2014 USA Curling National Championships Bid Application

A property of the U.S. Curling Association
(d.b.a. USA Curling)
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 men’s and women’s 2014 USA Curling National Championships. The victors at the Nationals will also go on to represent USA at their respective world championships in 2014.

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.

Those of you who have hosted USA Curling events previously may know that this RFP process represents the sixth year of a new direction we have taken as we raise the profile and entertainment value of our marquee events. The first partnership resulting from this process—with the Metro Denver Sports Commission—culminated with the staging of the 2009 USA Nationals/2010 U.S. Olympic Team Trials in February 2009 at the Broomfield Events Center. The second partnership under the new model took place just days after the 2010 Olympic Winter Games with the staging of the 2010 USA Curling National Championships at Wings Stadium in Kalamazoo, Mich. The Urban Plains Center in Fargo, N.D., successfully hosted the 2011 National Championships Feb. 12-19, 2011, and Philadelphia was the site of the 2012 Nationals, February 11-18.

The USA Curling event partnership model seems to be a little different than what many bidders are used to with other events, different in a positive way. Since this is still a fairly new site selection process for USA Curling, 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 build upon the successes we’ve had with our recent event partners.

Sincerely,

James Pleasants
President

Rick Patzke
Chief Operating Officer
Bid Manual
2014 USA Curling National Championships
A property of the U.S. Curling Association

Note: This is 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 42 states. The growth is fueled by the exposure and success of the sport in the Olympic Winter Games, and consistent national television programming. The USCA has seen membership increase by over 52 percent since the 2002 Salt Lake City Olympics.

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. More than 40 new clubs have been formed around the nation since 2002.

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.

The 2014 U.S. National Championships are a property with significant opportunities for the organization and the host committee. 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 Nationals will begin just days after the Closing Ceremonies of the 2014 Olympic Winter Games, which will certainly heighten interest in curling and make this a “You gotta be there!” event in your city. We are seeking an enthusiastic host city/community partner who can help us make this a reality. We are eager to see how you can help us accomplish this important goal while at the same time bringing significant economic benefits to your community.
SECTION 2 – FAST FACTS

What: The 2014 USA Curling National Championship is the premier event for the selection of the elite athletes to represent the United States in the 2014 men’s and women’s World Curling Championships.

Dates: The men’s and women’s championships will run concurrently, with the expected competition dates to be March 1-8, 2014. Ice preparation will need to begin 4 to 5 days in advance, depending upon the facility.

Participation: 10 men’s and 10 women’s teams, featuring 4 to 5 athletes per team for a total of 80 to 100 athletes.
20 coaches, plus 3-5 USA Curling national coaches and trainers
10-20 USA Curling staff and Board of Director representatives
10 icemakers (including 2 to 3 chief USA Curling technicians)
30 USA Curling competition officials
100-200 volunteers
50-75 Media (national, regional, local press, photographers and newscasters)
1,500 to 3,500 daily attendance (dependent upon arena, competition, fan engagement opportunities, entertainment, and host marketing efforts)

Television: The broadcast rights for the 2014 USA Curling National Championships are held by USA Curling (and potentially also the U.S. Olympic Committee, pending extension of an agreement beyond 2012). We will work closely with the host committee to develop event TV and Internet programming.

Web site: USA Curling will build and operate an extensive website for promotion and coverage of the Nationals. Like the TV rights, the digital sports content rights may also be assigned to the USOC. However, USA Curling has negotiated secondary rights for live and tape-delayed web streaming from the Nationals should the USOC not activate this right. In addition to the streaming opportunities, USA Curling will provide up-to-the-minute results, news releases following each draw (round) of competition, competitor interviews and photos, etc.

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

Support: USCA pays over $60,000 in travel, housing, technical and equipment costs to support these championships. USCA promotes the event through local, regional and national media outlets (print, Internet), and provides staff consultation and resources for media and marketing operations.

Rights fee/Revenue sharing: The USCA is interested in building a financial model that will make this a winning proposition for our organization as well as yours. Let’s talk.

Housing: USCA has partnered with PSA to facilitate housing needs. Hotel contracting, online booking, call center support and room list management will be overseen by PSA.
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. To streamline the bidding process, USA Curling, in collaboration with PSA, has automated the Bid Application, tailoring online forms to the specific areas of partnership.

Following is an explanation of the RFP instructions, processes, and USA Curling’s expectations of the bidding entity:

A. To initiate the bid process, bidder is required to submit a Letter of Intent to Bid by Friday, June 29, 2012. The Letter of Intent to Bid is provided at the end of this document as well as online:
   a. Letter of Intent to Bid, USA Curling National Championships

B. Upon submittal of the Letter of Intent to Bid, online questionnaires for the Host City/LOC, Venue and Hotel partners shall be provided. It is important that these prospective partners work together prior to submitting the online forms to ensure the most cohesive partnership package is presented.

