



The Elements of a Successful Shrine Bowl All – Star Game

The Kansas Shrine Bowl is a non-profit organization working to raise funds for Shriners Hospitals for Children, a health care system of twenty two hospitals, providing specialty pediatric care regardless of the families’ ability to pay. The Kansas Shrine Bowl works very hard to keep expenses as low as possible in order to keep donations high, helping Kansas kids get the treatment that 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. Please include any detail that may be beneficial to the Kansas Shrine Bowl Board of Directors in picking the best suited host site. Superlatives, monetary incentives and in-kind contributions should be included in your proposal. We will 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.

This bid contains 10 sections; *Game Site, Campus Housing & Meals, Band Camp, Cheer Camp, Parade Location, Banquet Facilities, Other Shrine Bowl Events, Housing, Publicity, and Miscellaneous & Special Resources.*

We are looking for proposals to host the 2020, 2021 and 2022 games. Feel free to bid on one or all available dates. In an effort 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, for each bid year.

1. GAME SITE: A football game facility useable by the Shrine Bowl all day Thursday through Saturday of the game week.

a. Game Dates

2020:	_____	_____	_____
	Option 1	Option 2	Option 3
2021:	_____	_____	_____
	Option 1	Option 2	Option 3
2022:	_____	_____	_____
	Option 1	Option 2	Option 3

- b. Is the Stadium large enough to accommodate an expected attendance of 6,000 spectators? _____ If current stadium configuration does not meet minimum requirements, are temporary bleachers available? How can you meet requirements?
- c. Are two locker rooms available to accommodate the East and West Squads? _____
- d. Press box available for 10 to 20 media plus TV crew, radio crew, PA, sound and Scoreboard technicians? _____
- e. Are laundry facilities available to handle post practice (Thursday & Friday afternoon) and post-game laundry needs? _____
- f. Are the playing surfaces at your facility properly marked, and trimmed for football? _____
- g. Does your facility have a marked reserved seating section? _____
- h. Will we have access to training rooms and ice [300 pounds on game day] for sidelines and locker room at no charge? _____

The Facility should provide the following methods to the Kansas Shrine Bowl for generating revenues for Shriners Hospitals for Children.

Revenue:

- a. Can the KSB own, operate and control the food and drink concessions for our game with expected revenue of about \$15,000 and profits of around \$10,000? _____
- b. If the above option is not available, could the KSB negotiate the percentage (Typically 30%) of the food and drink concessions? _____
- c. Will the KSB be able to staff the concession stands with Shrine volunteers if needed for another 10% of gross? _____
- d. Will the venue provide between two to four spaces (4-8 foot tables and 4 chairs) in a prime location near the stadium entry points for display & sales for souvenirs, staffed by Shrine Volunteers with 100% of the proceeds going to Shriners Hospitals for Children? _____
- e. The Kansas Shrine Bowl will be the only vendor allowed to have sales booths on game day, please confirm. _____

- f. Is there a controlled parking lot where our volunteers can collect a 'per car 'donation for Shriners Hospitals? _____
- g. If the above is not available, would the KSB be able to consider an off – setting alternative revenue source? (Typically the KSB receives \$2,500 to \$3,000 from parking) _____
- h. Would a hospitality area be available at the game site to welcome 250 to 300 sponsors and VIP? Typically held in a Press/sky box or a tent space can be considered. _____
- i. Typically for the hospitably area, the food & soft drink cost are sponsored by the local chamber of commerce and/or the Convention and Visitors Bureau, and the area is staffed by local non – shrine volunteers. Is this available? _____

Other Stadium Requirements:

