



## **2014 USA Curling Arena National Championships Bid Application Packet**



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

# 2014 USA Curling Arena National Championships

## 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 2014 USA Curling Arena National Championships. This event, for men's and women's teams, is being held for the first time in July 2013 in Fort Wayne, Indiana.

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.

While this is a newer event, the Arena National Championships have the potential to grow into one of the largest USA Curling events in terms of participants. The Arena Nationals are open only to those clubs currently based in ice arenas (in contrast to those clubs with dedicated, full-time curling ice). At present, nearly half of USA Curling's 165 member clubs are based in arenas.

For the inaugural event in 2013, participation has been limited to 32 teams (up to 160 athletes), in order to be able to efficiently establish the competition schedule and organizational structure for the first year. In future years, the event could conceivably grow to two teams (one men's and one women's) per eligible club, or 160 teams based upon the present club membership.

For 2014, we are again proposing a 32-team event for bidding purposes, but would like to know from prospective bidders if they would be willing and interested in considering more teams (which may also mean additional days of competition and venue usage) should participant interest warrant this.

You may find that our event partnership model is a little different than what many bidders are used to with other events, but hopefully it is different in a positive way. We 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 make the Arena National Championship one of the best USA Curling events of the year.

Sincerely,



James Pleasants  
President



Rick Patzke  
Chief Operating Officer

# **Bid Manual**

## **2014 USA Curling Arena National Championships**

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*Note: Each year represents one event with concurrent championships for the men and women.*

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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, Wis.

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 Games.”

The USCA consists of 11 member regions, which at last count reported over 16,500 individual members. There are 165 member curling clubs in the United States, with member facilities in 40 states. The USCA has seen membership increase by an average of 10% every year since 2002, with more than 40 new clubs formed in that period. The growth is fueled by the exposure and success of the sport in the Olympic Winter Games, and consistent national television programming.

During the past three 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 coverage on CNBC spawned a new frenzy of interest on Wall Street.

After each Olympics, thousands of these new curling fans ultimately searched for a curling club nearby to throw some rocks on their own. In some cases where they couldn’t find a nearby facility, these “newbies” formed their own club, contracting with local ice arenas for time and working with the USCA and its members to receive instruction and acquire equipment.

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. Thousands of new fans of the sport have descended upon clubs throughout the country in the weeks following each of the last three Olympics, and this growth momentum has continued in the years between Olympic Games, too.

The 2014 USA Curling Arena National Championship is an event that we anticipate will continue to grow in size and benefit to the host community. One advantage is that this event is being held “out of season,” so to speak. The traditional curling season runs fall through spring, which is also the high season for many other ice sports. Arena-based curling clubs operate year-round, with many more active in the spring through fall months. As we build this event into a staple of the USA Curling championship offerings, you’ll find that we are remaining flexible on the timing of the championships. In short, you tell us what time period would work best for you from May-July. As for us, we are seeking an enthusiastic host city/community partner who can help grow the USA Curling Arena National Championships into a “must attend” event for all of our arena-based club members.

## **SECTION 2 – FAST FACTS**

**What:** The 2014 USA Curling Arena National Championships are open to men's and women's teams from all 80 of our member clubs currently based in arenas. For the inaugural event (2013) participation is limited to 32 teams. This model may also hold for 2014, but we are interested in hearing from bidders who may be flexible to extending competition dates to host more teams if participant interest is warranted.

**Dates:** The men's and women's championships will run concurrently over four days, preferably Thursday-Sunday (for example, July 18-21 in 2013). Ice preparation would need to begin a minimum of one full day prior to the start of competition, and may take up to three days, depending upon the existing state of the ice in the facility.

**Participation:** 16 men's and 16 women's teams, featuring 4 to 5 athletes per team for a total of 128 to 160 athletes. (Note: If participation interest is warranted, we would be willing to increase the size of the field if the host site is agreeable and flexible to changes in the competition schedule.)

**Web site:** USA Curling will build and operate an extensive website for promotion and coverage of the Arena Nationals, and will also provide news release and results coverage.

**Projected:** Economic impact information from previous USA Curling Nationals will be shared with those requesting it.

**Support:** USCA support includes provision of championship equipment, technical personnel (including ice makers and officials), and professional staff support.