C. If you wish to supplement the information provided via the online questionnaires, or you would like to submit a hard copy of your proposal, it must be received by the USA Curling National Headquarters by July 27, 2012.
   Send to:
   Rick Patzke, Chief Operating Officer
   USA Curling
   5225 Stevens Point, WI 54482
   Ph: 715.344.1199 ext. 204
   Fax: 715.344.2279

D. Once the Bid Proposal deadline occurs, a USA Curling review committee will review all proposals received. This committee will include some or all of the following: USA Curling COO, USCA President, USCA Vice President of Championships, USCA High Performance Director, USCA Vice President of Operations, the Chair of the Athletes Advisory Committee (or his/her designee), and any other individuals selected by USA Curling. Site visits may be scheduled as necessary. Finalists may be invited to make a final formal presentation to the USA Curling review committee if necessary.

It is USA Curling’s intent to make a final site selection decision and award the bid by late August 2012. However, we may require a reasonable extension as necessary to allow our review committee to select the best possible host site for the 2014 USA Curling National Championships.

Bid Submittal Schedule (all dates in 2012)

<table>
<thead>
<tr>
<th>Notice of bid proposal</th>
<th>Bid proposal</th>
<th>Final decision date*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter of intent June 29</td>
<td>Bid Proposal July 27</td>
<td>Late August</td>
</tr>
</tbody>
</table>

*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 association, 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 2014 USA Curling 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, the USCA President and guest, USCA sponsors, and up to six (6) USCA staff.
- Admission tickets/credentials for the USCA President and guest, and sponsors.
- A player/coach lounge stocked with light refreshments.
- Security personnel.
- Collection and removal of garbage.
- Ice and bottled water for the competing athletes.
- 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).
- 20 complimentary copies of any commemorative programs.
- $2 million in general liability insurance.
- Athlete/coach hospitality room at the Athlete/Coach hotel.

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 2014 USA Curling National Championships. This is a select group of individuals who have extensive knowledge and experience in organizing sports events. 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 2014 USA Curling National Championships.
- Work in conjunction with the USA Curling Marketing Group to secure local event sponsors, develop tailored packages, and sell tickets.
- Develop community outreach programs aimed at schools and service organizations, working in conjunction with the local USA Curling club(s).
- Create initiatives that provide the city with a sense of “ownership” and a platform for building a legacy association with the 2014 USA Curling National Championships.
- To be most successful, focus on “engagement” opportunities to attract fans locally and 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 seating for 2,500 to 6,000 people.

Technical specifications
The 2014 USA Curling National Championships are a high-level curling event. 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. (Arena must have heat, or the ability to install temporary heating.)
- 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

- Are there designated areas for TV satellite trucks to broadcast from the venue? Are there access points for cabling from a TV production truck into the venue?
- 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.)

Exposition Area/Fan Zone

USA Curling may set up and operate, or sublicense the right to set up and operate, an Exposition Area/Fan Zone with vendors/sponsors in conjunction with the 2014 USA Curling National Championships. Ideally, this would be convention space adjacent to or nearby the arena.

If USA Curling agrees to sublicense this right, the LOC may host an Exposition Area/Fan Zone and charge local partners and suppliers for the right to display their goods and services. However, the LOC must agree that USA Curling national sponsors and suppliers will be given the first right and opportunity to obtain prime locations in said exposition area.

SECTION 7 – HOUSING/HOTEL REQUIREMENTS

USA Curling has partnered with PSA, an event support company specializing in housing needs for sporting events. PSA will work closely with the LOC and USA Curling to incorporate properties in the community to support the event.

Hoteliers interested in partnering with USA Curling/PSA/LOC are encouraged to present a competitive group package including deeply discounted rates, complimentary breakfast, internet and meeting space, and other creative amenities to set themselves apart. Proximity to the competition venue as well as dining options that stay open late (competition often goes to 11 pm) are hot buttons for the athletes, staff and fans. Specific partnership requirements are detailed in the online Hotel Partner form.

Other items required of hotel partner:
- Rebate to LOC/USA Curling
- Commission to PSA
- Discounted staff room rates (non-commissionable/non-rebate)
- Complimentary athlete lounge for duration of event
- Full hot breakfasts for staff, athletes and officials
The room block consists of 987 total room nights. The flow of hotel rooms needed for the event are:

**Staff Block**

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**Attendee Block:**

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**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).

**Coordinator, Exposition** – Should an Exposition Area/Fan Zone be established, this would be the primary point person overseeing the setup and operations of this area.
SECTION 9 – BUSINESS ITEMS

A. GENERAL REQUIREMENTS

The successful bidder will be required to execute and be subject to the obligations contained in the online partnership questionnaires and the formal 2104 USA Curling 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 2104 USA Curling 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.

