



ABOUT THE FIESTA BOWL

In 1971 nine visionaries broke into the ranks of the established bowl system, making Arizona's first college football bowl game a reality. While the goal of those nine Fiesta Bowl Founders was to put into motion a post-season college football matchup, the organization has grown to be much more than a game. The Fiesta Bowl's vision is to be a world-class community organization that executes innovative experiences, drives economic growth and champions charitable causes, inspiring pride in all Arizonans. As a nonprofit organization, we believe in the importance of fostering a culture of community outreach and service. The Fiesta Bowl hosts a variety of local events each year, as well as two elite bowl games – the PlayStation Fiesta Bowl and the Cheez-It Bowl. At the core of our organization, though, is Fiesta Bowl Charities, which has contributed more than \$12.5 million to Arizona nonprofits over the past eight years, including \$2.5 million this past season alone.

OVERVIEW OF COLLEGE FOOTBALL PLAYOFF

The Fiesta Bowl is part of the College Football Playoff rotation and will host highly-ranked teams from a mix of conferences on in late December/early January at Glendale's University of Phoenix Stadium. Every three years, the Fiesta Bowl will host a College Football Playoff semifinal game.

The Fiesta Bowl intends to award two (2) Valley hotels the opportunity to serve as an "Official Team Hotel Property," which will host the universities participating in these postseason games. The hotel properties wishing to bid must submit an electronic proposal by 5pm on Friday, September 14, 2018. Site visits anticipated for October 2018 and decision planned for January 2019.

Official Hotel RFQ

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**PLEASE NOTE THAT THE SELECTION OF THESE PROPERTIES IS CONTINGENT UPON THE APPROVAL OF THE COLLEGE FOOTBALL PLAYOFF GROUP.*

Requirements for a Team Hotel

The Fiesta Bowl strives on providing the best possible bowl experience and highest level of services available to the student athletes, coaching staff and administration of our participating teams. The information listed below is a breakdown of the key services that the Bowl, in conjunction with the hotel, provides the teams to make their stay enjoyable.

Term of Agreement

The Bowl seeks a three-year agreement with each hotel property and will coincide with the anticipated game dates listed below with an option to renew for another three-year period at the Bowl's discretion:

Game Dates

Saturday, 1/2/21
 Saturday, 1/1/22
 Saturday, 12/31/22

Game

Fiesta Bowl (Host)
 Fiesta Bowl (Host)
 Fiesta Bowl (Semifinal)

Anticipated Room Block

arrival 12/28/20, departure 1/3/21
 arrival 12/27/21, departure 1/2/22
 arrival 12/26/22, departure 1/1/23

Option Period

Saturday, 12/30/23
 Saturday, 12/30/24
 Saturday, 12/27/25

Fiesta Bowl (Host)
 Fiesta Bowl (Host)
 Fiesta Bowl (Semi-Final)

arrival 12/25/23, departure 12/31/23
 arrival 12/25/24, departure 12/31/24
 arrival 12/22/25, departure 12/28/25

Eligibility to Bid

The Bowl requires the properties bidding for a team hotel have a minimum of three-hundred (300) hotel rooms on property, a minimum four diamond AAA rating and have a minimum of 20,000 square feet of ballroom/banquet space.

Hotel Room Block

Room Type	Rate	6 Days Prior	5 Days Prior	4 Days Prior	3 Days Prior	2 Days Prior	1 Day Prior	Day of Game	Total
ROH (dbl/dbl)	Group	0	133	133	133	258	258	258	1,173
Suites	Group	0	14	14	14	14	14	14	84
Top-tier Suites	Comp	0	3	3	3	3	3	3	18
Liaisons (ROH)	Comp	0	5	5	5	5	5	5	30
VIP Hospitality	Comp	1	1	1	1	1	1	1	7
Total		1	156	156	156	281	281	281	1,312

The group's departure date is typically the morning after the game date. Please include a map detailing the property's rooms and their locations. List your room rates for each year of the contract and provide a listing of the property's suites proposed for the group. Group rates will be guaranteed 3 days pre and post event based on availability.

