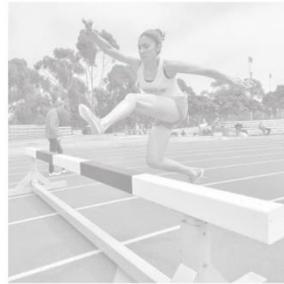
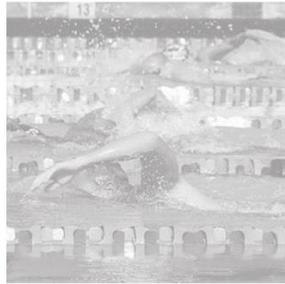


# 2022 USA Masters Games

## Request for Proposals



**Named World's Best New Event at the  
World's Best Event Awards presented by  
SportsTravel Magazine**

Please Contact Tess Heron with any questions at:  
919-678-1652 or [theron@usamastersgames.com](mailto:theron@usamastersgames.com)

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## INTRODUCTION

This Request for Proposal for the 2022 USA Masters Games is intended to provide the framework for the bidding process for the 2022 USA Masters Games and for a future partnership between a host city and the USAMG.

This RFP is intended to be a “living document,” meaning that from time-to-time during the RFP process, we may issue updates or clarifications based on new information, program or sport changes, or questions from interested bid cities. Such updates will be issued to all recipients of the original RFP, and the new information will be clearly delineated. The overall intent of such updates, if any, will be to make the RFP process as clear, helpful, and transparent as possible for every interested community.

# ABOUT THE USA MASTERS GAMES

The USA Masters Games is a premier multi-sport event for adult athletic competition in the United States. The Games features over 20 sports in age group competition for athletes ages 21 and over. The Games are now on a schedule to be held every other year in the even year.

Greensboro, North Carolina, was the host of the inaugural USA Masters Games, staging competitions at more than 25 venues across the Greater Greensboro area, from Thursday, July 21 through Sunday, July 31, 2016. Though by its very title the USA Masters Games focuses on U.S. athletes, foreign competitors are welcome in every sport. The 2016 Games included participants from ten countries on six continents.

In 2017, the USA Masters Games were held in San Diego, California. Twenty-three top sports facilities hosted Games events including the Easton Archery Center, Salvation Army Kroc Center, the San Diego Ice Arena, and UC San Diego's Canyonview Aquatic Center, among others. Games athletes hailed from 9 foreign countries on 5 continents and 38 U.S. states. Games athletes were invited to over 15 social events and participated in the Opening Ceremonies in conjunction with the California State Games at Qualcomm Stadium.

The third edition of the USA Masters Games is planned for June 2020 in Grand Rapids, Michigan.

The Games are intended to be a celebration of Masters athletes, shining a spotlight on adult competitors and their sports, and making them the center of attention. Knowing that for adult competitors, the social component can be just as important as the athletic, the Games are designed to facilitate fun and fellowship among all participants throughout the Games.

As for sport competition, the Games have been established to host high-quality competition in each sport—meaning an excellent and professional presentation that reflects the national and international nature of the event. The USA Masters Games will present and conduct each sport in a manner that is most conducive to the best possible performances and experiences for all competitors. Competition in each sport is “open invitational style,” meaning that participation is open to all athletes in each sport who meet the age and sport member requirements—with no qualification process necessary.

In short, the Games are designed to pull together adult athletes from across the country and the world in a true festival of sports, camaraderie, and community. That is why the Games are referred to as The National Sports Festival for Adult Athletes.

At the same time, the Games are intended to be a vehicle that showcases the host community or region and introduces over 20 adult sport national governing bodies and their thousands of athletes to the host city. The Games provide substantial local economic impacts, as well as national and international exposure. In addition to solidifying a community's status as one of America's top sports destination cities, the Games lay the groundwork for those sports and athletes to return in the future with more events, or simply to visit, and generate a continuing investment legacy for many years into the future.