**Rights fee/  
Revenue  
sharing:** The USCA is interesting in building a financial model that will make this a winning proposition for our organization as well as yours. 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 the areas of partnerships available for the Arena Nationals. Please follow the links below to complete the questionnaire specific to the area of partnership you are interested in:

- Venue: [2014 USA Curling Arena Nationals Venue Questionnaire](#)
- LOC/City: [2014 USA Curling Arena Nationals LOC Questionnaire](#)
- Host/Overflow Hotel: [2014 USA Curling Arena Nationals Hotel Questionnaire](#)

- B. Bidder is encouraged to submit a Letter of Intent to Bid to the USA Curling National Office by Friday, May 24, 2013. Final bids are due by Monday, June 3, 2013. Bidders are required to complete the online questionnaires linked to above. While not necessary, bidders are also welcome to submit a hard copy or supplementary digital copy of the entire bid to the Fiv USA Curling National Office. If you plan on bidding but cannot meet the bid submission deadline for a valid reason communicated to and agreed upon with USA Curling, , you must still submit a Letter of Intent by May 24, 2013.

Please send Letter of Intent and related bid information to:

Rick Patzke  
Chief Operating Officer  
USA Curling  
5525 Clem’s Way  
Stevens Point, WI 54482  
Ph: 715-344-1199, ext. 204  
Fax: 715-344-2279  
rick.patzke@usacurl.org

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 site selection panel will review all proposals received. You may be asked to provide additional information, and site visits may also need to be scheduled. Finalists may be invited to make a direct presentation to the USA Curling site selection panel, either in-person or by teleconference.

It is USA Curling’s intent to make a final site selection decision and award the bids by mid-July 2013 (earlier if possible, to allow the winning bidder to attend the 2013 Arena Nationals if interested). However, we may require a reasonable extension as necessary to allow our selection panel to select the best possible host site and, if necessary, we may re-open the bidding.

**Bid Submittal Schedule**

	<b>Notice of bid proposal</b>	<b>Bid proposal</b>	<b>Final decision date*</b>
<b>2014</b>	Letter of intent – May 24, 2013	Bid Proposal – June 3, 2013	Mid-July 2013

*\*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 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 2014USA Curling Arena National Championships.

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.
- ❖ Competition standings boards (W/L records), for venue and host hotel. May be electronic.
- ❖ Tickets to any planned social events for athletes, coaches, and USCA executives, staff and sponsors.
- ❖ Admission tickets/credentials for the USCA executives and sponsors.
- ❖ A player/coach lounge stocked with light refreshments (negotiable).
- ❖ Security personnel.
- ❖ Collection and removal of garbage.
- ❖ Ice and bottled water for the competing athletes.
- ❖ Office space, supplies and equipment.
- ❖ High-speed Internet connections for staff, officials and media.
- ❖ Credentials (developed in consultation with the USCA).
- ❖ Complimentary copies of any commemorative programs.
- ❖ \$2 million in general liability insurance.
- ❖ Athlete/coach hospitality room at the Athlete/Coach hotel (negotiable).

## **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 2014USA Curling Arena National Championships. This is a select group of individuals who have extensive knowledge and experience in organizing championship 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 2014USA Curling Arena National Championships.
- ❖ Work in conjunction with the USA Curling to secure local event sponsors, develop tailored packages, and sell tickets.
- ❖ Develop community outreach programs to increase awareness and attendance.
- ❖ Create initiatives that provide the city with a sense of “ownership” and a platform for building a legacy connection with USA Curling. To be most successful, focus on “engagement” opportunities to attract fans locally and participants nationally.

## **SECTION 6 – VENUE REQUIREMENTS**

### **Venue consideration**

While an entirely “clean” venue is not required for these championships, the USCA may require coverage of signage from sponsors that conflict with USCA sponsors. The ideal venue will be a small to mid-sized, modern arena with accommodations and restaurants nearby, and at least some permanent seating.

### **Technical specifications**

The 2014 USA Curling Arena National Championships are meant to be the pinnacle of achievement for all arena-based curlers in the country. 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. In general, an Olympic or international sized hockey rink can easily accommodate five sheets (lanes) of curling ice, which is the necessary layout for the Nationals.

### **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.
- Power service specifications in venue.

- Dehumidification system specifications, if applicable.
- 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.

#### **Other technical considerations**

- Does the facility have a dehumidification system? If so, please provide specifications.
- 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, etc.)

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

The LOC will be responsible, in consultation with USA Curling and our housing logistics partner, PSA, for arrangements with area hotels for the necessary number of room nights (approximately 90 per night during the competition dates) to accommodate the competitors and coaches, officials, technical delegates, and USA Curling staff. Adequate housing must also be available for families, fans, VIPs, and volunteers. It is expected that there will be a reduced rate package at all contracted hotels during the championships time period.

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 or athlete 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**

Listed below 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).

## **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 Arena National Championships 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.

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, prior to publication. LOC shall give USA Curling sponsors the first right and opportunity to provide and be associated with and/or included in all USA Curling Arena National Championships 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 championships.

