As a sports tourism industry consulting company we continually strive for strategic growth and increased community collaboration for our partners.

WHAT WE DO

- **60%** STRATEGIC PLANS*
- **20%** STRATEGIC PARTNER WORK
- **10%** FACILITIES
- **5%** SPEAKING/PRESENTING & FACILITATING
- **5%** OTHER

*includes our ongoing monthly consulting program

2017 NASC Superior Service Award Winner
The highest honor a consulting firm can earn from the National Association of Sports Commissions

As a sports tourism industry consulting company we continually strive for strategic growth and increased community collaboration for our partners.
TODAY’S RIGHTS HOLDERS

SHERI RHODES
NATIONAL EVENTS MANAGER
USA ARCHERY

JOHN MUSE
VP OF SPORT
USA CLIMBING

MASON SORERY
NATIONAL EVENTS MANAGER
USA CLIMBING

SHERI RHODES
NATIONAL EVENTS MANAGER, USA ARCHERY

SRhodes@USArchery.org
USA Archery Overview

Established in 1879

Events provide competitive experiences for ages 7-70+

Current membership: 21,000

Clubs: 604

Largest competitive age group: 14-16, Boys and Girls

USA Archery is also the NGB for Para-Archery
LOC partnership with USAA for Target Nationals

- 2-year cycle
- 400 – 700 participants
- Min. 4 night stay

LOC partnership with USAA Clubs for State, Regional and U.S.A.T. Qualifier Series events.

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Venue Requirements

**Facility Needs:**
- 6-15* field Soccer complex – or Athletic fields; grass preferred
- Restrooms – can be augmented with portables
- North/South orientation – contiguous fields = no wells between fields
- Safety area to north/south of each field
- Event management office – lockable storage close to field
- Trash management

- Vendor area
- On site parking
- Power
- Parking/storage for 4 semi trailers
- Field painting
- Lights preferred
- PA
- Wi-Fi
- Drinking water supply
- ADA Accessible

*depending on layout
Where Olympic and Paralympic Journeys Begin
THE SPORT TOURISM INDEX™ IS THE INDUSTRY’S FIRST TOOL EVER CREATED TO MEASURE THE CURRENT EFFECTIVENESS AND FUTURE POTENTIAL OF A SPORTS TOURISM AND EVENTS ORGANIZATION.

Four measurement areas that make up the Index:

1. Facilities
2. Destination Strength
3. Organization Structure
4. Events
JOHN MUSE
VP OF SPORT

MASON SOREY
NATIONAL EVENTS MANAGER

John@USAClimbing.org  Mason@USAClimbing.org

2021 USA Climbing Events
Huddle Up Group Discussion
9 July 2020
About USA Climbing

• Olympic National Governing Body for the sport of climbing based in Salt Lake City
• New to the Olympic Games and enjoying disproportionally high media attention ahead of Tokyo 2020 and Paris 2024
• 501(c)3 non-profit supporting the overall well-being, development and success of athletes, the enrichment of our community, and the growth of climbing in the US
• While enjoying strong growth and participation of all ages, core climbers and fans skew young into Gen Y and Gen Z
• Promote competition disciplines of bouldering, lead and speed with adult, collegiate, paraclimbing and youth categories
• Olympic combined format and disciplines of Bouldering, Lead and Speed video overview

USA Climbing Events

• Traditionally, events hosted in commercial climbing gyms - which have enjoyed strong growth over past decade with +600 gyms across the U.S.
• Moving to convention centers, outdoor locations and sports arenas to make our sport more accessible and upgrade the venue experience for fans
• Want to hear from communities that are interested in hosting:
  • National Team Trials – March 2021
  • Youth National Championships – July 2021
  • National Championships – November 2021
• ESPN since 2019 and reached more than one million new fans; standing offer from ESPN to continue and are exploring our options that drive the biggest audience and highest ROI
• Build on our Olympic momentum, expand our audience, break even financially and make this very attractive to our community partners; We have great flexibility in ticketing, concessions and local sponsorships to ensure a successful partnership
National Team Trials – March 2021

• Description – New event for USA Climbing that will select Team USA to compete on the international World Cup circuit. This event will be hotly contested as the best climbers in the US compete for a handful of coveted National Team spots.

• Timing – Early March 2021
  • 3 competition days
  • Event preparation and teardown timing subject to venue arrangements

• Type of Venue – The competition venue needs are suited for a large commercial climbing gym or convention center
  • Bouldering: approximately 22ft clear height with 50,000sqft of floor space
  • Lead: approximately 60ft clear height with 30,000sqft of floor space
  • Speed: approximately 60ft clear height with 20,000sqft of floor space
  • Accommodate broadcast production needs

• Attendance
  • Competitors – Will invite more than 100 of the nation’s best climbers
  • Spectators – Spectator expectations are a function of venue capacity and joint-marketing efforts

Youth National Championships – July 2021

• Description – For the first time ever, the separate youth championships for Bouldering, Lead and Speed are being combined into one single championship, creating the largest youth climbing event in the U.S. This new event will bring America’s best young climbers together and provide an early look at athletes working to make the Paris 2024 Olympic Team.

• Timing – Early July 2021
  • 5-7 competition days
  • Event preparation and teardown timing subject to venue arrangements

• Type of Venue – The competition venue needs are suited for a convention center, sports arena or an outdoor space – like a city park or public plaza
  • Bouldering: approximately 22ft clear height with 50,000sqft of floor space
  • Lead: approximately 60ft clear height with 30,000sqft of floor space
  • Speed: approximately 60ft clear height with 20,000sqft of floor space
  • Accommodate broadcast production needs

• Attendance
  • Competitors – Welcome more than 800 of the nation’s best young climbers
  • Spectators – Spectator expectations are a function of venue capacity and joint-marketing efforts
National Championships – November 2021

- Description – Following Climbing’s debut in the 2021 Olympic Games and presenting a completely new three-discipline format, the USA Climbing National Championships will be more influential than ever before. With the separate championships for Bouldering, Lead and Speed being combined into one event, the new event is sure to draw the attention of the climbing community and new fans.

- Timing – Early November 2021
  - 4-5 competition days
  - Event preparation and teardown timing subject to venue arrangements

- Type of Venue – The competition venue needs are suited for a convention center, sports arena or an outdoor space – like a city park or public plaza
  - Bouldering: approximately 22ft clear height with 50,000sqft of floor space
  - Lead: approximately 60ft clear height with 30,000sqft of floor space
  - Speed: approximately 60ft clear height with 20,000sqft of floor space
  - Accommodate broadcast production needs

- Attendance
  - Competitors – Will invite more than 250 of the nation’s best climbers
  - Spectators – Spectator expectations are a function of venue capacity and joint-marketing efforts

Next Steps

- The deadline to submit bids is July 31, 2020

- Please reach out with any questions and submit bids to Mason Sorey, National Events Manager via email mason@usaclimbing.org

- All applicants will be notified by August 25, 2020

- The 2021 National Team Trials and 2021 Youth National Championships will be announced in September and the 2021 National Championships will be announced in October

- Detailed RFPs can be found here and on the Huddle Up website
THANK YOU FOR YOUR TIME!

JON@HUDDLEUPGROUP.COM
CAROLINE@HUDDLEUPGROUP.COM
ERIC@HUDDLEUPGROUP.COM

WWW.HUDDLEUPGROUP.COM/HUDDLE-UP