

February 1, 2012

Mr. Joseph Wells  
NCTTA  
2322 5th Street #204  
Santa Monica, CA 90405

Dear Mr. Wells,

Thank you for the opportunity to submit a proposal for National Collegiate Table Tennis Association National Championships. We respectfully submit the enclosed proposal and are confident that you will find Battle Creek an excellent choice for your event. We provide top-notch facilities combined with superior customer service to provide your players, coaches and fans the best experience possible.

Battle Creek is strategically located midway between Detroit and Chicago so participants will be pleased with Battle Creek's easy accessibility off I-94 and I-69. McCamly Plaza Hotel is attached to a parking ramp by a mall area that includes Michigan's largest Starbucks, a deli and more. The hotel is within walking distance of 18 eateries and nightlife, including Arcadia Ales, a micro-brewery known for its wood-fired pizza. The options are endless; attendees will enjoy a visit to Clara's on the River, where they can choose from the extensive 16-page menu, or they can visit the Cricket Club to sample one of 70 beers on tap.

Both venues are located near downtown Battle Creek which is in the process of a transformation including new streetscapes, lighting and art. A new pocket park with an interactive performance wall and fire pit is located near the Hotel. Complimentary Wi-Fi is available throughout Downtown Battle Creek as well.

Battle Creek has a history of hosting premier amateur sports events and is home to the Michigan High School Athletic Association State Finals for four sports. Recently, our community has hosted regional and national events such as the Boy's USAG Junior Olympic Gymnastics Nationals, MYWA Wrestling Championships, Wolverine-Hoosier Athletic Conference Softball Championships, NJCAA Region 12 Golf and Softball Championships, USSSA World Series, World Disc Golf Championships and the 8th Triennial World Hap Ki Do Championships. Battle Creek has the experience and knowledge to ensure that the NCTTA National Championships are a success!

I am available to make this event as easy to plan as possible. I look forward to working with you. If I can be of any further assistance, please do not hesitate to contact me.

Sincerely,



Dawn K. Whitcomb  
Director of Sales and Services



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77 E. Michigan Avenue Suite 100 • Battle Creek, MI 49017  
P: 800.397.2240 • 269.962.2240 • F: 269.962.6917  
[www.battlecreekvisitors.org](http://www.battlecreekvisitors.org)

# 2013 College Table Tennis National Championships

**Proposed Dates:  
April 4-7, 2013**

## **HOST ORGANIZATION:**

BATTLE CREEK SPORTS PROMOTION, BATTLE CREEK, MI

Battle Creek Sports Promotion is a program of the Calhoun County Visitors Bureau (CCVB). The program was formed in 1990 to enhance the economic vitality of Battle Creek/Calhoun County through the recruitment, creation and management of amateur sporting/athletic events. The creation of Battle Creek Sports Promotion was a collaborative effort that included the City of Battle Creek, area Athletic Directors, and CVB members working to attract sporting events. Battle Creek has a long history of hosting high-caliber events and is a well-respected organization throughout the sports community.

## **COLLEGE TABLE TENNIS NATIONAL CHAMPIONSHIPS ORGANIZING COMMITTEE:**

- CHAIR: Dawn Whitcomb, Battle Creek Sports Promotion
  - Ms. Whitcomb has 6 years experience hosting events. Please refer to the list below.
- Linda Freybler, CEO, Battle Creek/Calhoun County Convention & Visitors Bureau
  - As CEO of the Battle Creek CVB, Ms. Freybler oversees the many successful sporting events held in Battle Creek each year.
- Brad MacCormack, Battle Creek Family YMCA
  - Since becoming the Building Manager/Sports Director at the Battle Creek Family YMCA he has hosted a variety of events. The athletic complex has hosted a Detroit Pistons basketball camp, a Detroit Lions football camp, Lights on After School (a national 21st Century program), Healthy Kids Day, not to mention over a dozen volleyball tournaments every year.
- Mark Crum, Battle Creek Table Tennis Club
- Lindsay Taylor, Kellogg Arena
- Mark Hughes, Director of Sales, McCamly Plaza Hotel
  - Over 25 years experience hosting events.



