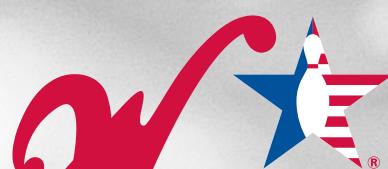




**CHAMPIONSHIP**  
TOURNAMENTS

A *Future* FOR  
THE *Sport* ®

  
**WOMEN'S**  
CHAMPIONSHIPS

# **REQUEST FOR PROPOSAL**

USBC WOMEN'S CHAMPIONSHIPS

**2031-2034-2037**

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## EXECUTIVE SUMMARY

The following Request For Proposal (RFP) has been developed by the United States Bowling Congress (USBC) for review by Host Communities interested in hosting the 2031, 2034 or 2037 USBC Women's Championships bowling tournaments. The purposes of the RFP are:

1. to communicate information to the prospective Host Community about the Championships;
2. to set forth the basis of the relationship between the USBC and the community selected to host the Championships, and;
3. to set forth obligations that must be undertaken by the Host Community should it be awarded a Championships.

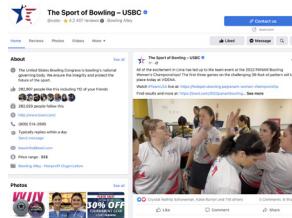
The ultimate goal of the USBC is to select Host Communities that will continue the tradition of excellence set by Host Communities in prior years. Any award made under this RFP shall only become binding when the parties execute a final written agreement that sets forth their respective rights and responsibilities.

This RFP contains general information regarding the USBC and the Championships; the scope of services for a Local Organizing Committee (LOC), if any, and USBC provided services and venue specifications. It also contains information regarding the structure of the proposal; selection process and timeline; and evaluation criteria and funding mechanisms.

No proposal fee is necessary to accompany the proposal.

**All questions must be directed to:**

James O'Connor  
Senior Director – Tournaments Delivery  
United State Bowling Congress  
621 Six Flags Drive  
Arlington, TX 76011  
817/385-8325 (phone)  
James.oconnor@bowl.com



## SECTION I ABOUT USBC

### USBC:

- is the National Governing Body (NGB) for the sport of bowling.
- officially launched Jan. 1, 2005, as an organization to serve adult and youth bowlers in the United States. It resulted from the merger of the American Bowling Congress, Women's International Bowling Congress, Young American Bowling Alliance and USA Bowling.
- serves more than 1 million members.
- is a community-based member of the United States Olympic and Paralympic Committee (USOPC).
- is comprised of a large volunteer force of local and state chapters called Associations.

## MISSION STATEMENT

The USBC is the National Governing Body for Bowling. Our mission is to provide services, resources and the standards for the sport.

## VISION

Our vision is to continue to be the leading authority to the sport, servicing the needs of bowling.

## PROMISE

Our promise is to celebrate the past, be mindful of the present and ensure bowling's future through thoughtful research, planning and delivery.



1970 Women's Championships



1982 Women's Championships

## SECTION II HISTORY OF THE CHAMPIONSHIPS

### USBC WOMEN'S CHAMPIONSHIPS

The USBC Women's Championships is one of the world's largest annual participatory sporting event for women, attracting between 4,000 and 6,000 four-player teams (16,000-24,500 participants) annually over a 70- to 90-day period. It has been in existence since 1916 and celebrated its 100th running in 2019 in Wichita, KS. The USBC Women's Championships is open to any female USBC member.

Women's Championships' participants will compete in one or two bowling centers in close proximity to each other. A minimum 48-lane center is required, with two centers of at least 48 lanes or one 60-lane center preferred. Using two centers, one will host the team competition, and the second will host the doubles and singles competitions. For more specifics, see Section IV, Host Community Scope of Services.

The Women's Championships features a multi-division scratch format based on average. Bowlers compete in team, doubles and singles events. Bowlers usually take part in the three-game team event the first day and one round of three doubles and three singles games the next.



2022 Women's Championships

## DEMOGRAPHICS

The USBC member is an affluent, educated consumer with a strong lifestyle profile. Bowler demographics are on par with other popular sports marketing target audiences including auto racing, baseball and golf.



