



THE WORLD CUP
OF TENNIS®

Bid Document Guidelines | **USA v. Poland**
for Hosting | **February 6-7, 2016**
Fed Cup by BNP Paribas | **World Group II First Round**

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Fed Cup Competition

Fed Cup, launched in 1963, is the World Cup of Tennis and is the largest annual international team competition in women's sport with approximately 100 nations taking part. While tennis is a sport that is inherently individualistic, Fed Cup offers players the chance to play for their country within a tightly knit team. The Fed Cup competition is owned and managed by the International Tennis Federation (ITF) based in London. The United States Tennis Association (USTA) oversees the United States' participation in Fed Cup.

The top eight nations compete in the prestigious World Group. Only nations in the World Group are eligible to compete for the Fed Cup title. The remaining nations compete in World Group II and Zonal Competitions which are divided across three regional zones with each country hoping to one day make it into the World Group and a chance to play for the coveted Fed Cup.

The World Group competition consists of three single elimination rounds. The World Group II competition consists of two rounds: one first round tie with the winners moving on to the World Group Playoffs and the losers moving on to the World Group II Playoffs. All ties are contested either home or away depending on which country hosted the previous tie.

Based on 2015 results, the United States will compete in World Group II in 2016 for the chance to return to the World Group in 2017. The United States can do so by winning their First Round tie in February and a World Group Playoff tie in April.

Fed Cup play consists of five matches each round played over two days: two singles matches on the first day (Saturday) and two singles followed by a doubles match on the second day (Sunday). These collective matches are called a "tie." The first country to win three matches wins the tie and secures a place in the next round.

Fed Cup ties have been contested in all corners of the earth. Earning a position on your nation's Fed Cup team is a tremendous honor and many of the game's all-time greats have been featured in the competition throughout its history. The United States boasts one of the best records with 17 titles since the competition's inception.

Former top 10 player and current U.S. Fed Cup Team Captain Mary Joe Fernandez will select the U.S. team members for the competition and must nominate her team no later than 10 days prior to the actual date of the tie.

2016 World Group Draw

Quarterfinals
February 6 – 7

Semifinals
April 16 – 17

Finals
November 12 – 13

Czech Rep.

Romania C*

Germany C

Switzerland

France C

Italy

Netherlands

Russia C*

Champion Nation

C = choice of ground

* = choice of ground if decided by lot

2016 World Group II Draw

**Losers to World Group II
Playoffs
April 16 – 17**

**First Round
February 6 – 7**

**Winners to World Group
Playoffs
April 16 – 17**

_____	Australia	
_____	Slovakia C	_____
_____	Canada C*	
_____	Belarus	_____
_____	United States C*	
_____	Poland	_____
_____	Spain	
_____	Serbia C	_____

C = choice of ground

*** = choice of ground if decided by lot**

The draw for the World Group Playoffs & World Group II Playoffs will take place February 10.

Title Sponsor



International Sponsors



International Partners



Venue Confirmation/Availability

The USTA must have written confirmation of the venue before a bid can be seriously considered and/or accepted. Bids should clearly define any requirements for venue rent and/or building expenses.

Ideally the venue should be available for a period of nine (9) days (except in the case of temporary stadiums which require a longer period of time) from the beginning of load-in to the end of load-out. Below is an outline of the ideal schedule for load-in, normal operation and strike:

Period:	Sunday, January 31 – Monday, February 8
Load-In:	1 – 2 days
Practice:	5 days
Days of Play:	2 days (Saturday/Sunday – unless weather delays)
Strike:	1 day (Monday – unless weather delays)