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## AMATEUR SPORTS PROGRAMS HOSTED IN BATTLE CREEK:

Sports events hosted in Battle Creek include:

- Michigan High School Athletic Association State Championships: The community of Battle Creek is home to the High School State championships in wrestling, volleyball, baseball and softball. The MHSAA State Championships have been in Battle Creek since 1984 and are scheduled here through 2015.
- USBC Women's State Bowling Tournament, with over 2,000 room nights over 12 weekends.
- Mayor's Baseball/Softball Tournaments, which have been held in Battle Creek for over 15 years. 70-90 teams participate in each tournament annually.
- GameDay USA Baseball/Softball Events are held at Bailey Park in Battle Creek each summer, with up to 3,000 players per weekend.
- USA Gymnastics Junior Olympics were held in Battle Creek three times. This event was highly successful. We anticipate this event being held in Battle Creek again.
- 8<sup>th</sup> Triennial World Hap Ki Do Championships were held in Battle Creek in 2010. This is the first time this event was held in the United States.
- Valley Pool Tournament is held at the Kellogg Arena in Battle Creek each year.

## COMPETITION VENUE (OPTION A)-Kellogg Arena:

- Please see the attachment for details on the Kellogg Arena.

## COMPETITION VENUE (OPTION B)-YMCA Multi-Sports Complex:

The YMCA Multi-Sports Complex has **43,424 useable square feet.**

- 1- 16 competition courts- 800 sq. ft. each (12,800 total sq. ft.)
- 2- 12 practice courts- 450 sq. ft each (5,400 total sq. ft.)
  - a. **25,224 sq. ft. remaining** for spectators, officials, sponsor/vendor booths, competition control area and meeting space.
- 3- Floor plan (attached document)
- 4- Indirect lighting
- 5- Average LUX range is 300-350.
- 6- Windows are only present in the conference room and veranda at the main entrance. Glare/outside light will not impede play.
- 7- The Multi Sports Complex offers a traditional pitched ceiling. Our highest peak is 38", lowest is 21"5'.

### **COMPETITION VENUE (OPTION B)-YMCA Multi-Sports Complex-continued:**

- 8- 1 Men's restroom (3 urinals and 2 stalls – 3 sinks) and 1 Men's locker room (34 lockers and 1 shower). 1 Women's restroom (5 stalls – 3 sinks) and 1 Women's locker room (33 lockers and 2 showers). Each restroom is ADA plus an additional locker/bathroom (1 toilet/sink and 4 lockers) for officials that are also ADA compliant.
  - a. Competitors would have the ability to shower in the main YMCA building. 3 additional locker rooms with more than enough lockers and showers to accommodate.
    - i. Bathrooms are equipped with XCELERATOR hand dryers to eliminate waste.
- 9- After the playing/practice courts are measured, there will be an additional 25,224 sq. ft.
- 10- See above
- 11- A sound system will be rented that will meet the needs of the championship.
- 12- Seating: 8 sets of movable bleachers (each bleacher has casters).
  - a. 6 sets have 4 benches each (capacity is around 40 per bleacher)
  - b. 2 sets have five benches each (capacity is around 50 per bleacher)Seating for 300-350 people. With the extra square footage available, additional seating will be provided as needed (i.e. chairs).
- 13- The Multi-Sports Center has 1 main entrance for participants and spectators. Tables will be setup to establish a clear place for spectators to purchase a pass.
- 14- Parking is FREE!
- 15- A concession stand will be provided during the event. Wattles Park Men's Club, a local Non-Profit Organization, will run the concession as a fund raiser for their youth athletic programming.
- 16- Additional rooms can be reserved in the main YMCA building at no additional charge.
- 17- With extra space available we can create a lounge area for the championship.
- 18- Copy and fax machine will be available upon request.
- 19- Internet access available upon request.
- 20- A janitorial service will be in the building throughout the weekend.
- 21- All YMCA employees are required to be CPR certified and there will be a Y employee on site at all times. There will also be an AED machine available if needed (all staff is trained on AED as well).
- 22- Per our policies, we would secure the dates requested with a contract. We also require a deposit\* (date and amount will be stated in the contract).
  - a. \* *Deposit can be negotiated.*
  - Venue rental-\$1,500 per day
  - Lunch
    - Staff will be allowed to eat from the provided concession stand at no charge. Additional catering could be offered, but there may be an added cost.
  - Insurance
    - The current insurance policy only covers the YMCA. NCTTA will be responsible providing their own coverage for the event.

