



REQUEST FOR PROPOSAL 2021 NRCHA WESTERN DERBY MANAGEMENT AND PRODUCTION

OVERVIEW

NRCHA is seeking a community partner to host the 2021 NRCHA Jack and Phoebe Cooke Memorial Derby. The Derby is a premier event highlighting 4 and 5 year-old horses. Horses may be shown in either a snaffle bit or a hackamore. They are judged in three challenging events: herd work, rein work and cow work, with a preliminary round of competition to determine who will return for the clean-slate finals. The Derby features nine divisions to suit all levels, from million-dollar riders in the Open, entry-level competitors in the Amateur and Non-Pro Limited, and everyone in between. In addition to the 4 and 5 year old event, the NRCHA Derby also highlights older, bridle horses with the \$25,000 added CD Survivor Holy Cow Performance Horses Bridle Spectacular as well as a full slate of NRCHA horse show classes.

The NRCHA Derby brings competitors from around the world to compete in this elite competition and atmosphere. The event drives economic impact in the city selected to serve as the host of this special event. The ideal partner and site will combine location, facility and amenities, community support, sponsorship and ability to provide outstanding hospitality and experiences for the attending contestants and an economically viable event for NRCHA. The proposal should include all contributions from the community that contribute to overhead and/or add value to the event. In addition, preference will be given to partners that have a plan for promoting the NRCHA Derby through local media, including TV, radio, newspaper and social media.

DATES

The NRCHA Derby is historically held sometime between June 1 and June 20. Dates must be composed of approximately 10 competition days, three set up days and one tear-down day. NRCHA will work with facilities to schedule the show; however, the days of the event must fit within NRCHA's show rules and not conflict with other major NRCHA-approved events in other parts of the country.

MINIMUM FACILITY REQUIREMENTS

- Arena Availability
 - Main Show arena -- 120' x 250'
 - Requires lights, sound system, announcer stand, five judges' stands and a videographer stand.
 - Must contain a minimum 3 inches of screened sand
 - Must have direct access to cattle holding pens
 - Prefer climate-controlled, but not required
 - Secondary Show arena
 - Similar size to main arena
 - Must have lights, sound system, announcer stand, five judges' stands and a videographer stand.
 - Must contain a minimum 3 inches of screened sand
 - Must have direct access to cattle holding pens or ability to run panels from pens to arena
 - Video Board
 - While not required, preference will be given to facilities with a video board capable of displaying commercials, promotional videos and sponsor logos or static ads. Video board should be capable of accepting digital feeds and input from a mobile production box like a Tricaster or Livestream. Videos will be provided by NRCHA. If no video board is available, space should be available for NRCHA to hang or place a video board or screen and projector in a highly visible area in the main competition arena.
 - Practice Pen - minimum 80x160
 - Prefer climate-controlled or covered area with lights, sound system and announcer stand or area for practice pen manager to oversee practice pens.
 - Additional loping areas

Cattle Management Facilities

- Ability to hold at least 1,000 – 1,500 head of cattle on grounds at any one time
 - Equipment for receiving, unloading and loading cattle trucks
 - Sufficient panels to construct additional pens and lanes for cattle management
- Stalls
 - Minimum of 700 stalls (permanent and/or temporary)
- RV spaces
 - At least 60 – preference will be given to facilities/show management with a minimum of 25 full-service RV hookups with electric, water and sewer
- Concessions
 - Provide at least one on-site food service option
- Internet
 - High-speed Internet service with upload of speeds of at least 6 MB/second and download speed of 4 MB/second.

ADDITIONAL CONSIDERATIONS

NRCHA OFFICE/STORAGE AREA

Centrally located, secure and climate-controlled area to accommodate 3 staff people with storage for signage, awards, and show materials.

EVENT TRADE SHOW

NRCHA requires approximately 3,000 square feet of trade show space for vendors. The trade show should be located in close proximity to the competition arena. If possible, vendors should be located in the competition arena itself in the concourse, mezzanine or similar location.

PARKING

Adequate spaces to accommodate all exhibitors, spectators, plus workers, staff and sponsors.

TRAILER PARKING

In addition to RV parking outline above, facility should have secured parking for approximately 250 trailers with access to the grounds.

SMALL MEETING AREAS

3-4 Climate controlled rooms that accommodate at least 20 people.

VETERINARIAN/TESTING AREA

Sufficient stall space or dedicated space should be available to accommodate at least one official show veterinarian with parking or storage space for at least one vehicle and appropriate equipment. In addition, NRCHA requires at least one 12' by 12' stall to be in or near the competition arena for drug testing.

BEDDING AND FEED

Proposal should clearly outline whether bedding (shavings), feed and hay are handled and sold by an on-site vendor, the facility or if NRCHA will need to contract with an outside vendor for bedding, feed and hay services. Proposal should also clearly define whether exhibitors can bring their own bedding and hay.

If bedding, feed and hay are sold by the facility or an on-site vendor, pricing for those products should be included in the proposal.

