



2027



National Senior Games

Host Communities Request for Proposal



National
Senior Games
Association®

NSGA.com



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Table of Contents



	Introduction Letter.....	3
	About the NSGA.....	4
	A Look at the NSG.....	5
	Benefits of Hosting.....	6
	Bid Logistics Process & Timeline.....	7
	Host Community Responsibilities.....	8
	NSGA Responsibilities.....	9
	Sport & Venue Specifications.....	10
	Special Event Specifications.....	11
	Housing / Hotels.....	12
	Bid Packet Requirements.....	13
	Contact Information.....	14



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Introduction Letter



Dear Potential Host Community,

On behalf of the National Senior Games Association (NSGA), I would like to thank you for your interest in hosting our multi-sport event for seniors ages 50+. Our primary focus is to continue the Senior Games Movement that has impacted generations of athletes by providing opportunities for adults to continue in sports for a lifetime, while inspiring those rising up to join them. The National Senior Games event showcases the importance and ability to stay in top physical health throughout your life.

The Request for Proposal provides information about the selection process, illustrates the criteria required for the proposal and outlines the budget responsibilities and operations between the NSGA and the Host Community.

I am excited to share this opportunity with your organization and we look forward to discussing what our event can offer your community. I appreciate your interest and look forward to reviewing your proposal.

Long Live the Challenge!

A handwritten signature in black ink that reads "Susan Hlavacek".

**Susan Hlavacek
President/CEO
National Senior Games Association**



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In 1985 in St. Louis, MO, a group of seven men and women formed the original leadership for what was initially known as the US National Senior Sports Organization (aka USNSO). The vision: to promote healthy lifestyles for adults through education, fitness and sport.

In the fall of 1985, they hosted a meeting of individuals who were currently conducting games for seniors in their 33 states. That group planned the first National Senior Olympic Games, held in 1987 in St. Louis. The games were a great success with 2,500 competitors. Over 100,000 spectators viewed the first Games ceremonies featuring Bob Hope at the St. Louis Riverfront Arch. The second National Games also took place in St. Louis in 1989, hosting 3,500 seniors and were covered by the New York Times, ESPN and Good Morning America.

The NSGA exists today as a nonprofit organization dedicated to promoting the benefits of competitive sports, physical fitness and active aging to adults ages 50+. NSGA Member Organizations hold annual games with qualifying competitions in the year preceding the National Senior Games. Athletes that meet specific criteria while participating in the State Senior Games qualify to participate.

The National Senior Games (The Games), a 20+ sport, biennial competition for men and women 50 and over, is the largest qualified multi-sport event in the world for seniors. To date, the NSGA has held 19 summer national championships.