# USA MASTERS GAMES KEY FACTS

- **Awards:** The USA Masters Games was named the World's Best New Event at the World's Best Event Awards presented by SportsTravel Magazine.
- **Dates:** The Games period can range from four to eleven days, depending on the sports, facilities, and host community. The 2016 Games extended over 11 days, July 21-31, 2016. The 2017 Games were held in two sessions in consecutive months June 22-25, 2017, and July 12-16, totaling 9 days. The 2020 USA Masters Games are currently planned for 4 days.
- **Concept:** The National Sports Festival for Adult Athletes
- **Rightsholder Website:** [www.usamastersgames.com](http://www.usamastersgames.com)
- **Games Updates:** E-newsletter and Games update sign-up on website homepage
- **Ages:** Athletes aged 21 to 100+
- **Participants:** Focus on U.S. athletes, and international athletes welcome; 2016 registrations came from 10 countries and 6 continents; 2017 registrations came from 9 countries on 5 continents
- **Quality of Competition:** Each sport conducted at a national championship level; coordinated with, and sanctioned by, its respective national sports governing body wherever appropriate
- **Sports:** The following sports were held in the 2016 Games, the 2017 Games, or both— Archery, Badminton, Baseball, Basketball, Beach Volleyball, Bodybuilding, Bowling, Cycling, Diving, Figure Skating, Functional Fitness, Golf, Ice Hockey, Judo, Martial Arts, Pickleball, Powerlifting, Road Race, Soccer, Softball, Swimming, Synchronized Swimming, Table Tennis, Tennis, Track & Field, Triathlon, Volleyball, Water Polo, and Weightlifting
- **Sports per Games:** Both the 2016 and 2017 Games included 24 sports. The 2020 Games may include 30 or more sports.
- **Special Games Activities and Amenities:** The Games to date have included Opening Ceremonies, Closing Ceremonies, Wellness Expo, Games Village, Social Events, and Nightly Entertainment
- **2016 Venue Highlights:**
  - Greensboro Coliseum Complex (basketball, badminton, martial arts, table tennis, volleyball)
  - Greensboro Aquatic Center (diving, swimming, synchronized swimming, water polo)
  - Greensboro Sportsplex (functional fitness, pickleball, weightlifting)
- **2017 Venue Highlights:**
  - Alga Norte Aquatic Center (diving, swimming)
  - Easton Archery Center of Excellence (archery)
  - Kroc Center (basketball, synchronized swimming)
  - UC San Diego (baseball, track and field, water polo)
- **Games Village:** Focal point for the Games, registration, Wellness Expo, and hospitality.
- **Participant Numbers:** The 2016 Games had over 2,500 participants and the 2017 Games had 2,000 participants. The goal is to grow the Games to at least double the current participation levels
- **2017 Host Hotels:** There were five hotels in the Host Hotel program with the centrally-located 917-room Town and Country Resort and Convention Center serving as the Headquarters Hotel



## HOST CITY SELECTION TIMELINE\*

### **Tuesday – Thursday, April 24-26, 2018** – RFP to be distributed

- At the National Association of Sports Commissions (NASC) Symposium in Minneapolis and online on NASC and USAMG websites

### **Wednesday, June 27, 2018** – Conference Call on the RFP Process

- Open call in which interested cities can participate and ask questions. The conference call will be at 11am EDT; dial-in number 641-715-0861; participant code 755909#
- A summary from the call will be distributed which will constitute an update to the RFP process

### **Wednesday, October 31, 2018** – Bid Packages Due

- Digital PDF delivered via email and three hard copies (on standard 8.5x11 paper) via mail or courier service to USA Masters Games, 401 Harrison Oaks Blvd., Suite 210, Cary, NC 27513

### **Monday, November 5 to Friday, November 16, 2018** – Follow-Up Period

- Possible follow-up questions and additional requests for information from USAMG staff

### **Wednesday, November 28, 2018** – Finalist cities selected for Site Visits notified

- Finalist cities provided with copy of Host City Agreement

### **December 2018 to January 9, 2019** – Site Visits and City Presentations

- Cities selected for site visits of the USA Masters Games staff. Tours of sport venues, proposed Games Village, Opening Ceremonies, and Closing Ceremonies venues, Headquarters Hotel, and select other host hotels. Site visits should also include introductions to key members of the proposed LOC. Finally, each city selected for a site visit should prepare a 30-minute presentation on its plans for the Games followed by a 30-minute Q&A with the USAMG staff.

### **January 2019** – Site Visit Follow-Up

- Follow-up questions and requests for additional information to finalist cities

### **Week of January 21, 2019** – 2022 Host City Selection Made

- Selection made contingent upon execution of Host City contract prior to announcement
- Payment of \$10,000 invoiced at this time and due prior to announcement

### **Tuesday, February 5, 2019** – Tentative date for Host City Announcement

\*Host City Selection Timeline is subject to change. Prospective bidders on the USAMG bid contact list will be notified by email of any changes.



# USA MASTERS GAMES RIGHTSHOLDER RESPONSIBILITIES

The USA Masters Games headquarters staff will provide the overall management for the 2022 USA Masters Games.

