

INTERNATIONAL MIXED MARTIAL ARTS FEDERATION

## **AMATEUR MMA CHAMPIONSHIPS BID GUIDELINES**



## **1. OPPORTUNITY**

- Host the ultimate flagship event in the history of MMA in your region
- Showcase your country as an international sports hub on global platform
- Promote your country to a global audience as an epicentre for the development of MMA
- Attract Amateur MMA competitors and participants from more than 60-100 countries worldwide
- Get broadcast on international television
- Promote your organisation's alignment with the globe's only MMA governing body to be organised in accordance with Olympic values
- Create a legacy with IMMAF for MMA in your community and country
- Upskill your MMA community and industry with IMMAF training courses and licensing (included)
- Gain marketing and PR support for your association
- Gain leverage and support from IMMAF in your funding bids
- Strengthen the relationship with government/authorities/sport ministries

### **BENEFITS**

- Global Audience
- Economic Impact
- Tourism Opportunity
- Media and Marketing
- Community Engagement
- Sponsorship Revenue
- Increased Participation
- Broadcast
- Commercial opportunities
- Education and legacy

### **THE PACKAGE**

- Host country
- Title and co-title sponsor
- Naming rights: venue, weigh in, fan events
- Ticket sales
- In venue revenue
- Digital exposure
- Broadcast exposure
- National Broadcast rights\*
- Corporate responsibility programme
- Merchandising
- Sponsorship sales
- Advertising
- IMMAF Training and Licensing (included)
- Grants/ funding opportunities
- Further commercial opportunities

## 2. BIDDING PROCESS FOR IMMAF CHAMPIONSHIPS EVENTS

This policy is designed as a step-by-step process for any organization wishing to tender a bid to host an IMMAF Amateur MMA Championship event.

### PROCEDURE

- Any organisation wishing to embark on the bid process should send an email to [bidding@immaf.org](mailto:bidding@immaf.org) stating its interest in submitting a formal bid.
- IMMAF will provide advice to interested parties including the timeframe for the bidding process.
- A formal written bid must be submitted with all supporting documents to IMMAF by email to [bidding@immaf.org](mailto:bidding@immaf.org) at latest by the deadline stated and according to the guidelines given.
- The IMMAF team will be at hand to provide information regarding Championships requirements to support the writing of the bid.
- There is a non-refundable administration charge of \$500 for submitting a formal bid to IMMAF.
- On receipt of the formal bid, the IMMAF bidding committee will carry out the first check to ensure that the required elements are present, seeking further clarification if necessary, before the bid is considered by the CEO and Board.
- Bidding organisations will be invited to give a presentation to a decision-making panel consisting of the IMMAF CEO, President and representatives from the IMMAF Board.
- Following the initial evaluation of all bids received, IMMAF will contact all bidding organisations with further instructions.

### GUIDELINES

Please see Operational Guidelines in the following areas to inform your Bid application:

- i. Venue requirements
- ii. Accommodation requirements
- iii. Staffing requirements
- iv. Broadcast rights
- v. Sponsorship
- vi. Medical requirements

### BID PROCEDURES CHECKLIST

The formal bid document should contain at least the following provisions. Please ensure these specific headings are used.

Chapters	Content	Check box
1. Overview	<ul style="list-style-type: none"> <li>• vision for the Championship/type of event</li> </ul>	

	<ul style="list-style-type: none"> <li>goals of Host Federation</li> <li>outcomes needed</li> <li>legacy plan</li> </ul>	
2. Timing	<ul style="list-style-type: none"> <li>which event</li> <li>date proposed</li> <li>how often</li> </ul>	
3. Candidature	<ul style="list-style-type: none"> <li>federation background</li> <li>events experience</li> <li>public opinion (support/ opposition)</li> </ul>	
4. Candidate city	<ul style="list-style-type: none"> <li>name</li> <li>why it's ideal</li> <li>history and geographical size</li> <li>transport and getting around</li> <li>population</li> <li>economy</li> <li>cultural institutions</li> <li>other events</li> </ul>	
5. Political / legal	<ul style="list-style-type: none"> <li>political support / opposition (regional, national, city levels)</li> <li>local sport regulation/ commissioning</li> <li>legal considerations</li> <li>anti-doping and the law</li> <li>national anti-doping code</li> </ul>	
6. Bid organizational structure	<ul style="list-style-type: none"> <li>board members</li> <li>organising committee</li> <li>federation support</li> <li>financial backing</li> <li>outside business backing</li> <li>letters of support</li> <li>political support</li> </ul>	
7. Hotel /accommodation options (participants)	<ul style="list-style-type: none"> <li>name(s)</li> <li>address/ satellite coordinates</li> <li>reason for choice (s)</li> <li>suitability for event</li> <li>rating</li> <li>capacity</li> <li>costs</li> <li>amenities</li> <li>distance/ travel time to venue</li> </ul>	
8. Flights/ transport	<ul style="list-style-type: none"> <li>main airport</li> </ul>	