- Team rooms will be located near the conference center and/or team’s meeting space to make it efficient for their bowl preparations.
- No other parties/groups will be housed near the rooms allocated for the student athletes.
- All rooms held for the team room block are double/double rooms except for suites.
- The negotiated rate for the team room block must be lower than the lowest advertised rate for the property during the group’s stay.
- Room rate will be inclusive of Wi-Fi, self-parking, resort fees, portorage, commissions and gratuities.
- The property will allow the Bowl to choose three (3) complimentary top-tier suites, which will be provided to the university’s head football coach, athletic director and university president (or designees). These rooms will coincide with the university’s arrival and departure dates. These are the critical opinion leaders that require a high level of attention and service.
- The property will provide fourteen (14) additional suites, at the group rate, for the participating team for the duration of the team’s stay and will count toward the room block noted above.

Universities will agree on an annual food and beverage spend of \$85,000.

Team Hospitality Suite (For Student Athletes)

A fully staffed and stocked hospitality suite is provided daily at each team hotel for the student athletes. The suite is intended to be a sanctuary for student athletes, providing them with a place to unwind with televisions, gaming systems, pool tables, arcade games, beverages, snacks, etc. “Hot snacks” are provided each day and sponsored by local vendors and bowl sponsors. The requirements of the Team Hospitality Suite include and will be provided **complimentary**:

- ◆ Ballroom space away from the general traffic flow (Minimum 4,000 sq. ft.) and must be held three (3) days prior to arrival for set up
- ◆ Audio/visual assistance; including the use of wires, cables and miscellaneous items needed to run power and cable television in hospitality suite
- ◆ Five (5) sixty-inch (60”) HD TVs including cable TV access and setup
- ◆ Banquet staff assistance for vendor deliveries and daily cleaning
- ◆ Furniture (quantities to be determined by bowl and hotel property)
- ◆ Ability for the Bowl to provide entertainment systems (e.g. billiards, ping pong, arcade games, etc.)
- ◆ Phone line (in-house)
- ◆ Wireless internet capability at a speed of 100 Mbps download and 25 Mbps upload
- ◆ Ability for the Bowl to provide and deliver soda cooler(s), snacks and beverages in the suite (no corkage fee)
- ◆ Any food and beverage secured through the Hotel’s food & beverage catering menu for use in the Hospitality Suite will be provided at a 50% discount off the published menu pricing

VIP Hospitality Suite

A fully staffed and stocked hospitality suite is provided daily at the team hotels for members in the travel party. This suite is staffed by Fiesta Bowl volunteers and will be available for members of the coaching staff and official party. The suite will include accessibility for children, if requested by the team. The requirements of the VIP Hospitality Suite include and will be provided **complimentary**:

- ◆ Use of a Presidential Suite or private room (minimum of 2,000 sq. ft.) for the duration of the stay and must be held one day prior to arrival for set up

- ◆ Bowl can bring in outside food, snacks and all beverages (no corkage fee)
- ◆ All delivery fees for donated product and corkage fees waived
- ◆ Banquet staff assistance for vendor deliveries and daily cleaning
- ◆ Three (3) sixty-inch (60”) HD TVs including cable TV access and setup
- ◆ Use of a Phone line (outside of house), Wi-Fi and daily newspapers
- ◆ Furniture (quantities to be determined by bowl and hotel property)
- ◆ Any food and beverage secured through the Hotel’s food & beverage catering menu for use in the Hospitality Suite will be provided at a 50% discount off the published menu pricing

If the Presidential Suite is not utilized for the VIP Hospitality Suite, a large space to accommodate a group of 250 will be provided at no charge. The new space will include **complimentary**:

- ◆ Banquet staff assistance for vendor deliveries and daily cleaning
- ◆ Four (4) sixty-inch (60”) HD TVs including cable TV access and setup
- ◆ Use of a Phone line (outside of house), WiFi and daily newspapers
- ◆ Furniture appropriate for the space (quantities to be determined by bowl and hotel property)
- ◆ If the VIP Hospitality Suite is public space, all food & beverage must be purchased through the Hotel
- ◆ Any food and beverage secured through the Hotel’s food & beverage catering menu for use in the Hospitality Suite will be provided at a 50% discount off the published menu pricing
- ◆ Bartender fees for the Hospitality Suite will not exceed \$350/day in total
- ◆ The Presidential Suite will then be returned to hotel general inventory and will be used for accommodation as one of the top-tier suites as noted in “Hotel Room Block”

