



WORLD TENPIN BOWLING ASSOCIATION



2014

World Bowling
Championships
for Men

2015

World Bowling
Championships
for Women

bidding document



Table of Contents

Introduction	2
1 WTBA and the World Bowling Championships 2014/2015	3
1.1 Qualification	4
1.2 Competition format	4
1.3 Dates and event schedule	5
1.4 Venue	5
1.5 TV and broadcasting	6
1.6 Transport	6
1.7 Accommodation	6
1.8 Meeting facilities	7
1.9 Financial	7
1.10 Marketing	8
1.11 Operations	8
1.12 Public sector partnerships	8
2 Basic Conditions for Host	9
2.1 Rights of the LOC	9
2.2 Obligations of the LOC	10
3 The Bidding Process	11
3.1 Timeline	11
3.2 Fees	12
3.3 Bid submission	12
3.3.1 Documents to be submitted	12
3.3.2 Conditions to be fulfilled	12
3.3.3 Evaluation	12
3.4 Awarding of the World Bowling Championships 2014/2015	13
4 Contacts for further information	14
Appendices	
A. Bid application forms	



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 in 2014 (Men) or 2015 (Women).

WTBA's World Bowling Championships is the marquee event of Bowling and is the most prestigious international Bowling event with the best bowlers from around the world competing over a two week period. The host cities for the event in 2014 and 2015 can expect to welcome around 1,000 athletes, officials, media, families and friends gathering to celebrate a sport with an Olympic ambition.

The following sections outline the concept of the World Bowling Championships 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 in 2014 and 2015.



1 WTBA and the World Bowling Championships 2014/2015

The World Tenpin Bowling Association (WTBA) governs the sport of Tenpin Bowling throughout the world. There are 116 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 for men or women (WMC/WWC), conducted under the guardianship of the WTBA, is the most prestigious international bowling event that exists. Through the bidding process, WTBA will select two separate hosts to conduct WMC 2014 and WWC 2015. Within the framework established in this document, bidders are encouraged to develop visionary proposals that can enhance the scope, presentation and marketing of the WMC/WWC 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 WMC/WWC envisioned by WTBA.

The overall concept of the WMC/WWC is illustrated through the following 10-points for the host:

1. Prestige of hosting the top bowling event in the world
2. Benefits of consumer spending from around 1'000 visitors
3. International media exposure and live broadcasting
4. Fantastic promotional opportunities for the city
5. Competition date flexibility to fit the host's schedule
6. Simple sport venue requirements
7. Total control over all revenues generated from the event
8. Opportunity to activate community outreach initiatives
9. Close, mutually-beneficial partnership with the WTBA
10. Partnership development assistance for WTBA member federations and their government entities.

Covering a two-week period, the event will not only be a sporting competition, but also an economic driver and celebration for the city.



1.1 Qualification

For WMC 2014 and WWC 2015, all member federations are invited to participate with a maximum of 6 players from each country.

The number of participants (players) in the previous championships are as follows:

- Men's championship: 2010 Munich, Germany 356 ; 2008 Bangkok, Thailand 330 ; 2006 Busan, Korea 247
- Women's championship: 2009 Las Vegas, USA 228 ; 2007 Monterrey, Mexico 225 ; 2005 Aalborg, Denmark 216

1.2 Competition format

The following six medal categories apply for the WMC/WWC:

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

Every bowler plays 24 games with 6 games in each competition 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. Medals are awarded to the winner, runner-up and both losing semi-finalists.



1.3 Dates and event schedule

To ensure that the hosts gets maximum benefit from organising the WBC 2014 and WBC 2015, WTBA is allowing the host a large degree of flexibility in proposing the competition dates.

While the late August to early September timeframe is WTBA's preferred competition period for the WMC/WWC, it is possible for the tournament to take place anytime between August to November, provided it does not clash with any other WTBA regional tournaments/championships and International Games.

The following table shows the typical event schedule for the WBC, assuming a 32-lane competition venue.

Table 1. Typical event schedule

Days	Activity
Days 0 and before	Arrival of players and officials
Days 1 to 2	Official practice and opening
Days 3 to 10	Main tournament
Days 11 to 12	World Championships Final

A slightly different event schedule may be worked out in consultation with WTBA should the competition venue be of a significantly different capacity.

