



FUTURE FESTIVAL SITE REQUIREMENTS 2019



introduction

August, 2015

Dear Sir or Madam :

The International Jugglers' Association is seeking host cities for our week-long festivals in 2019 and beyond.

Like many small organizations, the economy has had a negative impact on our festival attendance since the mid-2000s, and we are trying to rebuild the attendance for our week-long festival to the 700-1,000 juggler levels we had since the early 1990's. For this reason, we are laser-focused on **affordability** of the festival venues, lodging and meals for our jugglers spending the week at the IJA festival.

We will consider downtown convention center/headquarters hotel/rented theater venues for our future festivals **only if** all the economic and logistical factors look promising *and* can offer **real affordability** in lodging rates. Casino resorts, beach or mountain resorts and corporate conference centers generally **do not** provide us with the mix of affordability, choice and facilities we need for a successful week.

Please see the accompanying materials for specifics on the requirements for our festival, and some additional background information.

Please note that this festival requirements document is extensive, but **there are very few "show-stopper" items** in it; i.e., we can work without or around nearly any item on the list **if** the balance of your proposal is very attractive.

I would be pleased to speak to you by phone to discuss how your city and facilities can fit into our plans for a future festival.

Sincerely,

A handwritten signature in blue ink that reads "Mike Sullivan". The signature is fluid and cursive.

Mike Sullivan

IJA Future Festival Site Coordinator 2011 - 2019

IJA Festival Director 2009 & 2011

IJA Memberships Director 2003 - 2008



key success factors

To be successful with our group, a host city must have all of these key success factors:

- **Affordable lodging choices within a short walk of the other festival venues.** A single property, properties with rates much above \$100/night single through quad, or properties not within a close walk of the other festival venues are not suitable for our group. Likewise, the priorities and amenities of casino resorts, beach or mountain resorts or corporate conference centers generally do not align with our needs.
- **Air accessibility through multiple national carriers.** Our jugglers, performers and competitors come in from all parts of the United States, all of North and South America, Europe and Asia. Convenient, high-frequency **mainline jet** connections to world air hubs are essential.
- Affordable choices in casual and quick-service dining within a short walk of all venues.
- All venues air-conditioned.
- Facility rental, inclusive of labor, under \$20k for the juggling space for the week, and under \$2,500/night for the performance theater.



about the IJA festival

The International Jugglers' Association was founded in Pittsburgh, Pennsylvania in 1947, as a way to promote the art and sport of juggling and "to render assistance to fellow jugglers."

IJA has held annual festivals every summer since then. Our 69th annual festival is set to be held in El Paso, Texas in July, 2016.

Jugglers and variety artists of all ages and ranging from beginners to hobbyists to world-class champions and professional performers converge for a week of juggling, workshops, medal competitions, public shows and much more.

Our festivals feature four nights of live shows and championship competitions. We cap off our week with a world-class public show we call "The Cascade of Stars."

All evening performances and championship competitions are ticketed events open to the public, along with many other fun events for the community throughout the week.

PREFERRED DATES & GENERAL INFORMATION

The IJA holds an annual 6-day juggling festival every summer.

- The next open dates are for 2019.
- Preferred dates are Monday-Sunday in the third or fourth week of July. *We will consider dates in late June or July weeks that run into the first few days in August.*

2016: July 24-31, El Paso, Texas.

2017: July 10-16, Cedar Rapids, Iowa (70th Annual).

2018: July 16-22, Springfield, MA.

Affordability and proximity are the two most important site selection criteria for our festival.

- We are focused on keeping our festival affordable for youth groups, families with kids, students, working performers and hobbyists.
- In downtown areas, we need a convention and hotel district located in close proximity to food outlets and the performance theater, since our jugglers spend all week ***on-foot*** and do not want to waste their valuable juggling time driving, parking, taking shuttle busses, etc. We require all festival venues to be within an easy ***5-minute walk***.

