



**BIDDING DOCUMENT FOR
THE WORLD BOWLING
CHAMPIONSHIPS
2013**

WORLD TENPIN BOWLING ASSOCIATION





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Introduction

This document is intended for any World Tenpin Bowling Association (WTBA) member federation, city, region, event organiser or commercial body that may be interested in bidding for the World Bowling Championships 2013.

WTBA's Bowling World Championships is the marquee event of Bowling. The Joint Championships (Men and Women), held once every four years, is the most prestigious international event in bowling where the best bowlers from around the world compete over a two week period. Combining the Men's and Women's tournaments with two congresses and other meetings, the event in 2013 is now bigger than ever with up to 2,000 athletes, officials, families and friends coming together to celebrate a sport with an Olympic ambition.

The following sections outline the concept of the World Bowling Championships 2013 and provide the approved framework for organising the event, followed by the rights and obligations of the host and finally the procedure for the bidding process of the World Bowling Championships 2013.



1 WTBA and the World Bowling Championships 2013

The World Tenpin Bowling Association (WTBA) governs the sport of Tenpin Bowling throughout the world. There are 113 member federations worldwide and the number of registered bowlers in these federations is approximately 2.8 million. There are also three regional zones under WTBA: Asian, American and European Zone. Countries from Oceania are members of the Asian Zone. Countries in Africa are members in the European or Asian Zone.

The World Bowling Championships (WBC), conducted under the guardianship of the WTBA, is the most prestigious international bowling event that exists. The WBC 2013 promises to be even bigger and better because it will be a joint Men's and Women's World Championships combined with two congresses and some Presidium and Committee meetings.

Through the bidding process, WTBA will select and contract a host to conduct the WBC 2013. Within the framework established in this document, bidders are encouraged to develop visionary proposals that can enhance the scope, presentation and marketing of the WBC and the sport of Bowling.

This document is intended to give prospective bidders a practical sense of WTBA's desired concept for the WBC, based on WTBA's competition objectives. It is a fundamental requirement that any host be fully aware of the concept and scope of the World Bowling Championships 2013 envisioned by WTBA.

The main concept of the WBC 2013 is illustrated through the following 10-points:

1. Prestige of hosting the top bowling event in the world
2. International media exposure and live broadcasting
3. Fantastic promotional opportunities for the city
4. Competition date flexibility to fit the host's schedule
5. Benefits of consumer spending from up to 2'000 attendees
6. Simple sport venue requirements
7. Total control over all revenues generated at the event
8. Opportunity to activate community outreach initiatives
9. On-the-ground support provided by the WTBA
10. Close, mutually-beneficial partnership with the WTBA

Covering a two-week span, the event will not only be a sporting competition, but also a visual spectacle and celebration for the city.



1.1 Qualification

For the WBC 2013, 36 men's teams and 36 women's teams will participate. Qualification will be decided in each of the three regional zones (American, Asian and European).

Preliminary distribution of teams/countries is as follows: American 9, Asian 11 and Europe 16. Each team (men's and women's) consists of 6 players, bringing the total to 432 players over the course of the event.

1.2 Competition format

During the WBC 2013, the following six medal categories are included for each gender:

- a) Singles
- b) Doubles
- c) Trios
- d) Team event
- e) All Events
- f) Masters

Every bowler plays 24 games with 6 games in each of category a) – d). The top 4 in each of these categories are qualified for semi finals and final to decide the medals. Medals are awarded to the winner, runner-up and both losing semi-finalists.

After the conclusion of events a) – d) the All Events medals are presented to the top 3 bowlers who have accumulated the most pinfall over the 24 games.

The final medals are decided in the Masters category. The Masters event comprises the top 16 bowlers from the All Events category. All bowlers play a match-play style format, best of 5 games with the winner advancing to the next round. The players are seeded 1-16 according to their final positions in the All Events. The draw for each round is decided by placing the highest seed against the lowest seed, the second highest seed against the second lowest seed, and so on. Medals are awarded to the winner, runner-up and both losing semi-finalists.



1.3 Dates and event schedule

To ensure that the host gets maximum benefit from organising the WBC 2013, WTBA is allowing the host a large degree of flexibility in proposing the competition dates. Even though the August to early September timeframe is WTBA's preferred competition period, it is possible for the WBC 2013 to take place anytime from August to late November 2013.

The only condition is that competition dates proposed by the host should not clash with the dates of other WTBA regional tournaments/championships and International Games.

The following table shows the expected event schedule for the WBC 2013.

