



USA Club Rugby Association on  
behalf of the Senior Club Council  
of USA Rugby  
REQUEST FOR PROPOSAL  
National Championship Hosting

September 17, 2023

## SUMMARY

USA Club Rugby Association, Inc., a 501(c)(3), through its governing body The Senior Club Council (SCC) of USA Rugby, is accepting proposals to host the SCC's 15's and 7's National Championships. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The SCC is looking to select two sites ("Venue A" and "Venue B") to host one of their National Championships in 2024. The sites would swap events for 2025. The SCC would look to have a mutual option to renew for another two year cycle. The dates of the National Championships are as follows:

Venue A: 2024 15's: May 17-19  
Venue B: 2024 7's: August 10-11  
Venue B: 2025 15's: May 16-18  
Venue A: 2025 7's: August 9-10

**Summary of 15's National Championships:** Played over three days, the 15's National Championships currently features 20 teams (4 teams in 5 divisions) participating in the Semi-Finals and Finals of the Club Rugby Nationals Playoffs. The 2023 event brought approximately 1000 players, coaches, supporters and administrators to St. Charles, MO and resulted in approximately 600 hotel room nights being booked by the teams alone. Additionally, the event received over 50,000 views from its YouTube livestream. The event requires a minimum of 4 rugby fields.

**Summary of 7's National Championship:** Played over two days, the 7's National Championship, brings 32 teams to the competition. In 2023 it brought over 500 players, coaches and administrators to Madison, Wisconsin. The event received over 80,000 views on its YouTube livestream across the two days. The event requires a minimum of 2 rugby fields with areas for team warm-ups.

## PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process.

Proposals received after 12:00pm noon EST, November 10, 2023, will not be considered and will be returned unopened.

Questions may be submitted up to the deadline at [15s@usaclub.rugby](mailto:15s@usaclub.rugby) and [7s@usaclub.rugby](mailto:7s@usaclub.rugby), and will be responded to directly.

The proposal must contain the signature of a duly authorized officer or agent of the entity submitting the proposal.

If you wish to submit alternate solutions, please do so.

The price, if any, you quote should be all inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

## **CONTRACT TERMS**

The SCC will negotiate contract terms upon selection. All contracts are subject to review by the SCC's legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

The SCC is looking to make a two year commitment to two locations with a mutual option to extend for another two years.

## **PURPOSE, DESCRIPTION AND OBJECTIVES**

### **Purpose**

The SCC currently hosts two National Championships on a yearly basis. The events have been awarded to different sites on a yearly basis. An opportunity exists to build an ongoing relationship with a facility and community in order to grow the event and create a destination rugby event for the USA Club Rugby community. The SCC is not only looking for a host, but a partner who will work collaboratively to expand and grow further events.

### **Description**

The SCC National Championships serve as the defining moment of the USA Club Rugby season. They bring teams from across the country together to play elite amateur rugby and compete for a National Championship. In addition to providing a great live rugby opportunity, the SCC National Championships are streamed nationally and viewed by rugby players across the country.

### **Objectives**

The SCC is looking to create a partnership with two local communities that can help to provide a first class experience for the members that are traveling to play or watch the national championships. The SCC would like to provide for its members top rate facilities, an engaging fan experience, affordable accommodations, and an enjoyable community experience. The SCC would look to expand its national championships to include additional side tournaments if an effective commercial partnership can be built that would allow for such growth. The national club rugby community will be at or watching this event and the SCC looks to showcase club rugby.

## **TIMELINE**

This RFP is dated September 17, 2023. Proposers may also request a copy be sent via email by contacting Andrew King at [15s@usaclub.rugby](mailto:15s@usaclub.rugby).

Proposals are due no later than 12:00pm/noon EST November 10, 2023.

Proposals will be evaluated immediately thereafter. During this time we may require interviews via Zoom/Google Meet with our evaluation team. You will be notified if this is requested.

The name of the candidates who have been selected will be decided on or about December 8, 2023.