### WOMEN'S CHAMPIONSHIPS

*Average number of days bowlers stay in area\*: 4 days per bowler*

*Average daily spending per bowler (includes lodging)\*: \$166*

## PARTICIPANT PROFILE\*

- 63 years – average age*
- 70% married*
- \$58 average spending on gambling per person, per day*



## SECTION III BENEFITS TO THE HOST COMMUNITY

**Economic Impact** - An estimated 16,000 to 20,000 participants, plus guests, will attend the USBC Women's Championships. The estimated direct economic impact of the event is approximately \$646\* per guest (\$10.3M to \$12.9M); excluding any regional multipliers you may be accustomed to using.

\*Source: USBC 2014 participant survey.

**Temporary Jobs** - Events such as the USBC Championships leave a city with a valuable resource in place – a large temporary worker base with identified key people who have the knowledge necessary to produce other successful events in their city. Between 40 and 65 local workers will be involved in hosting the USBC Women's Championships with a direct payroll exceeding \$600,000.

**Media Exposure** - The host community can expect to receive significant media attention as the site of the Championships. Television and radio coverage, as well as newspaper and magazine publicity can be anticipated, all datelined the Host Community.

**Public Relations** - People who attend the Championships are interested in the social and vacation aspects of the experience, as well as the athletic competition. They are likely to take tours of the Host Community and partake of its dining and entertainment opportunities. The Host Community also gains valuable experience and credibility for hosting similar events in the future.

### **THE USBC STANDARD**

The USBC Championship Tournaments – The USBC Standard has been developed to reinforce and uphold the image and reputation of the USBC and its events. All initiatives, efforts and materials associated with the USBC and its events must be conducted and produced in a manner that will be received positively. Attributes affiliated with the USBC Standard include, but are not limited to, high quality, family oriented, and user friendly. USBC participants, sponsors and partners as well as the media and general public expect information to be clearly communicated and attractively portrayed.

### **THE SPIRIT OF HOST COMMUNITIES – CASE STUDIES**

The USBC Women's Championships looks for cities ready to go the extra mile. USBC thrives on support from the host community.

#### **CASE STUDY: RENO**

The Reno/Tahoe Airport wanted to make sure our bowlers and their equipment received the best service:

- Hosted 'bowling ball' education seminars for baggage handlers
- Hosted bowler education seminars for front-line employees
- Staffed airport with 'Interceptors' to help bowlers find their way
- Aired "Welcome Bowler" videos in baggage claim, and placed signage kits throughout airport

#### **CASE STUDY: BATON ROUGE**

Baton Rouge rolled out the red carpet for participants, and here's how they did it:

- Formed a local organizing committee as a one-stop shop for USBC
- Educated businesses through a town hall program and hospitality seminars for front-line staff
- Staffed transportation liaisons at airport and tournament venue
- Created a "Welcome Bowler" program for restaurants, hotels and retail venues



*Tournament Signage*



*Tournament Program*

## SECTION IV HOST COMMUNITY SCOPE OF SERVICES

USBC Women's Championships are contested on a minimum of 48 bowling lanes. The Championships is a near 100% turnkey operation managed entirely by USBC.

A potential host may propose a single 48 lane center, two centers with 48 lanes each within close proximity to each other, or a single 60 lane center. The facilities shall be available for the exclusive use of the USBC from approximately April 1 through July 31 of the proposed host year. In addition, the USBC shall have access to approximately 5,000 square feet of storage space at no cost to the USBC during this time. The daily operation of the tournament depends on the facility(s) proposed. The USBC will work with each center proprietor to develop a schedule conducive to success for all parties.

The following section details the scope of services the Host Community is responsible for providing as the host of the Women's Championships. USBC encourages the Host Community to form a Local Organizing Committee (LOC) to assist with many of these needs. Unless otherwise noted, all items shall be provided at no charge to USBC. All items are subject to USBC approval.

The Host Community shall provide the following services, including but not limited to:

### ADMINISTRATION

- The successful proposer shall enter into a non-binding Letter of Intent within 30 days of selection and prior to any official announcement being made by either party. A sample Letter of Intent is attached as Appendix A.
- Enter into a contractual agreement with the USBC stipulating the obligations and responsibilities of each party necessary to conduct a successful Championships.
- Identify the entities to serve as a Local Organizing Committee (LOC), if any. The LOC may evolve from a sports foundation, CVB, city council, or other civic group and should include a member of USBC's local bowling association.
- Conduct progress meetings with USBC representatives once per month for the 12 months preceding the event.