## A. Overall Games Plan

- USAMG and the LOC will work together to determine the sport line-up for 2022. The USAMG must approve the final sports lineup for the Games.
- Working with the LOC, the USAMG will assist in providing Competition Directors where a “National Director” makes sense. (For example, for the 2017 Games, the Figure Skating Competition Director, who resides in Florida and was the 2016 Games Figure Skating Competition Director, was selected by the USAMG, with the LOC’s agreement.)
- Sanctioning of sports
- Engagement in planning meetings with LOC

## B. Marketing & Games Collateral

- Design of national advertisements for the Games
- Design and production of the Games Official Program
- Design and production of Games Merchandise, in collaboration with the LOC
- Design and production of Games Credentials, in collaboration with the LOC
- Design and production of Games Medals (in collaboration with the LOC) and Medal Stands

## C. Games Management

- Ensure the provision of all necessary equipment for athletic competitions, as needed, beyond what is locally available and provided by the LOC
- Overall responsibility for a quality Games delivery



# HOST CITY RESPONSIBILITIES

The responsibilities of the Host City are detailed in the section below. The responsibilities of the USAMG and the Host City Local Organizing Committee will be included in a Games agreement between the parties.

## A. Local Organizing Committee

- The Host City is responsible for either creating a Local Organizing Committee (LOC) specifically for the USA Masters Games or for utilizing an existing organization such as a sports commission or similar, as the LOC. If the LOC is a separate entity, it should consist of an event Chairman/Chairwoman, members of the local Sports Commission, Convention & Visitors Bureau, corporate and community leaders, key venue leadership, and others with experience in the coordination of large-scale or multi-sport events.
- The LOC needs to provide insurance in the following types and limits:
  - o Commercial general liability with a minimum limit of \$4M per occurrence
  - o Automobile liability, including owned, non-owned, and rented vehicles, with a minimum limit of \$2M, combined single limit per occurrence
  - o Financial Guarantee or Performance Bond or Cancellation Insurance for the USA Masters Games in the amount of \$2M for the length of the Games
- The LOC should provide the USAMG with a Certificate of Insurance evidencing the coverages above, and including the USAMG as additional insured, at least 30 days prior to the Games.
- The LOC must provide appropriate contact person(s) for the USAMG staff in relation to various local issues including venues, special events, lodging, etc.

## B. Planning Meetings

- The LOC will be responsible for hosting Planning Conference Calls with USAMG staff on a schedule of every other week during the majority of the year leading up to the Games, with frequency changing to weekly as the Games get close.
- The LOC will be responsible for hosting Planning Meetings/Site Visits with LOC staff and Competition Directors on the following schedule:
  - o Approximately one year out — 2-day site visit
  - o Fall (during the year prior to the Games) — 1 to 2-day site visit
  - o Spring (during the year of the Games) — 1 to 2-day site visit
  - o Such other visits as may be needed to ensure proper preparation for the Games
- It is recommended that the Fall and Spring Site Visits include a meeting of all LOC Sport Competition Directors
- LOC is responsible for providing lodging for up to 3 USAMG staff members during Site Visits



## C. Local Games Management

- LOC Personnel Plan: Each of the 5 areas below should report to the LOC leadership
  - o Games Marketing, Advertising, Public Relations, and Promotions
  - o Sponsorships and Fundraising
  - o Ceremonies, Awards Presentations, and Special Events
    - Including a Results Processing and Distribution team
  - o Games Village
    - Including Participant Services, Health & Fitness/Wellness Expo, and daily entertainment
  - o Sports, Operations and Venues
    - Responsible for securing all necessary venues for conducting the Games sports competitions, for identifying and confirming Competition Directors or Sport Coordinators where USAMG has not provided them, for securing all locally-available equipment needed for the conduct of the sports, and for identifying and recruiting all necessary personnel, including timing or sport event specialists, officials, and volunteers for each sport
    - Identify appropriate space in the Games Village or other appropriate location to be utilized as the Games Operations HQ
    - Facilitate communications channels to and among all venues and the Games Operations HQ, Security, Medical, Transportation, Volunteers, as well as Venue Set-Up/Take Down (which can also serve as a 24/7 Games response team for operations issues that arise)
    - Identify all key areas within or adjacent to each venue for specific functions such as athlete check-in, concessions, locker rooms, sport administration, Officials room, timing/results, hospitality, results posting, load-in doors or loading docks, parking, VIP parking, etc. essential to the conduct of Games sports within that venue
    - Key contacts with all the Games-required venues as well as contracts with each are the responsibility of the LOC
    - Coordinate and host the two Sport Competition Director/Coordinator Site Visits included in the Planning Meetings section above

## D. USAMG Marketing, Advertising and Public Relations

### Calendar Year, Two Years Prior to Games Year:

- Fall: develop a 2022 USA Masters Games city-specific logo that incorporates the USAMG logo. Approval of logo to be provided by USAMG.