	<ul style="list-style-type: none"> <li>• distance/ travel time to hotel</li> <li>• airline partner (if any)</li> <li>• immigration support</li> <li>• transport infrastructure</li> </ul>	
9. Sports program	<ul style="list-style-type: none"> <li>• dates and schedule</li> <li>• arrival</li> <li>• press conference/ events</li> <li>• staff/ volunteer plan</li> <li>• <i>*(incl. assessment of expertise)</i></li> <li>• medical staff and facilities</li> <li>• hospitals</li> <li>• cage suppliers</li> </ul>	
10. Venue	<ul style="list-style-type: none"> <li>• name</li> <li>• address/ satellite coordinates</li> <li>• capacity</li> <li>• venue map</li> <li>• suitability for event</li> <li>• distance from participants hotel</li> <li>• distance from hospital</li> <li>• <i>*(with emergency, CT &amp; MRI services)</i></li> <li>• accessibility for audience</li> <li>• build time</li> <li>• other events held</li> <li>• telecoms/internet</li> <li>• security/ stewarding</li> <li>• event management</li> <li>• event production</li> <li>• tickets sales</li> </ul>	
11. Immigration and customs	<ul style="list-style-type: none"> <li>• regulations</li> <li>• vaccination process</li> <li>• visa requirements</li> <li>• importation restrictions</li> </ul>	
12. Climate and environment	<ul style="list-style-type: none"> <li>• conditions for competition</li> <li>• weather</li> <li>• sustainability</li> <li>• disease</li> </ul>	
13. Security and Health	<ul style="list-style-type: none"> <li>• overall security</li> <li>• general risks</li> <li>• health care</li> <li>• first aid (out-of-competition)</li> <li>• doping control</li> <li>• insurance</li> <li>• security plan (if applicable)</li> </ul>	

14. Commercial Marketing and	<ul style="list-style-type: none"> <li>• PR plan</li> <li>• PR agency or representative</li> <li>• sponsorship</li> <li>• ticketing</li> <li>• broadcast</li> <li>• timing</li> <li>• community program</li> </ul>	
15. Budget*	<ul style="list-style-type: none"> <li>• host fee</li> <li>• operational cost</li> <li>• income streams</li> <li>• funding</li> <li>• government support</li> <li>• contributions/patrons</li> </ul>	

### **\*OPERATING COSTS**

The organiser shall be responsible for 100% of the operating costs for the Championships (Operating costs), including

- Competition venue and facilities
- Spectator seating and venue furniture
- Venue staffing and security
- Production costs (arena dressing, backdrops, audio, lighting etc)
- Equipment (including cages and associated costs)
- Medical & Anti-doping costs
- Insurance
- Sanctioning & Commissioning
- Operational Staff costs (including wages/ volunteer per diem, accommodation, transport, expenses)
- Transport
- Local marketing
- Ticketing
- Peripheral competition costs (e.g. warm up mats)
- Administrative costs
- Staff and officials' uniforms
- IT, cabling and electronic costs
- Bills and service charges (e.g. phone, cleaning)
- Medals and medals ceremony
- Hospitality (VIPs)

### **REVENUE**

The Host Federation is entitled to retain revenue secured through the following channels subject to approval by IMMAF:

- Sponsorship (where not in conflict with existing IMMAF rights deals)
- All Merchandising
- Advertising
- Domestic Broadcast Rights (where not in conflict with existing IMMAF rights deals)
- 100% Ticket Sales
- All in venue sales
- Grants secured by Host Federation
- Other commercial opportunities

### 3. SUPPORTING DOCUMENTS

The following supporting documentary evidence must be attached to the Bid Application:

Documentary evidence	Check box
Evidence of funding and resources that can be contributed by Host Federation (e.g. letters of intent, bank statements)	
Evidence of Support or Endorsement from Government or National Olympic Committee	
Letter(s) of intent from broadcasters, sponsors and funding bodies	
Confirmation of permission to host event from commissioning bodies or local authorities where applicable	
Map with all main venues, hotels, airports and measured distances/ travel times	

### 4. WHAT HAPPENS NEXT

If the Bid Application is successful in its initial consideration by IMMAF:

- IMMAF will require an inspection visit to the city and operational recce to further evaluate the Bid at the Host Federation's expense.
- At IMMAF's discretion, Sports Team leaders or IMMAF Technical Committee representatives will be invited to review the local facilities relating to their technical areas (e.g. IMMAF Event Director, Medical Manager, Marketing and Communications Director).
- The visiting IMMAF representatives are responsible for verifying that IMMAF requirements can be met by the Host Federation and that the proposed location has the infrastructure to facilitate an IMMAF Championship event within budget. A report will be presented by the IMMAF CEO to the IMMAF Board for final approval before any Agreement can be signed between IMMAF and the Host Federation.



- The CEO of the IMMAF, based on the Statutes, Financial Rules and the Operations Manual, shall prepare a contract covering all obligations for the organisation of the Championships including financial, logistical and licensing. The contract will govern the management of the Championships and the terms and conditions of the partnership between IMMAF and the Host Federation.
- At point of contractual exchange and to secure the Bid, the bidder will be required to pay deposit of \$20,000 to IMMAF.
- \$1000 of the fee will be retained by IMMAF for release of the to the Host Federation and granting of rights to use.
- The remainder of the deposit is to be held securely in trust by IMMAF in a dedicated Championships Fund for contingency purposes and will be refunded to the Host Federation upon the successful conclusion of the Championships should no money be owing to IMMAF or other parties by the Host Federation.
- On completion of contracts, the IMMAF and the Host Federation are to form a joint Organising Committee to manage the organisation of the Championships in accordance with the Operations Manual
- The Organising Committee is then responsible for finalising the Championship Foundation Plan and Budget Proposal, based on the Host Federation's Bid and in accordance with IMMAF's Operational Manual, rules and values. The committee is responsible for the key strategic, organisational, governance and reporting processes applicable to the planning, organising, financing and staging of the Championships.