Previous Host Communities

1987 - St. Louis, Missouri

1989 - St. Louis, Missouri

1991 - Syracuse, New York

1993 - Baton Rouge, Louisiana

1995 - San Antonio, Texas

1997 - Tucson, Arizona

1999 - Orlando, Florida

2001 - Baton Rouge, Louisiana

2003 - Hampton Roads, Virginia

2005 - Pittsburgh, Pennsylvania

2007 - Louisville, Kentucky

2009 - Palo Alto, California

2011 - Houston, Texas

2013 - Cleveland, Ohio

2015 - Bloomington/Minneapolis/St. Paul, Minnesota

2017 - Birmingham, Alabama

2019 - Albuquerque, New Mexico

2022 - Fort Lauderdale, Florida

2023 - Pittsburgh, Pennsylvania

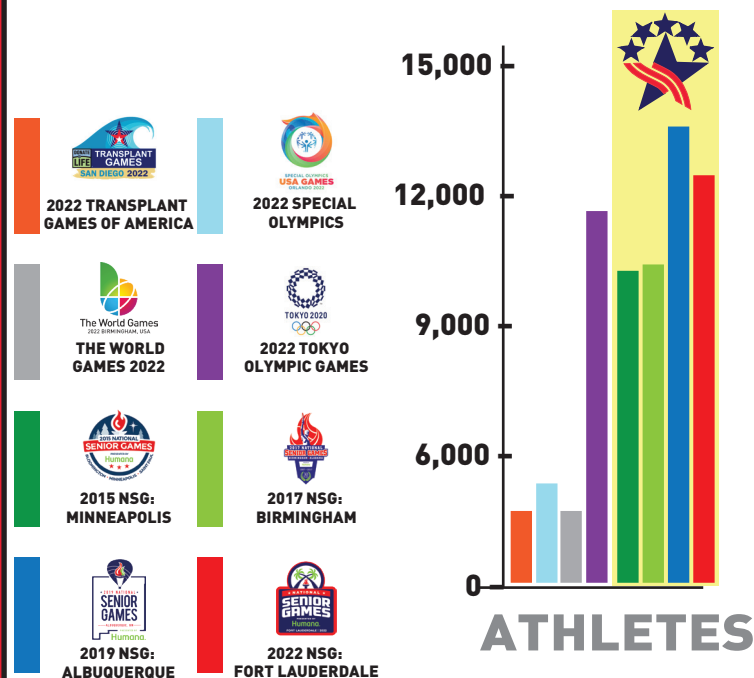
2025 - Des Moines, Iowa

A Look at the National Senior Games

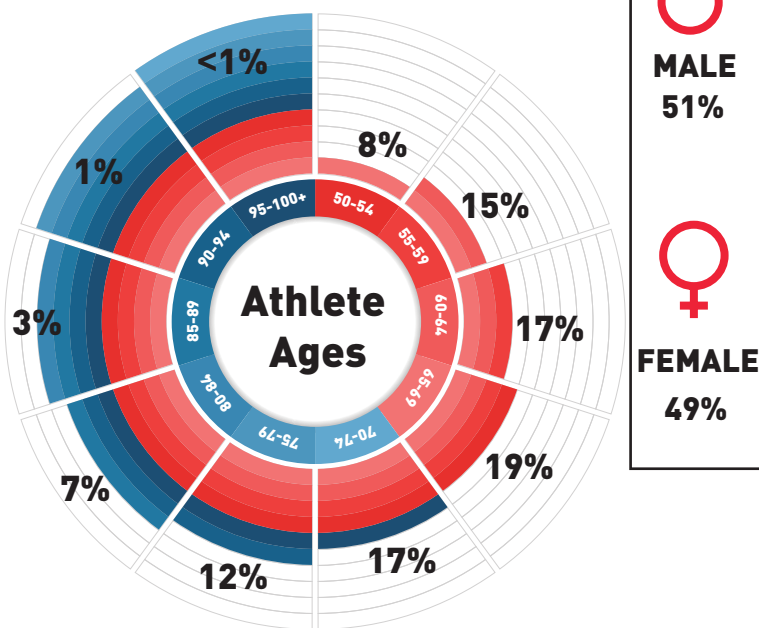


BY THE NUMBERS

Comparison to Multi-Sport Olympic-Style Events



Athlete Statistics



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2023 NATIONAL SENIOR GAMES MEDIA STATISTICS (April 2023 - July 2023)

5,240,928,275+
potential media impressions



\$26,527,300+
ad value equivalency



77,455,675+
potential earned social media impressions



SUGGESTED GAMES TIME FRAME

The National Senior Games are traditionally staged in a host city during a mutually agreed upon timeframe between late May and early September. Several key factors will assist with determining the Games' dates including venue availability, hotels, climate and other scheduled events. The Games are typically 12 days in length.



Benefits of Hosting the National Senior Games







The National Senior Games benefit the health and well-being of participants and provide an inspiring example of active aging for everyone. The Games also leave a lasting impact on the Host Community that supports the event.

MARKETING & PROMOTION

-  National promotion of The Games to athletes across the country through print, digital and media platforms.
-  Showcase your community and venues as a premier destination for national events.
-  Drive tourism through athletes and their families.
-  Connect your community with the largest qualified multi-sport event for seniors in the world.

COMMUNITY IMPACT

-  National Senior Games bring significant tourism impact from athletes and visitors.
-  Your community will demonstrate the capability to host major events of this magnitude for future bids.
-  Public awareness of fitness and well-being for adults ages 50+ is elevated.
-  Promotion of popular destinations and local engagement from the Convention & Visitors Bureau.

11,500+
Athletes

15,000+
Family & Friends

1,200+
Volunteers

50+
Member Organizations

18+
Venues

10+
Days of Competition

20+
Sports

800+
Medaled Events

\$32,000,000
Economic Impact

20,000+
Hotel Nights

1,300,000+
Website Yearly Page Views

82,000+
Newsletter Subscribers



"Hosting the 2013 National Senior Games was terrific for our community and organization. With nearly 11,000 athletes plus friends and family, it brought tremendous pride, excitement, and significant economic impact."