#### HOST HOTEL-McCamly Plaza Hotel:

- ***We are pleased to offer \$7 per room night contributed towards facility rental. This will decrease facility costs by up to \$2,800.***
- McCamly Plaza Hotel is a full service property offering amenities such as: on site restaurant and bar, indoor pool with hot tub and business center, located in the heart of downtown Battle Creek.
- Connected to the Kellogg Arena and across the street from Full Blast's Family Indoor/Outdoor Water Park and Kellogg's World Headquarters, McCamly Plaza Hotel offers the kind of warm hospitality, welcoming atmosphere and superior services sure to please business and leisure travelers alike. All 239 sleeping rooms have been recently renovated.
- In the adjacent McCamly Place Mall, you'll find Michigan's Largest Starbucks and more!
- McCamly features over 15,000 square feet of meeting space including the 16th floor penthouse meeting rooms available for coaches/staff meetings or other uses.
- The Hotel contact is Mark Hughes, Director of Sales and Marketing. He can be reached at 269-969-4755 or e-mail at mhughes@mccamlyplaza.com.
- The hotel would like to propose a rate of \$99.00.
- The hotel would like to offer one per fifty rooms picked up complimentary.
- Master and direct billing are available upon approval.
- There are 18 restaurants located within walking distance of the hotel.
- There are a variety of spaces that would provide an excellent registration area.
- The hotel check-in time is 3:00 PM and check-out time is noon.
- Complimentary wireless and hard wire internet services are available in the guest rooms.
- Complimentary meeting space would be provided to accommodate the Championships Banquet.

#### BANQUET:

- The host hotel, McCamly Plaza Hotel with its 6,130 square foot Branson Ballroom is an excellent choice to accommodate the Championships Banquet.
- The Branson Ballroom can accommodate a banquet for up to 450 people
- The financial aspect of the banquet is a participant related expense.
- Banquet Budget:
  - Room rental fee – waived (a cost savings of \$1,500)
  - We would like to propose a plated dinner at \$19.00 per person plus 20% service charge and 6% tax = \$24.17 per person. Dinner to include salad, entrée with starch, vegetable, bread and dessert.

## **TRANSPORTATION:**

The venue, hotels, restaurants, and nightlife are all located within minutes of each other. Please refer to the map at the back of this document for details.

- Train
  - The McCamly Plaza Hotel is located one block from the Battle Creek AMTRAK Station.
- Air
  - Battle Creek is located 25 miles (approximately thirty minutes) from the Kalamazoo/Battle Creek International Airport.
  - Shuttle service will be available between the airport and McCamly Plaza Hotel at a cost of \$35 to the participant.
  - At least three major airlines offer regular flights to the Kalamazoo/Battle Creek International Airport.
- Competition Venue
  - The Battle Creek Family YMCA Multi-Sports Complex is located approximately ½ mile from the McCamly Plaza Hotel, and less than 6 miles (10 minutes) from the Holiday Inn-Battle Creek. Please see the attached map for details.
  - Complimentary trolley transportation will be provided at regular intervals between the venue and the host hotel on competition days.

## **MEDIA COVERAGE:**

- Battle Creek will promote your event through a variety of awareness building activities such as:
  - Press Releases to all media outlets as well as to a database of downtown businesses and other businesses within the area.
  - Use of Social Media sites such as: Twitter, Facebook, Blogger, Flickr etc.
  - Involve regional newspapers such as: Grand Rapids Press, Lansing State Journal, Detroit Free Press, Battle Creek Enquirer, Battle Creek Shopper, and Kalamazoo Gazette.
  - Distribute Welcome Signs to all businesses downtown and the surrounding area to welcome participants and spectators to Battle Creek.
  - Communicate with downtown businesses to ensure that participants and fans receive timely and satisfactory service.
  - E-mail event details to visitors and local residents to increase awareness of the event.

## **CHAMPIONSHIPS PROGRAM:**

- The host organization would assist with securing design and printing services for the Championships program.

