



## **ABOUT USA SWIMMING**

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USA Swimming is the National Governing Body for the sport of swimming in the United States. We are a 400,000-member service organization that promotes the culture of swimming by creating opportunities for swimmers and coaches of all backgrounds to participate and advance in the sport through teams, events and education.

Our membership is comprised of swimmers from the age group level to the Olympic Team, as well as coaches and volunteers. Members can get involved through our 3,000 teams across the nation.

USA Swimming is also responsible for selecting and training teams for international competition including the Olympic Games, and strives to serve the sport through its core objectives including:

- Build the base
- Promote the sport
- Achieve competitive success

## **EVENT BACKGROUND**

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The TYR Pro Swim Series is a 3.5-day event that consists of a minimum of 5 stops across the country from November through June. Each stop of the series attracts between 400-600 athletes of the nation's top swimmers and all events are televised on NBC Sports Network as well as webcast live at [usaswimming.org](http://usaswimming.org).

## **OUR PARTNERSHIP APPROACH**

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USA Swimming owns and operates this event and will serve as event manager and work closely with the Local Organizing Committee (LOC) to ensure a successful event. The LOC will play a vital role in the planning, community connections, local sponsorships, ticket sales and marketing of the event. USA Swimming expects a local swim club to be an intricate part of the LOC. USA Swimming seeks host partners for the Series that will be true partners in the planning, promotion, and staging of the Series. There are three main goals for each stop of the Series:

1. Run a technically-flawless competition
2. Create an "event" around the competition
3. Be financially successful for all parties

## **EVENT DATES**

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### **2019**

January 16-19

March 6-9

April 10-13

May 15-18

June 12-15

November 6-9



## **SITE SELECTION CRITERIA**

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**Pools:** eight-lane 50-meter competition pool, plus an eight-lane warm up pool

**Seating:** spectator seating for a minimum of 800, plus seating for 800 on deck

**Scoreboard:** 12-line, alpha-numeric board capable of displaying lane, place, name, team abbreviation, and time for all lanes

**Video Board:** appropriate size and quality to display live video (may be same board as scoreboard)

**Equipment:** Wedge blocks, backstroke ledges, ability for high wall touch pads, timing system capable of start reaction times and relay reactions, clearly identified 15m & 35m buoys

**Audio:** appropriate audio system with ability to interface with announcer's music computer

**Administrative Space:** space for all timing equipment, operators, announcer, referees and data handling

**Doping Control:** private area with separate men's and women's bathrooms and small office space

**Media:** workroom with power and Internet for at least 15 media personnel and seating near start end of pool

**Television:** 100+ ft candles of light throughout the venue, deck space to accommodate camera track, elevated camera platforms at ends of pool, truck space adjacent to venue

**Merchandise:** minimum 30'x 30' footprint near the spectator entrance

**Food & Beverage:** concessions and ability to secure a liquor sales permit for beer/wine

**VIP:** ability to create VIP section in the grandstands

**High Performance:** reliable wi-fi network, easily accessible electrical outlets/power supply, area for team massage, space for video review and recovery table on-deck near the warmup pool

**Pool Environment:** The ability to maintain acceptable water/air chemistry and filtration for safety and viewing comfort

## **COMPETITION FORMAT**

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- All events will be Long Course (50m) competitions and will be 3.5 days- Wednesday afternoon through Saturday
  - Meets will be have between 400-600 athletes, including USA Swimming National Team, Junior National Team, and top 50 world ranked swimmers
  - Time standards and event orders will be provided by USA Swimming
  - Entries will be done through USA Swimming's Online Meet Entry (OME) system
  - USA Swimming will provide a template for the meet information book
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## **LOC/HOST SITE BENEFITS & REVENUE POTENTIAL**

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Hosting this premier swimming event provides exposure and financial rewards to the local organizing committee as well as the community. In addition to the financial impact listed below, revenue can be increased through obtaining local sponsorships.

### **BENEFITS TO HOST**

- Recognition on USAswimming.org as official host
- Logo on all collateral materials for event
- TV visibility (ex. signage, commercial inventory) on NBCSN
- Public address announcements during event
- Booth space in Fan Zone
- Inserts/giveaways in athlete goody bags
- Recognition of community leaders/VIPs at the start of the event
- VIP passes
- Name/logo included in all promotion of the series and event
- Recognition on Deck Pass Live: web wrap-up show with an average 100,000 viewers/day
- Total expenses of over \$250,000 managed by USA Swimming

### **REVENUE POTENTIAL**

- 100% of entry fees
  - 50% of ticket sales
  - Local programming (ex. clinics)
  - Program & heat sheet sales
  - Parking fees
  - Concessions/F&B
  - Hotel rebates (note: terms of agreement TBD)
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## LOCAL SPONSORSHIPS