- David Gilbert, CEO, Greater Cleveland Sports Commission



NATIONAL RECOGNITION



2017, 2022 Sports Destination Management Champions of Economic Impact in Sports Tourism



2007, 2011, 2013, 2017 SportsTravel Award in the category of "Amateur - Best Multi-Sport or Multi-Discipline Event"



Bid Logistics Process & Timeline



TIMELINE

**October 1,
2023**

2027 Host Communities Request for Proposal released.

**December 1,
2023**

2027 Host Communities - "Letters of Intent to Bid" delivered electronically to the NSGA by 5:00 PM ET.

**February 15,
2024**

2027 Host Communities – bid packets delivered electronically to the NSGA by 5:00 PM ET.

**April
2024**

2027 Host Communities – host site visits by the NSGA.

**May
2024**

Initial overview presentation made to NSGA Board of Directors via video meeting. Depending upon presentations, the award of the 2027 National Senior Games may be made by May 2024.



"Albuquerque was honored to host the 2019 National Senior Games. It gave us an opportunity to showcase our unmatched weather, breathtaking scenery, world-class sporting and event venues and our award-winning hospitality to these prestigious and valued athletes. It was inspiring and rewarding to see so many meaningful interactions take place between the participants, and partners and community members. To host an event of this magnitude resulted in a substantial impact on Albuquerque's 2019 summer season and the benefits of the event were felt by business owners, event venues and the community as a whole."

- Tania Armenta, President and CEO , Visit Albuquerque



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Host Community Responsibilities



For 2027, the Host Community is required to make a total cash payment of **\$2,250,000** and an agreed upon additional investment of **\$500,000** through local efforts of budget relieving in-kind goods (BRIK) and services. These BRIK categories include, but are not limited to the following:

BRIK CATEGORIES If necessary, some of categories below may be substituted with additional agreed upon enhancements or incremental cash.

DIRECT COSTS

COMPLIMENTARY OR DISCOUNTED RATES. (mutually agreed upon)

- 🇺🇸 Venue rental costs or reduced rentals.
- 🇺🇸 Hotel rooms for NSGA planned site visits.
- 🇺🇸 Games time staff housing at agreed upon hotels.
- 🇺🇸 Airline flights at an agreed upon amount and class.
- 🇺🇸 Rental or dealer courtesy cars / logistics vehicles.
- 🇺🇸 Games time meals for all staff and volunteers.

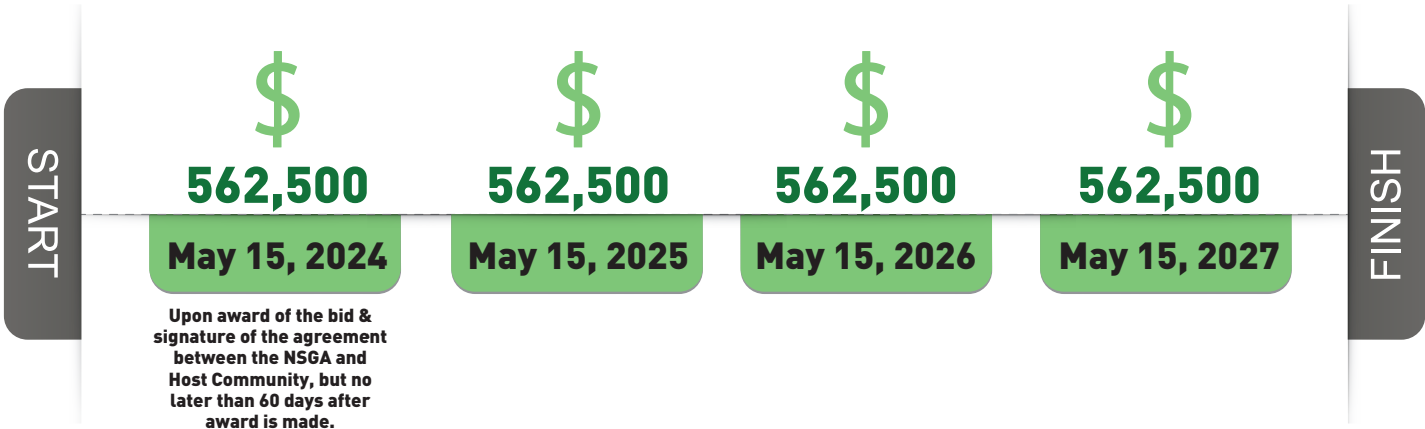
COMMUNITY/MARKETING SUPPORT

- 🇺🇸 Local awareness marketing and media relations programs.
- 🇺🇸 Access to a community volunteer database used previously for event support.
- 🇺🇸 Access to local community event professionals and intern opportunities.
- 🇺🇸 Must-sees and local engagement from the Convention & Visitors Bureau.
- 🇺🇸 Production of the local announcement press event of the award of The Games to the Host Community.