All other candidates will be notified on or about December 15, 2023.

**BUDGET**

The SCC is open to multiple cost structures relating to the hosting of the event. Each bid should outline all costs associated with hosting the event and any available revenue streams (ticket sales, parking, food and beverage).

**BACKGROUND OF ORGANIZATION**

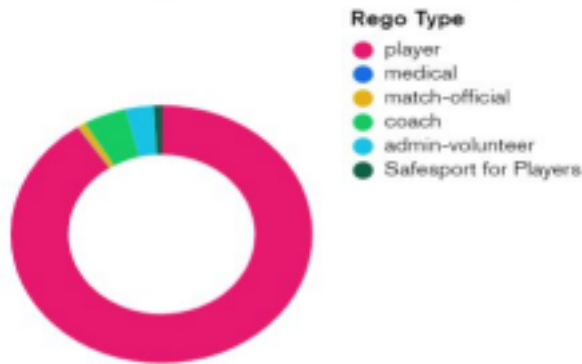
**Our Mission**

The Senior Club Council of USA Rugby is composed of adults (18+) involved with rugby from various ethnic backgrounds and religious affiliations united in getting more people playing better senior club rugby.

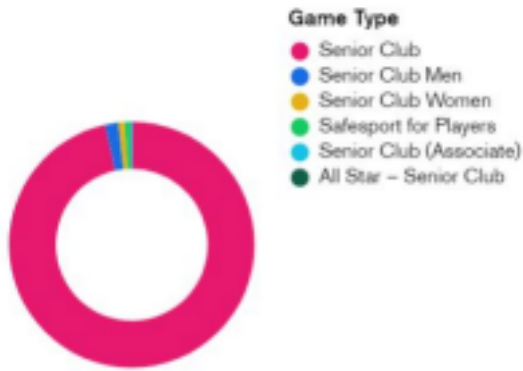
**Products and Services Overview: 2022 Program Highlights**

More than 27,000 individual members participate in a variety of programs at 18 regional administrative organizations. The SCC of USA Rugby is recognized as the designated administrative body to manage all aspects of adult club rugby.

**Active Registrations By Member Type**



## Active Players by Type



## Geographics

Our geographic market covers all of the United States.

Senior Club Rugby is the most populous playing community, and one of the fastest growing. The segment's population as of March 2023, was 27,000+. This number is approximately 75% of the total participation pre-pandemic.

The SCC anticipates participation to reach pre-pandemic levels (30,000+) during our next competition cycle which will be September 1, 2023 through August 31, 2024.

According to 2023 registration data the community's population is multi-racial and multi-national.

## LOCATION MINIMUM REQUIREMENTS

The following are the minimum requirements for evaluation as part of this RFP

1. Four full sized rugby fields
  - a. Additional consideration will be given to sites with bleachers and a stadium for at least one of the fields.
  - b. Additional consideration will be given to locations with additional fields that would allow for expansion.
  - c. Fields should be as close as possible to World Rugby standards which are between 68-70 meters wide by 96-100 meters goal line to goal line with 22-meter end zones (in-goal) a 5-meter safety area the length of each sideline and technical zones for the teams and coaches.
2. Ability to serve concessions, including alcoholic beverages.
3. ADA compliant facilities.
4. Ability to host on the dates outlined in 2024 and 2025. (A site that can only host 1 event in 2024 will be considered, but they must be available to host the other event in 2025).

## QUALIFICATIONS/CONTENTS OF PROPOSAL

The proposal should contain the following information:

### 1. Field Composition

- a. How many fields will your location contain?
- b. What are the dimensions of the field?
- c. Are the fields grass or turf?
- d. What type of goal posts are you able to provide?
- e. How will the fields be lined?
- f. What is the weather policy for use of the fields?
- g. Please provide an annotated satellite image of the fields and facilities that are part of your bid.
- h. Do the proposed playing fields have scoreboards, and if so, are they manual or digital?