Venue Requirements

- ❖ **Stadium Court:** Space for one (1) stadium court measuring no less than 66' x 132' with a minimum of 4,000 seats.
- ❖ **Ceiling Height:** Ceiling height of an indoor venue must have a minimum 40' clearance.
- ❖ **Box Office:** A full service box office, including advance and day-of sales outlets as well as Will Call windows for the general public and media.
- ❖ **Office Space:** A minimum of seven (7) office spaces for the USTA, ITF, Production, Officials, Ballpersons, Entertainment and Volunteers. Each office should have access to telephone, electrical and high speed Internet.
- ❖ **Locker & Facilities:** Two (2) fully equipped locker rooms (one for each team) with an additional two (2) rooms in close proximity to the locker rooms for team/family lounges.
- ❖ **Hospitality Areas:** Adequate space for USTA, international and local sponsor hospitality.
- ❖ **Media Facilities:** Adequate space for media work, interview and dining areas.
- ❖ **Power & Lighting:** Adequate power to all relevant areas, either permanent or temporary, including sufficient power for the television compound. Lighting of court must be a minimum reading of 150 foot candles evenly distributed across the entire court surface.
- ❖ **Television Facilities:** Adequate space to accommodate the temporary set-up of the television compound, including space for broadcast commentary (domestic & international) and an estimated eight (8) camera positions. The USTA will serve as the broadcast liaison and be responsible for implementing their operational requirements.
- ❖ **Public Restrooms:** Adequate public restrooms for spectator and staff areas.
- ❖ **Parking:** A minimum of 200 complimentary parking spaces for the duration of the event for staff, VIPs and volunteers plus sufficient parking for spectators along with the ability to staff these areas for the duration of the event.

Venue Requirements

- ❖ **Permits:** Many cities and their local authorities around the country require special event and/or building permits. The Bid Document must confirm the commitment of local authorities to support the event, paying particular attention to special event permits.
- ❖ **Personnel:** Adequate personnel must be available to assist in planning for and executing the event on the venue's behalf. Please define any union labor requirements in the Bid Document.
- ❖ **Retail/Display Areas:** Adequate space to accommodate retail and display areas.
- ❖ **Venue Signage:** The ITF requires a "clean" venue. All existing sponsor signs within the venue must be covered for the duration of the event, regardless of whether they are permanent or temporary. Please define any conflicting agreements that may restrict the ITF's ability to maintain sponsor exclusivity and a clean venue.

Special Considerations

- ❖ **Financial Commitment:** The USTA welcomes an up-front financial commitment which should be disclosed in the Bid Document. Historically this commitment has been in the range of \$25,000-\$100,000 and is an important aspect when evaluating bids. However, a lower financial commitment may be considered in exchange for added value and/or expense savings. We remain open to alternative and creative funding mechanisms.
- ❖ **Sponsorship:** To offset any financial commitment, the USTA is prepared to grant the Local Organizing Committee/Venue certain event specific benefits. These benefits may in turn be sold to a maximum of six (6) companies/sponsors. Tie sponsors may not conflict with the ITF's international sponsors as indicated on page 14. Sample sponsorship benefits are outlined under "Tie Sponsorship Opportunities" on page 13.
- ❖ **Ticketing:** The USTA looks to retain all revenues derived from event ticket sales but remains open to revenue sharing partnerships. The Bid Document should disclose all existing venue ticketing agreements and associated operational costs. The USTA will abide by these agreements assuming the cost of operation is in line with industry standards.
- ❖ **Merchandising:** The USTA looks to retain the rights to all on-site merchandise sales. The Bid Document must clearly explain any pre existing agreements that could impact transactions in this area.
- ❖ **Conflicting Events:** Determine if there are other major activities or events during the same time period in the market which may impact attendance or hotel availability. This information must be noted in the Bid Document.

Hotel Requirements

The USTA must have written confirmation of hotel availability before a bid can be seriously considered and/or accepted.

The Bid Document must include provisions for the USTA to secure at least one (1) premier class hotel to accommodate the USTA and its partners as well as a comparable secondary hotel(s) in the event the visiting team and/or other groups request alternate accommodations and/or if the primary hotel is unable to accommodate the entire group. Please see the table below for rooming patterns from the last few home ties.

All hotels must be in a location convenient to the venue. The Bid Document should indicate that competitive and reduced room rates will be offered by select hotels. The USTA requests a minimum of 150 complimentary room nights at the primary and/or secondary hotel(s) to be used at its discretion (prior to and during the event); the arrangement of which should be disclosed in the Bid Document. The USTA will ultimately negotiate all hotel agreements.

