

PREMIER SOCCER SERVICES, LLC

28274 Wooded Mist Dr, Spring TX 77386 : 1-210-305-4821

REQUEST FOR PROPOSAL - Copa Rayados – West Tournament for a 5 year cycle of 2024-2028

Deadline for submission: ongoing

The proposals are to be submitted to:

Premier Soccer Services
Scott Spencer
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Proposals will be reviewed by Premier Soccer Services and Monterrey Rayados in a timely manner. All proposals will be considered but those meeting the selection criteria will be more favorably reviewed.

Requested Dates of Event:

June 14-17, 2024
June 20-23, 2025
June 19-22, 2026
June 18-21, 2027
June 16-19, 2028

NOTE: Other dates could be considered- but, above are the preferred dates.

General Overview: The Event is an expansion of the highly successful Copa Rayados Internacional and is designed as the West Coast version of the event, in partnership with Mexican professional club, Monterrey Rayados. This will be the 3rd and final National Event in the network along with the Easter international Cup presented by CF Monterrey Rayados.

The tournament will be a 4 day tournament with hotel night stays of 3-5 nights. The goal is to market the tournament to provide a high level soccer tournament for ages Under 11 to Under 19 boys, for teams in the Western USA and Mexico.

Monterrey Rayados (www.rayados.com) will be involved in the tournament with:

- Branding / Marketing
- Participation of their Academy team (s) from Monterrey, Mexico
- Directors and scouts at the tournament
- Hosting a VIP Social Networking event for Club Directors/ Coaches
- Providing 30+ invitations to specific traveling soccer clubs with paid entry fees and hotels rooms
- Providing champions of the Copa Rayados West, free and guaranteed entry to the Copa Rayados Internacional with paid for hotel rooms
- Scouts will select players from the Under 16-19 age groups for a trip to Monterrey, Mexico for a tour of matches and VIP experiences.
- An investment of over \$80,000

As PSS has an existing network in marketing to top boys soccer clubs, this will be the foundation of the marketing strategy. This will be a marketing strategy along with the relationship with Mexican pro club, CF Monterrey Rayados.



3 NATIONAL EVENTS

COPA RAYADOS WEST

COPA RAYADOS INTERNACIONAL

EASTER INTERNATIONAL CUP

presented by
CF MONTERREY RAYADOS

4 REGIONAL EVENTS: COPA RAYADOS EL PASO, COPA RAYADOS CHICAGO, COPA RAYADOS EAST COAST

About The Copa Rayados Internacional, www.coparayados.com (CRI) is an elite International youth soccer tournament held over 5 days in The Woodlands/Houston, TX during the Thanksgiving week. This 280 team tournament is co-hosted by Mexican professional soccer club and youth academy, CF Monterrey Rayados, and professional management company, Premier Soccer Services. Teams attending are 70% from out of town and 25% internationally. This is the largest number of international teams represented in any tournament in Texas and is in the top 3 nationally. Since 2016, we have been in partnership with the Greater Houston CVB and The Woodlands CVB. The Economic Impact summary for the past years has been \$5-8,000,000. The daily attendance in 2021 was 14,000 with a total attendance of 70,000 over 5 days. **The captured roomnight total in 2021 was 6681** with an additional 1100 roomnights estimated as not captured. Estimated roomnight totals for 2022 are 9,000+

CVB References for this event (Copa Rayados Internacional) would be
Daniel Palomo with Visit Houston at: 713-853-8326 Office
Josie Lewis with Visit The Woodlands at: 281-210-3483 Office

About Easter International Cup, www.premiersoccerservices.com/ester-international-cup is an elite International youth soccer tournament held over 4 days in Kissimmee/ Orlando FL aea during Easter Week. This 300 team tournament. Teams attending are 70% from out of town and 20% internationally. The daily attendance in 2021 was 10,000 with a total attendance of 40,000 over 4 days. **The capture roomnight total in 2022 was 5733.** Estimated growth totals for 2023 are:

- 300 teams (40 international, 160 domestic traveling teams)
- Roomnights: 8000+
- 15, daily attendance/ 60,000 total attendance

COPA RAYADOS WEST RFP

Any geographic areas can be considered but our primary growth strategy is in the states of California, Arizona, Nevada, and Utah.

Conservative Estimates and growth over the 5 year cycle are:

	# of Teams	# of Traveling Teams
Year 2024:	100-120	60-70
Year 2025:	120-140	70-80
Year 2026:	140-160	80-100
Year 2027:	160	100-120
Year 2028:	160	120+

- Estimates of 20 official delegation members (players/ staff) and 1.5 attendees (family) per team
- # of Attendees (participants and spectators) will peak at 8,000 daily or 32,000 in total attendance

Conservative Hotel Usage Calculations based on 10-15 rooms per traveling team for 3-4 nights

60 teams	2000-3200 roomnights
70 teams	2100-3800 roomnights
80 teams	2500-4500 roomnights
100 teams	3500-5000 roomnights
120 teams	4000-7000 roomnights



About Premier Soccer Services (www.premiersoccerservices.com)

Premier Soccer Services (PSS) is a professional soccer management company organizing tournaments in Florida, Texas, Alabama, Virginia, Missouri, and Illinois. Since 2012, the estimated annual economic impact on communities from PSS events reached over \$150 million. PSS specializes in professional management as well as marketing nationally and internationally. PSS's marketing approach is towards traveling teams and accompanying family to drive the economic impact on the area and increase the visibility/ profile level of the event and location. PSS focuses on growing a select number of tournaments to high profile, large tournaments in select regions to not compete against other PSS tournaments or over-saturate a market. Expansion is based on strategically identified regions with a limited number of tournaments.