A proposed budget must be submitted with the Proposal (see budget expense lines guide in 9.G). USA Curling owns all revenue sources, as well as media and licensing rights associated with the event. However, some of these rights will be granted preemptively to the LOC and others. 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. The grant of these revenue sources will be subject to venue-specific negotiations and revenue sharing discussions. Accordingly, 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 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 rights**

National 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)  
Field of play signage\*\*  
*\*negotiable to share event-specific revenue  
beyond existing sponsor benefits*  
*\*\*negotiable to share*

### **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)  
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 its contractual and other obligations.

## **C. LOGOS AND MARKS**

USA Curling must approve all logos and marks to be associated with the Championships, 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 Championships logo and marks to identify the Championships, in staging the Championships, and in connection with its own advertising and promotion of the Championships. 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 Championships. USA Curling owns the rights to the Championships, but the U.S. Olympic Committee owns the digital media rights to the Championships. The relationships between the USOC and its sponsors, licensees and broadcasters may impact the types of sponsorship opportunities available in connection with the Championships.

**BASIC PARAMETERS**

USA Curling may sell Championship sponsorships, and may sublicense an LOC to sell Championship sponsorships. Revenues from the sales of Championship sponsorships are retained by USA Curling/LOC (sharing, if any, dependent upon the agreed upon revenue model between USA Curling and the LOC).

Presenting sponsorships will be permitted in connection with the Championships, but only with prior written consent from USA Curling.

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 USA Curling National Championships no matter when they are added.

**E. USA CURLING SPONSORS**

AtomAmpd	Information technology
Nike	Sports shoes, apparel and accessories
RAM Restaurant & Brewpub	Non-exclusive in restaurant/beer category
Brooms Up Curling Supplies	Curling equipment and supplies

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  
Food and beverage concessions  
Spectator parking  
Advertisements (USA Curling approved)  
Event expo rental (USA Curling approved)  
Other on-site services (USA Curling approved)

### **EXPENSES:**

Competition operations  
    Facilities rental and venue services  
    Telecommunications  
    Equipment rental  
    Training and medical services  
    Competition equipment  
    Athlete/officials fluids  
    Competition and technical officials housing and meals  
Athlete services  
Competition management  
Event signage and arena dressing  
Security  
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. Enclose a separate sheet listing all anticipated in-kind contributions with value of same.

**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** – If applicable, 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 and any related venues.

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

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

**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, box office, gate percentages, etc.

**Temporary facilities** – Temporary seating, fencing, power supply and other non-permanent facilities.

**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 rented from USA Curling, or provided through negotiation.)

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

**Athlete services** – Any 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.

**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 for athletes, coaches, competition officials and designated VIPs.

**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 (if applicable).

**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.

**Technology** – Computers, Internet and other technology equipment/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, may 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 LOC will need to recruit, staff and implement any necessary security for the venue and associated areas.

### **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.

# **Bid Application**

## **2014 USA Curling Arena National Championships**

### **A property of the U.S. Curling Association**

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

*Note: Each year is one event with concurrent championships 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 2014 USA Curling Arena National Championships. The queries contained herein are specific to the information in the Bid Manual. If you have any questions, or are unsure of the requirements detailed in the manual, you may direct your inquiries to the USCA Chief Operating Officer, who can be reached at the contact information above, and also at [rick.patzke@usacurl.org](mailto:rick.patzke@usacurl.org).

It is important that you respond to all of the questions in the application form. If a question does not apply, place an "N/A" on the appropriate line so that we know it is not an oversight. In order to make a well-informed decision, we need as much information pertinent to the conduct of this event as you can provide.

#### **Attachments/Supplemental Information**

**Important:** We request that you submit supplemental information as attachments. You may elect to include additional information to enhance your bid, which we welcome. The *required attachments* include:

1. The venue: A detailed floor plan with dimensions and other specifics as requested in the bidding facilities section.
2. All hotels: Specific proposals from all hotels in the proposed hotel block.
3. All hotels: Flyers and printed information from all hotels in the proposed hotel block.

## Association Acknowledgement

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

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

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

Telecommunications:

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

FAX: (\_\_\_\_) \_\_\_\_\_

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.

\_\_\_\_\_  
\* Authorized Signatory

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

\_\_\_\_\_  
Position

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

**I. BID APPLICATION – THE BIDDING FACILITIES**

**A. VENUE INFORMATION**

We welcome the opportunity to learn more about your facilities. In this section we request certain information from you and also present our technical requirements for the event. First please provide the name and location of the arena and other facilities where you propose to conduct the 2014 USA Curling Arena National Championships.

