



CUC Request For Proposal

CUC 2020: Mixed Divisions

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General Information

Introduction

The Canadian Ultimate Championships series is Ultimate Canada's flagship series. The Championship for the mixed divisions run 4-days from Thursday-Sunday. The preferred dates are August 20-23, 2020. Bids for the week before and after will be considered, however, with the increasing demands of International competition and the single gender divisions competing on a different weekend, there is very little flexibility in dates.

Summary

The following regulations and guidelines are intended to help organizations make a bid for the CUC Mixed divisions. The headings and guidelines are provided so that you may not only provide a realistic bid to Ultimate Canada, but also to help you plan and put your ideas into action.

Before you begin work on your bid, be sure to read the RFP in its entirety. It provides important information regarding the responsibilities of the tournament organizing committee and Ultimate Canada. If after reviewing the initial documents, you would like to submit a bid, you are encouraged to contact Ultimate Canada to request a copy of the CUC tournament organizers manual. This document provides additional information on the event along with minimum expectations, suggested timelines and tips.

Instructions

- All submissions must be made following the preparation instructions in this document.
- All submissions are due at 23:59 pm EDT May 31st , 2019.
- Any additional information must be included in the appendices section of the response.
- Completed bids should be e-mailed to teri-lynn@canadianultimate.com. No hard copies are required.

Submission of Bids

Enquiries

For all enquiries or requests for clarification that pertain to the evaluation criteria of your bid, past practices, or anything pertaining to the bid process, a question period will be open from April 15th to April 22nd, 2019. During this time all questions or requests for clarification should be sent to teri-lynn@canadianultimate.com with the subject line "CUC 2020 Bid Inquiry". All responses will be published on May 1st, 2019 on the CUC bid information webpage as well as e-mailed out to all people who submitted a question or request for clarification.

Preparation Instructions

To ensure that all bids are judged on an equal basis we ask that you address each area outlined in the mandatory requirements and desirable requirements located in the Evaluation Procedures section of

the RFP. Please prepare your bids using only the bid template for both mandatory and desired criteria. For mandatory criteria, please keep your responses brief (yes/no answer) if you go into detail about an area, please do so in the desired section. An example can be found below. Additional information may be provided as appendices to the template provided. A soft copy must be received by Ultimate Canada no later than 23:59 pm EDT May 31st, 2019.

Requirement	Response
Do you have a minimum of 7 Ultimate fields at a single proposed facility?	Yes. 12 Ultimate fields on 5 soccer fields and 2 Football fields.

Evaluation Procedures and Basis of Selection

Evaluation Procedures

Proposals will be evaluated and ranked among all valid proposals.

50% Location and facilities

- Tournament location
- Playing facilities
- On-site facilities

30% Planning and feasibility

- Tournament organizing committee
- Budget (Includes consideration of adherence to UC outlined maximum and minimum budget requirements)
- Access to grants (Indicate secured grants versus potential grants)
- Medical services
- Sponsorship and other sources of funding

10% Marketing, promotion and recruitment

- Players and public relations
- Local media and marketing plan
- Volunteer recruitment strategy

10% Hospitality services

- Transportation
- Accessibility of accommodations
- Social events

Location and Facilities

Mandatory Criteria

Please keep your responses brief (yes/no answer) whenever possible. If you go into detail about an area, please do so in the desired section.

Item #		Bidder's Response
1	Name and address of the proposed facility.	
2	Proposed dates for the event.	
3	Do you have a minimum of 7 Ultimate fields at a single proposed facility?	
4	Indicate how many parking spots are available at the main venue.	
5	Name and address of proposed finals venue.	
6	Do you have a minimum seating capacity of 1,000 for adult finals, and ability to have food vendors on site?	
7	Is the facility available for the proposed dates?	
8	Is there a show case field within the proposed site that has easy access to electricity, internet access and that can accommodate scaffolding and set up for live streaming?	
9	Does the proposed facility have internet access that can be accessed by UC staff for the duration of the event?	
10	Can you provide toilet facilities and/or portable toilets with hand wash stations for up to 800 athletes? Indicate plan.	
11	Do you have a contingency plan should the proposed venue become unavailable	
12	Map/layout of the proposed venue.	

Desired Criteria

Item #		Bidder's Response
14	All fields are regulation size (100 meters long x 37 meters wide)	
15	More than 7 fields available. Preference for 10 or more.	