#### **VOLUNTEER PLAN:**

- The Battle Creek Table Tennis club may be able to assist with volunteers during the event.
- The Visitors Bureau will provide a list of local volunteer agencies.

#### **SITE VISIT:**

- The host organization in partnership with the selected venue and the host hotel would provide complimentary accommodations and a meal for up to two NCTTA representatives.
- A site visit can be scheduled at the NCTTA representatives' convenience.

#### **PHOTOGRAPHY:**

- Battle Creek Sports Promotion will secure a local photographer that specializes in sports photography.

#### **SPONSORSHIPS:**

- The host organization will provide a concise list of prospective sponsors for the NCTTA
- The sponsorships already in place include:
  - Transportation-sponsored by the Calhoun County Visitors Bureau (if needed)
  - Facility Costs
    - \$7 per room per night will be designated to help cover facility costs, an estimated contribution of \$2,800.
  - Banquet-
    - Room rental sponsored by the hotel
      - A cost savings of \$1,500

#### **EVENT SERVICES:**

- The friendly and knowledgeable staff at the Battle Creek/Calhoun County Convention and Visitors Bureau is available to assist with event planning. Many services are available including:
  - Creation of attendance building e-blasts, photos and links
  - Providing pre-event maps and literature
  - Complimentary welcome bags including visitor information, restaurant and attraction coupons, maps and more
  - Providing a welcome table with a customized welcome sign, visitor information and more
  - Reserving room blocks
  - Attendees may book hotel rooms through CVB website

## **ESTIMATED SAMPLE BUDGET:**

Please see attached spreadsheet.

The prices included for estimation purposes only. Additional information would be required for actual pricing.

- Venue Rental-Kellogg Arena, additional charges may apply tables and chairs. See proposal for details.
- Lunches- Complimentary lunches will be provided for staff at the Battle Creek Family YMCA. Additional costs will apply for staff lunche at the Kellogg Arena. Menus are available.
- Insurance-please see Venue section for more details
- Audio Visual-pricing and services are available, dependent on the type of Audio Visual services and equipment requested.



# KELLOGG ARENA

D O W N T O W N B A T T L E C R E E K

1 McCamly Square  
Battle Creek, Michigan 49017-3549

Phone (269) 963-4800  
FAX (269) 968-8840  
[www.kelloggarena.com](http://www.kelloggarena.com)

January 30, 2012

National Collegiate Table Tennis Association  
Willy Leparulo  
2322 5<sup>th</sup> Street, Suite 204  
Santa Monica, CA 90405

Dear Mr.Leparulo,

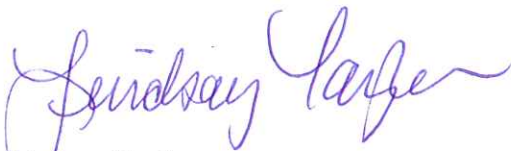
Thank you for considering the Kellogg Arena as a possible destination for your 2013 College Table Tennis National Championships. In collaboration with the McCamly Plaza Hotel, I am certain that we will be able to fulfill all of your needs. We really appreciate you taking the time to look through our information.

The Kellogg Arena is a 30,000 square foot open, flexible, space directly connected to McCamly Plaza Hotel via an indoor Plaza called McCamly Place. McCamly Place features Michigan's largest Starbucks, Pastrami Joe's Deli, JW Barleycorns and an Avis car rental. Also attached is a 760 car parking structure. This set-up is perfect for attendees traveling from out of town- they can park in the structure, walk to and from the hotel, Arena and eateries, all without having to go outside! The Arena is also conveniently placed within walking distance to Downtown Battle Creek - currently undergoing a transformation.

The dates we would like to propose are April 3-7, 2013. The cost of the Kellogg Arena is \$2,900/day for 2013. This also includes the use of our Hospitality Room and two production offices. Attached you will find a complete pricing sheet.

If you have any questions regarding the Kellogg Arena or anything in this proposal, feel free to contact me by phone (269) 788-1102 or via e-mail at [ltaylor@kelloggarena.com](mailto:ltaylor@kelloggarena.com).

