



# INTENT TO BID

2024 – 2026



## INTRODUCTION – VARSITY SPIRIT, NCA & NDA

Over the past 27 years, the NCA & NDA Collegiate Cheer and Dance Championship event has grown to be the largest college cheer and dance event in the country. When the championship moved from Dallas, TX to Daytona Beach, FL in April of 1996, there were less than 100 teams participating in the event. In 2022, the event has now grown to over 353 teams participating in almost 50 different divisions. The event also draws approximately 20,000 spectators to watch the 3-day competition across multiple venues.

Dance Team competitors are offered six (6) categories: Jazz, Pom, Hip Hop, Team Performance, Game Day and Spirit Rally. Each dance team is allowed to participate in as many as two (2) different categories if they wish.

The event also offers numerous cheer divisions and categories based on team makeup (Large Coed, Small Coed, All Girl) and university athletic affiliation (Division IA, Division I, Division II, Division III, Junior College and NAIA). There are four main categories from which cheer teams can choose: Advanced, Intermediate, Game Day and Spirit Rally. However, cheer teams may only select one category per team, but many schools bring multiple teams and compete in multiple categories.

We award “National Champion” titles, trophies, banners, and jackets to the winning team in each cheer and dance category. NCA and NDA utilize only the most veteran and knowledgeable judges in both the cheer and dance industries to determine our winners. The scoring is done electronically, and all teams receive detailed information and feedback on their scores and ranking.

Varsity Spirit has produced thousands of competitive events for cheerleaders and dancers. Varsity Spirit and NCA/ NDA competitions, whether at the state, regional, or national level, are held to the highest standards. Built upon the foundations of spirit, tradition, and excellence, NCA and NDA continue to prove *The Work Is Worth It* through empowering young athletes across the country. By working alongside coaches and cheerleaders nationwide at summer camps and competitions, NCA and NDA strive to build not only strong athletes but great individuals, while working alongside Varsity Spirit to elevate the student experience.

## OVERVIEW

The purpose of this document is to provide an overview of the requirements needed to host NCA/NDA’s College Championship event. NCA/NDA is restructuring its bid process to open NCA/NDA to new cities, provide more opportunities for colleges across the nation and enhance the event experience. If an entity is interested in hosting an event, then the Intent to Bid application is completed and signed. After the receipt of the completed Intent to Bid, then NCA/NDA will send the applicant an RFP outlining the details and operational requirements. An outline of the detailed RFP is as follows:

- Host Obligations
- Detailed Venue and Meeting Room Requirements for all areas of the Event
- Housing/Hotel Requirements
- Statement on Cities Diversity, Equity, and Inclusion Policy

## EXPECTED TIMELINE

Intent to Bid Sent Out	March 1, 2023
Intent to Bid Document returned to NCA/NDA	March 24, 2023
Qualifying Cities Notified (including bid documents)	April 15, 2023
Full Bids Due	May 1, 2023
Review period and finalist notified	May 15, 2023
Site Visits	May 2023 through June 2023
Final Negotiations and Questions	May 2023 through June 2023
Awarded cities notified	July 10, 2023

NCA/NDA’s experience has been the bids that include at a minimum the CVB/Sports Commission CEO and/or designee and the venue GM to be most successful.

## BID CITY CONTACT INFORMATION

Lead Contact Name: \_\_\_\_\_

Organization: \_\_\_\_\_

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

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Dates Bidding on: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### City/Community Commitment to Hosting the Event(s) being bid on:

Organization\*: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Responsibility: \_\_\_\_\_

Organization\*: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Responsibility: \_\_\_\_\_

Organization\*: \_\_\_\_\_

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Responsibility: \_\_\_\_\_



Organization\*: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Responsibility: \_\_\_\_\_

*\*For responsibility include brief explanation of areas of responsibility (e.g. hotels, venue, city welcome package, volunteers, financial partnership, etc.).*

The Bid City Lead confirms that all parties above are committed to supporting the bid in their area of responsibility.