### MARKETING AND PUBLICITY

- Develop the overall theme for a Tournament Welcome Campaign. The Welcome Campaign should include airport signage, airport greeters, street-pole banners throughout the city, hotel welcome and information tables, and outside venue welcome signage.
- Develop and execute a media plan for promoting and marketing the Championships to the public in the local and regional area. The campaign shall include both print and electronic media.
- The Host Community / LOC may develop a temporary website to supplement the information posted at the USBC website.

### COLLATERAL MATERIALS

- Develop a signage matrix consistent with USBC guidelines. Produce informational, directional and welcome signage outside the venue. Install and maintain all signage.
- Design, produce and distribute a "special run" visitors' guide for distribution at the Championships.

### **LOGISTICAL REQUIREMENTS**

- Provide labor and logistics as required for load-in, load-out, maintenance, custodial service and security during the build-out and throughout the event. These services are typically provided by venue staff.
- Provide adequate storage for delivery and return of items shipped to Host Community for use by vendors, sponsors, partners, USBC and others. Storage space shall be approximately 5,000 square feet and shall be fully enclosed, weatherproof and lockable. The space shall be available for a one-year period beginning at the end of the prior year Championships through and including fourteen days immediately following the final day of competition.

### **VENUE REQUIREMENTS**

- All venue requirements are listed in the attached *Tournament Site Questionnaire*.
- The USBC will execute a separate venue agreement with the proposed venue(s). The Host Community shall be responsible for assisting in this effort.

### **HOST COMMUNITY PRESENCE**

- Furnish and maintain a presence inside the Championships venue as a Host Community Welcome booth.

### **SUPPORT SERVICES**

**Public Safety** - Assist in providing adequate security for venue during build-out and operation of the Championships, if required.

**Media Relations** - Assist in development and execution of a media relations plan for attracting media coverage during the event.

**Volunteers** - Recruit and manage a four- to six-person pool of volunteer support personnel as needed to assist in staffing welcome or information booths.

**Transportation** - A shuttle system between official housing accommodations and venue should be considered. A modest fee may be charged for use of this system.

**Communication** - Provide an appointed Manager-On-Duty during all hours of build-out, tournament operation and move-out.

### **SPECIAL EVENTS**

**Special Events** - During the Opening Ceremonies, host a reception for all USBC officials and Host Community dignitaries.



Direct Mail Advertising



Local Business Advertising

## SECTION V USBC-PROVIDED SERVICES

The USBC will manage and operate all aspects of the Championships.

### SPONSORSHIP

USBC shall be authorized to lease or rent exhibit space to the approximate number and to the type of exhibitors customary to USBC tournaments and shall retain all proceeds derived from the leasing or sales of such space. Additionally, USBC and its exhibitors shall be allowed to sell any of USBC sponsors goods and services (outside of food and beverage). USBC shall provide Host Community with a list of goods and services that will be provided through their exhibitors. USBC and its vendors shall have exclusive right to sell such goods and services within the venue during the term of the USBC Championships.

### TOURNAMENT VENUE

- USBC owns all rights to signage, merchandise, advertising, promotional opportunities and sponsorship sales at tournament venues, excluding any existing venue agreements (signed prior to Jan. 1, three years in advance of the tournament) for sponsorship of the venue marquee or of the venue permanent signage. In addition, USBC maintains exclusive rights to all tournament related intellectual material. All use of the USBC name and logo and tournament name and logo must be approved in writing by USBC.

### HOST COMMUNITY

- USBC owns all rights to the use of USBC's name/logo and tournament name/logo in the host city during the event. As early as one year prior to the tournament opening, USBC will offer local businesses within and around the host city (restaurants, retail stores, golf courses, site-seeing destinations, etc.) sponsorship opportunities that will best enhance the experience of the tournament bowlers converging on the Host Community. USBC will either negotiate these sponsorship opportunities directly, or a local agency will be hired to sell on behalf of USBC, with that agency receiving a commission for their efforts.
- USBC realizes that the Host Community may wish to solicit partners to assist with the financial commitment USBC requires. In order to advertise within the venue and market to its participants, Host Community partners will be required to partner with USBC. Host Communities are welcome to work closely with USBC to provide a three-way partnership that may include exclusive or presenting sponsor rights with these partners.

