

Kansas Shrine Bowl Request for Proposal

The Elements of a Successful Kansas Shrine Bowl

This proposal is to host the 51st or 52nd Annual Kansas Shrine Bowl in 2024 or 2025. The winning host site will feature the perfect backdrop and will present new and creative ways their city can showcase our event.

The Kansas Shrine Bowl is a non-profit organization working to raise funds for Shriners Children's, a health care system with locations across North America, providing specialty pediatric care regardless of the families' ability to pay. The Kansas Shrine Bowl works to keep expenses as low as possible to keep donations high, helping Kansas kids get the treatment they deserve.

Please answer these questions/requirements thoroughly, as they will help us make our final decision on where to take the Kansas Shrine Bowl next. Please be specific with all answers, expected costs and who will be responsible for paying these costs. Any detail that may be beneficial to the Kansas Shrine Bowl Board of Directors in picking the best suited host site should be included in this bid packet. We choose a location that can best benefit our needs and a location that we feel can provide us with a successful game and weekend events.

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To allow more communities the opportunity to host our event, the Kansas Shrine Bowl Board of Directors has decided to be flexible when setting dates. Potential host sites should include at least three potential dates.

Bid Timeline

Request for Proposals announced August 20th, 2022

Intent to submit a proposal due Friday, September 16th, 2022

Final proposals due to Kansas Shrine Bowl by Friday, November 11th, 2022

Finalists' presentations to the Kansas Shrine Bowl Board of Directors
Saturday, January 21st, 2023 (Location TBD)

Section One - Game Site

A football game facility must be available for the Kansas Shrine Bowl all day Thursday through Saturday.

2024 Game Dates



Month Day Year



Month Day Year



Month Day Year

2025 Game Dates



Month Day Year



Month Day Year



Month Day Year

Is the stadium large enough to accommodate an expected attendance of 6,000-8,000 spectators?

If current stadium configuration does not meet minimum requirements, how can you meet these requirements? (ie. temporary bleachers, standing room only areas, etc.)

Are two locker rooms available to accommodate the East and West teams?

Does the press box have space for up to 20 working media members?

Is the press box able to accommodate a TV production crew?

Is the press box able to accommodate a Radio crew?

Does the press box have space for PA, sound and scoreboard technicians?

Are laundry facilities available to handle post practice (Thursday and Friday afternoons) and post-game laundry needs?

Are the playing surfaces at your facility properly marked and trimmed for football?

Will we have access to training rooms?

Is ice available for practices and game day at no charge?

The facility should provide the following methods to the Kansas Shrine Bowl for generating revenues for Shriners Children's. Please explain as thoroughly as possible.

Will the venue operate their own concessions with the Kansas Shrine Bowl being guaranteed a percentage of net sales? What percentage of net sales? (Usually 25%)

Will the venue provide space, tables and chairs in a prime location near the stadium entry points for display & sale of souvenirs, staffed by Shrine Volunteers with 100% of the proceeds going to the Kansas Shrine Bowl?

The Kansas Shrine Bowl will be the only ones allowed to have booths open to sales on game day, please confirm

Yes

No

Is there a controlled parking lot where our volunteers can collect a 'per car' donation for Shriners Children's?

Is there a hospitality area available at the game site to welcome up to 50-70 sponsors and VIPs? Typically held in a press/sky box or a tent space can be considered.

Typically for the hospitality area, the food & soft drink cost are sponsored by the local Chamber of Commerce and/or Convention and Visitors Bureau. The area is also typically staffed by local non-Shrine volunteers. Will this be the case at your site?

Please explain how you plan to maximize the hospitality experience to showcase your community and hospitality.

Will the Kansas Shrine Bowl have access to game day ticket booths?

How many total tickets booths are available?

Are the ticket booths air conditioned? If not, are fans available?

Do the ticket booths have internet access?

Will the Kansas Shrine Bowl have gate keys or stadium supervision will full access?