Sincerely,



Lindsay Taylor  
Sales and Marketing Manager

**The Rink**  
75 Houston  
Battle Creek, MI 49017  
Phone (269) 966-3625

# KELLOGG ARENA

D O W N T O W N B A T T L E C R E E K

General Manager. . . . . Kevin Scheibler  
Director of Finance . . . . . í í í Treasa Sylvester  
Sales & Marketing Manager. . . . . Lindsay Taylor  
Operations Managerí í í í í í í í í í í í í í .Ben Randels  
Box Office Managerí í í í í í í í í í .í í í í ...Kelly Hickey

## SPECIFICATIONS

### **LOCATION:**

Kellogg Arena is located in the heart of downtown Battle Creek, 4.5 miles north of I-94, and is part of the exciting McCamly Square complex which includes McCamly Plaza Hotel (243 rooms), McCamly Place (50,000 square foot retail area featuring various retail outlets and unique eateries), McCamly Square Parking Ramp, and a beautiful outdoor park.

### **PARKING:**

In addition to the 763-car ramp, there are 1,500 plus spaces within two blocks. All parking facilities are paved and lighted.

### **ARENA DIMENSIONS:**

The Kellogg Arena consists of over 30,000 square feet which can be used as one open area or Divided via an operative ceiling drop curtain into two areas. The arena side consisting of 22,000 square feet (100x220ø) and the exhibition hall side consisting of 8,360 square feet (38x220ø). Refer to the Standard Rental Structure regarding rental rates.

### **ARENA SEATING CAPACITY:**

Seating up to 6,200 with a variety of seating configurations to meet your needs.

- 5,196 general admission seats for concerts, w/o north end risers
- 6,193 reserved seats for concerts w/north end risers
- 4,675 reserved seats for basketball
- 4,859 reserved seats for ice show
- 6,500 reserved seats for in-the-round shows
- 4,433 reserved seats for circus events
- Banquets from 50 to 2,000

### **DRESSING ROOMS AND HOSPITALITY:**

Four (4) dressing rooms plus one (1) star dressing room, all with full bathroom and shower facilities. In addition, a hospitality area with a 75 person capacity is available for after-parties and backstage catering.

**STAGING:**

Stage Right adjustable from 48ö ó 78ö in height, 60øw x 40ød (4ø x 8øsections), with 24øx 12ø wings. Wenger adjustable from 30ö to 56ö in height, 60øw x 40ød (4ø x 8øsections), with 20øx 16øwings. Eighty-four foot (84ö) stage barricade.

**LIGHTING:**

Four (4) 400 watt Ultra Arc spotlights. Exhibit lighting at 150-foot candles. Quartz boxing ring lighting. 1-22øbox truss with 30 par 64 1000w instruments with a 36 channel lighting desk available.

**SOUND:**

Center-hung cluster with 8,400 watts. Community Cabinets, Crown Amps with IQ software interface, TOA Saori digital processing.

**POWER:**

Show power 20øupstage center, two (2) 600 amp 3 phase, one (1) 400 amp 3 phase. Multiple locations with power available at rear of house right and left. Additional show power available with ceiling electrical drops and transformers. Custom wiring for trade show from 20 amp single phase up through 600 amp 3 phase. Shore power available.

**CEILING HEIGHT:**

35øto low steel, 47ö to high steel.

**LOADING AREA:**

Two loading doors ó 15øheight x 20øwidth, and 15øheight x 12øwidth.

**BOX OFFICE:**

The Box Office has a total of six window outlets, all located inside the McCamly Place lobby area. Tickets can also be obtained from one hundred plus statewide outlets and the local outlet (Ticketmaster), or mail order. Box Office is operated by the building.

**SPECIAL SERVICES AND EQUIPMENT:**

- Full Service catering kitchen
- Seven permanent concession stands, with portables available
- Exhibition and convention booth equipment provided in-house (tables, chairs, pipe and draping) to accommodate up to 200 (10øx 10ø) booths
- Two Production offices for building lessees
- Basketball floor can accommodate pro, college, and high school basketball
- Wrestling mats with twelve (28ø) circles or eight (32ø) circles for high school, college, and amateur wrestling programs
- Electric Scoreboards
- In-house advertising and advertising placement service using Kellogg Arenaø contract rates
- Completely climate controlled building
- Tennis Court (1)
- Volleyball Courts (6)

## RENTAL STRUCTURE:

House rents, and co-promotes.