Name of Venue: \_\_\_\_\_

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

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

Name of Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: (\_\_\_\_\_) \_\_\_\_\_ FAX: (\_\_\_\_\_) \_\_\_\_\_

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

The LOC must provide the exclusive use of the facility from the beginning of the championship ice preparation (up to 3 days prior to the start of competition) and continuing through the close of competition. The exact dates and times are to be determined as noted in the Bid Packet. For a 32-team championship, anticipate 4 days of competition and 1 to 3 days of ice preparation, depending upon the condition of the facility. Please provide evidence of availability, and also please provide the name(s) and title(s) of the individual(s) conferring the authority for such availability.

**B. PROJECTED COST FACTORS**

**The Venue**

USCA financial obligation? None \_\_\_\_\_ Rental Fee of \$ \_\_\_\_\_

The rental fee includes the following: [Attachment optional] \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other Organizations participating in the rental requirement:

1. \_\_\_\_\_ \$ \_\_\_\_\_

2. \_\_\_\_\_ \$ \_\_\_\_\_

Additional cost factors: \_\_\_\_\_ \$ \_\_\_\_\_

---

**Venue Parking:**

Cost for attendees parking:

Yes  No

If **YES**, what is the cost per day? \$ \_\_\_\_\_

If there is a cost, are there In/Out Privileges?

Yes  No

**NOTE:** Up to Ten (10) USCA Staff Vehicle parking passes required.

**C. VENUE TECHNICAL SPECIFICATION**

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. In general, an Olympic or international sized hockey rink can easily accommodate five sheets (lanes) of curling ice.

**Summary of requested technical specifications** (please use attachments as necessary)

- Name(s) and street address of all 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.
- Dehumidification and heating equipment specifications.
- 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, dimensions and descriptions of athlete changing rooms.
- Location and dimensions of potential officials' room.
- Power service specifications.

- Does the venue own, or have access to, an Ice King or similar ice scraper used for curling ice preparation? If so, please list scraper specifications.
- What are the specifications of the water system?
- Does the venue own, or have access to, five sets of baseball-style scoreboards?

**D. OTHER VENUE CONSIDERATIONS**

Is there an adjacent building or space available for a temporary Exposition/Fan Zone?  Yes  No

Is there any agreement in place between the venue management and a principle vendor(s), which will prohibit the USCA from sponsoring and operating an Exposition and selling event-specific merchandise?  Yes  No

(1) If **YES**, can this be waived with the vendor?  Yes  No

(2) If **YES**, to above, is there a fee attached?  Yes  No

(3) If **YES**, to above, what is the fee? \$ \_\_\_\_\_

(4) Can this be negotiated with the vendor?  Yes  No

Vendor Name and Contact:

Address:

Phone: (     )

FAX: (     )

**E. MISCELLANEOUS VENUE ITEMS**

a. Accessible loading dock?  Yes  No

If **YES**, will the loading dock be available as needed during the specified time period?  Yes  No

b. Is there a sufficient electrical service available to meet the needs of a television production?  Yes  No

c. Is there an available water source in the playing area?  Yes  No

d. Is there capability to install temporary telephone service?  Yes  No

e. Type of lighting used in venue:

(1) Lighting intensity in venue (rated in foot-candles or lux):

(2) Type of lighting (i.e., florescent, mercury vapor, etc.)

(3) If necessary, can lighting be increased over the playing area?  Yes  No

f. Are secured storage areas available close to the playing area?  Yes  No

If **YES**, what is the size of this area(s)?

g. Number of concession stands: (**Note locations on venue layout**)

(1) List specific services available through these concessionaires in an ATTACHMENT:

## F. VENUE MARKETING AND OTHER EVENTS

1. Can sponsor signage be hung in venue?  Yes  No

(a) If **YES**, are there any restrictions?

(b) If **YES** to #(1), please specify restrictions:

Does venue have existing sponsor agreements preventing the USCA sponsors from receiving signage exposure?  Yes  No

While an entirely “clean” venue is not required for this competition, USA Curling may require coverage of signage conflicting with USA Curling sponsors. Provide information regarding any/all exclusive promotional and/or marketing agreements with the LOC and/or the facility. Provide information on any existing or pending arena contracts (i.e., pouring rights, commercial signage/advertising tenants, concessions, vendor(s), merchandise vendors, etc. Indicate whether existing or permanent signage may be covered, if necessary.

*(Note: Where information is being provided on an attachment, please indicate on this document which attachment should be referenced, such as “See Attachment A.”)*

Provide a list of major events previously conducted or contractually slated to be conducted in the arena. Fully describe each event, indicating dates, size, media coverage, etc.

Please list any/all major events to be hosted in your arena 12 months before the dates of the USA Curling Arena National Championships, and list any known events to be hosted immediately before and after the championships.