Tie	Thu. Rooms	Fri. Rooms	Sat. Rooms	Sun. Rooms	Mon. Rooms	Tue. Rooms	Wed. Rooms	Thu. Rooms	Fri. Rooms	Sat. Rooms	Sun. Rooms	Mon. Rooms	Total Nights
April 2014 / Playoffs USA v. France St. Louis, MO	0	1	21	33	50	63	75	102	137	138	113	6	739
February 2014 / Round 1 USA v. Italy Cleveland, OH	0	2	3	8	40	60	69	94	119	122	96	5	619
April 2013 / Playoffs USA v. Sweden Delray Beach, FL	3	4	10	24	41	44	51	90	100	101	70	10	548
February 2012 / Round 1 USA v. Belarus Worcester, MA	1	2	3	25	40	50	57	85	127	139	96	6	631
November 2010 / Finals USA v. Italy San Diego, CA	2	2	12	37	59	78	97	138	191	197	157	12	982

USTA Responsibilities

- ❖ Act as the promoter and organizer of the event including ultimate and full responsibility to the ITF.
- ❖ Determine ticket pricing and oversee the ticket sales process.
- ❖ Set the starting times for the matches.
- ❖ Specify the court surface and type of tennis ball to be used.
- ❖ Costs to install the match court.
- ❖ Select, supervise and compensate the Referee, Chair Umpires and Line Umpires.
- ❖ Produce the Official Program.
- ❖ Have the final authority over all organizational matters relating to the event.
- ❖ Select the U.S. Team captain, players, practice players, coaches and support staff.
- ❖ Determine and be responsible for all professional fees paid to the U.S. Team captain, players, practice players, coaches and support staff.
- ❖ Secure domestic and international television coverage of the event.
- ❖ Handle all advertising, media relations and PR activities related to the event.
- ❖ Costs for all long distance telephone charges for the USTA offices and media facilities.
- ❖ Costs to provide meals for all players, media and staff.
- ❖ Work with the Local Organizing Committee and USTA Section to host youth and community tennis activities surrounding the event.

Tie Sponsorship Opportunities

To offset any financial commitment, the USTA is prepared to grant the Local Organizing Committee/Venue certain event specific benefits. These benefits may in turn be sold to a maximum of six (6) sponsors. Benefits available to tie sponsors may include:

- ❖ **Designation/Marks:** Right to use the Fed Cup words and logo as well as the official event title in relation to the specific tie (not the Fed Cup competition as a whole) to promote and advertise association with the event.
- ❖ **Advertising:** Name or logo inclusion in all local advertising placed by the USTA to promote the event (e.g., print ads, posters, press releases, direct e-mail, etc.).
- ❖ **Television:** A mutually agreed upon number of 30-second television spots per day on the domestic telecast of the event (Tennis Channel).
- ❖ **Signage:** Logo inclusion on on-court or in-stadium signage (depending on financial commitment received, maximum of 10 banner positions available for tie sponsors with no sponsor receiving more than four positions).
- ❖ **Display Booth:** Booth space on the concourse or designated display area of the venue to distribute pre-approved marketing materials to attendees.
- ❖ **Program Ad:** Full page, four-color advertisement in the Official Program produced by the USTA (artwork provided by sponsor).
- ❖ **Tickets:** A mutually agreed upon number of tickets to the event in various price levels.
- ❖ **Invitations:** A mutually agreed upon number of invitations to the Official Team Dinner and Draw Ceremony.
- ❖ **Entertainment/Hospitality:** Use of an area on-site for client entertainment/hospitality.

Tie Sponsorship Restrictions

The following sponsorship categories are currently closed for the international sponsors of Fed Cup as secured by the ITF: banks/financial services (BNP Paribas), staffing services/personnel recruitment (Adecco) and tennis balls (Wilson). No tie sponsor may conflict with any of these categories.

In addition, the ITF currently retains commercial exclusivity on a tie by tie basis in the following product categories: tourist destinations, domestic appliances and technology (categories subject to change). No tie sponsor may conflict with any of these categories. However, should the ITF not secure a sponsor in either of these categories, they will release these restrictions no later than 45-60 days prior to the tie allowing for tie sponsorships to be sold in these categories.

All tie sponsor proposals must be approved by the USTA in advance. Sample sponsorship proposals may be obtained from the USTA by request.

Friends of the Tie Concept

Although ITF regulations limit the number of tie sponsors, previous Local Organizing Committees have been successful in securing additional monetary support by developing a “Friends of the Tie” program.