About Monterrey Rayados (www.rayados.com)

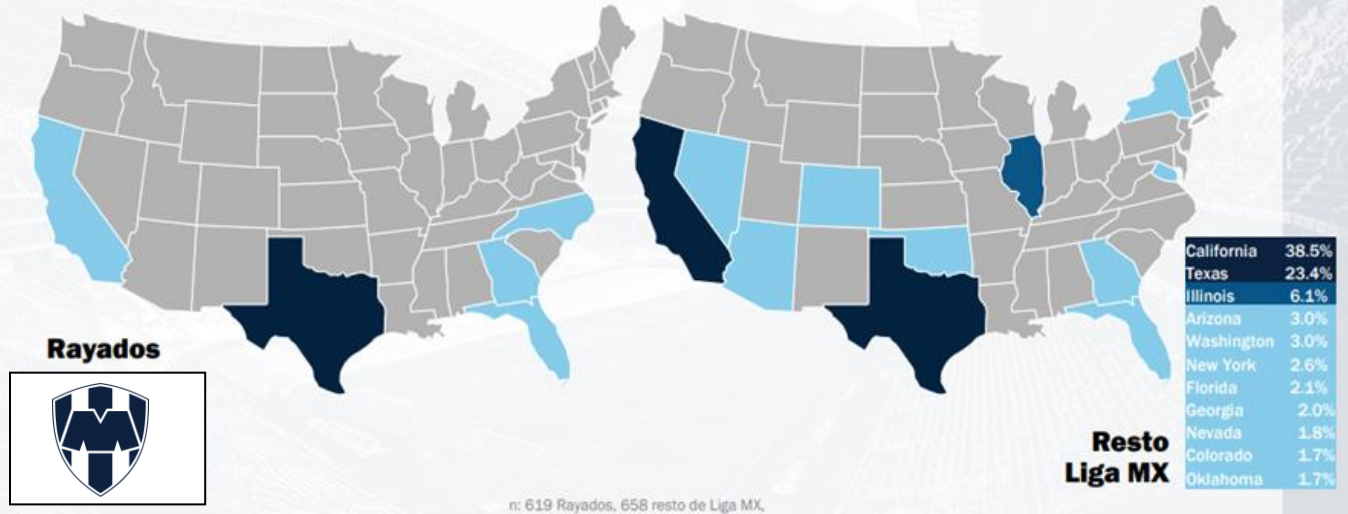
The professional soccer club from Mexico competes in the top division of Mexico, LigaMX, with one of the largest fanbases in both Mexico and the USA. With 5 North American CONCACAF championships, it has competed in the FIFA Club World Cup, and consistently is at the top of attendance figures playing in their 50,000 seat BBVA Bancomer Stadium. With one of the strongest social media presence in LigaMX, it has over 5,000,000 social media followers across all platforms. The club has the best youth academy in Mexico and also with over 200 affiliated youth soccer programs in Mexico and the USA.



The States with the most Rayados and LigaMX Fans



El 85% de los aficionados Rayados están concentrados en 5 estados, el 85% de los aficionados del resto de los equipos de Liga MX están concentrados en 11 estados



TRAZANDO EL FUTURO

Social Media Presence



A. General Selection Criteria

To host, a location must, at a minimum, meet the following general fields criteria:

1. **Fields:**

(a) **16 playing Full size fields** must be provided. Fields are preferred to be at as few sites as possible. **Additional Fields could be used if available.** Each playing field must be at least 68 yards in width and 110 yards in length, surfaced only in natural grass or new generation synthetic turf with the ability to line and create small-sided fields on full size fields based on the needs of the different age divisions in play. Up to 6 Under 12 (9 vs 9) fields could be sub-divided (each requiring 6 sets of small sided goals which are usually 6x18, 6.5 x 18, or 7 x 21 ft). Please note:

- number of natural grass fields
- number of synthetic turf fields
- number of lighted fields
- number of fields at primary location
- number of total fields available at all locations

(b) **Field Preparation:** Fields should be lined for play, goals, nets, and corner flags provided and set up, area trash cans, and team benches for teams (2 per field). Please note if there are any variations in set-up needed to be noted.

(c) **Facility maintenance and operations:** It is important to have an onsite contact during the tournament for maintenance issues: Goal, net, field repairs, issues with field lights, trash pickup, and bathroom maintenance. These are the responsibilities of the hosting organization/ facility.