	<b>Per Event Day</b>	<b>Per Move-in/Out Day</b>
Arena and Exhibition Hall	\$2,800.00*	\$1,400.00
Arena Only	\$2,500.00*	\$1,250.00
Exhibition Hall Only	\$2,040.00	\$1,040.00

\*VERSUS 10% of Gross Receipts (whichever is greater) for ticketed events. Plus Expenses:

## BOX OFFICE

3- 1/2% of Gross Receipts plus tickets and credit cards charges, and day of show sellers.

## Equipment Rental Rates:

Staging	\$50.00 Per 4ø8øSection	\$1,000 Max
Stage Risers	\$30.00 Each	
Mixer Risers	\$30.00 Per 4ø8øSection	
Barricade	\$10.00 Per Section	
Black Theatrical Curtain	\$5.00 Per Linear Ft.	
Carpet	\$1.00 Per Linear Ft.	
Chairs	\$1.00 Each	
Electrical ó 120v	\$25.00 Each	
Electrical ó 220v	\$50.00 Each	
Electrical ó Show Power	\$350.00 Per Day	
Forklift	\$125.00 Per Day Plus Operator	
Lights - Spot	\$150.00 Each	
Lights ó Truss	\$200.00 Each	
Pipe & Drape	\$1.00 Per Linear Ft.	
Phone Lines	\$200.00 Per Line	
Fiberline	\$250.00 Per 10meg	
Wireless Internet	\$100.00 Per Line	
Sound System	\$200.00 Plus Operator	
Stage Barricade	\$15.00 Per Section	
Tables 8ø	\$7.50 Each	
Tables Skirted	\$15.00 Each	
Tables Round	\$15.00 Each	
Towels	\$1.75 Each	
Turnstiles	\$25.00 Each	
Water Hook-up	\$25.00 Each	
Electrician	On Request	
Scoring Systems	On Request	
Stage Gear	On Request	
Transportation	On Request	

**Labor Rates ( Per Hour):**

House Manager		\$19.00
Event Personnel		\$15.00
Stage Manager		\$19.00
Climbing Riggers		\$As Quoted
Ground Riggers		\$As Quoted
Conversion Supervisor		\$18.00
Conversion Personnel		\$15.00
Stagehand/Deckhand		\$15.00
Forklift Driver		\$18.00
Show Maintenance		\$15.00
Overnight Cleaning		\$15.00
Overnight Security		\$18.00
Wardrobe Personnel		\$15.00
House Lights Operator		\$15.00
Spotlight Operator		\$15.00
Sound System Operator		\$15.00
Box Office Supervisor		\$18.00
Box Office Personnel		\$15.00
Medical		\$As Quoted
Police		\$As Quoted
Runner	Load-in thru Show	\$100.00 Flat
	Load-in thru Out	\$200.00 Flat

## ESTIMATED SAMPLE BUDGET FOR BATTLE CREEK, MI

Line Item	Price	Less Hotel Contribution	Total
OPTION A: Venue Rental-Kellogg Arena	\$11,600	\$2,800	\$8,800
OPTION B: Venue Rental-YMCA Multi-Sports Complex	\$6,000	\$2,800	\$3,200
Banquet-Participant Charge \$25/per person	N/A	N/A	N/A
Site Visit – Airfare Only	TBD	N/A	TBD
Marketing Materials	\$500	N/A	\$500
Event Programs	\$2,000	N/A	\$2,000
Photography	\$250	N/A	\$250
Shirts	\$2,000	N/A	\$2,000
Creative Design	\$500	N/A	\$500
Supplies	\$500	N/A	\$500
Printing	\$500	N/A	\$500
Transportation	\$0	N/A	\$0
Athlete Lunches (320 athletes x \$6 lunch=\$1,920 per day)	\$5,760	N/A	\$5,760
Insurance	TBD	N/A	TBD
Audio Visual Equipment	TBD	N/A	TBD

TOTAL ESTIMATED COST-OPTION A

\$18,810

TOTAL ESTIMATED COST-OPTION B

\$13,210

