

REQUEST FOR PROPOSAL
NIRCA Spring National National Championships
Track & Field and Half Marathon



NIRCA is more than just running

The *National Intercollegiate Running Club Association (NIRCA)* is the governing body and central point of communication for the college running community. The grassroots organization promotes networking and friendly competition amongst collegiate running, cross country, and track clubs. *NIRCA* coordinates many events, including a fall cross country season, Cross Country Championship Series, Road and Track Nationals, and all-club conferences.

Prior to the creation of the *National Intercollegiate Running Club Association*, running clubs were segmented in their collaboration, and competition against fellow clubs occurred rarely. Now teams compete, share ideas, and utilize *NIRCA* resources to enhance the development and growth of their clubs.

The mission of *NIRCA* is to promote club running for students at the collegiate level. By serving as the governing body for running clubs, we provide competition, support, and networking opportunities for our member clubs.

Dear Sports Tourism Professional,

The NIRCA Board of Directors invites your proposal to bring the NIRCA Track & Field and Half Marathon National Championships to your city. Included in this RFP is a brief history of the organization and event, preferred date(s), and itemized requirements for our consideration of a host city and venue.

On behalf of the Board of Directors, thank you for your interest in hosting NIRCA's premier annual event, and look forward to learning more about your location and facilities!



Stephanie Bartley
NIRCA Director of Events

Proposal Submission Deadline

Proposal responses are accepted on a rolling basis.

Snapshot of the National Intercollegiate Running Club Association (NIRCA)

- 501(c)3 Non-profit organization, incorporated in 2006 and operated by an all-volunteer Board of Directors/staff
- NIRCA has an annual average 120 active member clubs throughout the country
- An estimated 7,000 college students (ages 18-25) are members of a NIRCA club
- NIRCA annually organizes two national championship events, 6 regional championship events and one club development conference, while also sanctioning or promoting more than 30 member-organized and hosted events each school year.

Website

Full information on NIRCA can be found at www.clubrunning.org.

Event Summary

- Preferred Competition Dates: First or second weekend of April (avoiding Easter weekend)
- Preferred Event Weekend Days: Saturday & Sunday (half day Sunday)

For the track & field portion of the competition, we expect roughly 1,100 unique athletes to participate. The Half Marathon has traditionally been smaller; however, in recent years we've seen 100 runners compete in the Half Marathon, and we anticipate this number to keep growing.

We expect roughly 500 - 700 live spectators at the event, with thousands watching at home through NIRCA's online live stream of the entire event. If the Half Marathon is open to the public and the overall number of entries increases, the spectator number could be much higher.

ECONOMIC IMPACT

The factors contributing to the economic impact of the event are as follows.

Participant & Attendance Count

Type of Attendee	Number
Individuals/Athletes	1,100
Support for Athletes (Spectators, parents, coaches, etc.)	500-700
TOTAL Attendance	1,600 - 1,800

Participant Travel

Travel Model	Percentage
By Air + Ride Share/Rental Car	10%
By Car	90%*

*Most teams will drive up to 5-10 hours by car, or fly if the host city is outside of this radius.

Room Density & Event Days

Attendee Type	People per Room*	Percentage	Length of Stay
Individuals/Athletes	4	85%	<ul style="list-style-type: none">● 1 night: 10%● 2 nights: 85%● 3 nights: 5%
	3	15%	
Support for Individuals	2	85%	<ul style="list-style-type: none">● 1 night: 50%● 2 nights: 50%
	1	15%	

**In general, support for individuals (spectators & coaches) stay less people-per-room vs. student athletes

EVENT REQUIREMENTS

1. Geographical Location Criteria

Most active club teams lie in the eastern side of the US, with strongest density around the Midwest and Mid-Atlantic. Considerations:

Considerations	<ul style="list-style-type: none"> • Drivable distance (6 hours or less) for a majority of these teams is one of the strongest considerations. • Proximity (within 1 hour drive) to a sizable airport (such as Chicago, Philadelphia, Atlanta, Charlotte, Indianapolis, etc.) is a plus. • Anticipated/average weather conditions during the event weekend
Ideal Locations	Midwest (OH, PA, IL, IN, KY) or Mid-Atlantic (PA, MD, DE, NY, NJ, WV)
Not Under Consideration	Unfortunately, states/locations in the West, South, and far Northeast states are not viable locations and are not being considered at this time.