## G. FOOD AND SALES ITEMS

a. Will the venue waive any or all charges to the USCA for selling event specific merchandise during the event?  Yes  No

(1) If **NO**, what are the prevailing conditions?

b. Will venue permit food to be brought in for Event Staff, Volunteers and Officials?  Yes  No

(1) If **YES**, to **item b**, are there any restrictions?

a. If **YES** please list restrictions:

Yes  No

## H. TIME AVAILABILITY

Are the specified times and dates available for set-up and competition as specified in the Bid Manual?

Yes  No

## I. LABOR FORCE

a. The venue labor force is  Non-Union  Union

(1) If Union labor, will the USCA be required to utilize this work force?

Yes  No

(2) If **YES** to #**(1)** what is the cost factor for this service? \$ \_\_\_\_\_

(3) Will this cost be subsidized?

Yes  No

## J. MATERIAL RESOURCES

a. Will the venue make available the below listed machinery?

(1) A Forklift

Yes  No

(2) A Scissors Lift

Yes  No

b. If **YES** to any of the above, will approved USCA staff be permitted to operate them?

Yes  No

c. If **NO** to any of item **a**, can the USCA rent equipment to operate in the venue by USCA staff?

Yes  No

## K. SEATING

### Permanent Seating:

Does any part of the venue have permanent seating?

Yes  No

If **YES**, what is the seating capacity? \_\_\_\_\_

### Bleacher Seating:

Are portable bleachers available?

Yes  No

If **YES**, how much seating? \_\_\_\_\_

If **YES**, will this be included in the arena usage agreement?

Yes  No

If **NO**, is there a local source to rent bleachers for this purpose?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

If **YES**, will the LOC assist in this effort?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

If **YES**, will assistance include financial assistance?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

If **YES**, to what extent?  Full  Partial If partial, how much? \$\_\_\_\_\_

#### **L. PUBLIC ADDRESS/SOUND SYSTEMS**

Please describe the public address/sound systems available for the venue.

#### **M. RESTAURANTS AND VENUE FOOD SERVICES**

Detail the on-site (venue) meal services options for athletes/coaches, technical staff, media, volunteers, etc. The extent of meal services to these groups is at the organizer's discretion.

List eating establishments within easy walking and driving distances of the venue and all proposed housing properties. Specify restaurant dining hours.

Include hospitality options and arrangements (i.e., welcome function, on-site at venue, key housing properties) for athletes, coaches, sponsors and USA Curling VIP guests.

#### **N. SECURITY**

Please provide your security plans for the following:

1. 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.
2. The event credentialing access and distribution plan will be negotiated between USA Curling and the LOC.

Will the USCA have keys to secured areas as requested and specified?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

Will venue staff have access to these secured areas?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

If **YES** to **above**, who will this (these) person(s) be?

3. Recruitment, staffing and implementation of necessary security for the venue and associated areas.
4. Coordination 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.).

## O. MEDICAL

1. Please provide a thorough medical plan that includes (not limited to) the following:
2. Emergency medical services for spectators, competitors and officials, with defibrillator. Please include names of hospital and location in proximity to the venue, and emergency transportation modes.
3. Indicate areas and locations available for athlete massage and related medical/training services at the venue.
4. Indicate plan for recruitment and staffing of medical professionals to be available at the championships.
5. Indicate plan for procurement of relevant medical staff, supplies and equipment.
6. Provide a communications plan for the medical services and crew.

### **Required Attachments:**

Sample contractual agreement with venue.

Schedule of fees and charges, applicable to the USCA.

Detailed line drawings of all levels of the venue proposed for use showing:

1. Dimensions of the proposed competition area
2. Columnar layout (if applicable)
3. Electrical and water locations.
4. Location/size of loading docks
5. Pedestrian and vehicular access and egress
6. Meeting and administration rooms and required storage areas
7. Location of concession areas
8. Location of locker rooms and public restroom areas
9. Proposed location of sales/exposition area
10. Proposed location of media workroom
11. Other areas you deem appropriate

**If applicable**, agreements/requirements with Union labor force.

**If applicable**, agreement with venue concessionaire(s).

### **Optional Attachments** [Please list/specify]

- 1.
- 2.
- 3.
- 4.

