



World Handball
FESTIVAL
FRIENDSHIP.FUN.PLAY

REQUEST FOR PROPOSAL (RFP)

MONTEVISTA INTERNATIONAL
ALHAMBRA, CALIFORNIA

WORLD HANDBALL FESTIVAL SANCTIONING PARTNERS:



SUMMARY AND BACKGROUND

Team handball is a world sport spanning five continents and played by over 180 countries and 19 million people of all ages, worldwide. Team handball combines the sheer physicality of football and hockey with the speed and finesse of basketball. First introduced as an outdoor sport during the 1939 Summer Olympics, handball became an indoor sport in the Summer Olympics program in 1972.

Street Handball is an outdoor variant of the sport, officially recognized by the International Handball Federation (IHF) in 1994.

Handball is increasingly taught and played in school sports classes and leagues throughout the United States and abroad. **Mini Handball** is a unique version of the game for young kids where they learn principles of the sport and acquire fitness and skills in a low-competitive environment. Mini Handball highlights teamwork, friendship and fun!

The **World Handball Festival**, taking place **June 3-9, 2019**, will connect your community to a worldwide passionate fellowship of fans, players and families with an ascendant media presence. Like its cousin soccer, handball is a team sport with a large youth movement and strong core principles of teamwork and fair play. The sport includes professional leagues and it is practiced and followed by a racially and gender diverse audience.

The World Handball Festival will elevate our municipal hosts and corporate sponsors through our mission to promote ***friendship, fun and play***.

Handball is a non-traditional sport that embodies uniqueness and rising popularity and media attention. Associate your community with this compelling, family-friendly and media-savvy sport by hosting the excitement of the World Handball Festival!



PROPOSAL GUIDELINES

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until **5pm PST August 15, 2018**. All proposals must be signed by an official agent or representative of the municipality submitting the proposal.

Municipalities or tourism CVBs interested in hosting the World Handball Festival may submit a proposal that addresses the following items:

1. Availability to host on the selected dates of **June 3-9, 2019**
2. Sufficient competition venues at local high schools, community colleges or universities, including:
 1. Indoor soccer, basketball or volleyball courts (4)
 2. Outdoor basketball court or soccer field (1)
 3. Seating at each venue for a minimum of 300 people.
3. A site suitable for daily press conferences. The indoor location should also serve as the main Expo center for the festival, with vendor booths/tables and 1500-person capacity.
4. Local transportation resources, including school or transit buses for participants.
5. Sufficient local lodging (within 10 miles of all competition venues) for 750 double-occupancy rooms per night (over 5 nights) at three levels:
 1. 3-star and higher hotels
 2. 1 to 2.5-star motels
 3. Dormitory, hostel or community host housing
6. Assistance with the provision of three meals per day to participants and event staff
7. Local community volunteer support from one or several groups numbering 150-200 people.
8. Provision of police/security personnel at all venues for the duration of the festival.
9. Active local or regional media outlets, including television stations, newspapers, radio and websites.
10. Potential local or regional corporate sponsors for the event
11. Supportive local city/county administrators and politicians. Please include a letter of support from one of these officials.

EVENT DESCRIPTION

The World Handball Festival is a five-day long tournament played in teams, with traditional indoor team handball and street handball divisions. Youth mini handball tournaments for boys and girls under age 10, and for teens/young adults under age 21 will be offered, and the marquee tournament will be amongst six male and six female international teams, including USA Team Handball.

Because of the participation of international teams, a worldwide media corps will be in attendance to cover the tournament, which will shine a global media spotlight on the venue host. ***The World Handball Festival will be the largest team handball festival in North America.***

Team Handball is played by a participant base of approximately $\frac{2}{3}$ males and $\frac{1}{3}$ females, and participation and audience statistics portray an ethnically diverse group from many different income levels.

With its hard-driving, physical nature, speed and high-scoring games, team handball represents a great opportunity for new North American audiences. It is played in indoor arenas on courts of about the same size as hockey or basketball courts, and outdoor basketball courts are also appropriate for street handball.

The youth development element of the World Handball Festival will develop a legacy of engagement, with young fans returning each year to better their team record. Rising talent will combine with international media attention to create much more than just a sporting event: the World Handball Festival will be a tourist and cultural attraction for youth worldwide.