Table 1. Event schedule for WBC 2013

Days	Activity
Days 0 and before	Arrival of players and officials
Days 1 to 2	Official practice and opening
Days 3 to 12	Main tournament
Days 13 to 14	World Championships Final

1.4 Venue

The technical requirements for the WBC are much less demanding than most sports. The minimum requirement for the competition venue of the WBC 2013 is:

- A 32-lane bowling facility meeting WTBA standards

However, bidders should note that WTBA's vision for the two-week event is for the World Championships Final (the final two days of competition) to be taken out of the bowling centre and showcased at a public venue, generating premium spectatorship, TV coverage and promotional/sponsorship for the host. The WBC 2013 should be presented to the on-site spectators by professional announcers, large video screens, and athlete interviews, as designated by WTBA. Olympic-style award presentations should be conducted on-site, at the conclusion of each event.

To facilitate this envisioned Championships Final, the primary venue should either be reconfigured or a separate venue that would allow more than 1000 spectators should be created. It should be noted, that this is not a minimum requirement for bidding for the WBC 2013, but an important consideration in WTBA's bid evaluation.



1.5 TV and broadcasting

WTBA's appointed professional TV crew will ensure high-quality TV production and international broadcast of the Championships Final of the WBC 2013, helping to ensure that the event has a fantastic platform for city marketing and attracting sponsorships.

With such an arrangement, sports channels and TV stations around the world would be able to broadcast the Championships Final of the WBC 2013 through one of the following options: 2-4 hour live signal, 26-minute highlights, 3-minute newscast, etc.

WTBA is fully aware of the city marketing needs and sponsorship obligations of its hosts and will do its utmost to meet these needs through the production of the different TV programmes (e.g. including a short promotional video clip of the city where appropriate).

1.6 Transport

The host should ensure that transport will be provided for the athletes, support staff and WTBA officials throughout the duration of the event for the following activities:

- Airport transfer
- Transfer between hotel and competition venue
- Transportation of bowling balls

1.7 Accommodation

All attendees of the WBC 2013, including athletes, support staff and officials, will be responsible for paying for their own accommodation in the host city. However, the host must ensure that there will be sufficient hotel rooms (minimum guarantee for 1000 people) within a convenient distance to the competition venue. These accommodations should be available at reasonable market rates for all athletes, support staff and officials during the event.

Friends and family members of the Bowling family tend to follow their loved ones to the WBC to be a part of the event and to join in the celebrations, especially when the city is an attractive holiday destination. However, for the host city to fully exploit the potential economic benefits of BWC supporters, creative and attractive visitation packages should be designed.



1.8 Congress facilities

The WTBA congress, FIQ congress and some Presidium/committee meetings will be held over the 2-3 days before the start of the WBC 2013. The host is responsible for providing conveniently-located meeting/conference facilities for approximately 100-150 officials.

1.9 Financial

The following table provides an estimate of the associated costs for hosting and organising the WBC 2013:

Table 2. Indication of costs for organising the World Bowling Championships 2013

Organisational component	Estimated costs (EUR)
Venue costs (rental and/or overlay)	variable
Transport	variable
Congress facilities	variable
Staff and volunteers	variable
Programme and ceremonies	variable
Marketing	variable
Staging fee paid to WTBA for "World Bowling Championships 2013"	150,000
TOTAL	Est. 250,000 – 500,000

The staging fee is a co-contribution by the host to WTBA's investments in ensuring a top-quality event through measures such as: Professional TV production and international broadcasting of event, inspection visits and on-site support of WTBA officials during the preparation phase and full-time WTBA appointed on-site manager in the final three months leading up to event to provide all necessary support and coordination, acquired consultant services, etc.

Except for the event staging fee which is fixed, the costs for each of the listed organisational components can vary considerably from country to country. It is thus the responsibility of potential hosts to project the costs of hosting the event in their city. The estimated total cost provided above only serves as an indication of the level of financial commitment required to host the 2013 BWC.



1.10 Marketing

The WBC 2013 event has the potential to generate considerable revenues if the event is marketed professionally. The WBC 2013 provides a strong opportunity for the host to gain revenues from government and commercial entities. However, it is the responsibility of the host to market the World Bowling Championships 2013 sufficiently to generate these revenues. All revenues (i.e. sponsorships, ticket sales, food and beverage consumption and merchandise sales) from successful marketing will go directly to the host.

1.11 Operations

To support the host in preparations during the lead up to the WBC 2013 and to ensure a top-quality event, WTBA will assist the host through inspection visits and periodic on-site assistance, if necessary.