1.4 Venue

The technical requirements for the WMC/WWC are much less demanding than most other world championship sports events. The minimum requirements for the competition venue for the WMC 2014 and WWC 2015 are as follows.

Table 2. Minimum venue requirements

WMC 2014 (Men)	WWC 2015 (Women)
32-lane facility meeting WTBA standards	24-lane facility meeting WTBA standards

While it is not a requirement, WTBA welcomes and supports the concept of 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 impact for the host.



The WMC 2014 and WWC 2015 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.

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 WMC 2014 and WWC 2015, 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 WMC 2014 and WWC 2015 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 participants of the WMC 2014 and WWC 2015, 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 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 WMC/WWC supporters, creative and attractive visitor packages should be designed.

1.8 Meeting facilities

Various WTBA meetings will be taking place 2-4 days before the start of the tournament for WMC 2014 and WWC 2015. The WMC/WWC host will be responsible for providing conveniently-located meeting/conference facilities for WTBA, according to the differing requirements for 2014 and 2015.

Table 3. Meeting facilities required

WMC 2014 (Men)	WWC 2015 (Women)
WTBA Presidium meeting (2-3 days; 15 persons)	WTBA Presidium meeting (2 days; 15 persons) WTBA Congress (2 days; 100 persons)

1.9 Financial

The following table provides an estimate of the associated costs for hosting and organising the WMC/WWC.

Table 4. Indication of approximate costs for organising the WMC/WWC

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 2014/2015"	150,000
TOTAL	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.

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 WMC 2014/WWC 2015.

1.10 Marketing

The WMC 2014 and WWC 2015 event has the potential to generate considerable revenues if the event is marketed professionally. The WMC/WWC provides a strong opportunity for the host to obtain funding and generate revenues from government and commercial entities. However, it is the responsibility of the host to market the World Bowling Championships adequately 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 WMC/WWC and to ensure a top-quality event, WTBA will assist the host through inspection visits and periodic on-site assistance, if necessary.

In the lead up to the event, dedicated WTBA representatives 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 WMC/WWC.

1.12 Public sector partnerships

WTBA is extending assistance to member federations that have the desire to host the WMC/WWC but may lack the necessary resources and/or capacity to organise the event on their own.

From the launch of the bidding process in September 12, 2011, member federations may approach TSE Consulting, an international consulting firm experienced in connecting sports organisations with the public sector, for free advice and assistance on how to approach and seek public sector support for organising the WMC/WWC in their city.



2 Basic Conditions for Host

The agreement for the Bowling World Championships in 2014 and 2015 will separately 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 (Aug-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 Men Bowling Championships 2014' (for 2014) and 'World Women Bowling Championships 2015' (for 2015) from the day the Hosting Agreement is signed until six months after the last day of the event.

**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 Championship, including bowling centre lineage costs.
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 WTBA meetings occurring before the tournament.
5. To ensure availability of reasonably-priced accommodations for athletes, support staff and officials during the event.
6. To promote the World Bowling Championships nationally in the years/months leading up to and during the event.



3 Bidding Process

The hosts for the World Bowling Championships in 2014 and 2015 will be selected through a formal bidding process. The bid process begins on September 12th, 2011 and the deadline for bidders to submit their bid application to WTBA is March 1st, 2012 (see Appendix A).

Short-listed candidates will be evaluated by WTBA Technical Experts during a site-inspection visit. Following the inspection and report by the technical committee, the WTBA Presidium Meeting where the final vote to elect the host city for the WMC 2014/WWC 2015 will take place.

3.1 Timeline

Table 5. Overview of the bidding process for WMC 2014/WWC 2015

Date	Activity
September 12, 2011	<ul style="list-style-type: none">▪ Launch of the bidding process
January, 2012	<ul style="list-style-type: none">▪ Generic Hosting Agreement to be made available to potential bidders
March 1, 2012	<ul style="list-style-type: none">▪ Deadline for submitting bid documents and bid fee
March 30, 2012	<ul style="list-style-type: none">▪ WTBA to short-list cities that have submitted bids and qualify as candidate cities
April - June 2012	<ul style="list-style-type: none">▪ WTBA to conduct evaluation visits to candidate cities▪ WTBA and candidate cities to agree on specific terms and conditions of the Hosting Agreement prior to election
Late June, 2012	<ul style="list-style-type: none">• Election of WMC 2014 and WWC 2015 host cities during World Youth Bowling Championships in Bangkok, Thailand• Hosting Agreement to be signed within two months from election date