### ADVERTISING

- USBC places a great deal of emphasis on communicating with bowlers multiple times leading up to the tournament, and also mails directly to each tournament bowler within one month of their arrival to the host city. Allowing them to see the host city's attractions in these pre-event materials is crucial to the success of those businesses over the duration of the tournament. It is crucial for local businesses to commit early in order to gain the maximum amount of exposure possible.
- In the event that a local business decides to forego USBC sponsorship opportunities, they lose the right to advertise the USBC name and tournament name in any of their own advertising efforts.



*Sponsor Signage*



*USBC Merchandise*

### **MARKETING AND PUBLICITY**

- Develop and execute a media plan. Coordinate plan with Host Community local and regional media plan.
- Design and develop the logo for the Championships.
- Post information regarding the Championships on the USBC website.

### **COLLATERAL MATERIALS**

- Produce USBC sponsor signage.
- Design and produce a souvenir event program that is consistent with the theme of the Championships and include at least one article on the Host Community.
- Design, produce and distribute souvenir score sheets.
- Provide the Host Community with an agreed upon number of pages in appropriate Tournaments-related publications. The USBC shall also provide the Host Community with an agreed upon number of all collateral pieces.

### **CHAMPIONSHIPS MANAGEMENT**

- Provide all staff to set up and operate the Championships. USBC, through its partner employment agency, typically hires between 40 and 65 full-time and part-time staff members through the duration of the event, depending on the event.
- Have tournament manager and/or production director readily available one month ahead of move-in acting as a point person to coordinate with the Host Community, LOC and venue.
- Hire independent vendors to sell bowling-related equipment and merchandise.
- Provide awards and recognition for Championships participants.

### **MERCHANDISE**

- Design, create and produce merchandise and souvenirs related to the Championships.
- Provide displays and merchandise for sale within the venue.
- Collect taxes due on merchandise and remit to governmental authority as required.

### **MEDIA RELATIONS**

- Assist in development and execution of a media relations plan for attracting media coverage during the event.

### **LOCKERS**

- USBC installs lockers in the bowling venue to provide for overnight storage of bowling equipment through a contract with a third-party vendor. USBC retains all proceeds derived from locker rentals.

## SECTION VI HOTEL REQUIREMENTS

For the duration of the tournament, at least 400 acceptable rooms must be available for bowlers and their guests each day. USBC utilizes the services of a third-party travel agency to negotiate and contract with participating hotels.

USBC requires a wide range of hotel choices for bowlers and guests to choose from, including budget hotels and limited-service hotels.

USBC prefers hotels within a maximum 20-minute drive of the tournament venue(s).

### **HOTEL COMMISSIONS**

Any costs or commissions paid USBC's third party agency will be negotiated between the hotel(s) and the agency separate and independent from any contract with USBC. USBC must be notified of any hotel rebates specifically used for the purpose of funding USBC's fee to bring the tournament to the Host Community. Any other promotional assessments are prohibited outside of this program.

### **HEADQUARTERS HOTEL**

USBC may be interested in securing a Tournament Headquarters Hotel(s) and will position the property(s) as the flagship hotel(s) for bowlers and guests during the entire run of the Championships.

As a tournament headquarters hotel, there are multiple sponsorship packages available to choose from. Examples of other opportunities for the Headquarters Hotel(s) include:

- first hotel promoted to bowlers and guests.
- listing on BOWL.com.
- front cover placement on housing brochure.
- press release naming hotel as "Tournament Headquarters Hotel."
- the ability to partner with USBC on Team Captain mailings.