Is there space for sponsor tents (4 tents, each 10' x 20') located inside the venue?

Will there be appropriate space for sponsor banners to be hung around the stadium? Please address any contractual or physical limitations.

Supplemental Security is required by the facility, in addition to the 14 to 20 person KSB security staff. Would 2 to 4 officers be available starting 2 to 4 hours prior to kickoff?

The KSB will need game program storage at the facility from Thursday prior to the game through the conclusion of the game. Is this available?

The use of a forklift may be needed at drop off on Thursday. Is a forklift available? Along with someone to operate the forklift?

Does the facility have First Aide and Ambulance access? Who will arrange for onsite Ambulance on game day?

Will you be able to provide an experienced scoreboard operator and sound technician?

Will you be able to provide an experienced Stats Crew?

Does your venue have a video board? If yes, will there be a crew available to operate it on game day at no expense to the Kansas Shrine Bowl?

It is expected that the video board will be operated by experienced staff. Please address any contractual, technical or facility limitations.

Does the venue have the ability to broadcast events live, including on-site broadcast equipment, crew, etc.? If yes, please list the primary contact.

If the venue does not have on-site broadcast capabilities, has the venue had events broadcast live in the past? If yes, who provided the service?

Game Site Expected Expenses

Please include any details about who is expected to pay for the following expenses as well

Cost of stadium rental? (usually waived)

Cost of stadium cleanup crew?

Cost of supplemental security to support the KSB security staff?

Cost of equipment manager to help with, or allow access to laundry facilities?

Cost for the use of ice and training facilities? (usually waived)

Cost of stats crew, if not volunteers? (crew is typically provided by the facility)

Cost of stadium event crew for scoreboard, electrical, sound, plumbing, supervision, etc?

Cost for on-site Ambulance?

Please explain any additional expected costs for the game site.

Section Two - Campus Housing & Meals

Campus housing and meals have often limited some community's ability to host the Kansas Shrine Bowl. Again, to broaden our potential host sites, the Kansas Shrine Bowl Board of Directors is willing to look at creative alternatives to housing our band and cheer camps. These options can include discounted lodging at area hotels, partnering with nearby colleges and universities to host camps, etc. Also, meal prices fluctuate from community to community. Our mission is to raise as much money as possible for Shriners Children's, but we are willing to look at all possible pricing structures to find the right host community.

Our All-Star Football teams (40 doubles and 28 singles) will be in the game site city from Thursday morning through the game on Saturday. Dorm rooms and cafeteria meals need to be arranged for both the East and West teams. Room pricing typically ranges from \$10 - \$16 per person, per night. Expected cost for meals is typically \$15 - \$20 per day, per person. Football rooms should be in a separate building from Cheer and Band, if available.

Our Kansas Masonic All-State Marching Band (roughly 220 persons with staff) will be in the game site city from Tuesday afternoon through the game on Saturday. Dorm rooms and cafeteria meals need to be arranged for the band. Room pricing typically ranges from \$10 - \$16 per person, per night. Expected cost for meals is typically \$15 - \$20 per day, per person. Band rooms should be in a separate building from Cheer and Football, if available.

Our Cheerleading Camp (roughly 280 persons with staff) will be in the game site city from Wednesday morning through the game on Saturday. Dorm rooms and cafeteria meals need to be arranged for the cheerleaders. Room pricing typically ranges from \$10 - \$16 per person, per night. Expected cost for meals is typically \$15 - \$20 per day, per person. Cheer rooms should be in a separate building from Band and Football, if available.

Housing & Meals Expected Expenses

Cost of Housing total?

Cost of cafeteria meals total?

Please explain any additional expected costs for the housing and meals.

Section Three - Hotel Accommodations

Hotel and motel rooms will be needed in the following estimated numbers. Please indicate 'Yes' or 'No' on whether this is available and list a suggested hotel next to each request.