The World Handball Festival will be a cultural event as much as a sporting one. Opening and closing ceremonies will include music and dance performances from different countries. We aim to promote mutual understanding, volunteerism, peace, non-discrimination, a healthy lifestyle, social inclusion, and gender equality. ***Young people who participate in the World Handball Festival will become empowered as citizens of the world.***



BENEFITS OF HOSTING EVENT

There are many compelling reasons to become a host for the World Handball Festival. Among the most important ones are these:

1. **Economic Development:** Direct spending in the venue by tournament participants and visitors will exceed 2 million dollars (see attachment). Depending on your region's economic multiplier, this figure will increase by 20-40%. 3,750 room nights over 5 days are expected.
2. **Global Media Impressions:** We expect a global media reach for the Team Handball Festival, and a total number of worldwide media impressions generated in the millions. There is the possibility of television coverage on the BeIn Sports Network. An extensive global social media campaign on Facebook, Twitter and Instagram is planned.
3. **Novelty as a strength:** Team Handball's status as a non-traditional American sport provides a learning opportunity for local media and sports fans. The cost of entry is low, and the return on investment in terms of media impressions generated is high. Handball's novelty both increases the chances of positive media coverage in the venue, and it will also provide a broadened, global reach of media impressions for the host city.
4. **Long-term identification:** Team Handball is a growing sport that embodies many ideals of traditional American sports like physicality, speed and agility, and it uses facilities that most host cities will already possess. Associating your city or region with the tournament will position both the sport and the host for long-term mutual growth and success.
5. **Community engagement:** Hosting a major international sporting event is a great exercise in teamwork and community-building. The World Handball Festival is a great opportunity to show your city's virtues to the rest of the world.
6. **Marketing to future residents:** With its youth tournament, and hundreds of school-age children and their parents attending the World Handball Festival, the host community has a perfect opportunity to promote post-secondary educational and vocational opportunities in the region.
7. **Naming rights:** Municipalities that host the World Handball Festival will become a part of the name of the event: *The World Handball Festival at [Host City]*. The host's name, logo and identity will be a part of all media and marketing collateral, and a close association between host and event will be fostered.

FINANCIAL REQUIREMENTS

Host cities/CVBs can expect to spend between \$65,000 (minimum bid) and \$150,000 cash, in-kind donations of municipal services, or some combination thereof, in hosting the tournament. Run-through rights for the host city to sell sponsorships of the event to defray the local hosting costs are possible.

The winning bid city will have their name and logo associated closely with the World Handball Festival, will have signage rights available at all competition and media venues, and receive local tourism, lodging and restaurant links at the event website.

For an estimated average outlay of \$100,000, the host city can expect a robust R.O.I. of **20:1!**

REQUEST FOR PROPOSAL AND PROJECT TIMELINE

Request for Proposal Timeline:

All proposals in response to this RFP are due no later than 5pm EST August 15, 2018.

Evaluation of proposals will be conducted from August 16, 2018 until September 1, 2018. If additional information or discussions are needed with any bidders during this two week window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than September 5, 2018.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by September 15, 2018.

Notifications to bidders who were not selected will be completed by September 10, 2018.

Project Timeline:

Project initiation phase must be completed by October 31, 2018.

Project planning phase must be completed by December 15, 2018. Project planning phase will determine the timeline/schedule for the remaining phases of the project.



PROPOSAL EVALUATION CRITERIA

Montevista International will evaluate all proposals based on the following criteria. To ensure consideration, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposals must meet the scope and needs of the World Handball Festival and be presented in a clear and organized manner.
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project.
- Value and cost: Bidders will be evaluated on the financial support package provided for the event, which may include public and private funds, local corporate sponsorships and donations of municipal services.
- Community support: Testimonials and supporting documentation from local administration and political leaders that demonstrate support for the event.

Each bidder must submit an electronic copy of their proposal in PDF format to:

Nick Lourenco
nickl@montevistaevents.com
Tel: 323- 557-6830

ATTACHMENT: LOCAL ECONOMIC IMPACT

Average Spending Estimate Per Person		
Spending by Each Adult Participants staying in a hotel.	\$150.00	Per Day
Spending by Each Adult Participants not staying in hotel.	\$100.00	Per Day
Spending by Each Youth (18 years or younger:) staying in hotel:	\$75.00	Per Day
Average number of people staying in each hotel room	2	
Adult Participants Requiring Hotels		
How many ADULTS requiring hotels are expected?	1750	
How many nights are they staying in a hotel?	5	
What is the average spending per day?	\$150.00	
Total direct economic impact this group		\$1,312,500.00
Youth Participants Staying in Hotels		
How many YOUTH participants are expected?	500	
How many nights are they staying in a hotel?	5	
What is the average spending per day?	\$75.00	
Total direct economic impact this group		\$187,500.00
Media Staying in Hotels		
How many MEDIA are expected?	150	
How many nights are they staying in a hotel?	5	
What is the average spending per day?	\$150.00	
Total direct economic impact this group		\$112,500.00
Local Participants/Spectators NOT Requiring Hotels		
How many LOCAL participants/spectators are expected?	1000	
How many days will they be participating in this event?	5	
What is the average spending per day?	\$75.00	
Total direct economic impact this group		\$375,000.00
Event Spending by Promoter		
What amount is spent by organizers in the local economy?		\$10,000.00
Extraordinary Spending		
Enter any other spending by participants not included above:		\$5,000.00
TOTAL DIRECT LOCAL ECONOMIC IMPACT		\$2,002,500.00