



## Request for Proposals to host Firecracker Sports

### Overview

Firecracker Sports is a premier showcase sports company that encompasses all aspects of baseball on and off the field for youth organizations. Firecracker Sports was founded over 12 years ago and the company has recently been called the fastest growing showcase provider on the East Coast and is part of the fastest growing sports industry in the United States. Firecracker Sports, started in 2018 with 6 teams and now has grown to over 500+ teams annually.

Our premier event, the 4th of July Showcase Tournament which has been held in Providence, Rhode Island for over 12 years has grown from 6 teams to 170+ teams. This event is now a 6 day long celebration with a College Showcase Camp, numerous educational events along with social nights/activities. Our events include teams from around the country including internationally now with programs from Australia attending. In our 12 years, we have had representation from 22 different states, in addition to Canadian programs attending our numerous events. Similar events we have started in "travel destinations" like yourself have grown from 30 teams in the first year to 50 teams by year 2 and 3. The economic impact has seen a rise in hotel room nights, restaurants, other businesses, area attractions, historical places along with the host city.

A Firecracker Sports event in your community, will not only be a first class competition but will also be a 4-5 day long celebration of our mission statement. "Your home for showcase sports, college recruiting and great value in travel destinations." This will be achieved by creating an event that has equal parts education, social/retail building and top-notch competition.

Each morning of the event will feature competition amongst the teams throughout the community. The afternoon and evenings will feature the receptions, College Showcase Camp and social events/activities.

### Timing

We are looking for a partner who can host the event around weekends from Memorial Day through the middle of August. We anticipate that this event will be a 4-5 day event, Thursday through Sunday, with an Opening event on Wednesday evening for multiple years. For 2021, we are anticipating June 24th through June 27th (Opening event, June 23rd), July 8-11th (Opening event, July 7th) or August 5th-8th (Opening event, August 4th) as open weekends but 2022-2025 we are open to other ideas/dates throughout the spring/summer only. We want to consider bids to host ONLY for multiple years (3 or more).

Firecracker Sports is "Your home for showcase sports, college recruiting and great value in travel destinations"



### **Rights Fee**

We are accepting bids, whether it's financial funding or in kind sponsorship with facilities/fields, which is part of our decision point, recognizing the positive economic impact that the Firecracker Sports will have on your host community.

### **Facility/venue requirements**

The ideal setup will be 4-6 closely grouped set of facilities (no more than 45 minutes from a central travel location, for example. Providence, RI or Old Orchard Beach, Maine). These 5-6 high quality baseball fields for the initial year can be separate locations but must be within that 40-45 minutes of the central travel destination. Of the 5-6 fields, 1-2 fields must be "college venues or premier/stadiums" that must include grandstands to watch the College Showcase Camp and championships, while our video production team can broadcast the games on our social media platforms. For the final day we will only need 1 stadium/or "premier" field. Access to restrooms are required at all fields.

### **Playing fields requirements:**

- 6-8 baseball fields consisting of the 60-90 baselines.
- 2-3 of these fields must be collegiate or premier venues such as professional stadiums.
- Fields like Brown University; University of Southern Maine etc.
- Remaining number of fields can be high school or town equivalent.
- Fields do NOT need to be artificial turf or have lights on with them
- Fields can NOT be stone dust infields or have all dirt/clay infields, similar to softball.
- All of our games are during the day, so field preparations are vital.
- We need all fields "game-ready" with lines, dragged and grass cut prior to our events.
- Fields do not need maintenance staff on duty at all times, just prepped for the start of each day.
- We can host night games but it's not the first priority.
- Batting cages, covered dugouts are ideal at each location.

Please include a map or list indicating potential fields, including dimensions, as well as location(s) of facilities for the entire event but also growth/expansion through years 2-3. Also indicate on the map any permanent seating & press boxes, restrooms as well as if fields are lighted. Please also include parking lots/arrangements.

**Merchandise, Vendors, and Exhibitors:** Are non-food exhibitors allowed to advertise and/or sell merchandise on site? We do not sell food, beverages or any alcohol at our events. We defer to the host of these facilities for these rights, if they want to entertain purchases and concessions. We prefer that no alcohol be sold during the games or these events but we are open to a "social night" after hours with coaches, families and sponsors as part of a working relationship.

Firecracker Sports is "Your home for showcase sports, college recruiting  
and great value in travel destinations"



**Insurance:** Firecracker Sports maintains a \$5 million liability policy. The insurance will cover the tournament director, staff (workers compensation), the venues, teams, players and other groups as requested.