Estimated Peak: Friday - 385 rooms
Total Estimated Room Nights: 800

5 Rooms [Monday - Saturday] for KSB staff (all at headquarters hotel)

35 Rooms [Wednesday & Thursday] for Hospital Ambassadors

20 Rooms [Thursday - Saturday] for KSB Board and VIP's (all at headquarters hotel)

220 Rooms [Friday & Saturday] for Shriners & Shrine Families (primarily at HQ Hotel and selected hotels)

140 Rooms [Friday] for fans

70 Rooms [Saturday] for fans

Rates are expected to be competitive with their locations in Kansas considering the season and condition of the facility. Rooms will need to be blocked and contracted before the game site location is finalized. Needed Comps are as follows, please indicate whether or not this is available.

Shrine Bowl Office in Headquarters Hotel, Monday-Saturday. Ideally this would be a conference or banquet room.

Best suite in headquarters hotel for the Imperial Potentate on Thursday-Saturday.

Headquarters hotel ballroom for joint Shrine Hospitality for Friday evening, Saturday mid-day and Saturday evening and night. This must be complimentary or locally sponsored.

Will hotels in your community honor a \$5 per room per night rebate, or something similar, paid directly to the Kansas Shrine Bowl?

Section Four - Band Camp

The Kansas Masonic All-State Marching Band Camp consists of approximately 200 high school band members from across Kansas who practice and train Tuesday through Saturday and perform at the banquet, in the parade and at the game. Potential game sites and/or universities should address the Band Camp's needs (both the ability to provide and possible costs).

Is the game site able to provide Administration and instructional staff? Please include all contact information for proposed Administrator. (Typically, the Director of Marching Bands at the host institution will direct the instruction of the camp. This is a compensated position. This position can be provided from outside the university if needed.)

Are practice and performance facilities available for the band? Please list all proposed facilities with contact information for those facilities.

Please explain any additional expected costs for the band camp (not including meals and housing).

Section Five - Cheer Camp

The Kansas All-Star Cheer Camp consists of approximately 250 high school cheerleaders from across Kansas who practice and train Wednesday through Saturday and participate in the banquet, parade and cheer at the game. Potential game sites and/or Universities should address the Cheer Camp's needs (both abilities to provide and possible costs).

Are practice facilities available for the cheer team? Please include a list of proposed facilities and facility contact information.

What equipment is available for the cheer team? (ie. tumbling floor/mats, sound system, stage, etc.)

Please explain any additional expected costs for the cheer camp (not including meals and housing).

Section Six - Transportation

The Kansas Shrine Bowl will require ground transportation for participants to various activities. Depending on the host facility, transportation needs will vary. Competitive bids will provide adequate, affordable ground transportation options. Typically, these services are provided by a local unified school district and provided at no cost to the Kansas Shrine Bowl.

First Option for Transportation, please include all contact information

Alternative Option for Transportation, please include all contact information

Please explain any additional expected costs for transportation.

Section Seven - Parade

A downtown parade route, approximately 1 mile long, is required for Saturday morning. Local parade expenses are expected to be handled by the Convention & Visitors Bureau, the Chamber of Commerce, the city, or all of the above. The parade will consist of Shrine units from across Kansas, plus some sponsor and military participation. The parade usually lasts from one to two hours. Proposals should address each element and any expected costs.

Who will be responsible for obtaining the permit and organizing the police traffic control?

Is there a location or structure to serve as a viewing stand? (typically hosted by the CVB, who also provides the sound system)

Can traffic be controlled or closed to non-parade traffic on main route from 9:30 AM to the end of the parade?

Can traffic be controlled or closed to non-parade traffic in formation areas from 7:00 AM to 11:00 AM?

Are 6 separately designated formation areas available? (Preferably a large vacant parking lot)

Are two blocks, of two lanes, or equivalent available for the 6 different contingents?

Are 24 civic volunteers available from 8:00 AM to 10:00 AM to help direct and control traffic into the formation areas? If yes, please list suggested civic groups

Are barricades available? Along with placement and removal?

