



WFDF 2016 World Ultimate & Guts Championships (WUGC)

June 18 – 25, 2016

London, United Kingdom

Request for Proposal

Media: Live-stream/TV-Broadcast production

Hello friend in Ultimate,

The London 2016 Tournament Organizing Committee (TOC) in cooperation with the World Flying Disc Federation is currently seeking bids from companies wishing to serve as Official Live-stream / TV-Broadcast production Supplier for the WFDF 2016 World Ultimate & Guts Championships (WUGC) to be held June 18-25 in Greater London, United Kingdom.

Selected company or companies will receive the exclusive opportunity to produce, sell and distribute all Live-stream / Video on Demans (VoD) and TV-Broadcast footage from the event. No other company will be permitted to produce or broadcast any footage in principle, whilst the European Law Media Directives and Laws must be respected (including the public media short report rights) affiliated with the event and related host community names and tournament dates. (Please note that this exclusivity does not include photography and technical filming produced by WFDF or teams).

Further details to assist you in your proposal are listed below. We kindly request your proposal to be submitted to us no later than October 15, 2015. It is anticipated that a final decision on selected company will be reached within two weeks of bid deadline based on a joint review and selection process by the London 2016 Tournament Organizing Committee (TOC) and WFDF.

Event Details

Dates: June 18 – 25, 2016

Location: UCL Sports Ground, St. Albans, London, United Kingdom

Event Website: www.wfdf.org

Host: UK Ultimate Ltd. (UKU)

Invitees: World Flying Disc Federation (WFDF) member National Teams from across the World, in 5 divisions: Open, Women`s, Mixed, Open Masters and Women`s Masters. We have budgeted for 80 teams from approximately 35 nations – approximately 2.500 players including Guts teams.

Background: The last WUGC was held in 2012 in the city of Sakai, Osaka region, Japan, with 65 teams participating, featuring 1.392 players from 23 nations and five continents participating in the five Ultimate divisions -- Open, Women`s, Mixed, Open Masters and Women`s Masters -- and in the Guts competition.

Event Description: A 7 day tournament with all games hosted at the UCL Sports Ground including the showcase games and the finals with all amenities that are common to a World Championships Ultimate event.



Recognised by the
INTERNATIONAL
OLYMPIC
COMMITTEE



Facilities at the UCL Sports Ground will include a Disc Central including merchandising and vendors area, and areas for players to lounge.

All fields will be within walking distance of disc central.

Final games will be held on June 25, 2016 at the main field arena at UCL, which boasts grandstand seating for 4.000 people.

Tournament Social Events will include the Opening Ceremony on June 18, Trade Night during the week, and Closing Ceremony on June 25 including medal award ceremony.

The WFDF World Championships should be accessible by media for the greatest audience possible. We pursue a policy that involves a number of media platforms to showcase the event locally and internationally to be used by the selected company. A local and national broadcasting possibility will be pursued, along with live streaming of the event on dedicated viewers as negotiated with the partner.

Our Public Relations team will also be utilizing the WUGC website and various forms of social media to promote the Championships. You can visit us on Facebook, Twitter, Pinterest, Flickr, and You Tube.

Official Live-stream / TV Broadcast Partner – Bid Requirements

In exchange for the benefits below, our Tournament Organizing Committee (TOC) is seeking a proposal from you that includes, at minimum, the following:

1. Minimum sales commission of no less than 20% on gross sales of all official event live-stream and TV Broadcast footage. A minimum commission guarantee is highly recommended but not required for consideration.
2. Full footage to be delivered on DVD after the event for promotional purpose and usage by WFDF for free.
3. Production of a highlight video of minimum 240 secs. for promotional purpose and echoing the overall event immediately after the event.
4. Please provide a breakdown of options with different pricing in a range from a minimum of 1 camera setup on one field filming 2-3 games/day, including all finals, a 2 field coverage including a multiple camera setup at showcase field up to a 5 cameras scenario incl. crane and walking camera on several fields. Your proposal may include a minimum, mid-size and maximum set up showing costs.
5. Provision or camera operators, producers and other staff as described by the partner.
6. Proposal should including graphics, repeated shots and commentary.
7. Proposal should include jingles, advertisements of the sponsors, partners.
8. Proposal should include Interviews with players.
9. Footage should be put on archive (VoD) immediately after end.
10. Production of DVD from the event as highlights DVD.
11. Recommended is HD resolution, 720p, 16:9, convert to bitrate 3000 Kbps - Sound 5.1.

Official Live-stream / TV Broadcast Partner – Benefits

1. **Exclusive Livestream, VoD and TV Broadcast rights** for all official event parts - to be specified by the partner.
2. Recognition as the Official Media Partner of WUGC 2016, including but not limited to:

- a. Logo placement and link to your web site from each page of the tournament website.
 - b. Complimentary advertising placements to include: full page ad (Color or black and white TBD) in player tournament manuals (approximately 1000 copies), ¼ page ad in daily newsletters produced from June 18-25, inclusion of promotional flyer in up to 100 captain's packages. Costs for all artwork and/or promotional flyers at your own expense.
 - c. Inclusion of your logo and a brief promotional statement in all promotional materials produced by our Tournament Organizing Committee that reach out to Ultimate players and the general public (Info Booth, event tickets, general information packages)
 - d. Placement of company logo and link to your website from all event specific pages on the WFDF web site as well as a link from the WFDF "SHOP" (or other name to be determined) that highlights companies with which WFDF has a business partnership
3. Opportunity to place up to six (up to 4 foot x 8 foot sized) banners at key sites throughout the venue. Official Media Partner will produce banners at its own cost.
 4. A minimum 40 foot x 40 foot (13m x 13m) media area that is covered and includes regular power (120V service), 8 tables and 6 chairs. Tent will be placed in a mutually agreed upon site that provides optimal access to athletes and spectators and that provides preference to all other vendors.

Additional Items that may be included and will Enhance Bid Consideration

- Information that outlines your past experience in providing such media services to events of this nature.
- A financial contribution to the event to reduce player costs as sponsorship.
- Please note that we would be happy to consider a single bid to cover both 2016 events (WUGC and WJUC).

Our Tournament Organizing Committee is dedicated to building an *athlete-focused championships* that will be remembered for years to come. With that said, we also hope that you will produce a media experience that will be of interest to the Flying Disc community and new audiences. If you have any questions prior to submission on October 15 please do not hesitate to contact us!

Contacts:

Rob Mcleod
WFDF Director of Global Communications
World Flying Disc Federation
rob.mcleod@wfdf.org

and copy to

Karina Woldt
WFDF Event Manager
World Flying Disc Federation
karina.woldt@wfdf.org