### Calendar Year, One Year Prior to Games Year:

- By January, provide a Games public relations plan designed to get the word out about the Games and the host community among general interest and sports publications as well as in broadcast, internet, and social media channels
- By January: provide USAMG staff with a promotional plan for an in-person presence at significant national and regional events in USAMG sports throughout the LOC home state as well as adjacent states as appropriate. For national and international Masters or Adult sport events, the LOC can partner with the USAMG to ensure the best and most cost-efficient presence.



- The LOC should aim to promote the USAMG at a minimum of two events per sport in the Host City state, region, or adjoining states.
- If a national signage contract is not in place, the LOC should provide the USAMG with a preferred local company that can provide discounted rates for signage and banner printing.
- Develop a Marketing & Advertising Plan to promote the USAMG and Host City locally, regionally, and nationally. Local and regional plans may include local television and newspaper advertisements. National plans may include advertisements digitally and in sport-specific publications, and should complement USAMG plans.

## **E. Test Events**

- Events in the local region scheduled between the award of the bid and the start of the Games that lend themselves to the possibility of serving as Test Events for the Games are highly desirable. For example, the Greater Greensboro area already had scheduled to host Masters Cycling Nationals, Masters Swimming Nationals, the Table Tennis Olympic Trials and the like. Having the Games local management and volunteers “practice” for their roles in the Games during these prior events can be invaluable experience come Games time. The LOC should identify such events and establish relationships with the event organizers that lends itself to these events being utilized and supported as Test Events for the 2022 USA Masters Games.

## **F. Special Events**

### **One-Year-To-Go Celebration**

- The LOC should plan a One-Year-To-Go Celebration that will attract local media attention. A press release should go out in advance of the Celebration and social media activity should encourage local athlete participation.

### **Benchmark Dates**

- Other key milestone dates such as 200 days to go, or 100 days, etc., could be worthy of special events, media announcements, and/or social media blitzes.

### **Opening Ceremonies**

- The USAMG features an exciting Opening Ceremonies. A desirable venue should be proposed in the bid process. Opening Ceremonies will consist of a parade of athletes, musical entertainment from a national or locally prominent act, and other activities.
- The LOC is responsible for securing the venue at LOC’s cost.
- Venue must be able to accommodate an athlete parade.
- Venue must have seating area that can be made available for sale to non-athletes.
- The LOC must host a VIP Party for up to 200 guests prior to the start of the Opening Ceremonies, at or near the venue of the Ceremonies. The VIP Party should include food, open bar, entertainment, and, if needed, transportation to the Opening Ceremony.



### **Closing Ceremonies (Optional)**

- The Closing Ceremonies once again gathers all athletes together for a night of entertainment and passing of the torch to the next USAMG host.
- The LOC is responsible for securing the venue at LOC's cost. USAMG is open to having Closing Ceremonies at the same venue or at a different venue from Opening Ceremonies.
- Venue must have seating area that can be made available for sale to non-athletes.
- The LOC must host a VIP Party for up to 100 guests at the start of the Closing Ceremony. This VIP Party should be similar to the one described above prior to Opening Ceremonies.
- Note: Greensboro 2016 hosted a free live music event at the Greensboro Coliseum Complex Amphitheater, while San Diego simply hosted a closing party with complimentary food and beverages at a local brewpub

### **G. Games Village**

- The Games Village will operate each day of Games competition (projected 8 am – 8 pm) and can be the hub for many components of the USA Masters Games, including:
  - o Accreditation
  - o Merchandise
  - o Health & Fitness Expo/Wellness Expo/Sports Massage
  - o Hospitality/Entertainment
  - o Sports Info
  - o Results
  - o Food & Beverage opportunities, etc.
- The Host City needs to provide space of approximately 5,000 square feet in size in an easily accessible location.
- The credentialing/athlete registration area within the Games Village needs to be open from 10am to 8pm the day prior to the start of Games competition, in order to accommodate athlete practice that day and check-in for events where competition begins the next day.

### **H. Medical**

- Through cash or in-kind partnership, the LOC should secure a Medical partner to provide on-site medical services by athletic trainers, nurses, physician's assistants, EMTs, and/or physicians.
- Such medical services should include ambulance service at sports such as Triathlon and Cycling

### **I. Housing**

- Currently the USAMG anticipates housing needs of approximately 1,000 room nights during the Games period. Peak nights would occur over weekend competition periods. Housing agreements should include comp rooms on a 1-to-25 ratio.
- The LOC will need to contract with local hotels and college dormitories (at the discretion of the LOC and with the approval of USAMG) to secure sufficient rooms for the duration of the USAMG. The housing offerings should include a variety of price ranges and



room/hotel amenities that will appeal to a diverse range of sports and athletes. As with most sports events, there should be a predominance of double-double rooms in the mix.