(d) A general understanding that the complex will work with the tournament to complete the tournament matches in case of inclement weather. This should primarily be a non-issue on the synthetic turf fields, barring catastrophic conditions. The cancellation of tournament matches or the tournament due to wet playing conditions has the potential to do irreparable damage to the future of the tournament. Every effort should be made, in coordination with the tournament director, to facilitate the completion of the tournament. The tournament is willing to adjust for field preservations and to continue the event to adjust on the grass fields:

- Shortening the length of matches
- Cancellation of some matches that does not determine champions
- Elimination of warm-up usage of fields
- Finally, cancelling usage of grass fields as a last resort and rescheduling on Synthetic turf

2. **Tournament Headquarters:** Is there indoor space available that can be used as a tournament headquarters that has access to electricity and wifi? If not, is there a pavilion or common space that can be used and would it have access to electricity? Wifi?
3. **Referee headquarters** – an area, pavilion, tented space, large meeting room, etc should be designated for referees' use during the event.
4. **Security and any public road traffic requirements** are the responsibility of the hosting location, governing parks department, and/ or municipality and not the responsibility of the tournament.
5. **Concessions:** Outline the requirements and policies with concessions. Is this available to be controlled by the tournament and outsourced with vendors that follow the proper licensing guidelines? Control of this can be relinquished to the complex or hosting locations if desired.

6. **Parking:** If available, it is requested that parking and parking revenue are the responsibilities of the tournament following all guidelines set forth by the complex and parks department. Staff for parking is the responsibility of the tournament. The tournament has the decision to control and collect tournament parking fees if desired. A municipal requirement may be for residents to have free access to parking and park facilities. If this is a requirement then a policy may be instituted to allow for “free non-tournament parking”. Logistical coordination to execute this can be determined.
7. **Sponsors:** Sponsors may be acquired for the tournament. If there are any sponsorship limitations at the complex, it should be presented in the proposal. It is likely that we will provide a sports performance drink at the fields during the games (ie Powerade/or/ Gatorade) and should be noted any limitations on this.
8. **Vendors:** Vendors may be acquired for the event. All vendor license and policies in place at the complex and/ or municipality will be followed. Please outline any vendor limitations or fees in the proposal.
9. **Activities and Events:** Provide a list of tourist activities, events, eating places, and shopping areas in the general area of the tournament that are scheduled or available during the tournament. This can be developed later and does not need to be finished in the proposal. This can be an attractive component for a trip for traveling teams, especially international teams.
10. **Awards Ceremonies:** It is important to have an awards ceremony location at the main fields locations for the presentation of awards. Please note if there is existing staging or if a portable stage is available for usage.

B. Premier Soccer Services is responsible for the following expenses related to:

1. All expenses related to special events
2. All expenses related to the Registration, Coaches and Representatives Meeting;
3. The following equipment and services:
 - A. golf carts, if not available for usage
 - B. radios and/or cellular phones.
 - C. Internet WiFi, phone service, and equipment which may not be already available at the playing competition site;
 - D. Access to storage pre, during, and post event.
 - E. All expenses related to producing and printing of credentials, parking passes, player event program and tickets.
 - F. All expenses related to staging, lighting, and public address system for the awards ceremony, if not available already
 - G. All expenses related directly to the operations of the tournament not explicitly outlined in the proposal and earmarked for another entity.

C. Hosting entity recognition and publicity:

The tournament will recognize and market hosting entities/ municipalities. This will allow for exposure via: website, electronic marketing, and onsite opportunities. This can be customized to market the municipality(s) as a tourist destination if desired.

D. Insurance Requirements

The tournament will maintain in effect a comprehensive liability insurance policy via national association sanctioning (general, liability coverage, personal injury and property damage) in force of general aggregate insurance, naming necessary parties as additional insured. Coordination with local soccer associations is

desired and sanctioning through those entities is usually used, though other options are available.

E. Hotel usage for out of town guests: We will utilize a stay to play policy. Hotels within municipalities can all be used on the hotel list assuming following hotel requirements for the tournament. The primary factor is a rebate to be paid to the tournament. Accounting for all hotel rooms used will be completed to provide a comprehensive report to the hosting city and CVB. Please provide any information or support that may be available in the coordination of housing. We will utilize both direct hotel reporting via our housing system in addition to surveys for tracking hotel room usage outside of the official groups and bookings using our housing system. Surveys will also be used to track direct spending and itemized economic impact calculations.

F. Financial considerations:

Financial support/ event bid of the tournament is requested to offset operating expenses and marketing. Facility revenue streams to be utilized by Premier Soccer Services are: parking fees, merchandising sales, and sponsors. Non-facility revenue streams are entry fees and hotel rebate programs via our strategic partners.

To summarize:

Rental fees: requested to be waived or offset

Local Host Bid Fee: \$10,000 annually

Revenue streams available:

Parking: requested to be controlled by tournament

If this is unavailable, we request that the Bid fee is increased to \$30,000 to offset loss of parking fee revenue

Vendors please note regulations here

Hotel/ Housing: requirements/ process

Sponsorship limitations

Any adjustments, additions, or deletions from this RFP will all be considered though proposals meeting or exceeding these guidelines will be more favorably reviewed.



THANK YOU FOR YOUR CONSIDERATION