If these two criteria (affordability and proximity) are met, there is a strong chance that IJA can hold a successful festival in your city, even if some venue requirements don't meet our desired criteria. ***Let's talk!***



gym

The gym is the activity hub of the festival all week long.

Open juggling, informal competitions, events and over 100 workshops will be going on in this space all day, every day during the festival.

IJA's registration and operations area will be set up just inside the main entry door of this space.

GYM REQUIREMENTS

- **18,000-sq.ft. space, 18' ceiling height.** Typically, any room that large will have sufficient overhead clearance for our needs.
- **Open 24/7 from 10am Monday to Noon Sunday.** IJA does not provide security between 4pm and 9am; charges for building security or overnight staffing, if required, should be quoted.
- Air-conditioned to 74 degrees.
- Wi-Fi Internet available without hassle to all IJA staff, attendees and guests.
- Carpeted. If the space has a concrete or other flooring surface, include an estimate to cover 80% of space with trade show carpeting and padding.
- Indirect lighting (preferred) or mercury-vapor overhead lighting. IJA usually needs to use only half the lights available in the hall.
- Twelve 6' folding tables with skirts/tablecloths at main entrance for IJA registration and festival operations **inside the main space.**
- Patch to house sound or portable PA & mixer at IJA table for PA announcements & background music from an iPod.
- Provision for 12 x 120V AC electrical outlets at IJA table for computers, printers, copier, etc.
- 24' x 24' x 2'-riser stage with 12' pipe-and-drape backdrop for the daytime events stage inside the main space; seating for an audience of 100 in chairs or bleachers facing the stage.
- Second small PA & mixer for the daytime events stage; two handheld wireless mics and two microphone floor stands.
- Water coolers, cups, trash bins around gym & near IJA table.
- Nearby or adjacent lockable small office, cloakroom or show manager's office for securing IJA property, cash & trophies, 200-sq. ft.
- Total of 200 folding or banquet chairs available for general seating around the gym.



workshop, meeting & vendor space

The IJA festival features over 100 free workshops during the week. Jugglers teach other jugglers in dozens of different styles and levels of juggling.

In addition, one to three extra-cost Special Workshops are usually offered at each fest, where world-class performers and juggling legends teach, share and inspire.

Our juggling vendors set up for the week inside the gym, where they can be part of all the action and be close to where the jugglers spend all day and night.

WORKSHOP & ANNUAL MEETING SPACE

Three (minimum) or four (desired) 750-1,000-sq.ft. workshop rooms adjacent to main space for daytime workshops

- These rooms will be used 9am-5pm Tuesday-Saturday only; carpeted; 12' ceiling height; air-conditioned.
- Adjacent or within a quick walk of the main gym space, in the same building.
- An atrium or outdoor courtyard or plaza area should be available for selected high-throw or other special workshops (bull-whip, unicycle, rope spinning, wheeled props, etc.).
- The IJA annual membership meeting is scheduled for mid-week around 11am; seating for 100, elevated stage with panel seating for 10 Board and staff members, two handheld mics & house sound or portable PA.

VENDOR SPACE

Forty to eighty 6' or 8' folding tables, 20 to 40 standard folding or banquet chairs for vendors.

- All vendor tables are **inside the gym space**, along the walls or near the IJA registration table & main entrance.
- All vendor space along the walls of the gym. No pipe-and-drape required.
- Electrical outlets and Wi-Fi available to vendors as requested in advance; about half of the vendors will require electric.
- Vendor load-in and set-up Monday, tear-down and load-out Saturday night or Sunday morning.



Lodging

We require a choice of reasonably-priced, clean, safe lodging options we can offer our jugglers, all within a short walk of other venue facilities.

2- and 3-star chain or independent properties work perfectly with our group.

Hotel rates above **\$100/night single** will not work well with our group.

Rates that include breakfast, parking and Wi-Fi are wildly popular with our group and quickly sell out.

Affordability and proximity are the main drivers of attendance at an IJA festival, luxury is not.