**Hotels/Lodging:** We do provide hotel and lodging options for our attendees. We currently utilize Passkey for our events, we do everything in house as we have a “hotel obligation” per traveling team (outside 75 miles. We will need a headquarters hotel with adequate amount of double-bed rooms along with a partner who is willing to “comp” our staff rooms, negotiable, usually 3-4 per event. Our host hotels for our 2020 events are mostly Marriott or Hilton properties with rates around \$100.00-\$185.00 per room while we work with local properties as well.

**Move in/move out:** We will need access to the facilities the night before the event begins (but do not need access to use the fields) for set-up and logistics. Teams will need access to the competition fields 1 hour before each day begins, i.e. 8AM for 9AM start times. We are normally done and cleaned up for the day by 6PM. After the event concludes on the final (4th or 5th) day, we are cleaned up and off the fields by 6-7PM without any requirement for staying another night.

**Economic impact:** The following statistics should allow bidders to estimate the impact. We anticipate that 50% of the attendees and participants will be “traveling,” meaning 90 miles or further. They will arrive early and stay longer, and will most likely turn this trip into a vacation either before or after the event. There will be four different divisions of competition: 13U/14U; 15U; 16U/17U and 18U/19U. Each division will feature 8-12 teams, with rosters of 15-18 athletes per team (approximately 850 athletes). If each athlete averages 2.5 attendees along with them, there will be over 2125 attendees from this base alone. We also anticipate many other coaches/scouts who will attend with no association with the invited teams, but who will attend to participate in the College Showcase Camp and as scouts.

**Future plans:** Depending on the success of the event, it is anticipated that we will expand to more teams potentially up to 50 teams like similar 1st year to 2nd year events. For example in Old Orchard Beach, Maine we have expanded from 36 teams in 2018 to 70+ teams in 2020. We also are entertaining adding a “Youth” division in the future, ages 9U-12U if the facilities are permissible.

**Media:** This event will be live streamed on our social media networks along with our website. We provide social media platforms with followers over 15,000. At our events, we include on field reporters, scouting blogs and social media coordinators that are posting information/videos that have reached 2.7 million people in the last quarter of the calendar year. Thus, the stadium/showcase fields will need to have adequate power to support entertainment needs and live internet streaming needs. We also would be interested in a media coordinator from the local community to serve as the lead volunteer to develop press coverage and interest in the event.

Firecracker Sports is “Your home for showcase sports, college recruiting  
and great value in travel destinations”



**Sponsors:** Firecracker Sports has multiple sponsors and merchandise partners. These vendors may all need tents and exposure at the main venue. We also seek local support to engage local sponsors who can benefit from exposure to and opportunities to sell to the attendees.

### ***Further Proposal Details***

Please respond to all of the following in your proposal:

#### **Host group(s) & Statement of Purpose**

- The motivation behind the bid to host our event. What are your goals for this event and why do you want to bring it to your community?
- The unique features of your region, city, site and/or baseball/sporting community that will contribute to a successful event, and how hosting this tournament will be beneficial.
- Other comparable baseball tournaments held at your sites?
- An introduction to key personnel within the baseball industry. Please specify primary and secondary contacts and include their phone numbers and e-mail addresses.

#### **Local Support**

- Role of government support or other agencies (i.e./ Convention and Visitors Bureaus, Sport Commissions, Mayor's office, event service companies, sport institutions, schools, etc.).
- Given the positive exposure and economic impact of this event, financial support of the tournament from the local agencies/government/commissions is an important element of a city's bid.

#### **Accommodations**

The host should provide a plan to offer the widest possible range of lodging/accommodations both in style and price. This range should include family resorts as well as inexpensive suite style accommodations and perhaps even university dorms if possible. Again, as a self-funded industry, these teams will, with their very large rosters (15-18 athletes), need as many choices as possible.

#### **Social Events**

- Opportunities for beer/wine socials for all the coaches, families as an appreciation/welcome.
- Local sporting teams that can work with reduced ticket sales for all attendees.
- We will look closely at the host's ability to develop significantly discounted "tourist/vacation" opportunities for the official registered attendees and their families.

#### **Event Marketing and Promotions**

Firecracker Sports is "Your home for showcase sports, college recruiting and great value in travel destinations"



- Plan for advertising and promoting the event and all surrounding activities via print, radio, TV, etc. Describe target audiences, goals, etc.
- Facilities for spectators and guests including VIP.

Feel free to contact Firecracker Sports headquarters before finalizing the draft budget with any questions or concerns.

Please submit a bid by June 30th, 2020 to be considered for a host site in 2021 to this address below. If you are seeking bids as a host city starting in 2022, the bid window is open until December 31st, 2020.

Mark Cooke  
Owner/President  
Firecracker Sports, LLC  
PO Box 7905  
Cumberland, RI 02864  
(401) 595-0233  
mark@firecrackersports.com

Thank you very much and. . . Good luck with your bid/proposal!