Is there access to restrooms or portable toilets in the formation area? (provided by CVB or city if necessary, in most situations)

Is there access to restrooms or portable toilets for spectators along the parade route? (provided by CVB or city if necessary, in most situations)

Is there an area near the end of the parade route that can be reserved to host a pep rally following the parade? (Typically, a park, pavilion, or similar gathering area)

Parade Expected Expenses

Cost associated with the parade permit?

Cost associate with viewing stand?

Cost for portable restrooms?

Cost for reservation of gathering area near end of parade?

Please explain any additional expected costs for the parade.

Section Eight - Banquet

The Kansas Shrine Bowl banquet is a featured element of the entire Kansas Shrine Bowl weekend. The banquet is held Friday evening prior to Saturday's game. The banquet facility needs to seat up to 1,200 guests. The facility also must be air-conditioned and be available all day Thursday and Friday for setup and decoration. Unless facility is contracted with one caterer, outside bids for catering the banquet meal will be considered by the Kansas Shrine Bowl Board of Directors.

Please list all suggested banquet facilities, including facility contact information

The following things are needed for the banquet to accommodate 1,200 people. Please indicate if these items are available.

Tablecloths?

Napkins?

China? (Premium plastic dinnerware and flatware will be considered in China and stainless are unavailable)

Flatware?

Can banquet facility provide completed serving of all 1,200 guests in a 25 minute period? (both buffet and served can be considered)

Is a deluxe menu priced at approximately \$16 per plate, inclusive of tax, tip, facilities and equipment rental available?

Does the facility have a stage or riser?

Does the facility have full A/V capabilities? If not, can the KSB have clearance for outside contract of lights and sound? (KSB paid)

Is there space available for the display of sponsor banners and possible assistance for hanging banners?

Is there space available in the entry/exit area for setup of apparel booth for the sale of Kansas Shrine Bowl merchandise?

Is there a location in or near the banquet facility for the performance and observation of the 225-piece band performance?

Banquet Expected Expenses

List of bids for Caterers interested in providing food and service for the banquet. This can be included in a separate attachment if necessary.

Cost for rental of facility?

Please explain any additional expected costs for the banquet.

Section Nine - Miscellaneous Shrine Bowl Events

The Kansas Shrine Bowl may plan the following auxiliary events in addition to the banquet, parade and game. Proposals should also address these elements as they may be used to increase interest, attendance and revenue.

Thursday Night Signature Event

The Kansas Shrine Bowl encourages host sites to include an event that will showcase their community, an attraction, or event. Examples include pool parties, historical reenactments, movie nights, etc. The event should be a minimum of 2 hours and include activities suitable for up to 500 participants, ages 14-18. The meal is typically provided by the Kansas Shrine Bowl. Facilities, activities and entertainment should be provided by the host city or sponsoring organization.

Proposed event options and locations. Please include event/facility contact information.

Please explain any additional expected costs for the Thursday night event.

Hospital Experience

The hospital experience event requires a facility that meets the following requirements: a location with a large meeting space to hold minimum 300 people; a location with 8-9 breakout rooms or an area large enough to have 8-9 groups comfortably separated; a location that is handicap accessible.

Proposed Hospital Experience Event facilities? Please include facility contact information.

Please explain any additional expected costs for the Hospital Experience, including possible facility rental costs.

Golf Tournament

The annual Shrine Bowl golf tournament is held on Friday prior to the Saturday game. Ideal bids will include a local club or organization that is interested in hosting this event on behalf of the Kansas Shrine Bowl with proceeds benefiting Shriners Childrens.

Proposed golf tournament locations, including course contact information. Please include any expected expenses, including course rental, cart rental, etc and who will be responsible for paying these expenses.

List of interested organizations or individuals who are interested in hosting the golf tournament, or interested in assisting with the golf tournament (ie. volunteering, selling sponsorships, promotion, etc.). Please include all contact information.