Our jugglers view sleep as a necessary but bothersome interruption to the 24-hour-a-day fun of the week-long IJA festival. Therefore, they spend little time in their rooms asleep.

Bottom line: lodging rates need to be **very reasonable** to be successful with our group. The lower the room rates, the more jugglers will come to the festival.

- **History:** See Appendix for IJA's 11-year lodging history.
- The clear message from our past festivals is that **lodging affordability drives our room-night pickup**. As hotel rates crept up, attendance declined. **Affordable rooms = higher attendance!**
- Long-duration stay: almost all our jugglers stay at least three and as many as six nights; some staff stay 9 or 10 nights! The average stay duration for our jugglers in 2013 and 2014 was 5.4 nights.
- 175-200 room-nights on peak (Thursday-Saturday).
- Most rooms used are double/queen or double/double.
- Please quote rates for single through quad if available.
- Required IJA comp rate is 1:25.
- Aside from the IJA festival staff and the VIP room block reserved by the IJA festival team, all reservations will be made individually by jugglers attending our festival.
- Three-week cut-off date. Reservations may start as early as the March prior to festival.
- Placement of an IJA Welcome Banner in a prominent location (preferably behind the hotel registration desk) during contracted dates.
- One room-drop of an IJA-supplied VIP gift to up to 15 rooms on Monday or Tuesday.
- IJA rate available from the Thursday prior to the Monday following festival dates for IJA staff, jugglers & VIPs.
- IJA festival HQ hotel(s) will be promoted heavily by IJA and reservations & rate info will be distributed to all IJA members.



performance theater

The highlights of every IJA festival are the IJA championships competitions and the Cascade of Stars show, all held in a live performance theater with tickets available to the public.

The IJA Championships award gold, silver and bronze medals to competitors from all over the world.

Young jugglers (17 and under) as well as individuals over 17 and teams compete on the IJA Championships stage in the most prestigious juggling competition in the world.

The finale of the week's excitement is the Cascade of Stars show, which brings world-class variety performers from every corner of the globe together in an amazing, high-energy spectacular for the whole family.

Selling hundreds of tickets to members of the public helps our budget tremendously, so we need more seating for our shows than the number of jugglers registered for our festival.

PERFORMANCE THEATER

700+ seat live performance proscenium theater rental for four nights.

- Preferred nights: Tuesday, Wednesday, Thursday & Saturday (we are usually dark on Friday night, and another client can be booked for Friday if desired).
- Minimum proscenium plaster opening: 40' width, 30' height, 30' depth.
- Minimum height to lighting grid should be 32' for high-throw prop competitors & performers. If there are high-clearance "lanes" along the grid space with ample height, this will work. Certain performances require throwing props as high as 35', so ample overhead clearance is required.
- ADA accessible, clear sight lines.
- No orchestra pit/lift, crossover or floor loading requirements.
- IJA shows use no scenery, no sets and have minimal lighting and sound requirements. All performers bring their own props in a gym bag or in a car or van on day of show.
- One or two follow spots operated from balcony or cove positions.
- Loading dock or loading door on street or alley; ramps or freight elevator to stage level.
- Guillotine or traveling fireproof front curtain.
- Full width and height scrim, one white, one black.
- Gobo projector, B- or M-size, for IJA logo gobo onto front curtain during pre-show.
- Small 6' x 6' platform for IJA videographer w/patch to house sound & clear sightline to stage in mid-house or lower level rear seating area.
- IJA will hire house staff & crew to supplement IJA show director, stage manager, stagehands & other crew.
- Tech rehearsals are usually from Noon-5pm on the day of show.



performance theater - continued

DRESSING ROOMS & WARM-UP AREA:

- Three or four private or star dressing rooms.
- One or two chorus dressing rooms with washroom adjacent if available.
- Green room with chairs, sofas, mirrors, stage monitor & intercom.
- IJA prefers to self-cater green room with snacks, water & non-alcoholic beverages.
- Warm-up room or adjacent practice/rehearsal space with 20' ceiling height.