STALLS

Proposal should clearly indicate whether the facility manages the stalls, sets pricing and retains the stall revenue or if NRCHA rents the stalls, manages them and retains the revenue generated by stalls.

SECURITY

Twenty-four hour security for the grounds/arena/trade show area must be available for the duration of the Derby beginning from check-in and continuing through move-out.

SHOW MANAGEMENT

NRCHA will be responsible for managing the NRCHA Derby and the overall production of the show, including accepting entries. NRCHA will handle draws and payouts. If available, however, proposal should include any contribution to overhead benefit available through the facility or host committee, such as providing tractor driver(s), labor during set up process, cattle handling, practice pen management, bedding and stall management assistance.

A complete breakdown of the facility setup costs (main arena, livestock handling/pens, and tradeshow) should be included in the proposal. Please include costs for electricity, Internet, pipe and drape, etc. for trade show vendors and meeting rooms.

LOCAL SPONSORS

A number of NRCHA national sponsors have specific benefits that we will need to deliver through our hosting partner.

If available, proposal should include a plan on partnering with NRCHA marketing staff to engage regional interested sponsors, local sponsors and a plan to solicit support from the community. Sponsor packages/benefits would be developed jointly by host and the NRCHA no less than eight months in advance of event. Sponsor support/solicitation estimates should be included in proposal with detail of any possible significant sponsor partners (\$2,500 or more) included.

Ideally, the host would provide a person or persons responsible for securing sponsorships as well as a person responsible for coordinating all activity required for fulfilling these sponsorships.

PROMOTION AND ADVERTISING

NRCHA will provide advertising and promotion of the Derby through the Reined Cow Horse News, the NRCHA website and social media. In addition, NRCHA will provide posters and signage to promote the event at the local level. NRCHA will also provide assistance with developing press releases for local media and social media posts and information necessary for doing pre-event interviews and public relations. If available, proposal should include a plan on partnering with NRCHA marketing staff to engage local media, including TV stations, newspaper, radio and social media outlets to promote the event and encourage local participation and attendance in the event.



VIDEOGRAPHER AND LIVE WEBCAST

NRCHA is committed to providing our judges the best quality video available. Video quality is also critical to provide the best viewing experience possible via a live webcast for those who are not able to attend the event but would like to watch. NRCHA will provide a videographer and equipment to meet the needs of our judges and webcast partners.

HOST HOTEL(S)

Whether negotiated through the facility, local Convention and Visitors Bureau or similar group, a host committee or directly by NRCHA, NRCHA reserves the right to include the room rate, room rebates, location and amenities of the hotel(s) in the selection process.

QUESTIONS

You may submit a written request for information (RFI Submission) by email or mail. We will work with you in this process to refine any RFI Submission to make it actionable to deliver the appropriate value and information. We will distribute any and all additional information sent through an RFI Submission to all other parties as is appropriate. Based upon inquiries and NRCHA's experience throughout the proposal process we may, independent of RFI Submissions, send additional information from time to time to all parties that NRCHA believes is necessary or helpful.

Questions may be submitted to Kelley Hartranft / kellyh@nrcha.com

SELECTION CRITERIA

Selection will be based on:

- Date availability
- Facility Location
- Minimum requirement capacity
- Additional requirement capability
- Hospitality provided to exhibitors
- Incentives from Convention and Visitors Bureaus or other similar entities
- Local sponsorships and other contributions to overhead
- If host hotel / partnership is offered, the terms of the room arrangements will be considered
- NRCHA's ability to contract cattle at reasonable rates within trucking distance of the facility



SUBMISSIONS

Responses to this RFP must be made in writing and submitted by 5pm CST, Wednesday, April 1st, 2020 to:

NRCHA

Attn: Kelley Hartranft

256 N. Hwy. 377

Pilot Point, TX 76258

Or submissions may be made electronically as PDF documents and emailed to:

kelleyh@nrcha.com

1. Submissions must clearly indicate the entity making the bid.
2. Facility dates and requirements as indicated above.
3. Diagrams of facility with location of competition arena, loping areas, practice pens, RV parking, etc.
4. If host hotel is proposed, a breakdown of hotel rates for exhibitors, along with amenities, parking suitable for large trucks, etc. should be included.
5. All expenses and/or revenue back to NRCHA including facility cost, dirt preparation, stall rental/rebate, etc.

NRCHA reserves the right to revise or amend any terms within this Request for Proposal and will inform the bidding parties in writing of any changes. NRCHA also reserves the right to award a one-year contract. Selection of a successful bid is dependent on the ability for NRCHA to negotiate a contract with the bidding party. Selection will be based on the ability of the bidding party to meet the terms outlined in this RFP and emphasis will be placed on providing the best total experience for NRCHA's members and their families, along with meeting the financial goals set by the Association. Final selection of a partner to produce and host the 2021 Derby will be at the discretion of the NRCHA Executive Committee and Board of Directors.