- Housing should be clustered and located in close proximity to sports venues wherever possible.
- The Headquarters Hotel should be centrally located and/or in close proximity to the Games Village
- The LOC is responsible for providing Housing Bureau services to USAMG athletes, coaches, officials, family & friends, etc. This can either be provided in house by the Convention & Visitors Bureau, or can be outsourced. No fee for this service should be passed to visitors or USAMG. While the USAMG is not “stay to play,” use of the Housing Bureau should be strongly encouraged and promoted.
- Rebates to the LOC should be kept to no more than \$10 per room, per night or 10% commission, whichever is greater
- The overall range and variety of rates among properties as well as hotel property quality and location, must be approved by USAMG prior to the Housing Bureau opening to the public



# FINANCIAL RELATIONSHIP

The USAMG views the Games as a partnership between the USAMG and the LOC, whereby the Games are executed on a high level while maintaining as much financial efficiency as possible. In other words our goal is the perception of a high-value Games delivered in a cost-effective manner.

## A. Expenses

While costs will certainly vary by city, the USAMG believes that a high-level USA Masters Games can be achieved on a total cash budget (“cash budget” meaning if everything had to be paid for in cash) of \$550,000 or less. This refers to the direct costs in the Host Community of execution of the Games and all marketing, advertising, travel and the like involved in promoting the Games locally, regionally, nationally (and beyond). For the budget, the USAMG estimates LOC responsibilities account for approximately 80% of the expenses, while USAMG responsibilities account for the remainder. The LOC’s estimated costs does not include the bid fees, or any full-time, dedicated staff costs.

## B. Host Fee

A Host Fee of \$60,000 per Games will be payable from the LOC to the USAMG on the following schedule:

- \$10,000 prior to the Host City announcement
- \$25,000 at two years prior to the Games
- \$25,000 at one year prior to the Games

## C. Financial Responsibilities of Host City

- In addition to all Games-related operations expenses in the host city, the LOC will also be responsible for complimentary accommodations for key USAMG staff and certain sport officials throughout the Games
- Please submit with your bid proposal an estimated budget of projected LOC revenues and expenses for hosting the 2022 USA Masters Games

## D. Revenue Split

To facilitate coverage of as much of the costs of the Games as possible by the LOC, the USAMG proposes the following arrangement with regards to revenues:

### 1. LOC

- May retain 100% of any ticket sales to Opening Ceremonies, Closing Ceremonies, or other special events that are ticketed
- May retain 100% of local sponsorship revenues. A local sponsor is defined as any company within the state of the LOC, where the company, even if national or international in scope, has its headquarters in the LOC’s home state, and, even if not a headquarters location, a significant presence in the state—subject to specific approval of the USAMG



- May retain 100% of local government, convention & visitors bureau, sports commission, tourism authority, foundation, or other similar grants
- May retain 100% of any local vendor revenues in the Health & Fitness/Wellness Expo (or similar) and/or at venues
- May retain 100% of local ad revenues in the USAMG Official Program
- May retain 100% of hotel rebates – rebates not to exceed \$10 per room per night or 10% commission, whichever is greater
- May retain up to 100%, depending on the arrangement with the various venues, of venue concessions revenues, including such revenues at the Health & Fitness/Wellness Expo and Games Village
- May retain up to 100%, depending on the arrangement with the various venues, of parking revenues. Parking fees must be pre-approved by USAMG.
- If a transport shuttle system is used during the Games, the LOC may retain 100% of shuttle fee revenues. The shuttle fee must be pre-approved by the USAMG.
- May retain 60% of any national sponsor/partner deal originated and facilitated by the LOC between the national partner and the USAMG

## **2. USAMG**

- Retains 100% of national sponsor revenues originated by the USAMG
- Retains 100% of national vendor fees
- Retains 100% of national advertisements in the Official Program

## **3. Other**

- Participant Registration fees: subject to determination based on which party handles registration
- Merchandise: subject to mutual agreement of the LOC and USAMG

## **E. Financial Report**

The LOC final financial report is due by no later than October 31 of the year of the Games. If there is a net profit for the LOC, the net will be split 80% to the LOC, 20% to USAMG.



# VENUE REQUIREMENTS

In planning for the 2022 USA Masters Games, all of the sports of the 2016 and 2017 USA Masters Games have been included in the Venue Requirements below. If you would like to propose additional sports, or to not include some of these sports, that should be indicated as part of your RFP response.