In the final three-months leading up to the event, a full-time manager will be available to assist with the coordination of final preparations, to ensure quality control and to aid in the execution of any community outreach initiatives or social programmes that the host wishes to activate through the WBC 2013.



2 Basic Conditions for Host

The agreement for the Bowling World Championships 2013 will be concluded between two parties:

- 1) WTBA – World Tenpin Bowling Association
- 2) A Local Organising Committee (LOC) composed of the host city/region, and/or the WTBA member federation and/or eventual promoters, agencies, commercial partners, etc.

The basic conditions must be viewed as minimum requirements. WTBA may accept a certain degree of flexibility to allow potential LOCs to maximise the benefits of hosting the event.

2.1 Rights of the LOC

1. To receive 100% of income generated from:
 - Sponsorships*
 - Ticket sales
 - Food and beverage sales
 - Merchandise sales
2. Large degree of flexibility in selecting competition dates (Jul-Nov) to allow LOC to gain maximum benefits from hosting the event
3. Professional TV production and TV uplink for international broadcasting of event, ensured by WTBA
4. To have the autonomy to design/select a venue for optimum promotion of the city as long as the proposed venue meets with WTBA technical requirements
5. The right to use the name 'World Bowling Championships 2013' from the day of contract signature until six months after the last day of the event.
6. On-site WTBA presence from 3 months before event to help LOC ensure quality control and to aid in the execution of community outreach programmes

**Local sponsors to share advertising space with WTBA sponsors on a principle of 50-50 visibility both on TV and field-of-play.*



2.2 Obligations of the LOC

1. To cover all costs related to the organisation of the World Bowling Championships 2013
2. To pay WTBA a staging fee of EUR 150,000 in three instalments over the years leading up to the event.
3. To provide transportation for the athletes, support staff and officials during the event
4. To provide meeting/conference facilities for the WTBA congress, FIQ congress and Presidium/committee meetings
5. To ensure availability of reasonably-priced accommodations for athletes, support staff and officials during the event
6. To promote the World Bowling Championships 2013 nationally in the years/months leading up to and during the event.



3 Bidding Process

The World Bowling Championships 2013 host will be selected through a formal bidding process. The bid process begins on April 15th, 2010 and the deadline for bidders to submit their bid application (see Appendix A) to WTBA is October 1st, 2010.

Short-listed candidates will be evaluated by WTBA Technical Experts during a site-inspection visit. Following the inspection, candidate cities may be asked to make a final presentation on December 1-2, 2010 in Lausanne (Switzerland) during the WTBA Presidium Meeting where the final vote to elect the host city for the WBC 2013 will take place.

3.1 Timeline

Table 3. Overview of the bidding process for WBC 2013

Date	Activity
April 15, 2010	<ul style="list-style-type: none">▪ Launch of the bidding process
October 1, 2010	<ul style="list-style-type: none">▪ Deadline for submitting bid documents and bidding fee
October 15, 2010	<ul style="list-style-type: none">▪ Short list of cities by WTBA Bid-Selection Committee
October - November 2010	<ul style="list-style-type: none">▪ Evaluation visits to candidate cities by WTBA Technical Experts
December 1-2, 2010	<ul style="list-style-type: none">▪ Election of host city and announcement during WTBA Presidium Meeting in Lausanne

3.2 Fees

Bidders for the World Bowling Championships 2013 will pay a non-refundable Bid Fee when they submit their bid documents to WTBA.



WTBA will use the Bid Fee (EUR 5'000,-) for on-site inspection visits, evaluation of the materials submitted by the bidders, preparation of the bid evaluation report and any other activities deemed appropriate to conduct a comprehensive final evaluation.

Following the signing of the World Bowling Championships 2013 Host City Contract between WTBA and the elected host, the host must pay WTBA a staging fee of EUR 150'000,- to the designated WTBA bank account.

This fee should be paid in 3 instalments over the period leading up to the event according to the following schedule:

- 30% (EUR 45'000,-) within one week upon signing the Host City Contract
- 35% (EUR 52'500,-) by July 1st, 2012
- 35% (EUR 52'500,-) within one week after the conclusion of the 2013 World Bowling Championships

3.3 Bid Submission

All potential hosts are required to submit their bid documents according to the requirements specified in the following sections.