## II. BID APPLICATION – LOC INFORMATION

The responsibilities of the Local Organizing Committee (LOC) are both comprehensive and extensive. They must be able to provide and/or procure a variety of products and services, including:

- ❖ Volunteers to assist the USCA ice technicians with ice preparation for practice, training and the competition.
- ❖ Two sets of competition results (standings) boards.
- ❖ Tickets to social events for athletes, coaches, USCA executives, sponsors and staff.
- ❖ Admission tickets for USCA executives and sponsors.
- ❖ A player/coach lounge stocked with light refreshments, including ice and bottled water (negotiable).
- ❖ Security personnel.
- ❖ Collection and removal of garbage.
- ❖ Drug testing facilities, with escorts.
- ❖ Office space, supplies and equipment.
- ❖ High-speed Internet connections for staff, officials and media.
- ❖ Credentials (developed in consultation with the USCA).
- ❖ Complimentary copies of any commemorative programs.
- ❖ \$2 million in general liability insurance.
- ❖ Athlete/coach hospitality room at the Athlete/Coach hotel. (optional)

Please provide the following information concerning your proposed LOC (using attachments as needed):

1. Detailed information concerning the host organization's experience in staging major curling events or other athletic competitions or events. Please specify the event name(s), date(s), nature of event, budget, number of competitors/participants, and attendance figures.
2. The legal name, address, web page address, telephone and fax numbers and the legal form of the sponsoring organization bidding for the USA Curling Arena National Championships. 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.
  - a. State your recommendation for the chairman and other key directors of the LOC. USA Curling shall have overall responsibility for the administration of the event, and selection of the chief technical personnel (icemakers, officials, PR staff, etc.).
3. Identify and describe in detail what opportunities exist for the meaningful participation of women, racial and ethnic minorities, and persons with disabilities at all levels of the planning, management and conduct of the USA Curling Arena National Championships, and what if any will be implemented. Provide demographic information on all of the individuals whom you know will be involved (i.e., gender, ethnic background, disability).

4. Provide information regarding the bidding organization’s assets, existing funding sources, start-up budget and its proposed funding sources for the event.
5. Name 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.
6. An event production team will be responsible for the entertainment aspects of the USA Curling Arena National Championships. This team and the entertainment aspects will be developed in consultation with USA Curling.

**B. VOLUNTEERS**

Does the LOC have the capability of providing a volunteer task force as specified in the Bid Manual?

If **NO**, please explain:

What will be the major source of volunteers?

**C. SET-UP & TEAR DOWN STAFF**

a. Will the LOC be able to provide staffing for set-up and tear down pre- and post-event?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

b. If **NO** to (a.) does the LOC have contact information for staffing the set-up and tear down?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

**SECTION 2. PRODUCTS AND SERVICES**

**A. DONATIONS**

Check any products or services listed below that the Host can donate to the Event.

**Rental Vehicles:**

Full size, 4 door sedans    How many?

8-passenger mini-vans    How many?

Cargo van;    How many?

**Office Equipment:**

Cellular telephones with free airtime:    How many?

- Internet Access line/Installation: (venue)            How many?
- Personal computers (manufacturer: \_\_\_\_\_) How many?
- Printers (manufacturer: \_\_\_\_\_)            How many?
- FAX machines (manufacturer: \_\_\_\_\_)            How many?
- Copy machine (manufacturer: \_\_\_\_\_)            (Need one)

Office Supplies:

- Copy paper: How much?                    (8 ½ x 11)    # of reams
- Miscellaneous pens, pencils, calculators, paperclips, etc. List specific items and quantities available for donation:

Audio-Visual Equipment:

- DVD or VHS players (as required)
- Television monitors (as required)
- Sound System (specific to the venue and potential Exposition Area)

Printing of Event Competition schedule:

- Donated
- Reduced cost

**B. EVENT BANQUET**

Is the LOC prepared to host either an Opening or Closing Banquet (or lighter reception) with complimentary admissions/meals for approximately 160 athletes and coaches?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

Some host cities have been able to sell tickets to other banquet attendees in order to generate revenues. Banquet sponsors may also be solicited.

*If the space available for your responses is insufficient, or you wish to expand on the information you are submitting, please attach it to this application and indicate which attachment to refer to by each question.*

Attachments:

### **III. BID APPLICATION – HOST CITY/COMMUNITY INFORMATION**

Please provide the following:

1. Pertinent details about the host city, population of the city and metropolitan area, local demographics, local colleges and universities, the surrounding area(s), etc. List and/or discuss amenities or special features available in your community.
2. Endorsements and/or letters of cooperation from the community, state/local governments, tourism bureaus, universities, etc.
3. Background information on local newspapers, TV affiliates, and top radio stations. Please include status, ratings, audiences (listenership/viewership, etc.). Provide information on the success of media coverage with past events hosted by your city. Also, indicate the expected level of local media cooperation and support for the USA Curling National Championships.
4. A list 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. (See Bid Manual and Exhibit A for current list of USOC sponsors/suppliers/licensees, or the USA Curling and USOC web sites.)
5. A list of all major companies, including any Fortune 500 companies, located within your city or the surrounding area(s).
6. A list of local major and professional sports teams and local amateur sports development agencies.
7. A list of all major events to be hosted in your community 12 months before and 12 months after the date of the 2014 USA Curling Arena National Championships.