For each of the sports venues listed below, the general requirements are as follows:

- Air-conditioning
- Officials Break Room
- Locker Rooms (when appropriate)
- Restrooms
- Scoreboards and game clocks
- Public address system
- Concession location
- Merchandise location
- Adequate parking
- Directional signage and exterior venue signage

**NOTE: There are 18 Core Sports of the Games, which are in bold and underlined.** “Core Sports” are those the USAMG would prefer to include in every Games if possible. Additional sports that have been included in the first two years of the Games are indicated with the year they were in the Games. General venue requirements per sport are as follows:

## Archery (2017)

- Space for 40, 50 and 60 meter lanes
- At least 12 targets per range
- Scoring room/space for officials
- Ability to mark lanes if not at a traditional range

## Badminton

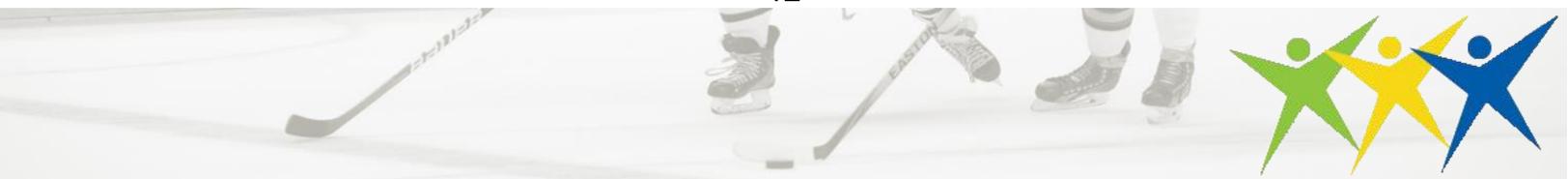
- 6 courts set-up to USA Badminton specifications
- Ability for venue to control and potentially turn off HVAC
- Ceiling should be a minimum of 30 ft. from the floor.
- Wood flooring or suitable sport court.

## Baseball

- Four fields lit for night play, preferably in a 4-field cluster
- Two dugouts per field
- 90' base lines and minimum outfield distance of 300'
- Pitching mound
- Fields should be lined and dragged and field maintenance crew should be on site for the duration of competition
- Grass with skinned baseline area

## Basketball

- 8 basketball courts, preferably all located within 1-2 venues
- Court dimensions 50' wide x 84' long



- Electronic game and shot clocks
- Benches
- Scorer's Table

#### Beach Volleyball (2017)

- 6 regulation-sized courts
- Scorer's table
- Benches for teams

#### Bowling (2016)

- Minimum 20-lane bowling alley
- Automated scoring

#### **Cycling**

- Criterium course (1-1.5 miles)
- Time Trial course (20km) with no turns and minimal intersections
- Road Race course (40km) with all right turns
- Asphalt surfaces
- Corral area at the start line

#### **Diving**

- Platforms including a 10-meter that is at least 8' wide and preferably 9-10' wide
- Two 1-meter and two 3-meter springboards
- Minimum diving well depth of 4.5 meters
- Note: for 2017 and 2018, there are no diving platforms in the greater San Diego area. Competition will be solely on 1-meter and 3-meter boards.

#### **Figure Skating**

- One 85'x200' ice rink
- Four locker rooms
- Judges stand
- Ice resurfacer

#### Functional Fitness (2016), a.k.a. CrossFit

- 30,000 sq. ft. of Class A convention space
- Able to accept delivery of competition equipment
- Athletes must be able to drop heavy weights

#### Golf (2016)

- One quality 18-hole golf course
- Golf carts provided at no cost

#### **Ice Hockey** (see Figure Skating)

#### Judo (2017)

- 4 combat areas
- Class A convention space – 20,000 sq. ft



## Martial Arts (2016)

- 3 mats or rings
- Class A convention space – 20,000 sq. ft.

## Pickleball

- Minimum of 6 courts
- Wood, sport court or tennis court surface
- Lines on courts for pickleball or ability or mark court surface

## Powerlifting (2017)

- Space for a platform of at least 8' x 8' for lifters, officials, spotters, etc.
- Bars, plates, collars, and benches
- Warm-up area

## Road Racing

- 5K course
- 10K course
- Start area with significant parking and/or a shuttle system
- Finish area with finish arch
- Scenic courses are preferred
- Note: for 2017, San Diego is only hosting a 5k run.