Section Ten - Marketing & Promotions

A key element in a successful Kansas Shrine Bowl is the local publicity the event receives. Local media sponsors of the event and surrounding activities is essential. Media sponsors should include print, radio and TV.

Please indicate how your hosting organization will engage local media to help promote the Kansas Shrine Bowl. Please list all media outlets and organizational contacts. Also, please include any media purchases you are willing to make on behalf of the Kansas Shrine Bowl. The ideal campaign will include a mix of media, including newspaper, television, radio and digital.

Please explain any additional expected costs for the marketing and promotion of the Kansas Shrine Bowl.

Section Eleven - Miscellaneous & Special Resources

Many special resources may be initiated in any particular community that may or may not be possible in all game site cities. Below are several examples of such resources, please indicate the availability of these special resources and indicate any additional special resources your city has available.

Promotion of free parade through direct mail to childcare centers and schools?

Promotion of employer bulk ticket sales through a Chamber of Commerce meeting or mailing?

Help organizing 4 to 6 meetings prior to the game for planning and scheduling discussions?

Help scheduling public appearances at civic and fraternal meetings and activities?

Special grants to help offset expected or unusual expenses?

Community and area consignment advance ticket sales locations?

Please list any additional special resources that your city can offer to benefit the Kansas Shrine Bowl.

Section Twelve - Sponsorships

The Kansas Shrine Bowl works hard to get community businesses involved in our game. The Kansas Shrine Bowl will showcase these businesses through advertising, on-site banners, recognition on live televised game and much more through these sponsorships.

Please submit a list of possible companies who would like to support the Kansas Shrine Bowl. The ideal bid will have committed sponsorships prior to the final presentations. Host organizations who have engaged businesses prior to final presentations will have a distinctive advantage.

List of interested sponsors. Please include all contact information and, if possible, their level of commitment to the event.

Bid Summary

All of the above elements have some impact on our ability to raise funds for Shriners Children's, our main reason for having the event. Some of the elements may have to be sacrificed or foregone in some sites, but where these elements are missing, we will be looking for new elements to replace the lost revenue production. All of the elements described above have been fulfilled in some manner by other game site cities in Kansas during the recent past.

The Kansas Shrine Bowl Board of Directors is committed to moving our event around the state. Our goal is to work with interested communities to fulfill the needs of our event. With that in mind, we are open to creative ways to overcome any insufficiencies.

The economic impact to the community hosting the Kansas Shrine Bowl has been estimated at 1.75 to 2.5 million dollars.

The Kansas Shrine Bowl Board of Directors invites proposals from the Convention & Visitors Bureau of potential host cities to host a future game. Proposals to host future games should be submitted by Friday, November 11th, 2022. Finalists presentations will take place at a meeting of the Kansas Shrine Bowl Board of Directors, Saturday, January 21st, 2023 at a location TBD. Selected host cities will be notified shortly after presentations, but no later than January 31st, 2023.

Things to consider prior to submitting your bid.

- Are all units, i.e., government, chamber, CVB, schools, media, local Shrine groups, and private businesses such as hotels, shopping areas and restaurants all working together to build a successful event weekend?
- Does the site city have a "point person" with sufficient clout to pull the community together in this cause and "make it happen"?
- Are all facilities for all events adequate or sufficient to provide needs?
- Are costs reasonable and competitive with other game site host cities?
- Is the potential for revenues competitive with other game site cities?

Questions may be addressed to any board member, the Kansas Shrine Bowl office at 913-602-8656 or Executive Director B.J. Harris at 913-388-0837 or by email to director@kansasshrinebowl.com.

The Executive Director will be available to meet with representatives of any potential game site city to help analyze a game site's suitability and explain the guidelines. Additional information on our event and our organization may be found at www.KansasShrineBowl.com.

Thank you for being interested in hosting the Kansas Shrine Bowl in your community, we appreciate your support.