The budget relieving in-kind (BRIK) program will be developed with targets and timelines for deliverables identified within 60 days of the award of the bid.

CASH PAYMENT

The cash payment schedule for the \$2,250,000 will be as follows for the Host Community:



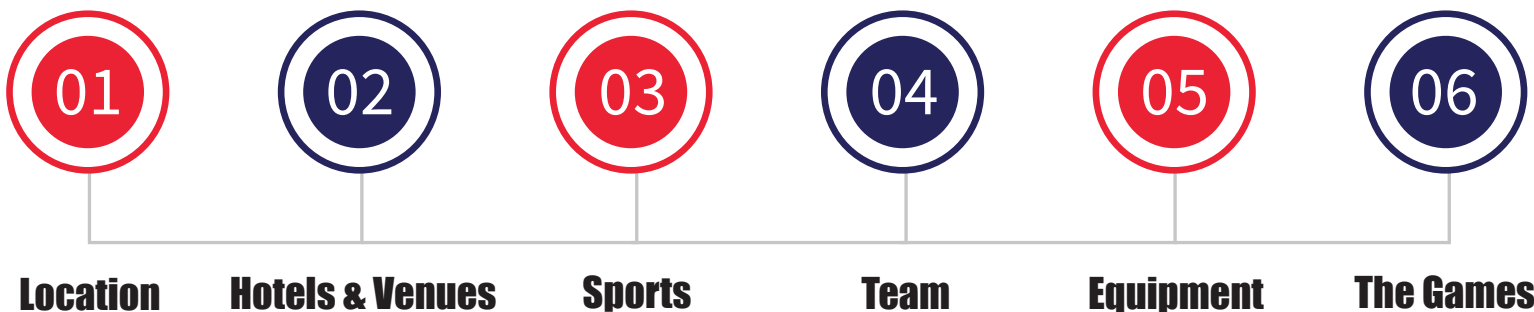
NSGA Responsibilities



Our primary focus is to provide our athletes with a high-level, consistent experience from Games to Games. We look to our Host Community for valuable insight and assistance with several operational tasks to include some of areas below:

- ✳ **Event planning and management staff.**
- ✳ **Negotiating and contracting venues.** *(Host Community to assist with venue financial and in-kind discussions.)*
- ✳ **Hiring of all scoring, timing and results systems.**
- ✳ **Contracting all hotel needs with the assistance of a housing company.**
- ✳ **Identifying, planning and coordinating medical services, law enforcement and security personnel.**
(Host Community to assist with identifying the appropriate city officials.)
- ✳ **Collaborating with the various Sport National Governing Bodies for competition management personnel to include identifying and contracting officials.**
- ✳ **Procuring and installing field of play flooring and associated equipment for all sports.**
- ✳ **Assisting the Host Community with a volunteer needs assessment.** *(Host Community is responsible for all volunteers.)*
- ✳ **Creating the production of Flame Arrival and Celebration of Athletes dedicated events.**
- ✳ **Developing and funding of a Games transportation plan.** *(Host Community assisting with collaboration with city officials.)*

Steps of Responsibility



"Hosting the 2017 National Senior Games was a wonderful experience for our community. We thoroughly enjoyed working with the staff of the National Senior Games Association and watching the 10,000 athletes compete was awe-inspiring. Coupled with the significant economic impact, this event was a tremendous success and we would love to host the Games again in the future."

**- David Galbaugh, VP of Sports Sales and Marketing
Greater Birmingham Convention and Visitors Bureau**



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Sport & Venue Specifications



The NSGA will host a minimum of 20 sports in a Host Community for the National Senior Games. A Host Community will need to have suitable venues for the following core sports at a minimum. If your community has other venues for sports listed or unlisted the NSGA will take these into consideration.

