

**NEW SALES LEAD**

 Williamsburg Tourism Council  
Address: 421 North Boundary Street P.O. Box 3495 Williamsburg, VA 23187 USA  
Phone: 757.253.2262

**Created:** 10/15/2020  
**Response Due Date:** **10/30/2020**  
**Decision Date:** 11/10/2020  
**From:** Julia Smyth-Young, Director of Sales -- (757) 253-2313, julia.smyth-young@visitwilliamsburg.com

**Lead ID:** **3902**  
**Organization:** American Pickleball Tour  
**Market Segment:**  
**Meeting:** 2021 American Pickleball Tour  
**Contact:** Aaron Del Mar  
President and CEO  
**Company:** American Pickleball Tour  
**Address:** 345 N Eric Drive

Palatine, IL 60067  
**Phone:** (773) 718-1444  
**Fax:**  
**E-Mail:** Aaron@americanpickleballtour.com

**MEETING REQUIREMENTS**

**Requested Dates:** 02/24/2021 to 02/28/2021  
**Meeting Dates:** 02/26/2021 to 02/28/2021  
**Alternate Dates:** 01/22/2021 to 01/24/2021  
01/08/2021 to 01/10/2021

**ROOMS FORECAST**

**Room Attendance:** 150  
**Requested Rooms:** 262  
**Requested Peak:** 150

	Wed, 02/24/21	Thu, 02/25/21	Fri, 02/26/21	Sat, 02/27/21	Sun, 02/28/21	Mon, 03/01/21	Tue, 03/02/21
<b>Requested</b>							

Rooms	6	6	50	150	50		
-------	---	---	----	-----	----	--	--

### COMPETITION

2021 initially planned for Roanoake, cancelled due to lack of support.

### NOTES

**Meeting Requirements:**

For the Host hotel, a minimum of 1500sq ft. meeting space for the Friday/Saturday before the event.

**Schedule of Events:**

Friday - Sunday event, see attached RFP.

**Comments:**

Staff requesting 6 complimentary staff overnights, Wednesday - Sunday, a 10% or \$10 commission on all rooms sold to the Master Account, and an additional complimentary room for every 35 sold.  
 Planner requests two-night comp for site visit and contribution towards airfare.

**Action Requested:**

Please reply to Julia Smyth-Young with room block commitment, rate and space availability.