

Glossary of Terms

This glossary contains commonly used terms and phrases that every sports event industry professional must know to be successful!

Bid Fee – The amount of money some event owners require from the winning bidder. This fee may be retained by the event owner as part of their compensation for selecting the destination. It might also be credited against a guarantee that the host has agreed to provide at the conclusion of the event. It is a common practice to require that each bidding organization submit either all of the fee or a portion of it with each bid. This money is returned to all unsuccessful bidders. Some bid organizations do not, as a formal policy, pay bid fees. They focus on other events or the development of their own.

Convention & Visitors Bureau (CVB) – A resource for sports event planners bringing events to their community. Provides services, including, but not limited to, hotel & restaurant information, calendar of events, visitor guides, housing, attraction & shopping information.

Economic Development – Occurs at the state, regional, or municipal level, or in public-private partnership organizations that may be partially funded by local, regional, state, or federal tax money. These organizations seek out new economic-generating opportunities while working to retain their existing business wealth.

Economic Impact – Net change in an economy caused by activity involving the acquisition, operation, development, and use of sport facilities and services.

Event Management – Process by which an event is planned, prepared and produced. Encompasses the assessment, definition, acquisition, allocation, direction, control and analysis of time, finances, people, products, services, and other resources to achieve objectives.

Event Manager – Responsible for overseeing and arranging every aspect of an event, including researching, planning, organizing, implementing, and evaluating an event's design, activities, and production.

Event Owner – Youth sports, multi-sport, national governing bodies (NGBs), grassroots programs, and any other organization that owns events that are bid out and/or awarded.

Facility Guide – Document or online listing of sports facilities in the local area that can be utilized for hosting sporting events. Should include details of facilities including seating capacity, floor dimensions, lighting available, air/heating system, etc.

Grassroot Event – Low-cost sports competition created by host organization in order to attract visitors into their community.

"Heads in Beds" – Occupying hotel rooms with guests.

Host Organization – Sports commission, convention and visitors bureau (CVB), park and recreation department, venue, and any other organization who host sporting events.

Local Organizing Committee (LOC) – Group of individuals in the community who form an ad-hoc committee to manage the procurement and running of sports events.

Sports Events & Tourism Association (Sports ETA) – The leading not-for-profit association of sports event travel industry professionals that provides professional development, industry research, and networking opportunities; also the producers of the Sports ETA Symposium, Chief Executive Summit, Women's Summit, Facilities Summit, and 4S Summit.

National Governing Body (NGB) – Any sport organization responsible for the rules and regulations of one or several sport activities. Usually membership-based and comprised of athletes, coaches, officials, and a national staff dedicated to the promotion and growth of the sport through city, state, region, or national level participation.

Peak Night – Refers to the night during an event when the most rooms are occupied by those in attendance.

Request for Proposal (RFP) – A document that outlines the requirements to host a sporting event. Should include requirements for the following: hotel rooms, bid fee, facility/fields, estimated number of participants, complimentary services, etc.

Room Block – total number of sleeping rooms that are utilized and attributed to one event.

Room Nights – number of rooms blocked or occupied multiplied by the number of nights each room is reserved or occupied.

Sports Commission – Organization created to support the development and hosting of amateur sporting events in their community. May be born out of a chamber of commerce, convention and visitors bureau (CVB), or be a department within a bureau.

Sports Event Travel Industry – Niche of the tourism industry that uses the hosting of sporting events to attract visitors to communities in order to drive economic impact.

"Stay to Play" – Rule used by some events which requires participants to utilize certain hotels in order to be eligible to participate in competition.

Supplier – Hotels, sports publications, insurance companies, consulting and research firms, housing services, and any other company that supplies products and services to the sports event industry.

United States Olympic Committee (USOC) – Not-for-profit organization recognized by the International Olympic Committee as the sole entity in the United States whose mission involves training, entering and underwriting the full expenses for the U.S. teams in the Olympic, Paralympic, Pan American, and Parapan American Games. The USOC oversees the process by which U.S. cities seek to be selected as a Candidate City to host the Olympic and Paralympic Games (winter or summer), or the Pan American Games. In addition, the USOC approves the U.S. trial sites for the Olympic, Paralympic and Pan American Games team selections.