FRONT-OF-HOUSE SERVICES:

- IJA prefers to sell and distribute our own show tickets for all performances. Please specify if your theater is under contract to Ticketmaster or another ticket broker, as well as commission rates and fees.
- Ticket box office open from 60 minutes prior to each night's performance to sell tickets to the general public. Specify if the house box office must be used for tickets sold in advance to the general public.
- IJA can staff a ticket sales table if a theater box office is not available.
- Ushers & ticket-takers as appropriate for a full house. IJA can supply volunteer jugglers for all these positions.
- Specify if security or police presence is required by theater or local ordinance.



late-night show venue

Club Renegade is the late-night “anything-goes” stage show held during the festival, typically on Wednesday through Friday nights.

We prefer to partner with a local bar, club or event venue to bring a high-energy nightclub-style late-night variety show to their stage **in exchange for free use of the venue.**

We'll fill over 200 seats, and our jugglers love to eat and drink before, during and after Club Renegade. Then we pay our tabs and leave — no hassles for anyone.

Club Renegade is a free, non-ticketed show open to the public.

CLUB RENEGADE VENUE REQUIREMENTS

Late-night event venue or bar/nightclub with stage, lights & sound.

- We want an intimate, nightclub “feel” for this show, so ballrooms and exhibit halls are usually not suitable.
- Within a convenient short walk from other festival venues.
- Venue open by 10pm; performance usually begins about 11pm; usually ends by 12:30am.
- Seating for 200, more is better. Plenty of standing room is a plus.
- Air-conditioned indoor space or sheltered outdoor space.
- Liquor licensee with full bar service preferred.
- Venue's licensing must allow ***admission of all ages***, as parents bring their minor children to Club Renegade.
- Alternate: roll-in cash bar with bartenders and servers provided by venue.
- Food service is a plus but not mandatory.
- 12' deep x 20' wide minimum riser or permanent stage, 15' ceiling height minimum.
- Stage lighting, controllable brightness with blackout capability.
- House sound or portable 100-watt PA/mixer/amplifier with iPod/CD input patch, two wireless handheld microphones & microphone floor stands.
- IJA will supply stagehands, lighting tech and sound tech, or work alongside house crew.



juggling track requirements

Juggling is running while juggling!

Juggling championships are held at each IJA festival, with jugglers of all ages competing in over a dozen track events, with competitors juggling from three to five balls or clubs while they run.

IJA Juggling Championships certify Guinness World Record attempts in several juggling categories, and top competitors from around the world come to the IJA Juggling Championships event to test their ability against other world-class jugglers.

400-METER CLOSED-LOOP OUTDOOR RUNNING TRACK

- IJA will rent the track for six hours on one morning of the festival, typically Saturday morning, 7am to 1pm.
- IJA will supply all timing equipment and timing volunteers, but will use a computerized timing system if available.
- IJA would like to cooperate with a local high school track team, university track team or local running club for volunteer help and race-day logistical support.
- IJA will bring in water and energy snacks for competitors and volunteer staff.
- Two 12' x 12' EZ-Up sun canopies or other shade structures are desired if available.



festival week profile

The week-long IJA festival is a nearly non-stop whirlwind of juggling, competitions, world-class public performances, workshops, shows and much more.

Here's what the typical week of an IJA festival looks like from the viewpoint of the host city or institution

THE FESTIVAL WEEK

Thursday or Friday prior to festival:

- Festival director arrival. Pre-convention meeting with lodging, dining & facility staff on Friday. Facility walk-through with facility team if possible. Breakout rooms and pre-set for juggling gym space can be done on Friday or over the weekend if desired by the facility operator.

Saturday & Sunday prior:

- Early arrivals of IJA staff & some VIPs.

