

USA ARCHERY



# JOAD TARGET NATIONALS

---

REQUEST FOR PROPOSAL/BID PACKAGE

BID YEARS – 2023 & 2024

USA ARCHERY

210 Usa Cycling Point, Suite 130

Colorado Springs, CO 80919

Ph: 719-866-3450

Email: [events@usarchery.org](mailto:events@usarchery.org)

**DEADLINE: DECEMBER 1, 2020**



## JOAD Target Nationals Bid Package 2023 – 2024

---

USA Archery is pleased to invite your organization to bid on our prestigious annual age-group tournament—the Junior Olympic Archery Development (JOAD) Target Nationals.

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 JOAD Target Nationals is sanctioned by World Archery and not only attracts U.S. participants of all ages, but draws 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 700+ athletes plus an average of 2.7 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 the 2023 & 2024 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 JOAD Target Nationals. Please contact Sheri Rhodes at [events@usarchery.org](mailto:events@usarchery.org) with any questions you may have.

Rod Menzer  
Chief Executive Officer



# JOAD Target Nationals Bid Package 2023 – 2024

## EVENT SUMMARY

### SCHEDULED DATES

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

#### For 2023

JULY 12 - 16, 2023

JULY 19 - 23, 2023

#### For 2024:

JULY 10 - 14, 2024

JULY 17 - 21, 2024

### EVENT FEE

\$70,000 (with details included below)

### BID DEADLINE

DECEMBER 1, 2020

### PARTICIPANTS

700+ athletes; 2.7 support/family per athlete

### LENGTH OF EVENT

Load-in: 3 days

Competition: 5 days

Tear-down: 2-3 days

### VENUE REQUIREMENTS

- 10-12 field Soccer – or Athletic fields, grouped together in 3 or 4 (see diagram pg.8)
- Grass preferred
- North-South facing
- Safety area to the north/south of field
- Spectator/Vendor area
- Parking for 600+
- Accessible area to store 4 tractor trailers for USAA event equipment
- Power
- Wi-Fi
- Event management office
- 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



# JOAD Target Nationals Bid Package 2023 – 2024

## LOCAL ORGANIZING COMMITTEE (LOC) RESPONSIBILITIES

- Event Fee
- Securing venue once bid is awarded
- Local advertising/Sponsorship/PR
- Assist sourcing 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
- Opening Ceremonies/Reception venue and support
- Meeting Rooms
- Receiving advance supply shipments
- Equipment Rental sourcing
  - Tables/Chairs
  - Tents
  - Portable restrooms

## HOST HOTEL

- 250 – 300 rooms (two adjacent properties can work)
- \$10 rebate for all rooms
- 15 – 20 minutes from venue
- 2 comp rooms for Tournament Director and Assistant – 10 nights
- \$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 boardroom; Tue-Sat nights
- Restaurant on-site or within walking distance

Monday	Tuesday	Wednesday (Competition starts)	Thursday	Friday	Saturday	Sunday (Final Day of Competition)	Monday
150	400	400	400	400	300	100	10

- Actual room nights are closer to 600+ with many groups and families using Airbnb and VRBO options.

## ADDITIONAL ACCOMMODATION NEEDS:

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

## EVENT FEE

\$70,000



## JOAD Target Nationals Bid Package 2023 – 2024

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:*

- 20XX USA Archery JOAD Target Nationals presented by 'Your Organization', or a local business you bring to the table
- Economic impact of 700+ 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 (\$25,000)
- Porta-potties (\$3000)
- Ice (\$1000)
- 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 due to U.S. Olympic Committee restrictions in certain product categories as well as previously established USA Archery sponsor agreements. USA Archery and the



## JOAD Target Nationals Bid Package 2023 – 2024

LOC will coordinate efforts contacting potential sponsors, such as local companies and providers of services, for advertisements in the Tournament Program.

### **VOLUNTEERS**

Approximately 100 volunteers are required during the tournament week (12-20 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 12-14 people

### **GROUNDS SUPPORT**

- Venue support can be provided from local professional resources such as the Parks and Recreation staff, work crews or 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 includes the start of official practice in the morning until completion of the final day of competition (Sunday afternoon).



# JOAD Target Nationals Bid Package 2023 – 2024

---

## **OPENING CEREMONIES/WELCOME RECEPTION**

The opening ceremonies and welcome reception will occur Wednesday evening of competition. The event should support 600-1000 for food and entertainment organized by the LOC.

## **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 in proximity to the competition venue.

## **USA ARCHERY RESPONSIBILITIES**

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

## **LIBILITY 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.

## **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.



## JOAD Target Nationals Bid Package 2023 – 2024

---

### 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.





# JOAD Target Nationals Bid Package 2023 – 2024

## FIELD SET-UP EXAMPLE

Example of a Field of Play layout for 230 Targets. Finals, Practice and 60-70 field use 7 soccer fields. 25-30 uses 1 soccer field. 50m uses 3 soccer fields. All configurations are contiguous (no wells between fields).



## SAMPLE EVENT FORMAT:

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