### **IV. BID APPLICATION – HOTEL INFORMATION**

The USCA initially will require a hotel block that can provide an estimated 320 room nights during this 4-day event. This should be done in as few hotels as possible. This section of the Questionnaire will address (1) the primary Headquarters Hotel, and (2) other block hotels. It is important you address all of the questions as completely as possible.

List the names of hotels and other properties that will participate in your proposed housing program(s), the number of total rooms available per hotel and/or properties, proposed rates for singles, doubles, triples, suites, etc., as well as meeting space availability. USA Curling and its housing partner, PSA,

shall review, designate and consult with the LOC on contracting with the chosen property for the USA Curling headquarters hotel.

Adequate housing must also be available for families, fans, VIPs, and volunteers. These individuals will cover their own costs. Briefly explain your proposed accommodations program for these groups of people. Indicate where each housing and dining facility option is located with respect to the venue and USA Curling headquarters hotel.

**A. HEADQUARTERS HOTEL FOR OFFICIALS, DELEGATES AND EVENT STAFF**

Name of proposed hotel:

Address:

City/State/ZIP:

Distance from venue: \_\_\_\_\_ city blocks

Are required dates available?  Yes  No

Total guestrooms available for USCA block:

What daily rate is the hotel proposing for single/double/triple/quad? \$ \_\_\_\_\_

What is the prevailing tax rate? % \_\_\_\_\_

Are non-profit organizations tax exempt in your city/state?  Yes  No

Will the hotel be providing complimentary rooms?  Yes  No

If so, at what ratio?

Will hotel provide complimentary meeting space if needed?  Yes  No

Will there be a cost to the USCA?  Yes  No

If yes, be specific: \_\_\_\_\_

Does the hotel have banquet facilities available?  Yes  No

Will the hotel host a President's Reception with no expense to the USCA?  Yes  No

Restaurant?

Operating hours:

Type of menu (attachment preferred)

Coffee Shop?  Yes  No

Operating Hours:

Complimentary breakfast bar?  Yes  No

What amenities are on the hotel premises?

- Indoor swimming pool
- Business Center
- Fitness room
- Spa
- Internet Service
- Gift and/or other shops

Other? Please specify:

Parking available?  Yes  No

Free?  Yes  No

If **NO**, daily rate: \$ \_\_\_\_\_

In-out privileges daily?  Yes  No

**NOTE:** If HQ is not adjacent to the venue – up to 10 parking passes for USCA staff vehicles will be required.

What is the approximate distance between the airport and the hotel?

Miles: \_\_\_\_\_ Approximate minutes travel time: \_\_\_\_\_

Does hotel provide shuttle service to/from airport?

If **YES**, is this a complimentary service for hotel guests?  Yes  No

If **NO**, what is the charge for this shuttle service?

One way: \$ \_\_\_\_\_ Round Trip: \$ \_\_\_\_\_

What is the method of payment for this charge?

- Cash
- Credit Card
- Check

Other (specify):

If **NO** shuttle service is provided by the hotel, is there a shuttle service available?  Yes  No

If **YES**, what is the name of this service?

Is there a charge for this service?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

If **YES**, what is the round trip charge?

What is the method of payment for this charge?

Cash     Credit Card     Check

Other (specify):

Is there an in-hotel laundry service available?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

Other comments:

## **B. OTHER BLOCK HOTELS**

Please list the other proposed block hotels and respond to the questions listed. Please list in priority order. If necessary to list additional hotels, please furnish identical information for each.

1. Name of hotel:

Distance from venue:                      city blocks:    Proposed daily room rate: \$

Number of guest rooms available:                      Complimentary room ratio:    1:

2. Name of hotel:

Distance from venue:                      city blocks:    Proposed daily room rate: \$

Number of guest rooms available:                      Complimentary room ratio:    1:

3. Name of hotel:

Distance from venue:                      city blocks:    Proposed daily room rate: \$

Number of guest rooms available:                      Complimentary room ratio:    1:

4. Name of hotel:

Distance from venue:                      city blocks:    Proposed daily room rate: \$

Number of guest rooms available:                      Complimentary room ratio:    1:

5. Name of hotel:

Distance from venue:                      city blocks:    Proposed daily room rate: \$

Number of guest rooms available: Complimentary room ratio: 1:

6. Name of hotel:

Distance from venue: city blocks: Proposed daily room rate: \$

Number of guest rooms available: Complimentary room ratio: 1:

### C. ANCILLARY INFORMATION

Other information regarding the Headquarters Hotels and other block hotels you feel are important to be included in this Bid Application: This may be as an attachment or comment:

#### Required Attachments:

- For each proposed block hotel: Rate proposals, brochures, flyers, and other important information.