- a. Will we have access to game day ticket booths? _____
 - 1. How many booths are there? _____
 - 2. Are Booth Air Conditioned? _____
- b. Will the Kansas Shrine Bowl have gate keys or stadium supervision with full access? _____
- c. Would KSB have space for sponsor tents, [4 tents: 10' X 20'] located inside the venue? _____
- d. Will there be appropriate space for sponsor banners to be hung around the stadium? _____
- e. Supplemental Security is required by the facility, for the 14 to 20 person KSB security staff. Would two to four officers be available from two hours prior to game kick – off? _____
- f. The KSB will need program book storage from the Thursday prior to the game until Tuesday following the game if need be, is this available? _____
 - 1. The use of a forklift will be needed at drop off on Thursday, is this available? _____
 - 2. Along with someone to operate the forklift? _____
- g. Does your Facility have First Aid and Ambulance access? _____
 - 1. Who will arrange for onsite Ambulance? _____
- h. Will you be able to provide scoreboard operator, sound technician [PA mic, official's mic, wireless filed mic, pre- game DBD music]? _____
- i. Will you be able to provide a Stats crew? _____
- j. Does your venue have a video board? _____
 - If yes, will the video board have a crew to operate it on game day at no expense to the Kansas Shrine Bowl? _____
- k. Does the venue have the ability to broadcast events live, including broadcast equipment, crew, etc. ? _____
 - If yes, who is the primary contact? _____
 - If no, has the venue broadcast live events in the past and who provided the service? _____

Section One Expected Expenses:

- a. The cost of Stadium Rental? (Usually waived) _____
- b. The cost of Cleanup crew? Sometimes paid directly to clean – up crews (around \$500) _____
- c. The cost of Security to supplement our security volunteers? (Typically paid by the hour) _____
- d. The cost of equipment manager to do laundry or have access to laundry facilities? (Typically \$100) _____
- e. The cost of trainer for ice and use of training facilities? (usually waived) _____
- f. The cost of Stats crew, if not volunteers? (usually provided by facility) _____
- g. The cost of stadium event crew for scoreboard, electrical, sound, plumbing, and supervision? (usually under \$1,000 and sometimes paid direct to the personnel) _____
- h. Estimated cost for onsite Ambulance? _____
- i. Additional Costs from Section One? _____

TOTAL ESTIMATED EXPENSES FROM SECTION ONE? _____

2. CAMPUS HOUSING AND 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 university to host camps, etc. Also, meal prices fluctuate from community to community. Our mission is to raise as much money as possible for Shriners Hospitals for Children, but we are willing to look at all possible pricing structures to find the right host community.

- a. **Our All-Star Football teams (needing 36 double and 20 single rooms) 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. Expected costs for rooms range from \$10-\$15 per person per night. Football rooms should be in a separate building from Cheer if available.**
- b. **Our Kansas Masonic All – State Marching band (Roughly 250 persons with staff) will be in the game site city from Tuesday morning through the game on Saturday (Will not plan to stay in campus housing on Saturday) Dorm rooms and cafeteria meals need to be arranged for the band. Expected costs for rooms range from \$10.00 per person per night to \$15.00 per person per night. Expected cost for meals works out to approximately \$13.00 to \$14.00 per day, per person.**
- c. **Our Cheerleading Clinic (Approximately 200) will need the same rooms and meal arrangements from Wednesday morning through the game on Saturday (Cheer Clinic participants will NOT stay in campus housing on Saturday night). Cheer Rooms should be in a separate building than football if available.**

Section Two Expected Expenses:

- a. The cost of Dorm Rooms? (Expected costs range from \$10-\$15.00) _____
- b. Expected cost for meals? Price per meal or per day. (Some meals will be sponsored and provided outside of cafeteria)
 - a. Breakfast? _____
 - b. Lunch? _____
 - c. Dinner? _____
 - d. Per Day? _____
- c. Additional Expected Expenses from section two? _____

TOTAL ESTIMATED EXPENSES FROM SECTION TWO? _____

3. HOTEL ACCOMODATIONS:

Hotel and motel rooms will be needed in the following estimated numbers: (Mark 'yes' or 'no' on whether or not this is available and list suggested hotel next to each request) Estimated Peak: Friday – 385 (Total Estimated Room Nights: 800)

