery Target Nationals & U.S. Open 2022-2023 RFP

FIELD SET-UP

Example of a Field of Play layout for 128 competition targets and 30 practice targets and 2 Finals targets.

Main competition fields are grass, facing North and approximately 7 contiguous soccer fields (~480m wide x 130m deep)

Practice field is grass, facing South and approximately 1 soccer field (80m wide x 130m deep).



SAMPLE EVENT FORMAT:

Tuesday	Unofficial practice
Wednesday	Official practice, check-in, equipment inspection Welcome Reception
Thursday	AM - Qualification; PM - Mixed Team Round; Annual Meeting
Friday	AM – Qualification; PM – Team Round
Saturday	Eliminations; Finals