<table>
<thead>
<tr>
<th>USA Curling rights</th>
<th>Bidder rights</th>
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<tbody>
<tr>
<td>National sponsors*</td>
<td>Tickets/gate receipts (1)</td>
</tr>
<tr>
<td>National marketing and promotions</td>
<td>Local sponsor/promotional partners</td>
</tr>
<tr>
<td>USA Curling hospitality locations</td>
<td>Local sponsor hospitality locations</td>
</tr>
<tr>
<td>National publication rights</td>
<td>Contributions, grants, VIK, and other supporters</td>
</tr>
<tr>
<td>Television and Internet broadcast rights</td>
<td>Event publications and souvenirs</td>
</tr>
<tr>
<td>Radio broadcast rights</td>
<td>Food and beverage concessions</td>
</tr>
<tr>
<td>Merchandising and licensing rights**</td>
<td>Event expo</td>
</tr>
<tr>
<td>Venue signage (for national sponsors)</td>
<td>Venue signage (for local sponsors)</td>
</tr>
<tr>
<td>Field of play signage**</td>
<td>Spectator parking</td>
</tr>
<tr>
<td>*negotiable to share event-specific revenue beyond existing sponsor benefits</td>
<td>Other on-site services</td>
</tr>
<tr>
<td><strong>negotiable to share</strong></td>
<td>Hotel rebates</td>
</tr>
<tr>
<td></td>
<td>Banquet ticket sales (if applicable)</td>
</tr>
</tbody>
</table>

(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 as stated earlier, the U.S. Olympic Committee owns the broadcast and 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).

Title sponsorships and 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 2014 USA Curling National Championships no matter when they are added.

E. USA CURLING SPONSORS

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Category</th>
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<tbody>
<tr>
<td>AtomAmpd</td>
<td>Information technology</td>
</tr>
<tr>
<td>Nike</td>
<td>Sports shoes, competitive apparel and accessories</td>
</tr>
<tr>
<td>RAM Restaurant &amp; Brewpub</td>
<td>Non-exclusive in restaurant/beer category</td>
</tr>
<tr>
<td>Brooms UP Curling Supplies</td>
<td>Curling supplies</td>
</tr>
</tbody>
</table>

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
- Hospitality suites
- 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
  - Ice preparation (technical support and expertise supplied by USCA)
  - Training and medical services
  - Competition equipment
  - Drug testing
  - Athlete, officials fluids
  - Competition and technical officials housing and meals
- Athlete services
- Competition management
- Event signage and arena dressing
- Uniforms (discussion item)
- Security
- Ground transportation
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 ITEMS DESCRIPTIONS

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 curing approved local sponsor/promotional partner advertising.
Event expo rental – Income from rental booths in exposition area(s).
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 provided by USA Curling.)
Ice preparation – Expenses include paint, event logos, de-ionized water system, foam borders, etc.
(totals approximately $7,000)
Drug testing – Drug testing facility as required by USA Curling and U.S. Anti-Doping Agency (USADA). This includes providing tables, chairs, temporary barricades, fluids (juice and water), snacks, chaperones, etc.
Technical officials (discussion item) – Travel, room and board for the officials and icemakers. (USA Curling will pay travel and lodging for chief and chief assistant icemakers and officials.)

Athlete services – 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.

Uniforms (discussion item) – Uniforms for volunteers, staff and event management. Uniforms may be provided by a sponsor or supplier approved by USA Curling.

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. Transportation must be provided 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.

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.

Telephone, faxes and computers – Facility telephone lines and other 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, 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. The LOC will need to recruit, staff and implement 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.

SUMMARY
The information outlined in this bid manual is designed to prepare you to successfully complete the online Bid Questionnaires. The online forms allow for attachments, where applicable. If you have any questions regarding the information provided, or are unsure of the requirements detailed in this bid manual, you may contact:

Rick Patzke,
Chief Operating Officer
USA Curling
5225 Stevens Point, WI 54482
Ph: 715.344.1199 ext. 204
Fax: 715.344.2279
rick.patzke@usacurl.org.
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
Procter & 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
Host City Name/Bidding Organization

Street Address

City, State, Zip

Phone Number

Fax Number

E-mail

Name of individual submitting Intent to Bid

Position

On which USA Curling National Championships are you interested in bidding?

☐ 2014 USA Curling Nationals
☐ 2015 USA Curling Nationals

If you are capable hosting either year, please rank your first and second choice:

Please feel free to add any additional comments.
By checking the box below and submitting this form, I affirm I am an authorized of the organization submitting this Letter of Intent to Bid 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 selected as the host (city) partner.

☐

Submit
Host City Name/Bidding Organization

Street Address

City, State, Zip

Phone Number

Fax Number

E-mail

Name of individual submitting Intent to Bid

Position

On which USA Curling National Championships are you interested in bidding?

☐ 2014 USA Curling Nationals
☐ 2015 USA Curling Nationals

If you are capable hosting either year, please rank your first and second choice:

Please feel free to add any additional comments.
By checking the box below and submitting this form, I affirm I am an authorized of the organization submitting this Letter of Intent to Bid 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 selected as the host (city) partner.

Submit