- a. 5 rooms [Wednesday – Saturday] for KSB staff (all at headquarters hotel)
- b. 35 rooms [Wednesday & Thursday] for Hospital Ambassadors _____
- c. 20 rooms [Thursday – Saturday] for KSB Board and VIP's (all at headquarters hotel) _____
- d. 220 rooms [Friday & Saturday] for Shriners & Shrine Families (primarily at HQ hotel and selected hotels) _____
- e. 140 rooms [Friday] for fans _____
- f. 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 game site location is finalized. Needed Comps are as follows: (Mark 'yes' or 'no' on whether or not this is available)

- a. Shrine Bowl office Tuesday – Saturday in headquarters hotel _____
- b. Best suite in headquarters hotel for Imperial Potentate on Thursday, Friday & Saturday _____
- c. Headquarters hotel ballroom for joint Shrine Hospitality for Friday evening, Saturday mid - day and Saturday evening and night. This must be complementary or locally sponsored. _____
- d. Will hotels in your community honor a \$5 per room per night rebate, paid directly to the Kansas Shrine Bowl? _____

Advertising of the event's selected hotels can go out in a state- wide mailing to all Kansas Shriners (8,000) and to all participants (about 500) and can be featured in the Kansas Shrine Bowl program book. Selected hotels can also be advertised in the 5 Shrine publications throughout the year preceding the game.

Section Three Expected Expenses:

- a. Please attach a list of all hotels interested in holding a block for the Kansas Shrine Bowl and their quoted rates.
- b. Any additional cost associated with section three? _____

TOTAL ESTIMATED EXPENSES FROM SECTION THREE? _____

- 4. BAND CAMP:** the Kansas Masonic Band consists of about 225 sophomores, juniors and senior high school band members from across the Kansas who practice and train Tuesday through Sunday and perform at the banquet, in the parade and at the game. Potential game site cities and/or universities should address the Band Camp's needs (both the ability to provide and possible costs.)
- Would the game site be able to provide administration and instructional staff? (This can be provided from outside the university if needed) _____
 - Would practice and performance facilities be available? _____
 - Would housing and meals be available? _____
 - Would local transportation be available? _____

Section Four Expected Expenses:

- Housing and meal costs listed above.
- Additional expenses from section four? _____

TOTAL ESTIMATED EXPENSES FROM SECTION FOUR? _____

- 5. CHEER CAMP:** the Kansas All – Star Cheer squad consists of about 200 sophomore, juniors and senior high school cheer squad members from across Kansas who practice and train Wednesday through Saturday and participate in the banquet, parade, and cheer at the game. Potential game site cities and/or Universities should address the cheer camp's needs (both ability to provide and possible costs). (Note: The Kansas Shrine Bowl currently provides Cheer Camp administration and instructional staff. However, bids should include potential local cheer partners and potential administration as a secondary option.)

- Would game site be able to provide administration and instructional staff? (This can be provided from outside the university if needed)

*Host Squad would be reimbursed \$15/trainer and \$5/administrator per cheerleader participating in camp!

- Would practice facilities be available? _____
- Would housing and meals be available? _____
- Would local transportation be available? _____

Section Five Expected Expenses:

- Housing and meal costs listed above.
- Additional expenses from section five? _____

TOTAL ESTIMATED EXPENSES FROM SECTION FIVE? _____

- 6. PARADE LOCATION:** A downtown route approximately 1 mile long. Local parade expenses, if any are usually 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 (Usually lasting from one to two hours). Other elements of a successful parade: Proposals should address each element and any expected costs.

- Who will obtain the permit and organize the police traffic control? _____
- Is there a location or structure to serve as a viewing stand? _____

*Typically hosted by the CVB, who also provides sound system.