The “Friends of the Tie” concept gives local companies as well as individuals certain event benefits in exchange for their financial support. Companies participating in such a program are not encumbered by the ITF sponsorship restrictions. Previous “Friends of the Tie” packages have included the following:

- ❖ Tickets
- ❖ Parking passes
- ❖ Passes to a “Friends of the Tie” hospitality area (secured, coordinated and paid for by the Local Organizing Committee)
- ❖ Signage/branding opportunities within “Friends of the Tie” hospitality area (ITF sponsorship restrictions would not apply)
- ❖ Invitations to Official Team Dinner and/or Draw Ceremony (limited quantity available)
- ❖ Invitations to special events developed by the Local Organizing Committee and/or the USTA Section (e.g., kick-off parties, community events, etc.)
- ❖ Additional elements available pending further discussion

The Local Organizing Committee develops the package(s) with any number of the above benefits, determines pricing based on its hard costs and revenue goals and is responsible for selling the packages to the local community. The Local Organizing Committee would be responsible for all costs associated with a “Friends of the Tie” hospitality area which must be a separate space from the USTA hospitality area. The Local Organizing Committee must purchase certain elements from the USTA (e.g., tickets, invitations to official events, etc.).

Bid Document Enhancements

The USTA is always open to alternative and creative ideas that enhance a city's bid. With this in mind and remembering the USTA's mission to promote and develop the growth of tennis in the United States, the following are examples of enhancements derived from actual bids from previous host cities:

- ❖ Reach out to other parts of the community to create unique tie-ins such as an art contest with a Fed Cup theme, fundraising events and local tennis clinics to promote awareness of the event as well as generate interest in playing tennis.
- ❖ Seek to involve local prominent citizens, celebrities and government agencies to help promote the event and organize ancillary activities.
- ❖ Local organizations (e.g., restaurants and retail businesses) can promote the event via posters, beverage coasters and flyers within the community.
- ❖ Place ads in local publications to promote the event and increase the visibility of tennis in the community.
- ❖ Partner with a local radio station to generate incremental awareness for the event (e.g., write-in campaign in support of bid, public relations push, listen-to-win contests, etc.).
- ❖ Work to involve all cultures and nationalities to participate and attend the event. Promote multiculturalism through targeted outreach to various ethnicities in the area to create an atmosphere that represents what Fed Cup is – an all inclusive event that celebrates the uniqueness of all nations.
- ❖ Diversity and inclusion is a strategic priority for the USTA and one of our core values. Diversity allows us to touch “All of America” and Inclusion allows “All of America” to touch us.

Bid Document Guidelines

When submitting the Bid Document to the USTA, please adhere to the following outline:

- ❖ Overview
 - Statement of intentions
 - Commitment to understanding basic terms & conditions
 - Designate Local Organizing Committee & Chairperson
- ❖ Venue Confirmation/Availability
 - Confirm venue and availability dates
 - Confirm venue rent and/or building expenses (if any)
- ❖ Venue Requirements
 - Indicate ability to meet requirements and address any issues/conflicts
- ❖ Special Considerations
 - Financial Commitment (indicate level of financial commitment, if any)
 - Sponsorship (address intention to secure sponsorship assets)
 - Ticketing (address any issues/conflicts)
 - Merchandise/Concessions (address any issues/conflicts)
 - Conflicting Events (address any potential negative impacts)
- ❖ Hotel Requirements
 - Indicate ability to meet requirements and address any issues/conflicts
- ❖ Bid Enhancements
 - Outline any special/unique elements of bid
- ❖ Closing Remarks
- ❖ Letters of Support

Please keep in mind that this document is meant as a guideline for cities/venues interested in preparing a bid. If you feel your city/venue is unable to meet certain criteria as outlined on the previous pages, please contact us as we are always open to alternative and creative ideas. We are committed to working with each and every potential host city/venue to explore the possibility of bringing a Fed Cup tie to the area.

Bid Document Submission

The deadline to notify the USTA of intent to bid is Friday, August 7 and the deadline to submit the Bid Document is Friday, September 4. Please submit both documents via mail or e-mail to the following contact:

United States Tennis Association
Attn: Jeff Ryan
70 West Red Oak Lane
White Plains, NY 10604
ryan@usta.com
914.696.7246

In the event there are additional questions, please feel free to contact Jeff Ryan via phone at 914.696.7246, fax at 914.696.2067 or via e-mail at ryan@usta.com. The anticipated date to announce the site selection would be no later than the week of September 21.



For additional information, please contact Jeff Ryan with the USTA at ryan@usta.com or 914.696.7246.

