



REGIONAL CORPORATE GAMES

Request for Proposal

Issued by:

CORPORATE GAMES USA, LLC
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1. Introduction

The Corporate Games is a multisport event promoting health and wellness in the business community and offering the ultimate team building opportunity. Corporate Games USA serves as an event production company, delivering all operations of these multisport events.

The mission of the Corporate Games is to enhance the corporate engagement within communities, build stronger relationships, and create new opportunities through the power of sport. Corporate Games USA aims to promote health and wellness and its benefits in the workplace by showing the value of physical activity.

Corporate Games USA is currently searching for a community to host Regional Corporate Games in 2019.

2. Event Overview

The Corporate Games consist of individual sport competitions forming one overall event, held over multiple days. Participants will receive individual sport awards and organizations will receive awards based on the success of athletes representing that team. There is no qualification to participate in the Corporate Games and teams may consist of employees, friends, family members, or clients. Athletes who have participated at the regional Corporate Games level and finished in 1st place will receive a complimentary entry into the National Corporate Games. Registration prices and total number of projected athletes vary for each host community.

Annual Regional Corporate Games will be held across the country with as many as eight regional events taking place each year. The National Corporate Games will be held once in the calendar year and will move to a new location after each occurrence.

The Corporate Games will also include the following special events as part of the scheduled program:

- a. Registration Expo & Health Wellness Fair
- b. Opening Ceremonies
- c. Closing Awards
- d. Local Charitable Events

**Additional special events may be added by request from the host community.*

3. Host Obligations

The following elements must be met or achievable by the host community in order to respond to this RFP.

- a. Letter of Intent – a letter must be sent to Corporate Games USA including the following information:
 - i. Preferred dates to host the event
 - ii. List of venues or sport facilities available for use
 - iii. Past sporting or corporate events that have been held in the area
 - iv. Top five employers in the region with number of employees listed
- b. Site Visit – community will organize a site visit to host Corporate Games USA staff and include:
 - i. Viewing of proposed venues and accommodations
 - ii. Discussion of event logistics, scheduling, and staffing
 - iii. Meetings with influential organizations, leaders, and invested parties

**Transportation costs and hotel accommodations to be provided by host community*
- c. Financial Investment
 - i. Bid Fee of \$25,000 to \$50,000
 - 1. Flexible payment schedule
 - 2. Up to \$10,000 may be budget relief (venues, staff, office, etc.)
 - ii. Performance-based funding
 - 1. Performance driven payment at conclusion of event
 - 2. Payment benchmarks vary with host city

Corporate Games USA desires to establish an effective and genuine partnership with the host community in the creation of a successful event. In addition to these required elements, Corporate Games USA will also seek assistance in engaging the local corporate community through host's existing partnerships and network.

4. Services Provided

Corporate Games USA will execute all operational elements of these Games including special events, eliminating the need for the host community to establish a local organizing committee. The Corporate Games USA delivery team, headquartered in Colorado Springs, CO has planned and delivered a variety of sporting events across the country. It will also provide the following information:

- a. Staffing model – a local sales force will be established with support from the corporate headquarters
- b. Sales material – promotional materials, sponsorship decks, and other proven methods to generate sales will be provided
- c. Specific timelines – delivery items and logistical elements will be clearly outlined with targeted dates
- d. Operating budget – detailed line items that include all aspects of the event
- e. Registration platform – existing partnership with industry leader of digital platform and registration functions
- f. Accommodations management – hotel negotiation, room blocks, online services, and technical support all provided by established third party partner
- g. Merchandise supplier – partnership that will provide merchandise opportunities for participants at different locations throughout the event

Corporate Games USA will also provide marketing value for the host community as a travel destination through multiple channels. Opportunities include exposure on any digital space operated by Corporate Games USA in the form of social media promotion and posts, website banners and branding, video clips, and newsletters or posts published online. Host community will also receive promotion of their event at national trade shows or conferences in partnership with the Corporate Games. Within the Corporate Games USA network, the host community will be given the ability to have a presence at all other Corporate Games across the country along with any Corporate Games USA produced event.

5. Evaluation Factors

Each Corporate Games is unique to the community in which it is hosted and celebrates local tradition and culture. The number of sports, duration of the event, and special events will be determined prior to awarding the Games with amendments being made as needed. When selecting host communities, Corporate Games USA looks for the following elements to ensure a successful event:

- a. Sufficient population and business community within close proximity
- b. Venues that can accommodate multiple sports and large crowds
- c. Desirable climate during recommended time frame
- d. Accommodation inventory to handle projected out of town participants
- e. Community that is dedicated to promoting health and wellness in the workplace

6. Opportunity and Impact

The impact on the local community is the ultimate benefit in hosting the Corporate Games. Your community will join other select cities across the country in the promotion of healthy living. Nonprofit partners will be identified prior to the Games and will receive up to 10% of total athlete registration fees in addition to awareness and fundraising campaigns. The Economic Impact of the Games will vary with each host community but can result in a significant revenue source for local host organizations. Corporate Games USA desires to establish an annual event in each host community and continually grow the local impact of the event.

Corporate Games USA focuses on the mission of engaging the business community to build stronger relationships and create new opportunities. Through sponsorships or funding, volunteering, and leadership support, an active business community can make all the difference in growing tourism in your region and attracting events. The power of sport can transform lives by improving the quality of life in the office and the home.

Thank you for your interest in hosting a Regional Corporate Games. Please contact Corporate Games USA with any questions or to submit a letter of intent.

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