***To be considered as the headquarters hotel,  
the property must meet the following criteria:***

- Tournament headquarters hotel must tentatively block 200 guest rooms per night during the tournament dates.
- 60% of the tournament headquarters hotel rooms must be held for the tournament.
- 50% of the total block must be double/doubles.
- USBC will earn one (1) complimentary room for every forty (40) rooms utilized. USBC will have up to 18 months from the close of the tournament to utilize complimentary rooms, or the hotel may provide a cash settlement direct to USBC for any unused complimentary rooms. Any cash settlement will be calculated as follows: number of remaining complimentary room nights multiplied by tournament room rate.
- Should USBC decide to hold any functions, meetings or banquets at the hotel, the space must be complimentary.
- Hotel must provide shuttle service to and from airport and bowling venue during the entire tournament time period.

## SECTION VII FINANCIAL COMMITMENT

The basic agreement calls for free rental of the center(s) to conduct the tournament. This rental agreement includes all utilities (electrical, water, etc.), security, housekeeping, and maintenance at no charge. The USBC will pay the host center(s) an agreed upon lineage fee for each game bowled during the Championships.

The Host Community is responsible for a Tournament Subsidy which must, at minimum, cover the lineage expenses charged by the bowling facilities. Host Communities are welcome to provide additional funds in the subsidy to assist as the USBC will undertake certain facility enhancements as part of the tournament. Proposals above the minimum can be additional subsidy monies, in-kind goods or services, or any combination thereof. Facility enhancements typically include, but are not limited to:

- Lane mapping and leveling
- Installation of USBC's tournament scoring system
- Installation of other technical systems (servers, telecom, etc.)
- Installation of USBC exhibitor/vendor space

The proposed bowling center(s) are responsible for mutually agreed upon costs associated with equipment or maintenance to bring the center to a championship caliber. USBC will work closely with the host center proprietor(s) to negotiate any required enhancements.

USBC is flexible on the payment schedule of the fee and any subsidy. All payments must be made prior to Jan. 1 of the tournament year.

## SECTION VIII LETTER OF INTEREST

The first step in the proposal process is to submit a Letter of Interest to USBC by January 15, 2026. This letter should indicate that the potential Host Community can meet the financial commitment, has the required center(s) available for the duration needed and is interested in submitting a detailed proposal for a Women's Championship.

Proposers may express interest in either the 2031, 2034 and 2037 or all six Women's Championships. However, only one event will be awarded to a Host Community.

Additionally, the Tournament Site Questionnaire must be completed and submitted along with the *Letter of Interest*.

The *Letter of Interest* and Tournament Site Questionnaire should be submitted to:

James O'Connor  
Senior Director – Tournaments Delivery  
United States Bowling Congress  
621 Six Flags Drive  
Arlington, TX 76011  
817/385-8325 (phone)  
James.oconnor@bowl.com

Upon receipt of this letter, pending review of the questionnaire, USBC will schedule site visits to qualified interested cities throughout February and March of 2026. Based on the site visits, Host Community finalists will be determined and may be invited to USBC Headquarters in Arlington, Texas to make a final presentation and proposal to USBC executive staff in April of 2026.

Selected communities will be presented to the USBC Board of Directors for final approval in April of 2026. Successful proposers will be notified of their award during May 2026.

## SECTION IX PRE-PROPOSAL SITE VISITS

The intent of site visits is to further evaluate the qualifications of the Host Community and address any questions and concerns of the Host Community prior to any detailed presentation. The Tournament Site Questionnaire will be reviewed during the site visit along with focus on the following elements:

- Discuss the availability and quality of the venue proposed for the Championships. Tour the facility with the owner/operator. Discuss a preliminary layout.
- Review potential move-in/move-out dates and tournament dates.
- Visit prospective hotels that are in the price range requested by USBC.
- Discuss how the Host Community will utilize a LOC, if any, to assist USBC.
- Review potential for sponsors.

The USBC Site Visit Team may consist of the following individuals:

- Executive Director
- Deputy Executive Director
- Managing Director - Tournaments
- Senior Director – Marketing
- Senior Director – Tournament Delivery
- Short Duration Tournaments Director/Manager
- USBC Women's Championships Tournament Manager

## **SECTION X REQUIRED PROPOSAL/PRESENTATION CONTENTS**

Notification to a selected Host Community to make a presentation and proposal will be given following completion of site visits. The proposal shall be submitted at the time of the presentation in accordance with the following instructions. Seven bound copies shall be submitted. Elaborate or expensive proposals and presentations or artwork or videos are not expected. Presentations will be limited to one hour, with twenty minutes of that time allowed for questions.