### 2. Broader Facility Information

- a. What is the address of the facility?
- b. Who is the owner of the facility / contracting party?
- c. Is there any type of spectator seating for the various fields?
- d. Are there barriers to keep spectators from the field?
- e. Do you have an elevated press box or vantage point for live streaming?
- f. Is there seating for teams during matches?
- g. Are there locker rooms?
- h. How many permanent restrooms are on site?
- i. How many temporary restrooms are on site?
- j. Is the facility open to the public or is there an option for ticketed admission?
- k. Can you serve concessions?
- l. What types of alcoholic beverages can be served?
- m. How much parking is available?
- n. Is the parking area gated / access controlled?
- o. How far are the facilities from the local hospital?
- p. Are you able to provide or arrange EMTs and Athletic Trainers?
- q. Do you have any association with local media partners?
- r. What type of staff or volunteer support can you provide?
- s. Can you provide ball runners?
- t. Is there a PA system available for use?
- u. Can the SCC display sponsorship information?
- v. Is there WIFI at the facility?
- w. Is there a hard-wired internet connection available at the facility?
- x. What are the options for power? (Please mark power outlets on the annotated satellite image.)
- y. Does the facility restrict display of SCC sponsor signage or other promotional activities?
- z. Can you provide secure storage space for apparel, trophies, and other SCC property on site?
- aa. Is there space for and/or any prohibition on the SCC selling event apparel on site?
- bb. Can you provide separate indoor meeting spaces on-site for referees and SCC

- tournament staff?
- cc. Is there a golf cart or similar vehicle available for use by the SCC during the tournament?

3. Local/Community Information

- a. What are the two major airports closest to the facility?
- b. Do you have an existing relationship with the local convention and visitors bureau?
- c. What type of deals are you able to provide with local hotels and restaurants?
- d. Are you working with a USA Rugby Club?
  - i. If so, which Club?
- e. Are you working with or a USA Rugby Geographic Union?
  - i. If so, which Geographic Union?
- f. Who is the primary owner of the facility?
- g. Have you hosted prior rugby events?
- h. Are you affiliated with, or are you, an MLR team?

4. Cost Information

- a. Is there a rental fee for the facility? If so, what is the cost?
- b. What services are included in the cost of the facility?
- c. Are there additional costs to the SCC?
- d. Would the SCC be able to charge admission to the facilities?
- e. Would the SCC be able to receive a portion of concession sales?
- f. Are there any other potential revenue streams for the SCC?
- g. Are there any other financial considerations associated with the bid?
- h. Please send any standard form of facilities rental contract typically used for the facility.

5. Additional Information

- a. Please provide any information that you believe will be useful to the SCC in the evaluation of this proposal.

<b>EVALUATION CRITERIA</b>
----------------------------

The following criteria will form the basis upon which the SCC will evaluate proposals. The mandatory criteria must be met and include:

Your proposal must be received no later than 12:00pm/noon EST, November 10, 2023. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the attention of:

Andrew King  
USA Rugby's Senior Club Council  
15s@usaclub.rugby

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the

following criteria:

- Suitability of the Proposal – the proposed site meets the needs and criteria set forth in the RFP.
- Prior experience in hosting large community sporting events.
- Ease and cost of travel to the proposed site for USA Club Rugby member teams.
- Upfront costs to the SCC and the potential for revenue to be generated by the events
- Depth and breadth of the on site staff
- Spectator experience

## FORMAT FOR PROPOSALS

Please use the following as a guideline to format your proposal:

### **Length and Font Size:**

Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 30 pages.

### **Title Page:**

USA Rugby's Senior Club Council, National Championship Proposal, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

### **Executive Summary:**

Signed by the person or persons authorized to sign on behalf of the bidding company.

### **Proposal:**

Discuss your proposed solution, including the features, benefits and uniqueness of your site.

### **Qualifications:**

Provide the information requested in Qualifications/Contents of Proposal

### **Budget and Fees:**

List budgets as requested above.