Monday:

- Gym space move-in and vendor setup starts at 9am.
- Gym opens for free day of juggling about Noon.
- IJA festival operations and registration area setup. Pre-registered attendees check-in starting about 2pm. Bulk of attendee arrivals on Tuesday and early Wednesday.

Tuesday 9am:

- On-site registration opens. Workshops begin. IJA registration table open 9am-4pm through Saturday.

Tuesday through Saturday, 24 hours/day:

- Juggling space and workshop rooms remain available, set as on Monday.

Tuesday, Wednesday, Thursday & Saturday nights:

- IJA shows and competitions in the performance theater, open to the public. Late-night show (11pm - 1am) in a club or bar venue Wednesday-Friday nights.

Sunday:

- IJA load-out. Almost all lodging guests departing. Gym & workshops space cleared by 2pm.

Monday morning:

- Post-con meeting with facility staff & billing settlement if possible. Festival director departure in afternoon.



local economic impact

The week-long International Jugglers' Association festival can bring a nice shot of business to your city and downtown / convention center district, with between 500 and 750 jugglers from around the world visiting for a full week of fun, learning, performances and competitions.

Our experience from 66 years of annual festivals is that no matter what the economic climate is in the world, the IJA can organize a festival that attracts attendees who make the IJA festival their summer vacation without fail.

Depending on the city and region in which our festival is held, and the affordability of transportation to and from and lodging at the festival, hundreds of additional jugglers may attend as well.

ECONOMIC IMPACT OF A TYPICAL IJA FESTIVAL

- 900-1,200 hotel room-night pick-up across the week-long festival, with between 150 and 175 room-nights on peak at the HQ hotel(s)
- 250-500 round-trip airport travelers & associated ground transfers.
- 6,000+ meals in local restaurants throughout the week. Plenty of additional carry-out food and nighttime bar business.
- Four nights rental of a medium-sized live performance theater.
- Locally-procured printing, t-shirt screen printing, supplies, rental equipment, audio/visual gear, staging & AV.
- Local hire of ushers, theater staff, stage crew, DJ, cashiers, photographer, and a registered parliamentarian when possible.
- IJA will produce and perform a benefit show for a local children's hospital, Boys & Girls Club or other children's charity.
- Amazing public relations media opportunities for local print and TV news outlets. We are the perfect group to feature on your local social media, morning- or afternoon TV news live shots and community events segments.
- Opportunity to build community events around the IJA festival including a **parade** through the city, free "learn-to-juggle" workshop for parents and children, free public shows during the IJA's "busking" (street performance) competition, amazing "fire night" fire-juggling demonstrations, and much more!
- Three or four nights of world-class, high-quality family-friendly live variety entertainment open to the public at our ticketed championships and Cascade of Stars performances.



requested contract riders

IJA will request the following riders to the facilities rental contract:

- All function space to be air-conditioned to 74 degrees at all times when the space is rented by client.
- Facility will check and empty as needed all trash bins in the main juggling space at least three times each day between 9am and 5pm; and will insure restroom facilities are serviced as appropriate for the number of users during the event.
- Client will be provided complimentary use of two small wheeled flatbed hand trucks or carts for movement of goods and equipment within the juggling facility during the period when the spaces are rented by the client.
- A minimum of four drinking water stations or water coolers / water fountains and a supply of disposable one-time-use cups will be provided inside the main juggling space during the week; refreshed and serviced as needed during the hours of 9am to 10pm.
- Client will be issued two keys to the lockable storage room used to secure IJA property and cash for the period of time prior to load-in on Monday until load-out is complete on Sunday.
- Client will be provided a two-way radio to use to contact facility operations staff during business hours for emergencies, maintenance and other logistical requirements.



general proposal procedure & timeline

INITIAL PROPOSAL REQUIREMENTS

IJA will accept initial proposals for future festival sites that meet the following criteria:

Overview section:

- Proposed dates.
- Proposed main juggling space (Gym), workshops and juggling track locations & general dimensions of interior spaces.
- Proposed lodging facilities, total number of rooms available to IJA, IJA rates (single through quad), comp rate (if hotel), and walking distances to other festival venues.
- Proposed theater location, seating capacity, stage dimensions, and walking distances to other festival venues.
- Proposed Club Renegade venue, seating capacity, stage dimensions, and walking distances to other festival venues.
- Proposed juggling track location and walking distances to other festival venues.

