



# REQUEST FOR PROPOSAL

## WBC USA OPEN WORLD QUALIFIER 2023



A PRODUCTION OF



## WORLD BREAKING CLASSIC

Headquartered in Eindhoven, Netherlands, **World Breaking Classic** (WBC) is the world's largest and most prestigious 2vs2 breaking competition. Every year, eight of the most unique and influential dancers are invited to the WBC World Final, where they are mixed into duos to battle to become that year's Classic Duo. Their opponents are the Challengers, who have either won one of WBC's worldwide qualifiers or made their way to the World Final to try their luck in the Last Chance Cypher, Kids Qualifier or Bgirl Qualifier.

WBC represents the essence of breaking, an acrobatic and athletic style of street dancing born in the 1970s out of the New York City hip hop movement—and an artform that is now slated to make its [official Olympics debut](#) at the 2024 Paris Summer Games. Still, WBC works to keep the breaking vibe as it's always been intended—raw, in a packed arena, with a hype atmosphere. Moreover, WBC makes room for partners to join the movement and uplift the scene to new heights.

Since the inaugural World Final in 2009, WBC has become a worldwide brand and championship that feeds the largest 2v2 breaking community with dedicated content and expands the culture to new fans. Guided by that mission, the WBC brand is true to culture, authentic, classic, fast, powerful and inclusive.

WBC's myriad of platforms include content creation, campaigns, partnerships and collabs, activations and events. Moreover, WBC believes in building meaningful brand partnerships through co-creation, a process that has fostered a proud and vast following throughout the United States and around the world.



## WBC USA OPEN QUALIFIER 2023

The World Breaking Classic USA Open Qualifier 2023 is the only WBC event planned for the United States next year. The WBC USA Open Qualifier '23 will be held on a Saturday in April or May 2023 and will feature an open 2v2 breaking competition to decide which duo earns a trip to the WBC World Final 2023. In addition, the WBC USA Open '23 may customize and expand to include interactive ancillary elements (i.e. breaking clinic, Bkids showcase, live music, art, multiple dance disciplines, after-party, etc.).

For the first time since 2019 (pre-pandemic), WBC returned to live events last year with five world qualifiers and the World Final. The WBC USA Open '23 is projected to draw 500-1,000 in-person event attendees and approximately 20 national/international dance crews. The live production will be complemented by a full suite of customized content, featuring a live stream pushed to millions of potential viewers as well as post-event videography and photography assets. Last year, the WBC USA Open '22 welcomed 325 spectators and 15 dance crews to Tulsa from as far as Texas, South Carolina, California, Germany and Japan. Prior to 2022, WBC hosted its last U.S. world qualifier in March 2015 in Washington D.C., where it featured approximately 100 dancers and 800 attendees.

Additional information about the WBC USA Open Qualifier 2023 includes:

- **What:** The WBC USA Open Qualifier 2023 is the only World Breaking Classic event scheduled in the United States next year and it will feature some of the world's best breaking athletes vying for a trip to the WBC World Final 2023 in Eindhoven, Netherlands. As a true open event, the WBC USA Open Qualifier 2023 is accessible to competing adults/kids, men/women, and Bboys/Bgirls from anywhere inside *or* outside of the USA.
- **Venue:** Ideally, the WBC USA Open Qualifier 2023 facility has flexible floor space of approximately 15,000 square feet to allow for 2-3 dancing circles/squares (20' x 20' per circle/square, wood preferred), chair and floor seating, and standing room. Additional space will be used for a judges table, DJ(s) table(s), host/headquarter staff area, live stream table, hospitality area(s) for staff, and activation area(s) for partners. Venue options may include sports facilities, small arenas, theaters, art centers, museums, exhibit halls, etc.
- **Date:** The WBC USA Open Qualifier 2023 will be held on a Saturday next April or May 2023 (*WBC USA staff may also consider a Friday program*). Ancillary event partnerships (i.e. breaking clinic, after party, etc.) may present an opportunity to expand the format to more than one day.
- **Sample Event Timeline** (*subject to change*):
  - 6 a.m.-1 p.m. – Set-up
  - 1 p.m. – Breaking clinic
  - 3 p.m. – Doors open, last-minute registration, cyphers, music, warm-ups
  - 3:45 p.m. – Registration closes
  - 4 p.m. – 2v2 showcase (seeding) rounds; additional dance discipline competition/showcase
  - 7 p.m. – Round of 16
  - 8 p.m. – Round of eight
  - 8:45 p.m. – Semifinals
  - 9:15 p.m. – Final
  - 9:30 p.m. – WBC USA Championship Ceremony
  - 9:45 p.m. – Load-out begins
  - 10:30 p.m. – After-party
  - 11:30 p.m. – Load-out complete
- **Attendees:** Based on reporting from the last two U.S. qualifiers (2022 in Tulsa, 2015 in Washington D.C.), the WBC USA Open Qualifier 2023 is projected to draw 500-1,000 total attendees.



- **Housing:** Plus Seven Company will identify a housing partner to present dedicated lodging options that may also include entertainment and travel packages. Hotel and lodging overnights are projected to be between 200-400. In addition, complimentary rooms for event travel staff (2), judges (3) and DJs/emcees (2) may be requested.
- **Live Stream:** We'll carry a free live stream across WBC digital platforms to millions of potential online viewers. In addition, select partners and social influencers will be asked to amplify reach. Ad inventory (:15/:30/:60) may also be considered for the live stream to allow for additional placement.
- **Brand Awareness:** WBC and select partner social channels will be opened up in support of the WBC USA Open Qualifier 2023. In addition, Plus Seven Company will align with partner goals to offer customized benefits through a variety of event promotion (news release(s), press event planning, pitching, email, social, etc.), media (live stream placements, etc.) and on-site (signage, activation space, product placement, floor decals, complimentary access, etc.) platforms.
- **Destination Commitment:** We are in search of a destination that is passionate about a premier international breaking community and event that prides itself in authenticity, staying true to culture, amplifying global reach, collaboration and community, and inclusivity. A significant factor in the host city selection process includes identifying long-term partners that can help ensure a high level of production, brand reach and holistic benefits.



## PROPOSAL PROCESS

For destinations and venues interested in hosting the WBC USA Open Qualifier 2023, please include the following information with your submission:

- Primary host destination key contact(s)
- Brief overview of host destination (major event history, brief demographics of city, other relevant and unique information)
- Venue(s) details (including drawing/map, seating, parking, concessions, square footage, etc.)
- City map (noting venue location, potential hotels, local restaurants and entertainment, and other relevant information)
- Local/regional marketing and public relations plan