2. Facilities

Track & Field	<p>Must Haves:</p> <ul style="list-style-type: none"> • Track with markings for all main collegiate events • Facility must have steeplechase and extended runway for jumping events • University or college facility; high school facilities will not be considered • 8 lane track minimum, 9 lane track preferred • Press Box for event operations & tech • Wifi available around the venue to support live online streaming of the event <p>Nice to Have:</p> <ul style="list-style-type: none"> • Seating for at least 300 people. Open grassy or paved areas for teams to set up tents is also acceptable • Hospitality space for Race Officials, NIRCA Staff, volunteers, is helpful • Parking capacity for ~300 vehicles & ~5 buses • Built-in bathrooms at facility
Half Marathon	<p><u>Partnering with Existing Event</u></p> <ul style="list-style-type: none"> • Partnering with that race is a top/strong preference. Ideally, there is a road Half Marathon in the area on our desired weekends of track competition. • Start and Finish either near/at the track or within 30-45 min drive of the track • Affordability is a strong consideration. If possible, we would like to avoid charging clubs more than \$40-50/runner. With price in mind, many of the bells and whistles characteristic of larger races are not necessary, but access to chip/automatic timing is a basic requirement. <p><u>Self-Hosting the Half Marathon</u></p> <ul style="list-style-type: none"> • If no existing half marathons exist in the area within a 30-45 minute drive of the track venue, we might be open to self-hosting the Half Marathon. Due to its high expense and effort, self-hosting is a low preference. • Local contacts must be available to help manage permitting & approvals, police, relationships, etc. This can be and has been a convention or visitors bureau

	<p>contact previously.</p> <ul style="list-style-type: none"> As we've traditionally only seen ~100-250 NIRCA entries in the Half Marathon, if the Half Marathon is self-hosted, we would like the option of opening the race to the general public. Initial preference is for a closed loop road course (about 3-4 laps) with a finish on the track. The goal of this would be to minimize road closures and other expenses while unifying both sides of the event in a central location.
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3. Lodging

Staff Lodging	<ul style="list-style-type: none"> NIRCA Staff (10-15 people) will stay in a suite-style property, large house, or several 2-bedroom hotel suites for meeting space, etc. 2-3 hotel rooms may be required for vendors or media partners Arrival dates are Wednesday or Thursday, checking out Sunday.
Hotel Blocks for Attendees	<ul style="list-style-type: none"> Promoted to teams, spectators, families Arrival Friday, checking out Sunday Seek to contract with 3-5 properties, dependent on price point Budget-oriented hotels are valued highest by teams Hotel stay/reservation to be paid by each individual team No attritions, cut-off dates three weeks out Desirable: \$5 rebate per room night back to NIRCA (follow-up with sales managers on rebates handled by CVB)

4. Staffing & Event Team

Individuals/staff to be identified as key event support, may be sourced through local sports/tourism partners or facility. NIRCA requests assistance in sourcing all of the following staffing roles except the NIRCA Event Liaison.

Local Event Manager	<ul style="list-style-type: none"> Individual familiar with the competition venue as used for a track & field meet, and familiar with local vendors, officials, and support from the running community (Ex: a coach, assistant coach, or facility manager) Has access to the facility May assist with facility questions, rules & regulations, etc. This is a contracted, paid service by the local liaison for leading the management of the event
NIRCA Event Liaison	<ul style="list-style-type: none"> Consist of 1-3 NIRCA staff member(s) who will coordinate with local event liaison on event logistics, facility contract, questions, rules & regulations, insurance, etc.
Medical	<ul style="list-style-type: none"> EMTs / Ambulance - a minimum of 1 dedicated ambulance unit and 2 or more EMT staff required by NIRCA on-site at the event. NIRCA will also staff the event according to the requirements of the venue, if any. Athletic Trainers - 2 athletic trainers are required by NIRCA on-site

	<p>at the event for minor inquiry support and services such as ice, taping, etc. while athletes are at the venue for competition or warm-up. Athletic trainers must bring their own supplies & equipment.</p>
Meet Officials	<ul style="list-style-type: none"> • Two USATF officials with experience working at collegiate meets is necessary, though it does not need to be at the Division I level. • Officials must follow the rules mentioned in the NIRCA Officials guide, which differs greatly from high school and NCAA rules.
Volunteers	<ul style="list-style-type: none"> • Under Event Manager direction, assist at the track meet with scoring, transporting documents, announcing, recording marks. • Hand out water during the half marathon and ensure runners follow / stay on-course. May be members of the community, other NIRCA athletes, or students from local high schools or universities.
Law Enforcement / Security / Ushers	<p>Only if required by the venue:</p> <ul style="list-style-type: none"> • Local police/campus police - An officer on-site for security at the track facility. Additional police (on- or off-duty) may be required for half marathon road closures. • Security/Usher staff - Facility ushers to assist in crowd management/parking, access control, etc.