3.2 Fees

Bidders for the World Bowling Championships in 2014/2015 will need to pay a non-refundable Bid Fee when bid documents are submitted 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 2014/2015 Hosting Agreement 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 Hosting Agreement
- 35% (EUR 52'500,-) by July 1st in the year before the event is hosted
- 35% (EUR 52'500,-) within one week after the conclusion of the 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: March 1, 2012

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 (March 1, 2012). 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 Bowling World Championships concept or bids whose qualifications do not fulfil WTBA's criteria for a WMC/WWC 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 and that it fulfils all the requirements of becoming a WMC/WWC host. The short-listing decision will be made by the WTBA bid-selection committee by late March 2012. Short-listed cities will thereafter be referred to as candidate cities.

3.4 Awarding of the World Bowling Championships 2014/2015

Based on submitted bid documents, on-site inspections and meetings with the candidate cities, WTBA Presidium members will determine the hosts for WMC 2014/WWC 2015 through a ballot vote.

In each round of the voting process, each WTBA Presidium member may only vote for one candidate city. The city that obtains an absolute majority (more than 50%) will immediately be elected as the host city. However, if after the first round of voting, no city obtains the absolute majority of the votes cast, the candidate city with the lowest number 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 elected host cities for WMC 2014 and WWC 2015 should sign the Hosting Agreement within one month after the election.



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.



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Arlington, TX 76012
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Appendix A

Bid application forms

World Bowling Championships 2014/2015





Table of Contents

1	Preparing bid documents	2
1.1	Formal requirements	2
1.2	Submissions	2
1.3	Bid fees and bank account details	3
2	Identification	4
2.1	Entity bidding for the World Bowling Championships 2014/2015 ...	4
2.2	Bid Committee Members	5
2.3	Letter of Undertaking	7
3	Questionnaire	8
3.1	Motivation and objectives.....	8
3.2	Venue.....	8
3.3	Timeframe	8
3.4	Status of Bowling	9
3.5	Financial	9
3.6	Community	9



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 2014/2015.

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: **March 1, 2012 – midnight GMT**

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 (March 1, 2012). 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:	Beneficiary Bank – Valley Exchange Bank 214 S. Main P.O. Box 19 Lennox, SD 57039
ABA Routing Code:	091001322
Bank Phone Number:	+1 605-368-2051



2. Identification

The purpose of this section is to introduce Bidders for the World Bowling Championships 2014/2015 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 2014/2015

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 2014/2015" 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 Hosting Agreement which shall be executed with the World Tenpin Bowling Association ("WTBA") if the city is elected for the organisation of the World Bowling Championships 2014/2015 and is prepared to sign the World Bowling Championships 2014/2015 Hosting Agreement without reserve or amendment within two months 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 2014/2015 Hosting Agreement has been signed with the host elected by the WTBA Presidium for the World Bowling Championships 2014/2015.

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 motivation for its interest in hosting the World Bowling Championships 2014/2015.

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) Please indicate the year of the World Bowling Championships that you are bidding for? You may select both if you wish to.

- 2014 World Bowling Championships for Men
 2015 World Bowling Championships for Women

b) What is your principal motivation for hosting the World Bowling Championships 2014/2015?

3.2 Venue

a) In which area of the city and venue do you propose to stage the World Bowling Championships 2014/2015? Why is this location suited for staging the event according to the concept of the World Bowling Championships 2014/2015?

b) Do you intend to have a separate venue or setup (in a spectator and TV friendly setup) for the Championships Final of the World Bowling Championships 2014/2015 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) Which dates do you propose for conducting the World Bowling Championships 2014/2015?

b) What other high-profile events (sporting, cultural, conventions, exhibitions, etc.) are being planned for your city in 2014/2015?

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 2014/2015?

b) What is the level of support toward the hosting of the World Bowling Championships 2014/2015 by your national, regional and local authorities and how will the various sporting and government entities work together to ensure success of the event?

3.5 Financial

a) What is your model for financing the organisation of the World Bowling Championships 2014/2015?

b) What financial commitments, if any, have been secured to support the organisation of the World Bowling Championships 2014/2015?

3.6 Community

a) Do you intend to make use of the World Bowling Championships 2014/2015 for community engagement initiatives or activation of social programmes? If so, please describe what these plans are.