16	Distances between fields (5 meters) and from permanent objects (9 meters). If any of the fields do not meet these criteria, please list how many and reason(s) why.	
17	Proposed main facility has on-site storage (temporary or permanent) that can be used by the event 3 weeks prior to the event until 2 weeks after the event.	
18	Field lining plan. Indicate how many fields can be lined and if any fields cannot be lined (example turf). Lining plan should include lining the field proper, player restraining line (3 meters) and spectator lines (5 meters) on fields. Preference for using a sport field lining.	
19	Main venue has the following amenities: indoor space for UC staff, ability to have a beer garden, stands for spectators, and other amenities for staff and spectators.	
20	Finals venue has the following amenities: seating for more than 1,000, ability to sell beer, video capabilities, jumbotron.	
21	Short distance of potential host city from a major airport. Please list distance to major airports and any other significant airports.	
22	Does bidding location meet the geographical rotation requirements for the Mixed Division CUC 2020? (Best)	
23	Does the proposed venue allow for a beer garden on-site?	

Planning and Feasibility

Mandatory Criteria

Please keep your responses brief (yes/no answer) whenever possible. If you go into detail about an area, please do so in the desired section.

Item #		Bidder's Response
1	Local Organizing Committee main contact name, address, telephone number and e-mail address.	
2	Local Organizing Committee: Identify individuals to fill the following roles who meet the criteria associated with each role: (please indicate full name only. CV's can be attached as appendices)	
	General Manager <ul style="list-style-type: none"> • Has been the Tournament Director for a minimum of 2 tournaments OR management experience and a member of the executive committee with tournament organizing experience will act as an on-site Tournament Director • Is in good standing with their local Ultimate Association and is not in poor standing with Ultimate Canada • Is committed to being at the main playing venues during tournament play at the event. 	
	Finance Manager <ul style="list-style-type: none"> • Background in financial management 	
	Communications and Media Manager <ul style="list-style-type: none"> • Solid understanding of social media platforms and how to use them to engage players, spectators and the media. 	
	Volunteer Manager <ul style="list-style-type: none"> • Has volunteered at other outdoor sporting events. • Is committed to being at the main venue during tournament play at the event. 	
	Sponsorship Manager <ul style="list-style-type: none"> • Experience in sponsorship and/or marketing. 	

3	<p>List inclement weather procedures at proposed facility such as:</p> <ul style="list-style-type: none"> • Location and capacity of nearest shelter • Evacuation plan in case of dangerous weather (lightening, severe storms etc.) • Back-up plan if fields are damaged as a result of excess rain 	
4	<p>Are you able to provide tent or indoor space for the following:</p>	
	<ul style="list-style-type: none"> • Organizing committee: minimum 20'x20' space for Ultimate Canada Staff and Communications/Media Center 	
	<ul style="list-style-type: none"> • Apparel Sponsorship: minimum space of 20' x 20' stand-alone space 	
	<ul style="list-style-type: none"> • Observers: minimum 20'x20' space 	
	<ul style="list-style-type: none"> • Disc Central: Minimum 40x40 space to operate Disc Central 	
	<ul style="list-style-type: none"> • Medical Tent: 20x40 	
5	<p>Submit an initial budget. Guidelines for the budget submission can be found in Appendix A of this document.</p>	
6	<p>Submit your plan for Medical services including:</p> <ul style="list-style-type: none"> • Plan for Athletic or Physio Therapists • Distance to closest Hospital • Emergency Action Plan 	
7	<p>Where travel distances are reasonable, Ultimate Canada may require 2 key members of the LOC to help operate the Canadian University Ultimate Championships as a test event. Do you have 2 key members of the LOC who are available for CUUC October 18-20, 2019?</p>	

Desired Criteria

Item #		Bidder's Response
8	Local Organizing Committee: For each key role on the committee, there are desired skills each candidate could possess:	
	General Manager <ul style="list-style-type: none"> • Has operated many sports tournaments • Has operated many Ultimate events • Management experience and/or education • Has experience in leading a group of volunteers over a large project lasting 6 months or longer. 	
	Finance Manager <ul style="list-style-type: none"> • Education in finance. • Has an understanding of finances in non-profit organizations. • Experience running events. 	
	Communications and Media Manager <ul style="list-style-type: none"> • Experience in marketing and tracking marketing effectiveness • Ability to be on-site managing the tournament's social media channels throughout the event • Experience writing media releases. • Connections with local media community 	
	Volunteer Manager <ul style="list-style-type: none"> • Has volunteered at another similar scale outdoor sport event. • Has experience recruiting and training volunteers for a at least 1 other large scale event. • Has experience in management training other individuals 	
	Sponsorship Manager <ul style="list-style-type: none"> • Demonstrated success in obtaining sponsorships for other events or organizations. • Understands the Ultimate demographic and what sponsors would be best suited to the event. 	