5. Food & Beverage

Concessions	<ul style="list-style-type: none"> • NIRCA requests concessions services on-site for the event, whether provided by the venue or sourced by NIRCA - details discussed per each venue's parameters. This is especially important if there are limited options within a short drive of the facility. Profits and proceeds from concession sales can go to the local track program, to the vendor, or to the university/venue. NIRCA does not wish to profit from sale of concessions. • Access to a venue potable water supply is required for post-race water for participants and other medical support needs
Food for Staff, Officials & Volunteers	<ul style="list-style-type: none"> • Ability to easily order/plan ahead and provide food or snacks for individuals involved in the production of the event. Options for online ordering or meal delivery services, ordering for large groups, and during the event, portable foods are desired. • Sources or ability to accommodate individuals with food allergies desired but not required.

6. Vendors & Rentals

NIRCA typically rents/sources certain items for this event. Suggested local vendors are welcomed and may be requested after initial review of RFP. We also value any potential in-kind partnerships to utilize these items for the event in return for sponsorship.

Must have:

<p>Portable Toilets</p>	<p>Approximately 25-30 toilets + 2 handwashing stations are needed for the track event, between permanent facility bathrooms and portable units.</p> <p>12-15 toilets + 1 handwashing station are needed for the Half Marathon, if self-hosted.</p>
<p>Audio/PA System</p>	<p>Track:</p> <ul style="list-style-type: none"> ● The track facility must have a PA system that can deliver announcements and music to the entire facility. ● At least one wireless microphone, one wired mic inside the press box ● Connections/inputs to play music from a phone <p>Half Marathon (self-hosted):</p> <ul style="list-style-type: none"> ● Professional audio system, utilizing multiple speakers/subwoofers and mixer board, capable of covering a multi-directional radius of several hundred yards - for music and announcing ● Three wireless microphones needed, with range of at least 100 yards from source
<p>Staging</p>	<ul style="list-style-type: none"> ● ~8' deep by ~24' wide stage, on 24" high risers/legs ● Including two sets of stairs with railing ● Utilized for photos and awards presentation
<p>Tents</p>	<ul style="list-style-type: none"> ● 20' x 20' tent w/clear sides (staked or weighted) for registration/packet pick up ● 20' x 20' tent w/white sides for medical ● Possible additional tents may be necessary ● Tents may need to be heated, depending on expected weather conditions ● 8 Tables and 15 chairs, or as needed

Nice to have:

<p>Meeting Space</p>	<p>Ideally near a locker room / restroom for the officials, volunteers, and NIRCA Staff. Close proximity to the track is also preferred. This is a nice-to-have but not a requirement.</p>
<p>Media/Staff Trailer</p>	<p>Dedicated 20' or longer trailer for NIRCA media staff use (security for tech equipment, production area for live stream) if a press box is not available or not large enough to provide working area for 6 people</p>
<p>Truss & Rigging</p>	<p>Aluminum truss is sourced to create the finish line arch and other elevated signage displays for the half marathon event. (Needed only if the half marathon is self-hosted)</p>
<p>Road Closure</p>	<p>Will need the ability to have a closed course if self-hosting the Half Marathon championship. A closed course means eliminating vehicle traffic and any other events or activities that could impede a runner's ability to progress forward on the course, even if for a few seconds. This will involve permitting, coordinating with police/sheriff, approval and review by the municipality, etc. (Needed only if the half marathon is self-hosted)</p>

Sponsorship & Support

We welcome any information on potential sponsorship/grant opportunities or other direct support that NIRCA could leverage in partnership with the host city for the event. Additionally, we are interested in learning about any local businesses/partners with whom to connect NIRCA to as a potential local event sponsor.

For either the sponsorship/grant or local sponsors, NIRCA can offer a variety of sponsorship entitlements to create a valuable and engaging partnership with event participants, spectators.

Selection Process

Once 2-3 prospective sites have been identified, the NIRCA Race Management team will reach out to set up a phone call with local contacts to learn more.

For locations unknown to the organization, 1-3 members of the NIRCA Board will look to complete a physical on-site visitation to make observations of the venues, city, hotel/lodging options, and create connections with local tourism & event contacts.

Contact Information & Proposal Submission

We appreciate you preparing a proposal for this event and look forward to learning more about your city.

For questions or clarification:

<p>Stephanie Bartley, NIRCA Director of Events 949-354-4448 Stephanie.bartley@clubrunning.org</p>	<p>Jon Olsen, NIRCA Sr. Event Manager 262-527-8542 Jon.olsen@clubrunning.org</p>
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To submit a completed proposal, email your PDF file to:

NIRCA Race Management
race.management@clubrunning.org