Core Sports

Archery	Shuffleboard
Basketball	Soccer
Badminton	Softball
Bowling	Swimming
Cornhole	Table Tennis
Golf	Tennis
Pickleball	Track & Field
Power Walk	Volleyball
Road Race	

Additional Sport Considerations

Beach Volleyball	Mountain Biking
Billiards	Power Lifting
Bocce	Race Walk
Cycling	Racquetball
Dance	Rock Climbing
Disc Golf	Shooting
Esports	Tai Chi
Flag Football	Trail Running
Kickball	Triathlon

Sports

Venue Specifications

Archery	40-54 shooting lanes. Two soccer fields side by side.
Badminton	8-10 courts (3 badminton courts fit on one basketball court)
Basketball	12-16 half-courts (6-8 full courts)
Beach Volleyball	8-12 sand courts
Billiards	8-16 tables (88" x 44" minimum table dimension)
Bowling *	32-48 lanes
Cornhole *	20-25 sets of boards
Cycling	5K & 10K time trial – straight/flat road course; 20K & 40K road race
Disc Golf	1-3 (18-hole) courses
Golf	3-4 (18-hole) courses
Pickleball *	45-50 indoor or outdoor courts
Power Lifting	3-5 setups for each (squat, bench, deadlift)
Power Walk	1,500M track/5,000M flat road course
Road Race	1 Mile/5K/10K certified courses
Shuffleboard *	12-16 indoor courts
Soccer	3-6 full soccer fields (8v8)
Softball	8-10 softball fields (300-foot outfield)
Swimming	8-10 short course lanes – Olympic-Size pool - warm up area available
Table Tennis	28-32 tables
Tai Chi	Open indoor space (approx. 5,000sq ft.)
Tennis	18-24 similar surface courts
Track & Field	8-lane 400M track with Javelin, Discus, Shot Put, Long Jump, High Jump and Pole Vault areas
Triathlon	Sprint distance – 400M swim, 20K bike, 5K run
Volleyball	14-16 courts

* = Non-Ambulatory Divisions also included in this sport



Special Events Specifications



The Village

Provide necessary equipment and space to produce “The Village.” Days and hours of operation shall be mutually agreed upon. The Village shall be contiguous with or adjacent to the main hub of athletic activity utilizing approximately 30,000 to 50,000 square feet.



Year-Out Celebration (YOC)

Host Community and NSGA will co-produce a public event approximately one year in advance of the event which serves as an awareness piece, focusing on the event and in keeping with the theme of The Games.



Flame Arrival Ceremony (FAC)

Occurs near the beginning of The Games. FAC shall include a torch run or mock run, lighting of event cauldron, speeches by appropriate officials and entertainment for 45–60 minutes, with an approximate 1,500 athletes in attendance.



Celebration of Athletes (COA)

Produce a combination opening/closing ceremony conducted during the middle of competition, known as the “Celebration of Athletes” (COA). It shall feature a parade of athletes/states into a stadium or arena, with approximate space for 5,000+ attendees.



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Hotel rates are one of the major factors when selecting a Host Community. The housing options should include a range of limited to full-service hotel properties, with a variety of rates and amenities that will appeal to a diverse population of athletes, staff, family and friends. Hotels should be clustered and located in close proximity to the venues. The Games do not implement a “Stay-To-Play” requirement. Housing contracts will be negotiated and contracted by the NSGA and the Official Housing Partner.



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Bid Packet Requirements



All bids will be kept confidential and not shared with other communities. Please include any additional enhancements or amenities to support and strengthen your proposal. Letters of Intent must be received electronically by 5:00 PM ET on **December 1, 2023**. Final proposals must be received by 5:00 PM ET on **February 15, 2024**.

Host Community General Details

- ✳ Letters of support from city and county government, corporations and any charitable foundations. Testimonials from past event holders.
- ✳ The key features of your community as a destination city for visitors.
- ✳ The overall market size of the community.
- ✳ Indication of the overall community support for this event and others.
- ✳ Monthly weather analysis with average precipitation and high & low temperatures.
- ✳ Describe the major airport with a list of airlines, non-stop flights, and proximity to downtown.
- ✳ The capability of the community to recruit and manage volunteers.
- ✳ List the local medical facilities that have worked with other events you have hosted.
- ✳ The ability to procure sponsors. List potential sponsor opportunities.
- ✳ Discuss the capability of the community to engage local and regional media to promote the event and elicit the community for sponsors and volunteers.

Sport and Special Event Venues

- ✳ List of proposed venues and availability over the preferred dates. Please provide CADS, photos or video of sport and special event venues.

Housing / Hotels

- ✳ List of proposed host hotels, number of rooms, rates and proximity to venues. Be sure to include the amenities and concessions offered on a complimentary basis as added incentives per property.



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Showcase Video**

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