The LOC local sponsorship rights and benefits. Local sponsors may not conflict with USA Swimming sponsors as indicated below. Sample sponsorship benefits include:

- Use of TYR Pro Swim Series words, logos and imagery to promote and advertise association with the event
- Advertising: name or logo inclusion in materials used to promote the event (i.e. print ads, press releases, direct e-mail, social and digital media)
- Television: A mutually agreed upon number of :30 second television spots per event
- Signage: logo inclusion depending on commitment level (outside the field of play)
- Display booth: booth space in Fan Zone or designated display area of venue to distribute pre-approved materials
- Tickets: mutually agreed upon number of tickets to the event

The following sponsorship categories are currently closed:

- Swim suits, caps, goggles, & apparel (Arena, Speedo, TYR)
- Hotels (Marriott)
- Timing System (Omega)
- Swimming Pools (Myrtha)
- Cars (BMW)
- Petroleum/Gasoline (Phillips 66)
- Milk/Chocolate Milk (MilkPep)
- Lanelines (Competitor)
- Cell Phone Cases (SwapOnz)
- Ear Drops (Ciprodex)

All local sponsors must be approved by USA Swimming in advance. Sample sponsorship proposals may be obtained from USA Swimming by request.

Categories may change during the term of the agreement and USA Swimming will provide notice at least 60 days prior to the event of any new closed categories.

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## **LOC/HOST INVESTMENT & RESPONSIBILITY**

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- Rights fee - minimum \$10,000/year
- Ticket Revenue- 50%
  - o USA Swimming & host will share in promotion and marketing of the event
  - o Selling tickets is a shared responsibility between USA Swimming and host
- Venue preparation, management and operations
- Volunteer support - recruitment of approximately 150 volunteers
- Light hospitality for coaches and officials
- Athlete hospitality for National Team including three well-balanced meals per day (approximately 30 athletes/day)
- Event management and operations
- Local marketing support within community
- Supporting local youth swimming including complimentary prelims passes
- Support of USA Swimming Foundation
- Hotel rooms for National Team athletes and/or USA Swimming staff at Marriott property - approximately 100 room nights

## **ECONOMIC IMPACT SNAPSHOT**

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Estimated economic impact of over \$500,000/event/year

Average 3.5 day spectator attendance 4,000+

Over 4,000 room nights attributed to the event/year

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## PROPOSAL BID QUESTIONS

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The questions below should guide your bid for the TYR Pro Swim Series. Please present and answer in any format you see fit. Feel free to add additional information to support your bid.

1. Introduction
    - a. Why should this event be hosted by your organization and what makes your site unique?
    - b. Describe other events hosted or supported by your organization which demonstrate your ability to successfully host this event.
    - c. Describe your event personnel and proposed volunteer management for this event.
    - d. How would your organization attempt to get the community to embrace this event?
  2. Venue (see SITE SELECTION CRITERIA pg. 2)
    - a. Describe your venue and why it would be a good fit for this event.
    - b. Provide a venue map with details on locations of required areas.
    - c. Provide history of hosting events at this venue.
    - d. Provide details of additional amenities (ex. meeting rooms, locker rooms, additional warm-up space, parking etc.) as well as square footage.
  3. Financial
    - a. Confirm your ability to provide the rights fee.
    - b. Confirm your ability to provide other investment obligations listed in the LOC/HOST INVESTMENT & RESPONSIBILITY.
    - c. Outline how the LOC will fulfill the investment obligations for this event.
  4. Travel & Lodging
    - a. Provide airport location and proximity from venue.
    - b. Provide list of hotels your organization would secure blocks at as well as average room rate.
  5. Please give a brief description of the type of events your organization has brought to the community.
  6. What local businesses might support this event and in what fashion?
  7. What will your organization do to make this event special for the participants, volunteers, and spectators?
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8. Promotion/Media Exposure

- a. How does your organization plan to promote the event? Please include sample marketing plan.
- b. How does your organization plan to sell tickets to the event? Please include ticket sales strategy.
- c. What local media might cover the event? What is your relationship with each outlet?

9. Sponsorships

- a. Can you provide a signage-free venue for this event? If no, please list current signage obligations.
- b. What would your organization do to secure local sponsorships?

10. Anything else USA Swimming should know as we consider locations?

11. Letters of Commitment

- a. Please provide 3 letters of commitment. Examples: Mayor, City Council, Sport Commission, Convention and Visitors Bureau, organization CEO, etc.

CONTACT INFORMATION

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Please submit bid to Annie White no later than July 31<sup>st</sup>, 2018.

Annie White  
*Director of Event Marketing*  
1 Olympic Plaza  
Colorado Springs, CO 80909  
719-866-3530 (o)  
[awhite@usaswimming.org](mailto:awhite@usaswimming.org)

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