

50th Annual Kansas Shrine Bowl

Request For Proposal



KANSAS SHRINE BOWL



ALL-STAR FOOTBALL SINCE 1974



Kansas Shrine Bowl
P.O. Box 53
Spring Hill, Kansas 66083
(913) 602-8656
www.KansasShrineBowl.com

#MoreThanAGame

#ForTheKids

THE ELEMENTS OF A SUCCESSFUL KANSAS SHRINE BOWL

This proposal is to host the 50th Annual Kansas Shrine Bowl in 2023. The winning bid will show that they are the most ideal location for what will be the biggest game in our organization's history. The winning host site will feature the perfect backdrop and will present new and creative ways their city can showcase our golden anniversary.

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 to keep expenses as low as possible 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. 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.

This bid contains 10 sections:

Game Site

Campus Housing & Meals

Band Camp

Cheer Camp

Parade Location

Banquet Facilities

Miscellaneous Shrine Bowl Events

Housing

Marketing & Promotions

Miscellaneous & Special Resources.

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 October 22nd, 2020

Intent to submit a proposal due Friday, November 20th, 2020

Final proposals due to Kansas Shrine Bowl by Friday, February 19th, 2021

Finalists presentations at April meeting of the Kansas Shrine Bowl Board – TBD

Selection notified May 2021

Submit via email to: Director@KansasShrineBowl.com or mail to P.O. Box 53, Spring Hill, Kansas 66083

Any Format will be accepted, you DO NOT have to use the enclosed document, however, all questions enclosed in the following document must be answered if you chose to use a different format.

GAME SITE

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

a. Game Dates

2023:

Option 1

Option 2

Option 3

- b. Is the Stadium large enough to accommodate an expected attendance of 8,000-10,000 spectators? _____ If current stadium configuration does not meet minimum requirements, are temporary bleachers available? How can you meet requirements?
- Stadium Seating Total: _____
 - Capacity including standing room only: _____
 - Capacity after including supplemental seating: _____
- c. Are two locker rooms available to accommodate the East and West Squads? _____
- d. Does the Press box have space for up to 20 working media members? _____
- e. Is the Press box able to accommodate TV production crew? _____
- f. Is the Press Box able to accommodate Radio crew? _____
- g. Does the Press Box have space for PA, sound, and Scoreboard technicians? _____
- h. Are laundry facilities available to handle post practice (Thursday & Friday afternoon) and post-game laundry needs? _____
- i. Are the playing surfaces at your facility properly marked, and trimmed for football? _____
- j. Does your facility have a marked reserved seating section? _____
- k. Will we have access to training rooms and ice 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. Will the venue operate their own concessions with the Kansas Shrine Bowl being guaranteed a percentage of net sales? (Usually 25%)
- _____
- b. Will the venue provide space, tables, and 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?
- _____
- c. The Kansas Shrine Bowl will be the only ones allowed to have booths open to sales on game day, please confirm. _____
- d. Is there a controlled parking lot where our volunteers can collect a 'per car 'donation for Shriners Hospitals? _____
- e. Would a hospitality area be available at the game site to welcome up to 100 sponsors and VIPs? Typically held in a Press/sky box or a tent space can be considered. _____
- f. Typically for the hospitality 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 Aide 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? _____
 - It is expected that the video board will be operated by experienced staff, please confirm. _____
- 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? _____

CAMPUS HOUSING & MEALS

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 (38 doubles and 26 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 \$10.00 - \$16.00 per person per night. Expected cost for meals is typically \$15.00 to \$20.00 per day, per person. Football rooms should be in a separate building from Cheer and Band if available.**
- b. **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 (Will NOT stay in campus housing on Saturday) Dorm rooms and cafeteria meals need to be arranged for the band. Room pricing typically ranges from \$10.00 - \$16.00 per person per night. Expected cost for meals is typically \$15.00 to \$20.00 per day, per person.**
- c. **Our Cheerleading Camp (Approximately 280) 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 and band if available. Room pricing typically ranges from \$10.00 - \$16.00 per person per night. Expected cost for meals is typically \$15.00 to \$20.00 per day, per person.**

(See Housing & Meal Worksheet on the Following Page)

Kansas Shrine Bowl Housing & Meals Worksheet

East					
Housing	Thur	Fri	Total	\$/Night	Total Cost
Singles	14	14	28		
Doubles	18	18	36		

36 Players

14 Staff/Coaches

West					
Housing	Thur	Fri	Total	\$/Night	Total Cost
Singles	14	14	28		
Doubles	18	18	36		

36 Players

14 Staff/Coaches

Band							
Housing	Tue	Wed	Thur	Fri	Total	\$/Night	Total Cost
Singles	20	20	20	20	80		
Doubles	100	100	100	100	400		

200 Participants

20 Staff/Advisors

Cheer						
Housing	Wed	Thur	Fri	Total	\$/Night	Total Cost
Singles	30	30	30	90		
Doubles	125	125	125	375		

250 Participants

30 Staff/Coaches

MEALS	Tue	Wed	Thur	Fri	Sat	Totals	\$/Meal	Total
Breakfast	20 <i>Band Staff</i>	250 <i>Band/Cheer Staff</i>	500 <i>Band/Cheer</i>	600 <i>All Camps</i>	600 <i>All Camps</i>	1970		
Lunch	20 <i>Band Staff</i>	250 <i>Band/Cheer Staff</i>	500 <i>Band/Cheer</i>	600 <i>All Camps</i>	600 <i>All Camps</i>	1970		
Dinner	220 <i>Band Total</i>	500 <i>Band/Cheer</i>	N/A <i>Cook-Out</i>	N/A	600 <i>All Camps</i>	1320		