Family Room

One complimentary room designated as a “family room” for coaches’ and VIPs’ families/kids with a minimum space of 500 square feet. Room to include the following **complimentary**:

- ◆ WiFi
- ◆ Two (2) sixty-inch (60”) HD cable TVs including cable TV access and setup
- ◆ Furniture (quantities to be determined by bowl and hotel property)
- ◆ Bowl allowed to bring in games, food and beverages
- ◆ Banquet staff assistance for vendor deliveries and daily cleaning

Miscellaneous Items

Listed below are other items or areas of service that the Bowl requires from a team hotel **at no charge**:

- ◆ A minimum of 20,000 sq. ft. of meeting space for the team’s use during their stay. Specific room needs will be determined annually during team site visits (in early December). Meeting space is utilized for team meetings, equipment room, training room, etc.
- ◆ Meeting space for initial team meeting to include complimentary use of a microphone and projector; meeting is typically held on the evening of arrival day
- ◆ Meeting space and complimentary coffee/tea service for daily morning meetings of key team, hotel, bowl, and transportation representatives
- ◆ Host a Welcome Dinner for the participating team players and staff, not to exceed 150 people, excluding alcoholic beverages (approximate cost of \$170 inclusive per person)

- ◆ Provide University one (1) complimentary room night for every fifty (50) paid room nights on a cumulative basis; the allotment will be credited to the Team's Master Account at time of checkout
- ◆ Banquet prices will not increase more than three percent (3%) annually over the current Banquet Menu Pricing. **Please provide current menu and pricing.**
- ◆ All self-parking for the group during the event is complimentary
- ◆ Parking space will be provided for up to 30 vehicles three days in advance of the team arrival for team courtesy vehicles

Player Van Shuttle Service

Player Van Shuttle Service is a special transportation provision for student athletes. The service consists of the Bowl providing up to ten vans (with drivers) at each team hotel that shuttles players to pre-determined destinations throughout their stay. Hours of operation are dictated by the participating teams, however, they generally run in the evenings, immediately following practice until curfew. The needs of the Player Van Shuttle Service include and should be provided **complimentary**:

- ◆ Desk located in/near the Team Hospitality Suite
- ◆ Phone line (outside of house)
- ◆ Dry-erase board and easel for writing pad for daily hours of operation
- ◆ Parking close to the operations desk

VIP Gifts

Gifts are distributed to designated VIPs (i.e. official party) traveling with each team during their stay. Each gift is wrapped and personalized, dropped off by the Bowl and delivered by the hotel bell staff to the guests' room. The requirements of the VIP Gifts Program include and will be provided **complimentary**:

- ◆ Hotel-provided in-room amenity (valued at \$50+) for approximately 40 guest rooms upon the day of the group's arrival
- ◆ Delivery of Bowl gifts to approximately 65 guest rooms daily at \$2/delivery

Team Liaisons

The Bowl assigns seasoned volunteers to serve as team liaisons for each of the participating teams. These volunteers live at the team hotels during bowl week and accompany the team everywhere they travel (practices, events, etc.). As one of the communication links between the teams and the Bowl organization, they assume responsibility for assisting with pertinent travel details (arrival dates/times, hotel arrangements, motor coach reservations), monitoring all team activities during game week, and game day management. They are available to answer any questions and provide immediate assistance with any team inquiries. The requirements of the Team Liaisons include and will be provided **complimentary**:

- ◆ Five (5) guest rooms to coincide with team's duration of stay (indicated in room block above)
- ◆ Each room will be allocated a \$750 credit towards any food and beverage ordered through the property's restaurants and/or room service
- ◆ Self-parking, WiFi and resort fees will be waived

Merchandise

Through the Fiesta Bowl's contracted merchandise company, the Bowl reserves the ability to sell merchandise at each team hotel. The requirements for merchandise include and should be provided **complimentary**:

- ◆ Adequate space in/near the lobby or main flow of guest traffic, preferably away from the team meeting area
- ◆ Secured storage for merchandise
- ◆ Phone line and WiFi for credit card machine
- ◆ Exclusivity of selling Fiesta Bowl merchandise on-site; no outside merchandise vendors permitted unless approved by the Fiesta Bowl

Special Concessions

The Hotel will provide the following items **at no charge**:

- ◆ If the Bowl provides breakfasts for the coaches/VIPs families, a 50% discount on the Hotel's food & beverage catering or restaurant menu will be applied
- ◆ \$50,000 credit annually in years 1-3 and \$55,000 credit annually in years 4-6 (if contract is extended) to host Fiesta Bowl function(s) at mutually agreeable dates and times. This credit can be applied to food and beverage, room rental fees, room nights, audio/visual costs, spa treatments, resort fees, taxes and gratuity. Any unused credit may be carried forward from one year to the next but must be used no later than June 30, 2023 (and June 30, 2026 if contract is extended). Free self-parking will be allowed at these functions. A 25% discount on audio/visual costs at these events will be applied. Banquet prices will not increase more than three percent (3%) annually over the current Banquet Menu Pricing.
- ◆ Fifteen (15) complimentary room nights to be utilized by the Fiesta Bowl during each year of the agreement. The bowl requires these room nights to be available for use during the game week(s) each year. Any unused room nights may be carried over to a following year(s) but must be used no later than June 30, 2023 (and June 30, 2026 if contract is extended).
- ◆ The hotel agrees to purchase a Fiesta Bowl advertising or sponsorship package for \$12,000 each year of the agreement
- ◆ Twelve (12) complimentary one-night stay certificates annually with an expiration no earlier than 12 months from issue (used for Fiesta Bowl events)
- ◆ Rebate of ten percent (10%) of the room revenue from the annual business by the participating Fiesta Bowl team and any additional group generated by the Fiesta Bowl. Rebate will be paid to the Fiesta Bowl no later than 30 days following each event. The Fiesta Bowl has the option to audit the final calculation.
- ◆ Special support of the Fiesta Bowl organization for its 50-year anniversary celebration (coinciding with the 1/2/21 game), specifics to be determined

Site Visit

Shortly after teams are announce in early December, an advance team from the University will visit the Valley to make preparations for the upcoming trip. University representatives along with Fiesta Bowl staff/volunteers will visit the respective team hotel and will need the following **at no cost**:

- ◆ Up to 15 room nights for the advance team
- ◆ Hotel to host a dinner for up to 20 guests at one of the hotel's fine-dining restaurants during the site visit
- ◆ Hotel to host a breakfast for up to 20 guests during the site visit

Sponsorship Program Including Hospitality Benefits Provided to Property

- *Fiesta Bowl*
 - *Ten (10) lower level game tickets*
 - *Four (4) club level game tickets*
 - *Ten (10) Stadium Club pregame party tickets*
 - *Five (5) Parking Passes*

- *Cheez-It Bowl*
 - *Ten (10) lower level game tickets*
 - *Ten (10) pregame party tickets*
 - *Two (2) Parking Passes*

- *Fiesta Bowl Parade*
 - *Ten (10) Reserved tickets*

SPONSORSHIP PROGRAM INCLUDING MARKETING AND PROMOTIONAL BENEFITS TO PROPERTY

- *Hotel Property* will receive name inclusion in all preliminary information including the team manual and team marketing plan, which is distributed to the designated representatives of the participating teams

- *Hotel Property* will receive name and logo recognition on the Fiesta Bowl website and will be featured as an “Official Hotel Property”

- *Hotel Property* will receive name recognition as an “Official Hotel Property” in the Fiesta Bowl and Cheez-It Bowl game programs, if produced

- *Hotel Property* will receive scoreboard recognition during the playing of the Fiesta Bowl and the Cheez-It Bowl and a commemorative thank you gift

- *Hotel Property* will be featured in the Fiesta Bowl Volunteer Newsletter (distribution 2,000) as an “Official Hotel Property” and will have the opportunity to promote exclusive discounts and offers to our volunteer base

- *Hotel Property* will be featured in a newsletter to our Fiesta Bowl Members (distribution 3,000) as an “Official Hotel Property” and will have the opportunity to promote exclusive discounts and offers to our season ticket holders