3.3.1 Documents to be submitted

- Bid application forms (Appendix A)
Deadline for submission: October 1, 2010

3.3.2 Conditions to be fulfilled

A non-refundable Bid Fee of EUR 5'000,- must be paid to WTBA no later than when the bid application forms are due (October 1, 2010). No bid will be considered as submitted until WTBA has received the Bid Fee in full.

3.3.3 Evaluation

The WTBA Bid-Selection Committee will evaluate each bid and may eliminate bids that do not match the 2013 Bowling World Championships concept or bids whose qualifications do not fulfil WTBA's criteria for a WBC host.

WTBA will only allow a bid to continue in the bidding process if it is clear that the bid has the capabilities and resources to stage the WBC 2013 and that it fulfils all the requirements of becoming a WBC host. The short-listing decision will be



made by the WTBA bid-selection committee in October. Short-listed cities will thereafter be referred to as candidate cities.

3.4 Awarding of the World Bowling Championships 2013

Based on submitted bid documents, on-site inspections, and meetings with the candidate cities, a ballot vote by the WTBA Presidium members will determine the candidate city that will be awarded the hosting rights of the WBC 2013.

In each round, each WTBA Presidium member may vote for only one candidate city. If, after the first round of voting, no city obtains the absolute majority of the votes cast, the candidate city with the lowest amount of votes is eliminated and another round is held until one city has obtained such majority. If only two cities remain in contention, the one that obtains the greater number of votes is declared elected. Should there be a tie at any point in time; the vote of the WTBA President will count twice.

The winning city is then announced by the WTBA President, following which, the newly elected host city will sign the Host City Contract.



4. Contacts for further information

For further information please contact WTBA for technical or competition queries and TSE Consulting for any questions relating to the bidding conditions or process.



World Tenpin Bowling Association
2208 Brookside Dr.
Arlington, TX 76012
USA

Contact: Kevin Dornberger
Tel: +1 414-803-9188
Email: president@worldtenpinbowling.com

www.worldtenpinbowling.com



TSE Consulting
Rue du Petit-Chêne 38
1001 Lausanne
Switzerland

Contact: Kenneth Quah
Tel: +41 21 313 23 00
Email: kquah@tseconsulting.com

www.tseconsulting.com

Appendix A

Bid application forms

World Bowling Championships 2013





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1 Preparing bid documents

The purpose of this section is to provide information to prospective bidders on how to prepare their bid applications for submission to host the World Bowling Championships 2013.

1.1 Formal requirements

Presentation: The WTBA analysis is primarily concerned with the content of the candidature file and not the presentation. Minimum requirements include: simple, moderate cost, soft-cover, plastic spiral or glued binding (loose leaves and binders not accepted).

Language: English

Answers: Identification and questionnaire forms to be completed with typed text (not handwritten) in the defined text fields. Use concise and concrete sentences when answering the questions.

Visual aids such as graphs, tables, lists, maps and plans that can help illustrate the answers should be attached as appendices.

To submit: The bid document submitted to WTBA should contain the following:

1. Completed Identification Form (2.1-2.2)
2. Signed Letter of Undertaking (2.3)
3. Completed Questionnaire Form (3.1-3.6)
4. Appendices of additional information requested in the questionnaire as well as visual aids that would help illustrate the answers

Deadline: **October 1, 2010 – midnight**

1.2 Submissions

Please submit 3 copies to WTBA office via mail or courier at:

World Tenpin Bowling Association
2208 Brookside Dr.
Arlington, TX 76012
USA



In addition to the printed documents, electronic copies of the completed *Identification Forms (items 2.1 to 2.2)* and the answers to the *Questionnaire (items 3.1 to 3.6)* are required. These documents must be submitted in one of the following formats:

- MS-Word
- Adobe pdf

Digital photos and maps would be appreciated in .jpg (or .png) format. Electronic documents have to be submitted either via e-mail (secretary@worldtenpinbowling.com) or preferably, on a PC-formatted CDROM or DVD together with the printed documents.

1.3 Bid fees and bank account details

A non-refundable Bid Fee of EUR 5'000.- must be paid to WTBA no later than when the bid documents are due (October 1, 2010). No bid will be considered as submitted until WTBA has received the Bid Fee in its designated Bank Account.

All Fees must be paid, by their due date, to the following account:

Beneficiary:

Account Number:	5109469
Account Name:	World Tenpin Bowling Association
Bank Address:	Valley Exchange Bank 100 1st & Main Tea, SD 57064 USA
BIC:	IRVTUS3N
ABA Code:	091401922
Bank Phone Number:	+1 605-368-2051



2. Identification

The purpose of this section is to introduce Bidders for the World Bowling Championships 2013 to WTBA and to present their qualifications.