Host Community presentations, if necessary, will take place at USBC Headquarters in Arlington, Texas, in April of 2026.

Proposals will be evaluated in accordance with Sections XI of this request. All proposals shall contain the following information and/or items.

### **Description and Experience of the Host Community and Local Organizing Committee**

- Indicate the experience with major events. Include references from past events.
- Provide an indication of the overall community support for this event and others. Describe the level of commitment from the local bowling community.
- Discuss the ability of the Host Community / LOC / CVB to market to businesses and the local community.
- Detail why the Host Community wants to host the Championships – beyond economic impact. Describe Host Community rationale and goals behind submitting a proposal. Provide a description of how the Host Community will make an impact on the Championships, its participants, and their guests.

### **Description of Venue and Hotels**

- Discuss the availability and quality of the venue proposed for the Championships.
- Discuss the hotels available for contracting with USBC. Detail amenities, locations, and price ranges. Discuss block availability, transportation available, and potential host hotel(s). Include the community's ability to provide the required room nights for the event. A rate sheet typical for a group of this size should be included.

### **Financial Considerations**

- Discuss the ability of the Host Community to develop the financial resources, including in-kind services, necessary to host the Championships.
- Describe the ability to assist USBC to procure sponsors for the Championships. Describe potential major sponsors.

### **Additional Considerations**

- Include a written statement from the local USBC bowling association(s) expressing their support for the Championships in the Host Community.
- Discuss the overall market size of the community, including the expected visibility of the event within the region.
- Describe any major conventions and/or large community events anticipated during the Championships time frame.
- Discuss the attractiveness of the Host Community and surrounding region with respect to attracting bowling participants to the Championships.
- Include any additional pertinent information.

## **SECTION XI EVALUATION PROCESS, CRITERIA AND TIMELINE**

### ***PROPOSAL DUE DATE***

Proposals will be presented to USBC Executive Staff in Arlington, Texas. Date of presentations to be determined, but are tentatively scheduled for April, 2026.

### ***PROPOSAL EVALUATION***

All proposals will be evaluated and approximately weighted by the USBC according to the following criteria:

Description and Experience of the host community and Local Organizing Committee	25%
Description of Venue and Hotels	25%
Financial Considerations	30%
Additional Considerations	10%
Overall Impression	10%
<b><i>TOTAL POSSIBLE SCORE</i></b>	<b><i>100%</i></b>

### ***FINAL SITE SELECTION***

Following the proposal presentations, the USBC Executive staff will make a recommendation for endorsement by the full Board of Directors at a subsequent board meeting. The selected community will have 30 days to file the LOA. A formal announcement of the community's selection as a Host Community will be made via press release by USBC. In the event the USBC is unable to successfully negotiate a formal contract with the highest-ranked community, it reserves the right to terminate negotiations and begin negotiations with the next-highest-ranked community.

## **APPENDIX A SAMPLE LETTER OF AGREEMENT**

As described in the USBC RFP for the 2031, 2034 and 2037 USBC Women's Championships, the

\_\_\_\_\_ is pleased to accept its selection to host the \_\_\_\_\_ Championships.

(Name of entity submitting the bid) agrees to a financial commitment to the United States Bowling Congress of

§ in the following increments (list payment schedule):

1. **What is the primary purpose of the study?**

In addition, we agree to provide the center(s) listed in our official proposal at no charge to USBC and fulfill the requirements noted in the USBC Championships RFP and in the Tournament Site Questionnaire and Commitment Form.

Any improvements noted and required by USBC will be completed and/or improved by the date required. We understand the City's Government and/or Convention and Visitor's Bureau/Authority will strive to maintain the required facilities/hotels through the completion of the Championships.

It is agreed that any violation of this agreement can be cause for terminating the proposal process.

Both parties agree that the event RFP and final presentation, in conjunction with this document, shall serve as a guideline in conducting negotiations for the final event contract. No document shall be binding until both parties have fully executed the negotiated contract.

AGREED TO THIS \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

For the USBC:

**Title:** \_\_\_\_\_

For the city, government and/or convention and visitor's bureau/authority/management

Title:

