



# US Lacrosse 2009 & 2010 U-13 National Youth Festivals

## Request for Proposal

### About US Lacrosse

US Lacrosse was founded on January 1, 1998, as the national governing body of men's and women's lacrosse. The mission of US Lacrosse is to ensure a unified and responsive organization that develops and promotes the sport by providing services to its members and programs to inspire participation, while preserving the integrity of the game.

US Lacrosse is accomplishing that mission and serving more than 180,000 members through programs and services. US Lacrosse is expanding education programs for coaches, officials and players; promoting the sport through Lacrosse Magazine, player/team development, its web site ([www.uslacrosse.org](http://www.uslacrosse.org)) and numerous events around the country; and securing the sport's future through a comprehensive insurance program, injury research and a focus on sportsmanship through a national code of conduct and a partnership with the Positive Coaching Alliance.

The US Lacrosse national headquarters are located in Baltimore, and feature a three-story administrative center, as well as the Lacrosse Museum and National Hall of Fame. US Lacrosse currently employs 45 staff at its national office, and benefits from regular volunteer and intern assistance.



### Event Description



The US Lacrosse U-13 National Youth Festival is an opportunity for boys and girls youth lacrosse players in the seventh grade or below, from around the country, to participate in a national lacrosse event. The goal of this youth lacrosse event, through a festival format, is to emphasize participation, geographic diversity, sportsmanship and friendship rather than crowning a champion.

A national gathering of approximately 60 US Lacrosse chapter representative teams are each scheduled to play 5 games in a round robin format over the three days of competition. Fields are generally in use from 4:00pm – 7:00pm on Friday, 8:00am – 6:00pm on Saturday and 8:00am – 12:00pm on Sunday.

The US Lacrosse Youth Festival is not just another youth lacrosse tournament. It's about camaraderie, it's about meeting people, and it's about participation and education. Most importantly it's about having FUN! No trophies are awarded but everyone goes home a winner.

### Participation and Projected Attendance:

Total projected attendance: 3000+

- Attendees: Includes players, coaches, officials, families, vendors and event staff
- Regional lacrosse enthusiasts: Based on success of regional support and marketing efforts

### Economic Impact:

Total projected economic impact: \$1.1 million +

- Economic impact based on lodging, meals, gasoline, parking, amenities and retail purchases for local and non-local participants and spectators.

### Contract Commitment:

- This request for proposal is to host the 2007 & 2008 US Lacrosse U-13 National Youth Festivals

**Dates of Events:**  
**June 19-21, 2009**  
**June 18-20, 2010**

**Submission Deadline:**  
**July 1, 2007**



One for all.

# REQUESTED EVENT REQUIREMENTS

Please submit information regarding your city's/organization's ability to address ALL of the following event requirements. Please provide a detailed description of how each requirement will be supported and name/contact information for those whom will be involved in the process. Please include diagrams and photos when appropriate.

## Ideal Event Requirements

### Field space:

- 12 – 15 full size contiguous fields
- Warm up space for teams is required
- All weather fields on-site are preferred, but optional
- On-site lighted fields are preferred but, optional

### Games Management:

- 12 – 15 sets of legal goals and nets
- Golf Carts
- Water stations on each field
- PA system
- Scissor Lift
- Toilets
- Trainers – including one 24 hour person if on a campus
- Trash receptacles
- Food vendor for on-field concessions
- Walkie Talkies
- Games management headquarters
- Referee/Umpire tents
- First Aid/Trainer tents

### Site:

- Registration Area: Must have adequate indoor facilities for registering 60 + teams; **Include photos if possible**
- Social Activity Facility: Accessible facilities to hold a Saturday evening entertainment event for all participants, preferably indoors; **Include photos if possible**
- Lacrosse Clinic Facility: Seating accommodating between 600-800 people; Microphone and podium will be needed; **Include photos if possible**
- Vendor Village: Have a minimum area of 40' x 100' available that can be tented (if outdoors) and include access to electricity and, if possible, credit card lines
  - o Vehicle access for loading and unloading in this area
  - o Parking for vendor vehicles in close proximity to this area
  - o Tables/Chairs
- EMT Services: EMT and ambulance accessibility with mobile defibrillator
- Concierge Services on site
- Contingency plan needs:
  - o On and/or Off-site alternative fields and/or all weather field access in close proximity to original site.
  - o Weather conditions suitable for play; **List the average high and low temperature during the competition dates**
  - o Facilities available to conduct clinics and/or show movies
  - o **Please list any additional entertainment or activities facilities (i.e. swimming facility, arcades, etc.)**
  - o Additional space as necessary
  - o Hotline number for event updates

### Event Marketing & Sponsorship:

- Ideal population base of at least 350,000 within a 30-mile radius
- Strong base of potential local corporate sponsors:
  - o **List potential local/national corporate sponsors that would be involved with various aspects of the event; list contact information**
- Appropriate infrastructure for integrated sponsor benefits
  - o **List all possibilities for high-profile and sponsor branding elements: on-field signage, receptions, VIP events, etc.**
  - o **List any venue sponsors and/or vendor agreements that will prohibit or restrict US Lacrosse from displaying brand messages on site (i.e. banners, field signs, etc.) selling product (i.e. food, beverage, clothing, etc.) or otherwise limit any marketing, advertising or promotional activities surrounding our event, including the ability to mention the venue in promotion and advertising of the event.**
  - o **List locations and possibilities for special events, concerts, fan zone, etc.**
- Indoor and/or outdoor venue for hospitality: **List locations, include descriptions**
- Exposition area for sponsors and vendors in a prime location to the playing fields: **Include diagrams if possible**
- Adequate media opportunities for local and/or national promotion of the event (print, radio, TV, outdoor, online):
  - o US Lacrosse will promote and market this event nationally and regionally through Lacrosse Magazine, the US Lacrosse website ([www.uslacrosse.org](http://www.uslacrosse.org)), Lax Magazine On-line website ([www.laxmagazine.com](http://www.laxmagazine.com)), US Lacrosse membership correspondence, press releases and US Lacrosse member E-news letter.
  - o **List possible resources that the venue can make available to this event, either directly or through relationships, to market and promote the event. (i.e. e-mail database, sports club or camp newsletters, local event calendar, local media including radio, television and print)**
  - o **Include a proposed media marketing plan for this event; include as many media extensions as possible**
- Venue and facilities for media: **List and describe facilities and capabilities**

### Staffing:

- US Lacrosse will provide a lead event management team from within the US Lacrosse Special Events Department
- Additional facility management and contacts will be required; Additional field/games management personnel will be requested; **Please list all staffing and volunteer support that can be provided for this event (include recruitment methods)**



## Local Transportation:

Host city must have accessible and affordable airport facilities nearby. Also must have bus/van rental facilities in the area.

- Please list closest major airport and distance from facility
- Please list other airports and distance from facility
- Please list proximity to public transportation

## Accommodations:

- Lodging:
  - o If a University Facility: Campus housing at affordable rates within a reasonable distance to fields to accommodate at least 1,600 participants. Also hotels at affordable rates within a reasonable distance to accommodate at least 1,500 participants, vendors and family/friends of the participants
  - o If a Hotel Facility: Hotels at affordable rates within a reasonable distance to accommodate at least 3,000 participants, vendors and family/friends of the participants
  - o Please list closest hotels, rates and distance from facility; include contact information
- Hotel, or similar facility must be able to accommodate US Lacrosse business meetings prior to and following the tournament
- Food & Beverage:
  - o If a University Facility: Cafeteria style dining facilities that can accommodate up to 1600 participants for three (3) meals per day. Also off campus restaurant facilities for additional 1,500 participants, vendors and family/friends of the participants for three (3) meals per day
  - o If a Hotel/Restaurant Facilities: Adequate eating establishments in the area that can accommodate up to 3,000 participants and attendees for 3 meals per day
  - o Please list closest dining options
- Parking: Must have parking available each day for approximately 800 vehicles, including team buses, in close proximity to the playing fields.
  - o Parking attendants to insure traffic flow moves properly



## Retail Opportunities:

- US Lacrosse secures a nonexclusive title retail event sponsor for this event
- National and regional non-endemic and lacrosse retail stores and manufacturers are given the opportunity to purchase retail vendor space at this event
- Please include a list of any interested local non-endemic and lacrosse retail organizations that would be interested in vending at this event

## Venue / Concessionaire Agreements:

- If possible, US Lacrosse venue contracts should accommodate branding and sampling programs by national US Lacrosse food and beverage sponsors
- If possible, US Lacrosse national food and beverage sponsors will have the opportunity to sell product at the venue, either independently or in conjunction with the venue concessionaire
- US Lacrosse national category sponsors will have the right to display and sell product merchandise
- Please list all venue concessionaire agreements that are currently in place and the guidelines for any potential event specific agreements that may be created

## Bid Committee:

- An ideal local organizing committee should have the representation from the following local entities:
  - o Convention and Visitors Bureau (city, county, or region)
  - o Chamber of Commerce
  - o Mayor's office
  - o Area Sports Commission
  - o Media (print, radio, television)
  - o Regional school system and/or scholastic athletic association
  - o US Lacrosse chapter and local lacrosse community
  - o Please list all contact information
- Bid Committee requirements include:
  - o Event marketing plan (including print, radio, direct)
  - o Media alliances with print and radio partners
  - o Formal alliance/endorsement of local Convention and Visitors Bureau
  - o Public relations plan
  - o Pre-event press conference
  - o Event name to be branded via name of the Designated Market Area (DMA), not event location

## Request for References:

Please provide contact information for two groups that have used your facility within the past two years for similar multi-team events



## Basis for Award of Contract

US Lacrosse will award this event to the lowest bid from the facility that meets all basic event requirements. Determining factors will include the committee and facility's ability to provide a cost effective event site and successful event marketing package.

**Submission Deadline:**  
**July 1, 2007**

**Award Date:**  
**September 1, 2007**

**US Lacrosse Contact:**  
**events@uslacrosse.org**  
**410.235.6882**  
**www.uslacrosse.org**

**Submit Proposal To:**  
**US Lacrosse**  
**Special Events Department**  
**113 W University Parkway**  
**Baltimore, MD 21210**



## History of sites used for the US Lacrosse U-13 National Youth Festival

- 1994-1998: Towson University – Towson, MD
- 1999-2000: RPI – Troy, NY
- 2001-2002: University of Massachusetts – Amherst, MA
- 2003: Binghamton University – Binghamton, NY
- 2004: USTC – Downingtown, PA
- 2005: Binghamton University – Binghamton, NY
- 2006: University of Massachusetts - Amherst, MA



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