- Can traffic be controlled or closed to non – parade traffic on main route from 9:30 am to end of parade? _____
- Can traffic be controlled or closed to non – parade traffic information areas from 7:00 am to 10:00 am? _____
- Are 6 separately designated formation areas available? (preferably a large vacant parking lot) _____
- Are two blocks of two lanes, or equivalent available for; _____
 - Main contingent, i.e.: Escort, band, dignitaries, teams, cheerleaders, etc.
 - Abdallah Shrine
 - Arab Shrine
 - Isis Shrine
 - Midian Shrine
 - Mirza Shrine
- Would 24 civic volunteers be available from 8:00 am to 10:00 am to help direct and control traffic into the formation areas? If yes, suggested Civic Group? _____
- Are barricades available? Along with the placement and removal? _____

- i. Is there access to restrooms or portable toilets in the formation area? _____
- j. Is there access to restrooms or portable toilets for spectators along parade route? _____

*Provided by CVB if necessary in most situations.

Section Four Expected Expenses:

- a. What is the cost associated with the parade permit? _____
- b. Cost associated with reviewing stand? _____
- c. Cost for portable restrooms? _____
- d. Additional expected expenses for section six? _____
- e. _____

TOTAL ESTIMATED EXPENSES FROM SECTION SIX? _____

7. BANQUET FACILITIES: The Kansas Shrine Bowl banquet is a featured element of the entire Kansas Shrine Bowl weekend. The Banquet is held Friday evening prior to the Saturday game. The Banquet facility needs to seat up to 1,200, be air-conditioned, and be available all day Thursday and Friday for set – up and decoration. Unless facility is contacted with one caterer, outside bids will be considered and to be determined by the Kansas Shrine Bowl Board of Directors.

- a. Things that are needed for the banquet listed below for 1,200 people, please mark if available: (Premium plastic dinnerware and flatware will be considered if china and stainless are unavailable)
 - i. Table Cloths? _____
 - ii. Napkins? _____
 - iii. China? _____
 - iv. Flatware? _____
- b. Can banquet facility provide complete serving of all 1,200 guests in 25 min. period? (both buffet and served can be considered) _____
- c. Is a deluxe menu priced at approximately \$16.00 inclusive of tax, tip, facilities, and equipment rental available? _____
- d. Can the KSB have clearance for outside contract of lights and sound? (Shrine Bowl paid) _____
- e. Will there be space available for the display of sponsor banners and possible assistance for hanging banners? _____
- f. Would facility have space in entry/exit area for 4, 8” tables for display and sale of Kansas Shrine Bowl merchandise? _____
- g. Is there a location in or near the banquet facility for the performance and observation of the opening 8 minute, 225 piece band concert? _____

Section Seven Expected Expenses:

- a. Please attach bids for Caterers interested in providing food and service for the Banquet.
- b. Costs for rental of facility? _____
- c. Sound Crew Provided by Kansas Shrine Bowl.
- d. Other Expected Expenses from section seven? _____

TOTAL ESTIMATED EXPENSES FROM SECTION SEVEN? _____

8. OTHER SHRINE BOWL EVENTS: The Kansas Shrine Bowl may plan the following auxiliary events in addition to the banquet, parade, and game. Potential Shrine Bowl site proposals should also address these elements as they may be used to increase interest, attendance and revenue.

- a. 5K run/ 1 Mile fun walk
 - i. 2 routes: 1 for a 5K and 1 for a one Mile walk? _____
 - ii. Necessary road blocks from start to finish of race? _____
- b. Junior All - Star Challenge
 - i. Location (indoor or outdoor) to hold 50 - 100 kids? _____
 - ii. Proper markings at the event to measure punting, passing and kicking? _____
 - iii. Volunteers for event and registration (University football team)? _____
- c. Hospital Experience
 - i. Location with large meeting space to hold minimum 300 people? _____
 - ii. Location with 8-9 break out rooms? _____
 - iii. Location that is handicap accessible? _____
- d. High School Combine
 - i. Location (indoor or outdoor) to hold up to 220 kids? _____
 - ii. Volunteers for event and registration (University football team)? _____
- e. Golf Tournament
 - i. Location? _____
 - ii. Amenities? _____
 - iii. Volunteers for event and registration _____

Section Eight Expected Expenses:

- a. Rental for Jr. All –Star Challenge facility? _____
- b. Fee for building to host Hospital Experience? _____
- c. Rental for High School Combine facility? _____
- d. Rental for Golf Course? _____
- e. Other expected expenses from section eight? _____