Bidders should fill-in this section as accurately and completely as possible.

2.1 Entity bidding to host the World Bowling Championships 2013

Name of Entity		
Type of Entity (Member federation, Corporation, etc.)		
Entity's Current Location (City, Country)		
Primary function of Entity (Event organizer, etc.)		
Mailing Address	Street, Number	
	City	
	Postal Code	
	Country	
Phone number		
Fax number		
E-mail		
Website		
Any other relevant information		



2.2 Bid Committee Members

Principal Member(s) of the Bid Committee

Name		
Surname		
Mailing Address	Street, Number	
	City	
	Postal Code	
	Country	
Contact Information	Phone number	
	Mobile number	
	Fax number	
	E-mail	
Current position, Company		
Function within the Bid Committee		

Name		
Surname		
Mailing Address	Street, Number	
	City	
	Postal Code	
	Country	
Contact Information	Phone number	
	Mobile number	
	Fax number	
	E-mail	
Current position, Company		
Function within the Bid Committee		

For additional principal members of the Bid Committee, please duplicate this page.



Entity's representative who is responsible for official communication with WTBA

Name		
Surname		
Mailing Address	Street, Number	
	City	
	Postal Code	
	Country	
Contact Information	Phone number	
	Mobile number	
	Fax number	
	E-mail	
Current position, Company		
Function within the Bid Committee		



2.3 Letter of Undertaking

Undertaking:

The Bid Committee of _____(city) hereby certifies that it has received the "Bidding document for World Bowling Championships 2013" and declares to have duly noted its contents and shall adhere to the following:

1. The Bid Committee recognise and declare that they are aware of the contract which shall be executed with the World Tenpin Bowling Association ("WTBA") if the city is elected for the organisation of the World Bowling Championships 2013 and is prepared to sign the World Bowling Championships 2013 Host City Contract without reserve or amendment within one week of the host city election date.
2. In consequence thereof, the Parties declare that during the period of the candidature of the city, they will refrain from approving or consenting to any act, contract, commitment or any other action contrary to or which might affect any of the obligations stipulated in this bid document.
3. This undertaking shall remain in full force and effect until the World Bowling Championships 2013 Host City Contract has been signed with the host elected by the WTBA Presidium for the World Bowling Championships 2013.

Signature

Name, position & organisation (BLOCK)



3. Questionnaire

These questions need to be answered by all bidding applicants. It is intended that the responses to the following questions will provide WTBA with an overview of each Bidder's organisational capabilities and principal motivation for its interest in hosting the World Bowling Championships 2013.

QUESTIONNAIRE FORM

When responding, Bidders should give concise, factual and objective answers in the defined text fields. Any additional information or illustrations should be attached at the end as supporting documentation.

3.1 Motivation and objectives

- a) What is your principal motivation for hosting the World Bowling Championships 2013?
- c) If you are selected to host the World Bowling Championships 2013, what will your primary goal be with regard to this event?

3.2 Venue

- a) In which area of the city and venue do you propose to stage the World Bowling Championships 2013? Why is this location suited for staging the event according to the concept of the World Bowling Championships 2013?
- b) Do you intend to have a separate venue or setup (that can seat 1000 people in a spectator and TV friendly setup) for the Championships Final of the World Bowling Championships 2013 in the final two days of the event? If so, please describe your plans.
- c) Please attach a general Site Map (Map A) that indicates the location of the following :
- International airports,
 - Location of accommodation for athletes, support staff and officials,
 - Competition venue/s,
 - Distances in km between all of the above-mentioned venues
- d) Please attach a series of photos depicting the venue site/s proposed for the event.

3.3 Time Frame

- a) What range of dates do you propose for conducting the World Bowling Championships 2013?



b) What other high-profile events (sporting, cultural, conventions, exhibitions, etc.) are being planned for your city in 2013?

3.4 Status of Bowling

a) What is the role and commitment of the National Bowling Federation in your country in the organisation of the World Bowling Championships 2013?

b) What are the opinions and/or level of support toward the hosting of the World Bowling Championships 2013 by national, regional and local authorities?

3.5 Financial

a) What is your financial model for financing the organisation of the World Bowling Championships 2013?

b) What financial commitments, if any, have been obtained to support the organisation of the World Bowling Championships 2013?

3.6 Community

a) Do you intend to make use of the World Bowling Championships 2013 for community engagement initiatives or activation of social programmes? If so, please describe what these plans are.