Signature of Bid City Lead: \_\_\_\_\_

## CHAMPIONSHIP OVERVIEW & ECONOMIC IMPACT

### NCA/NDA Collegiate Championship

- Approximately 350 teams over a four (4) day event
- Estimated Economic Impact of hosting the event:
  - Direct Economic Impact           \$36.6M
  - Total Economic Impact           \$57.4M

# Participants	8,000-10,000
# Spectators	20,000+
Peak Hotel Rooms (Doubles)	3,500-4,000
Total Hotel Room Nights	14,000
NCA/NDA Hotel Room Night Comps Required	400
Minimum Convention Center Space (Open & Unobstructed)	600,000 – 700,000 square feet
Minimum Break Out Spaces	10-15
Event Sponsorship Fee	\$200k

Year	MOVE-IN DATES	COMPETITION DATES	MOVE-OUT DATES
2024	April 8 <sup>th</sup>	April 10 <sup>th</sup> -14 <sup>th</sup>	April 15 <sup>th</sup>
2025	April 7 <sup>th</sup>	April 9 <sup>th</sup> – 13 <sup>th</sup>	April 14 <sup>th</sup>
2026	April 6 <sup>th</sup>	April 8 <sup>th</sup> – 12 <sup>th</sup>	April 13 <sup>th</sup>

City is able to provide required number of comp room nights and minimum convention center space available on a first-option basis at time of submission.	Initials:
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Notes / Other Comments:

## VENUE REQUIREMENTS

- Host will secure at NO COST or substantially reduced cost to NCA/NDA **open convention center space**.
- A minimum height from the floor to the lowest impairment or overhanging obstruction shall be no less than 20 feet. Column-free space is preferred but columns spaced at 90-foot minimum intervals are acceptable. Cheer facilities need 20ft minimum. Dance facilities will need a minimum of 12ft ceiling. A **.dwg format floor plan** based on the requirements in this document. NCA/NDA will consider open air/outdoor venues as a potential option knowing there will be backup opportunities available due to inclement weather.
- In Venue Support Facilities – All of the following functional areas require air conditioning, electrical and adequate lighting:
  - Five (5) secured storage areas that are located conveniently to the group using the storage area.
  - Three (3) secured storage areas (each approximately 60x90’ in size) for NCA/NDA sponsors and merchandise agents. These areas must be located convenient to, and on the same level as, the appropriate party using the space.
  - Championship Desk
  - Sports Medicine Center/EMT Services
  - On-site Security
  - Exposition Area – 100,000sqft vendor space (10x10 booths)
  - Judges Lounge/Work Room
  - Eight (8) meeting rooms
- Suitable time to unload a minimum of five (5) semi-trailers used to transport portable flooring prior to the event. Additionally, the host must permit the NCA/NDA’s equipment semi-trailer to arrive in the Host City up to two

days prior to setup. The equipment trailer will be moved to the site of the venue and must remain at the loading dock until its reloaded at the conclusion of the move-out.

- NCA/NDA has the right to use free of charge: five (5) forklifts, one (1) scissor lift, one (1) electric powered pallet jack, four (4) manual pallet jacks, and two (2) electric flat-bed golf carts owned by or sourced by the convention center.
- Complimentary parking for NCA/NDA staff vehicles for duration of the event.

City is able to meet the minimum venue requirements. If yes, with minor exceptions please indicate below:	Initials:
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If needed, please list minor exceptions:

- **HOUSING/HOTEL REQUIREMENTS** NCA/NDA championship events use a Stay & Play policy that require all teams to book through NCA/NDA’s Housing Company (Team Travel Source) in an Official Tournament Hotel in order to participate.
- NCA/NDA will require hotel blocks to accommodate the appropriate number of room nights as described by event in the overview. This need should be met using as many hotels as possible with a wide range of cost and amenities in the area with all hotels being located no farther than a 30-minute drive from the venue Team Travel Source (TTS) will negotiate (with consultation with NCA/NDA) all hotel contracts.

City is able to meet minimum housing/hotel requirements	Initials:
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## LOCATION/HOST OBLIGATIONS

Obligation	Initial to Confirm
1. Location/Host provide air travel, two-night housing, transportation & meals for two (4) NCA/NDA staff members for a site visit. Site visit to include inspection of competition venue with representation from all sectors (ops, concession, IT, security, custodial, hotels, utilities)	
2. Confirmation there is no other major event during the period for the event being bid on.	
3. City Welcome Package	
4. Branding around the city	
5. Branding at the airport(s)	
6. Access to any grants and/or funding applications	
7. Able to provide volunteers for the event. Approximate #: _____	
8. On-Site support: List	
9. Other:	
10. Other:	
11. Other:	
12. Other:	

List Additional On-Site Support and/or Notes / Other Comments:

Signed Intent to Bid is due to NCA/NDA National Office by no later than 11:59pm CST, March 24, 2023. Please return to Adam Stluka, vice president, event procurement at [Astluka@varsity.com](mailto:Astluka@varsity.com).

Thank you for your consideration in bringing an NCA/NDA College National Championship to your city.