TOTAL ESTIMATED EXPENSES FROM SECTION EIGHT? _____

9. PUBLICITY: 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 need to include print, radio, TV and cable. Suggested publicity should include: (Mark 'yes' or 'no' on whether this is available)

- a. Twice per week 1/8 to ¼ page newspaper ads during the 16 weeks prior to the game? (This is to promote advance ticket sales, souvenir sales, advertise sponsors and to inform about Shriners Hospitals) _____
- b. Four per week ¼ page newspaper ads during the last week prior to the game? _____
- c. An eight to sixteen page tabloid size insert in the Sunday, Monday or Tuesday edition (prior to the game) with sufficient extra copies for all selected hotels to hand out during the Shrine Bowl weekend? _____
- d. A series of newspaper articles prior to the game featuring area athletes in the game, band members, cheerleaders, and former or current hospital patients? (The KSB will provide 16 pre – event releases with pertinent up – to – date information about the events and the participants) _____
- e. Weekly talk show interviews about the Shrine Bowl weekend activities and charity functions, on both radio and TV, during the four weeks prior to the game? _____
- f. One hundred P.S.A's about the game to run on cable during the three weeks prior to the game? _____

Section Nine Expected Expenses:

- a. Expected Expenses from section nine? _____

TOTAL ESTIMATED EXPENSES FROM SECTION NINE? _____

10. MISC. AND SPECIAL RESOURCES - Additional special resources. Examples of helpful, but not strictly necessary elements are as follows: (Please mark 'yes' or 'no' on availability of these options)

- a. Promotion of free parade through direct mail to child care centers and pre-schools? _____
- b. Promotion of employer bulk ticket sales through a Chamber of Commerce meetings or mailings? _____
- c. Help organizing 4 to 6 meetings prior to the game for planning and scheduling discussions? _____
- d. Help scheduling public appearances at civic and fraternal meetings and activities? _____
- e. Special grant to help offset expected or unusual expenses? _____
- f. Community and area consignment advance ticket sales locations? _____

Section Ten Expected Expenses:

- a. Expected expense from section Ten? _____

TOTAL ESTIMATED EXPENSES FROM SECTION TEN? _____

- 11. SPONSORSHIPS:** The Kansas Shrine Bowl works hard to get community businesses involved in our game. Through Sponsorships, the Kansas Shrine Bowl will showcase these businesses through advertising, on-site banners, recognition on the live televised game and much more. Please submit a list of possible Companies who would like to support the Kansas Shrine Bowl.
-

All of the above elements have some impact on our ability to raise funds for Shriners Hospitals for Children, 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 and Visitors Bureau of potential host site cities to host a future game. Proposals to host future games should be submitted by Friday, July 13th. Finalists presentations will take place at our September board meeting in Salina. (Date & Time TBD). Selected host sites will be notified by October 1st.

1. Are all units; i.e., government, Chamber, CVB, School, Media, local Shrine groups, and private businesses such as motels, shopping area and restaurants, working together to build a successful event week-end?
2. Does the site city have a "point person" with sufficient clout to pull the community together in this cause and "make it happen".
3. Are facilities for all events adequate or sufficient to provide needs?
4. Are costs reasonable and competitive with other game site host cities?
5. Is the potential for revenues complete with other game site cities?

Questions may be addressed to any board member, the Kansas Shrine Bowl office at 913-602-8656 or call B.J. Harris at 913-602-4359 or e-mail 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 your interest in hosting the Kansas Shrine Bowl in your community, we appreciate your support.

Once this packet is complete please acknowledge and sign below:

All information in this bid is provided truthfully to the best knowledge of those involved. If any information provided does change, we agree to notify the Kansas Shrine Bowl as soon as possible. We understand that if we are awarded this bid and there are changes made the Kansas Shrine Bowl has full rights to relocate the event to a better suited hosting city.

1st Signee

Title

Date

2nd Signee

Title

Date