## Rowing (originally slated for 2016 Games, but later replaced by Pickleball)

- Minimum length of course 1,000 unobstructed, straight meters with minimum 100-meter open water runoff area
- Minimum of 4 racing lanes, with preference for 6-8 lanes
- Lanes between 12.5-15 meters wide
- Water depth of at least 3 meters throughout course
- Adequate launch area
- Start/finish towers

## Soccer

- 6 soccer fields with regulation field lines
- Two benches per field

## Softball

- 12 softball fields with lighting, preferably all located within 3 venues or less
- Fields should be lined and dragged and field maintenance crew should be on site for the duration of competition
- Benches/dugouts for each team

## Swimming

- 50-meter pool with a minimum of 8 lanes
- Bulkheads capable of dividing the pool into 2 or more courses are preferred, but not mandatory
- Pool depth, lane width, water temperature, and markings should be set-up according to U.S. Masters Swimming standards
- Electronic scoreboard capable of showing times and placement for all lanes
- Warm-up pool with minimum of 6 25-yard lanes
- Automated timing and touchpads



- Lifeguards necessary as required by U.S. Masters Swimming

### **Synchronized Swimming (see Swimming)**

- Minimum pool depth of 3 meters

### **Table Tennis**

- 10 courts centered in a regulation playing area.
- Barriers separating each court
- Ceiling height must be a minimum of 19 feet from the floor
- Ability for venue to control and potentially turn off HVAC
- Ability to accommodate USA Table Tennis lighting requirements

### **Tennis**

- 10 soft or hard courts are required
- Lighting for night play
- Center straps are required for all courts
- Staff and equipment available to prepare courts following rain
- Umpire stands
- Wind screens preferred

### **Track & Field**

- 400 meter track with synthetic surface
- Minimum of 8 36" lanes
- Automated timing system
- Two long jump pits, throwing rings/cages, pole vault pit, shot put rings, javelin runways, and high jump pits
- Ability to stage a 200 meter and 300 meter steeplechase

### **Triathlon**

- Cycling and running courses should be in areas of minimum traffic
- Adequate law enforcement presence
- Lifeguards and boats/kayaks for the swim
- Transition zone
- Start/finish line with spectator viewing area

### **Volleyball**

- 16 regulation indoor courts with nets
- 6 regulation beach courts with nets
- Each court should have benches for both teams
- Scorer's table

### **Water Polo (see Swimming)**

- 4 nets for two side-by-side courts

### **Weightlifting**

- 20,000 sq ft of Class A convention space
- Ability to set up elevated surfaces with judges areas
- Practice/warm-up area
- Note: Games can include Powerlifting or Weightlifting or both



# QUESTIONNAIRE

Please include the following components in your bid response:

## **Bid Process**

- Who is the point of contact for the bid process? Please provide their complete contact information, including mailing address, office and cell phone numbers, and email address.

## **Bid Committee**

- Describe the organization making the bid: e.g. affiliated with the city or government authority; or if an independent organization, please detail whether it's a corporation, non-profit organization, or other type of private organization. How long has the bid organization been in existence?
- Provide the makeup of the bid committee. Describe the strengths the various bid committee individuals and/or organizations bring to the table in bidding on, and potentially hosting the USAMG.
- If your city is awarded the 2022 USAMG, will the Bid Committee be rolled over in its entirety to the LOC? If not, who among the Bid Committee members are likely to be a part of the LOC?

## **Dates**

- The preferred dates for the USAMG would fall between mid-June and mid-August. Please propose preferred dates, and alternate backup dates, for each year you are bidding on. Provide a list of all other major sports events and their dates taking place during the period from 60 days prior to 60 days after, the USAMG 2022 preferred dates.

## **Finances**

- Describe the LOC's ability to substantially cover the expenses of the Games.
- Indicate the responsible legal entity (i.e. Sports Commission, CVB, City, etc.).
- Provide the LOC's preliminary budget inclusive of the required elements listed in this bid document.
- Detail any sponsor commitments that the LOC has secured. Provide a list of sponsors that the LOC plans to target.
- In the event of a budget shortfall, what contingency plans exist to cover the debt?

## **Housing & Transportation**

- Using the format found in Exhibit 1, please provide the Housing Commitment Summary
- Provide completed Housing Commitment Forms as found in Exhibit 2 for each proposed partner property.
- Provide descriptions of the proposed housing properties. Options should include full-service, limited-service, budget, and college dormitories (if allowed locally).
- Include a full description of the proposed Headquarters Hotel and why this hotel is suggested to serve in that capacity. Headquarters Hotel should provide additional amenities to secure the title of Headquarters Hotel.
- Describe the Host City airport. List all airlines that serve the city and provide a list of non-stop flights. Provide sample airfares for June/July to a range of U.S. cities. What is the total lift capacity for the airport?
- Indicate the ability for the Host City to transport USAMG visitors via public transportation, rental cars, private transportation, ride services, etc.