	<ul style="list-style-type: none"> Local corporate connections 	
9	Financials will be evaluated based on: following the minimum and maximum budget elements listed, realistic estimation of revenue and expenses, and budgeted surplus.	
10	Demonstrate potential local sponsors and secured sponsors that the organizers plan to approach.	
11	Demonstrate potential grants that could be secured or that have already been secured in anticipation of the event.	
12	List letters of support from all organizations supporting the bid. Preference to have support from PSO, neighbouring leagues and local associations (tourism, etc.).	
13	Where travel distances are reasonable, 3 or more members of the LOC who can help operate the Canadian University Ultimate Championships as a test event. Please list the key members who are available for CUUC October 18-20, 2019.	

Marketing, Promotion and Recruitment

Mandatory Criteria

Item #		Bidder's Response
1	Volunteer Recruitment strategy that includes:	
	<ul style="list-style-type: none">• timelines;	
	<ul style="list-style-type: none">• demonstrates the community's capacity to support the event;	
	<ul style="list-style-type: none">• outlines the services provided by volunteers at the event.	

Desired Criteria

Item #		Bidder's Response
2	Media strategy that includes:	
	<ul style="list-style-type: none">• timelines for local press releases;	
	<ul style="list-style-type: none">• any promotional projects that will be executed to promote CUC;	
	<ul style="list-style-type: none">• social media strategy.	

Hospitality

Mandatory Criteria

Item #		Bidders Response
1	General transportation plan for moving athletes to and from the main venue.	
2	Demonstrate the accessibility of accommodations for 800 athletes that complement the transportation plan	
3	List social event proposals for adult social event.	

Desired Criteria

Item #		Bidders Response
5	Social events are within budget	

Additional Information

Accommodations

Official tournament accommodations will be negotiated by Ultimate Canada with the help of the Local Organizing Committee. The winning LOC will be required to provide a list of recommended hotels to UC including alternative accommodation recommendations (ex. Dorms).

Ultimate Canada Support

1. Ultimate Canada will provide trophies and medals
2. Ultimate Canada will provide prizes for winning teams and Spirit of the Game prizes
3. Ultimate Canada will provide website space and website template
4. Ultimate Canada will provide the LOC with the National Media plan and will work with the LOC to engage media at the local level
5. Ultimate Canada will support sponsorship and may have existing sponsorship opportunities in place including merchandise and disc sponsorship
6. Ultimate Canada will establish the official tournament merchandiser and disc provider. Guaranteed income from these two areas will be provided to the LOC
7. Ultimate Canada will provide 50 volunteers shirts and 25 hats
8. Ultimate Canada can extend insurance to cover the event on request
9. Ultimate Canada will provide game discs for the tournament
10. Ultimate Canada will pay for fees related to observers
11. Ultimate Canada will manage the promotion and media plan for CUC including the videotaping of championship games
12. Ultimate Canada will layout and print the player's manual and ID badges.
13. Ultimate Canada will work with the local Tourism Association to secure accommodations for the event.
14. Ultimate Canada shares in both the risk and profit of the event with a 50-50 split of both

Appendix A

Budget Criteria

The budget should:

- Reflect **all aspects** of your bid.
- Be divided into income and expenditure.
- Assume an average roster of 21 players when estimating revenue
- Use the following figures when estimating the tournament's share of player fees: \$76 per adult player and \$51 per junior player
- Saturday night party maximum: \$12,000 for the CUC: Single Gender (Adult) and \$4,000 for the CUC: Mixed.
- Organizer stipend maximum: \$9,000 for CUC: Single Gender and \$3,000 for CUC: Mixed
- Budget for a surplus and/or contingency of no less than \$9,000 for CUC: Single Gender and \$3,000 for CUC: Mixed
- Budget sponsorship revenue from merchandise and discs as: \$10,000 for CUC: Single Gender and \$3,000 for CUC: Mixed

Example budget headings that might be included:

Income

- Player fees
- Guest passes
- Sponsorship
- Grants
- Concessions
- Donations

Expenditure

- Fields
- Final Venue
- Tents
- Beer Garden
- Media
- Promotions
- Advertising and Banners
- Transportation
- Social Events
- Field Food
- Medical Expenses
- Insurance
- Administration
- Other field equipment

A Sample budget can be found in Appendix B.