



# OCR European Championships Request for Proposal

V2019.05.31

## 1. Introduction

This Event Request for Proposal (RFP) details the terms and conditions for host site sponsorship of the OCR European Championships (OCREC). The Local Organizing Committee (LOC) chosen as host should emphasize the safety and quality of the event while generating community interest.

## 2. About OCR Europe

Obstacle Course Racing (OCR) Europe, the European Obstacle Sports Federation (EOSF) is a not for profit sporting confederation of member national federations of [World OCR](#), the Fédération Internationale de Sports d'Obstacles (EOSF) in Europe. It exists to represent the needs of the it's national member federation athletes for obstacle sports, disciplines and events.

## 3. Event Background

The host site for OCREC welcomes up to 10,000 athletes and spectators from across the Europe for a three-day multisport event consisting of individual and team races and may include 100m, 400m, 3K, and 15 km cross country distances.

## 4. Event Ownership

EOSF owns and operates the event. and will serve as race management working closely with the LOC and LOC event production team. The LOC is primarily responsible for local (regional and national) planning and communication / connection with the organizations, agencies and individuals within the community.

## 5. Dates

EOSF and the LOC will collaborate on the event dates to maximize participation.

## 6. Event Structure

Thursday: Athlete and team arrivals  
Friday: Packet pick-up, welcome dinner, athlete briefing, 100m heats  
Saturday: Expo, 100m heats, 400m heats, 3K mixed team race and concert  
Sunday: Expo, 15K, 100m and 400m Finals, awards ceremony, closing party  
Monday: Departures

## 7. Marketing

This event will be marketed throughout the world by EOSF and members federations. The event will include a webpage, Facebook Event Page and links / hash tags to all

partners, sponsors and the host city CVB/Sports Commission.

As a partnership, the LOC's logo will appear in conjunction with all marketing, advertising and promotion for the event. The LOC may approve all collateral event material prior to its production. The LOC may use EOSF logos on its published information with approval from EOSF.

## 8. Partnership

EOSF will work with the LOC on a marketing campaign that may include travel packages, discounts on future visits to the area, athlete tours of historical or unique sites, etc.

## 9. Site Selection Criteria

- **Run / Obstacle Courses:** space and vehicular access for obstacles, clean, scenic terrain such as public parks, open space, wilderness trails, beaches, hills, mountains, etc.
- **Weather:** moderate and stable: no threats of extreme heat, cold, wind, rain; snow storms, forest fires, etc.
- **Urban elements:** roads that are closed to traffic and can accommodate the athletes with minimal safety concerns.
- **Race Venue(s):** space for start/finish, marshalling area, finish line, media interview area, athlete recovery area, spectator viewing, parking, medical headquarters and race expo. Venue should not be more than 20 minute drive from accommodations, ideally walking distance.
- **Accommodation:** able to service 10,000 athletes, staff, friends, family, spectators, and sponsors. Dorms, home stays, campgrounds and other low cost housing options.

## 10. LOC / Host Site Benefits

Promotion/Ad Budget (valued at €75,000) includes editorial and promotion through OCR Media Network international broadcasts, OCR Audio Podcasts, on-line content, Livestream and social media content. This information is pushed through EOSF and National Federation members social feeds and websites.

- Information to 8.5M Social media followers:
  - 5.1M Spartan Race
  - 3.1M Ninja Warrior
  - 382K Titan Games
- Full-page ad in event programme
- Logo on all collateral materials
- Logos on event signage on site (provided by LOC)

- Public address announcements during the event
- Exposition booths for LOC partners
- Insert into athlete pre-race goody bags
- VIPs may present awards
- Free entries for races
- VIP passes for select officials
- Logo and event information on websites and social feeds
- Press releases on newswires to
  - 25,000 monthly visitors
  - 600 reporters
  - 9,900 industry insiders in OCR, running, cycling and triathlon
  - 8,500 industry social media followers
  - 4,500 websites including AP, New York Times, Yahoo News, etc.

## 11. Economic Impact

Out of town participants: 5,000  
 Number of nights stays: 4  
 Average daily spend per person: €175  
 Total participant spend: **€3.500M**

Out of town spectators: 4,000  
 Number of nights stays: 4  
 Average daily spend per person: €175  
 Total spectator: **€2.800M**

Local participants: 400  
 Average daily spend: €75  
 Total local spend: **€30,000**

Local spectators: 1,500  
 Average daily spectator spend per person: \$40  
 Total local spectator spend: **€60,000**

Total economic impact: €6.390M

## 12. Host / LOC Investment

- Rights Fee - €25,000 (some may negotiated in kind)
- Venue maintenance and upkeep  
 Course maintenance and course sweeping
- Logistic costs
  - Permits and all costs associated with the permitting process

- Police – used for traffic control, road closures and security
- Road closures and traffic control
- Emergency medical services
- Medical Staff, Equipment and Supplies: 10-15 licensed medical professionals, medical director and two ambulances
- Waste Management
- Volunteers: 500 under the Volunteer Coordinator
- Meeting Rooms/Dining Halls for dinners and awards
- Expo space for 50 vendors
- Community involvement and awareness
- Temporary storage (150 sq. m minimum)
- Bid evaluation site-visit expenses: 2 EOSF representatives: Flight, Hotel, Rental Car
- Event Logistic Planning Travel Expenses: 2 visits per year; 2 flights per visit, 2 hotel rooms per visit, 1 rental car per visit
- Race week Travel Expenses for EOSF staff- 14 room nights, 2 airline tickets, 1 rental car

### **13. Proposal Bid Inclusions**

The following items and format should be included in the bid proposal.

#### 1. INTRODUCTION

- a) Why the event should be hosted by your organisation.
- b) Describe other events supported by your organisation which demonstrate your ability to host this event.
- c) List race management affiliations and race directors within a 100 km radius of the proposed event site.
- d) How would you engage your community for the event?

#### 2. VENUE

- a) Describe the terrain, surrounding, conditions of the roads and parking facilities.
- b) Map(s) of proposed venues and course area(s).

#### 3. FINANCIAL

- a) Confirm you accept the rights fee.
- b) Confirm you can meet the investment obligations.
- c) Outline how the LOC will fulfil the investment obligations for the event

#### 4. ACCOMMODATIONS

- a) Amenities of the property, example: Restaurant hours, swimming pool,

- workout facility, business centre etc.
- b) Distance from hotels to venue(s)
- c) Distance from hotels to the primary airport(s)
- d) Parking fees, if any
- e) Meeting room availability, size and facilities

## 5. TRANSPORTATION

- a) Airport
- b) Airport Shuttle Services
- c) What rental car companies service the airport: do you have relationships with them?
- d) Do you have any relationships with local auto dealerships or companies?

## 6. EVENTS YOUR ORGANISATION HAS BROUGHT TO THE COMMUNITY

## 7. WHAT LOCAL BUSINESSES MIGHT SUPPORT THE EVENT AND HOW

## 8. PROMOTIONS/MEDIA EXPOSURE

- a) How does your organization plan to promote the event?
- b) What local media might cover the event?
- c) What is your relationship with each?

## 9. LETTERS OF COMMITMENT

1. Three letters of commitment:
  - a. Mayor / City Council,
  - b. Police, Fire / Rescue, Medical
  - c. Local Sports Commission / business bureau / chamber of commerce
2. Letter of Intent - Signature by the President / CEO

## 14. Contact Information

Please send bid proposals in PDF or MS Word format to:

**OCR Europe**  
**Competitions Commission**  
**contact@eosf.eu**  
**+44 02 8638 5600**