## **LOC**

- Describe the LOC structure. Tell us who will lead the LOC and who will serve on the LOC. For each person, describe their current employer and job title, as well as their relevant experience.
- Provide an organizational chart detailing anticipated 2022 USAMG responsibilities for each member. If someone will only participate in an advisory role (as opposed to an active, planning role), indicate that as well.
- What multi-sport experience does the LOC or its members have? What major event experience does the LOC have?
- Describe the LOC's experience recruiting volunteers. The USAMG will likely need several hundred volunteers. What events has the LOC done that utilize large numbers of volunteers, and what is the experience of the volunteer pool? How was volunteer recruitment and management handled for previous major events?

## **Medical**

- What is your plan for proposed medical services coverage? What will be the main treating hospital(s) and what is their proximity to the venues being proposed for the Games?

## **References**

- Provide a minimum of 3 references and letters of recommendation from Events Rights Holders who have conducted a major event in your city.

## **Sports**

- Recommend sports you prefer to include in the 2022 USA Masters Games.
  - o Be sure to address the core sports from Section VII above.
  - o If your list includes sports not referenced above in Section VII, indicate why those sports would make for good additions to the Games in your city.
- Propose a local Competition Director for each of the 24 sports you prefer.
  - o Provide a summary background for each indicating why they would make a good Competition Director for that sport.
  - o Provide a letter, email, or similar writing from each proposed Competition Director confirming their willingness to serve in that capacity if your city is selected as a USAMG host.

## **Venues**

- Propose venues for each of the sports you recommend.
  - 1) Include letters of intent or availability from venue owners/operators.
  - 2) Include photographs and venue drawings where applicable.
  - 3) What is the seating capacity of each venue?
  - 4) Who is the owner and/or operator of each venue?
  - 5) Please note indoor facilities, if any, that are not air conditioned.
- Propose a venue for Opening Ceremonies, and, if desired, for Closing Ceremonies
  - 1) Include letters of availability from venue owners/operators.
  - 2) Include photographs and venue drawing where applicable.
- Propose the location for the Games Village. Ideally the Games Village would have sport competition within the same venue or adjacent.
  - 1) Include a letter of availability from the venue owners/operators.



- 2) Include photographs and venue drawing.
- Provide a map of your community that includes each of the proposed venues.

### Your City

- What makes your city an excellent destination for USAMG visitors?
- Provide the city population and current growth rate. What is the population within a 2-hour drive?
- Describe the primary industries for employment and include a list of the top 25 employers. Also include a list of the 50 largest companies in the state.
- List the colleges and universities in the community and enrollment of each
- List the professional sports teams in the community and their respective venues
- List the major media outlets in the city or region; for television stations, list network affiliations
- What is the total hotel room capacity (first class rooms) in the city/region? What are the current hotel taxes? What are average hotel room rates during June/July?
- Does your city or state have a ticket tax on event tickets? If so, what is the amount?
- Why are you interested in the hosting the USAMG? Does the USAMG fit with city or regional strategic plans, or fit with a major community milestone or anniversary?
- Provide a list and map of tourist attractions that USAMG visitors can see during their free time. Include any offers for discount or free admissions.
- Describe anticipated event visibility in your community. How will you make the community at-large aware that the USAMG is taking place?
- **To achieve larger participation levels, the USAMG requires strong, pro-active grassroots marketing efforts both geographically and sport-by-sport. How will your community help drive registration in, and audiences for, the 2022 USAMG?**
- Include average high and low temperatures, precipitation, and humidity for the June/July period.
- What unique entertainment options does your city have to offer that could be included in Opening Ceremonies, Closing Ceremonies, or the nightly entertainment at the Games?
- Provide a “city event resume” or list of significant sports events hosted in the City over the last 5 years.
- If not included in any of your previous responses or information, please describe the special aspects that your city and LOC will bring to the Games to 1) provide an unequalled athlete experience, 2) grow participation in, sponsorships for, and awareness of, the Games, 3) ensure an excellent partnership with the rightsholder, 4) guarantee the overall success of the Games, and 5) set your bid apart as the one the USAMG should select for hosting the 2022 USA Masters Games.

## ADDITIONAL RESOURCES

Photos from the 2016 USA Masters Games in Greensboro and the 2017 USA Masters Games in San Diego can be viewed here: <https://www.flickr.com/photos/usamastersgames/albums>

### USA Masters Games

April 23, 2018