#### Optional Attachments

Yes  No

## V. BID APPLICATION – TRANSPORTATION

### Transportation

1. 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. Please include the following in your plan:
2. Provide a list of transportation systems within your city/community available for public use and providing access to the venue and hotels.
3. Name all airlines servicing the airport(s) and the number of flights in and out of your city each day. List any airlines with major hubs in your city.
4. Will the host organization arrange for free transportation for athletes, press and officials to and from the airport and housing facilities throughout the competition, beginning at least two days prior to the first day of competition and continuing one day after the last competition day? Will the host organization furnish transportation services to and from the housing and competition site during competition and practice periods? Will special early arrival arrangements be made for the transportation of USA Curling competition management, icemakers, officials, etc.? If so, please provide plans for ground transportation service.
5. List companies that provide car-rental services, taxis, buses, etc.
6. Provide distance from airport to hotels. Indicate those hotels providing free airport shuttles.
7. Do you have a plan for airport greetings and shuttle bus services?

# Host Site Proposal

## HOTEL PATTERN & HOTEL PARTNERSHIP CRITERIA

Dates	Room Type	Prep Day 1	Prep Day 2	Prep Day 3	Practice/Competition Day 1	Competition Day 2	Competition Day 3	Competition Day 4
<i>For 2014</i>								
Staff	DBL/DBL	5	5	5	7	7	7	7
	SINGLE							
Attendee	DBL/DBL			80	80	80	80	80
	SINGLE							
<b>TOTALS</b>		5	5	85	87	87	87	87

**USA Curling (USAC) has partnered with PSA Events to facilitate hotel selection, contracting and**

**housing management.**

**Arrival-Departure Pattern: Actual Pattern of Days/Dates is subject to final approval by USA Curling**

**Total Room Nights: Approximately 440**

### **Details for Headquarters Hotel Partner-**

Guaranteed concessions listed below:

- Complimentary full hot breakfast for all individuals utilizing the Groups block
- Attendee Rates to be flat 1-4 people
- \$12 Rebate (or as negotiated)
- 10% Commission to PSA
- Complimentary meeting space with beverages for athletes/coaches to utilize throughout the event
- Complimentary wireless internet in meeting space
- Complimentary internet for all guest rooms in the Groups block
- Comp Policy:
  - Hotel to guarantee 2 comp DD's and 1 suite type room for the duration of the event
  - Hotel to provide a 1/25 comp ratio
- Hotel to give a discounted rate for USAC Staff rooms with commission but no rebate
- Ability to ship smaller event items directly to hotel

- Ability to position informational signage in hotel lobby (information for competitors covering daily updates, shuttle schedules, etc.)
- Complimentary upgrades for USAC Staff and VIP's (upon availability).
- Designated check-in desk for Groups guests with adjacent space for PSA housing coordinator
- Complimentary on-site storage for event material shipment (i.e., PODS space in parking lot)

**Details for all overflow properties-**

- Complimentary breakfast for all individuals utilizing the Group block
- \$12.00 Rebate to Event organizer (or as negotiated)
- 10% Commission to PSA
- Attendee Rates to be flat 1-4 people
- Hotel to provide a 1/25 comp ratio

## **EXHIBIT A**

### **U.S. Olympic Team Official Partners, Sponsors & Suppliers List**

#### **Partners**

The Coca Cola Company  
Acer  
AT&T  
Atos Origin  
Anheuser-Busch, Inc.  
BP  
BMW  
DOW  
GE  
McDonald's  
Omega Watches  
Panasonic  
Proctor & Gamble  
Samsung  
Visa

#### **Sponsors**

24 Hour Fitness  
Adecco  
Allstate  
Citi  
Deloitte  
Hilton Worldwide  
Jet Set Sports / CoSport  
Nike  
TD Ameritrade  
United Airlines

#### **Suppliers**

D.I.S.C. Sports and Spine Center  
Highmark Inc.  
Oroweat

#### **Official Outfitter**

Nike

#### **Broadcast Partner**

NBC

#### **Licensees**

Aminco International  
Asset Marketing Services  
BDA  
Branded Custom Sportswear  
Build-A-Bear Workshop  
Creative Curriculum Initiatives  
Extended Exposure  
Fine Art Ltd.  
Getty Images  
ISM  
Museum Editions, Ltd.  
Nike, Inc.  
Oakley  
OC Tanner  
Omega  
OpSec Security Inc.  
Outerstuff  
Polo Ralph Lauren  
Pro Specialties Group  
QVC  
Royal Canadian Mint  
Staples Promotional Products  
Team Fan Shop  
USPS  
Wiley Publications  
WIN Products  
WinCraft



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