Section Two Expected Expenses:

- Housing Total: _____
- Meals Total: _____
- Additional Expected Expenses from section two? _____

TOTAL ESTIMATED EXPENSES FROM SECTION TWO? _____

HOTEL ACCOMODATIONS

3. HOTEL ACCOMODATIONS:

Hotel and motel rooms will be needed in the following estimated numbers: (Mark 'yes' or 'no' on whether this is available and list suggested hotel next to each request) Estimated Peak: Friday – 385 (Total Estimated Room Nights: 800)

- a. 5 rooms [Monday – 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 this is available)

- a. Shrine Bowl office Monday – 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 complimentary 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 (6,000) and to all participants (approx. 600) 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? _____

BAND CAMP

4. **BAND CAMP:** The Kansas Masonic Band consists of about 200 sophomores, juniors and senior high school band members from across 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.)

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

- b. Would practice and performance facilities be available? _____
- c. Would housing and meals be available? _____
- d. Would Local transportation be available? _____

Section Four Expected Expenses:

- a. Expenses from section four (*not including meals & housing*)? _____

TOTAL ESTIMATED EXPENSES FROM SECTION FOUR? _____

CHEER CAMP

5. **CHEER CAMP:** the Kansas All – Star Cheer squad consists of about 250 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 abilities to provide and possible costs)

- a. Would practice facilities be available? _____
- b. Would proper equipment be available? i.e. tumbling floor, sound system, etc. _____

Section Five Expected Expenses:

- a. Additional expenses from section five (*not including meals & housing*)? _____

TOTAL ESTIMATED EXPENSES FROM SECTION FIVE? _____

PARADE

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 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). Proposals should address each element and any expected costs.

- a. Who will obtain the permit and organize the police traffic control? _____
- b. Is there a location or structure to serve as a viewing stand? _____
*Typically hosted by the CVB, who also provides sound system.
- c. Can traffic be controlled or closed to non – parade traffic on main route from 9:30 am to end of parade? _____
- d. Can traffic be controlled or closed to non – parade traffic in formation areas from 7:00 am to 10:00 am? _____
- e. Are 6 separately designated formation areas available? (preferably a large vacant parking lot) _____
- f. Are Two blocks of two lanes, or equivalent available for; _____
 - i. Main contingent, i.e.: Escort, band, dignitaries, teams, cheerleaders, etc.
 - ii. Abdallah Shrine
 - iii. Arab Shrine
 - iv. Isis Shrine
 - v. Midian Shrine
 - vi. Mirza Shrine
- g. 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? _____
- h. 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 Six 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? _____

TOTAL ESTIMATED EXPENSES FROM SECTION SIX? _____

BANQUET

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. Tablecloths? _____
 - 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-foot 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. Other Expected Expenses from section seven? _____

TOTAL ESTIMATED EXPENSES FROM SECTION SEVEN? _____

MISCELLANEOUS SHRINE BOWL EVENTS

8. MISCELLANEOUS SHIRNE 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.

- a. Thursday Night Signature Event
 - i. The Kansas Shrine Bowl is encouraging 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.
 - ii. Proposed event, location? _____

- b. 5K run/ 1 Mile fun walk
 - i. 2 routes: 1 for a 5K run and 1 for a one Mile walk? _____
 - ii. Necessary roadblocks from start to finish of race? _____
 - iii. The ideal bid will include a local club or organization interested in hosting this event on behalf of the Kansas Shrine Bowl, please indicate any possible civic organizations, running clubs, or individuals who might execute 5K _____

- c. 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)? _____
- d. 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? _____
- e. High School Combine
 - i. Location (indoor or outdoor) to hold up to 250 kids? _____
 - ii. Volunteers for event and registration (University football team)? _____
- f. Golf Tournament
 - i. Location? _____
 - ii. Amenities? _____
 - iii. Volunteers for event and registration _____
 - iv. The ideal bid will include a local club or organization interested in hosting this event on behalf of the Kansas Shrine Bowl, please indicate any possible civic organizations or individuals who might execute golf tournament _____

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? _____

MARKETING & PROMOTION

9. Marketing & Promotion: 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. Probable publicity needs to include: (Mark 'yes' or 'no' on whether this is available)

- a. Please indicate how your hosting organization will engage local media to help promote the 50th Annual Kansas Shrine Bowl. Please list media outlets and organizational contacts. 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.

Section Nine Expected Expenses:

- a. Expected Expenses from section nine? _____

TOTAL ESTIMATED EXPENSES FROM SECTION NINE? _____

MISCELLANEOUS AND SPECIAL RESOURCES

10. MISC. AND SPECIAL RESOURCES: Many special resources may be initiated in any particular community that may or may not be possible in all game site cities. 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 childcare 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? _____

SPONSORSHIPS

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 live televised game and much more. Please submit a list of possible Companies who would like to support the Kansas Shrine Bowl. The ideal bid will have committed sponsorship prior to final presentations. Host organization who have engaged business prior to presentations will have an advantage.

All 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 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, February 19th, 2021. Finalists presentations will take place at our April board meeting. (Date & Time TBD). Selected host sites will be notified shortly after presentations, but no later than June 26th, 2021.

Submit via email to: Director@KansasShrineBowl.com or mail to P.O. Box 53, Spring Hill, Kansas 66083

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 weekend?
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 being interested 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 expectations 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