Detail section:

- Proposed rental rates for all facilities or venues to be rented.
- Floor plans or diagrams and photos of proposed venues.
- City / area map showing locations of the proposed festival venues.
- A **brief** demographic/economic/tourism profile of the host city.
- Examples of other groups like IJA that have had successful events in your city or venue.

2019 TIMELINE

- IJA is eager to have preliminary proposals for 2019 dates prior to March, 2016, with potential site visits scheduled before June, 2016.
- Final proposals for 2019 due back to IJA prior to September, 2016.
- Final selection & contract signing for 2019 in very early 2017.



contact

For more information, questions, or to discuss your ideas before preparing a proposal, please contact:

Mike Sullivan

International Jugglers' Association

Future Festival Site Coordinator

e: **festivalsite@juggle.org**

p: **972-333-3532 (8a - 5p ET)**

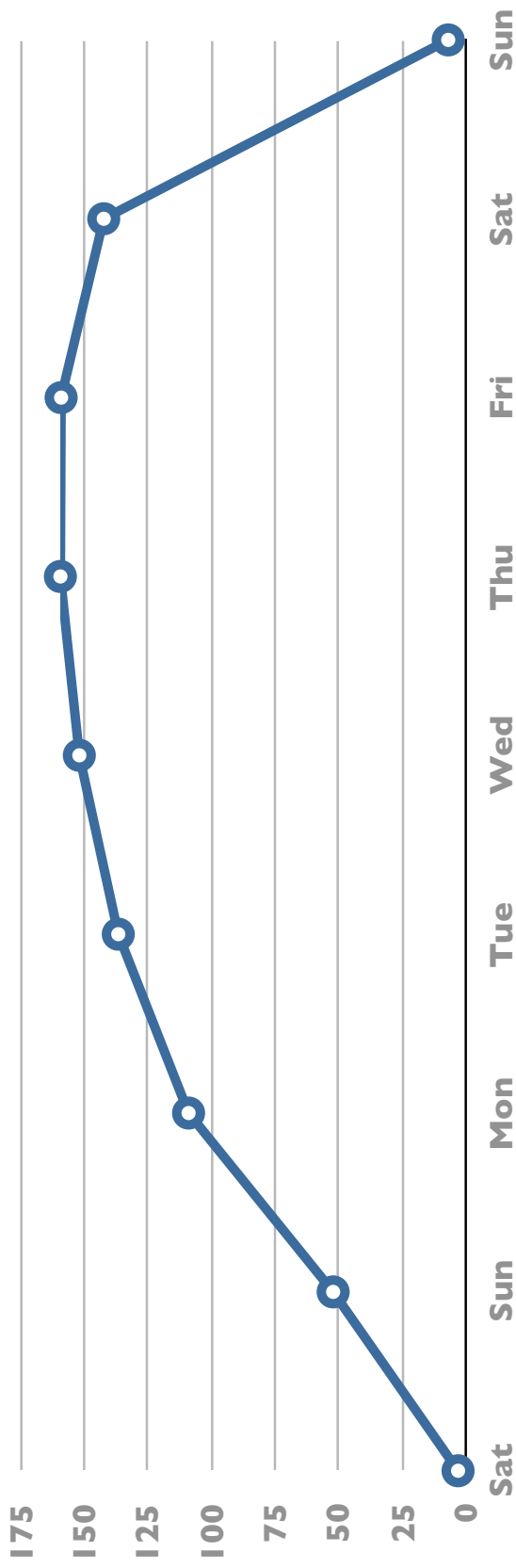
mailing address for USPS:

PO Box 580005

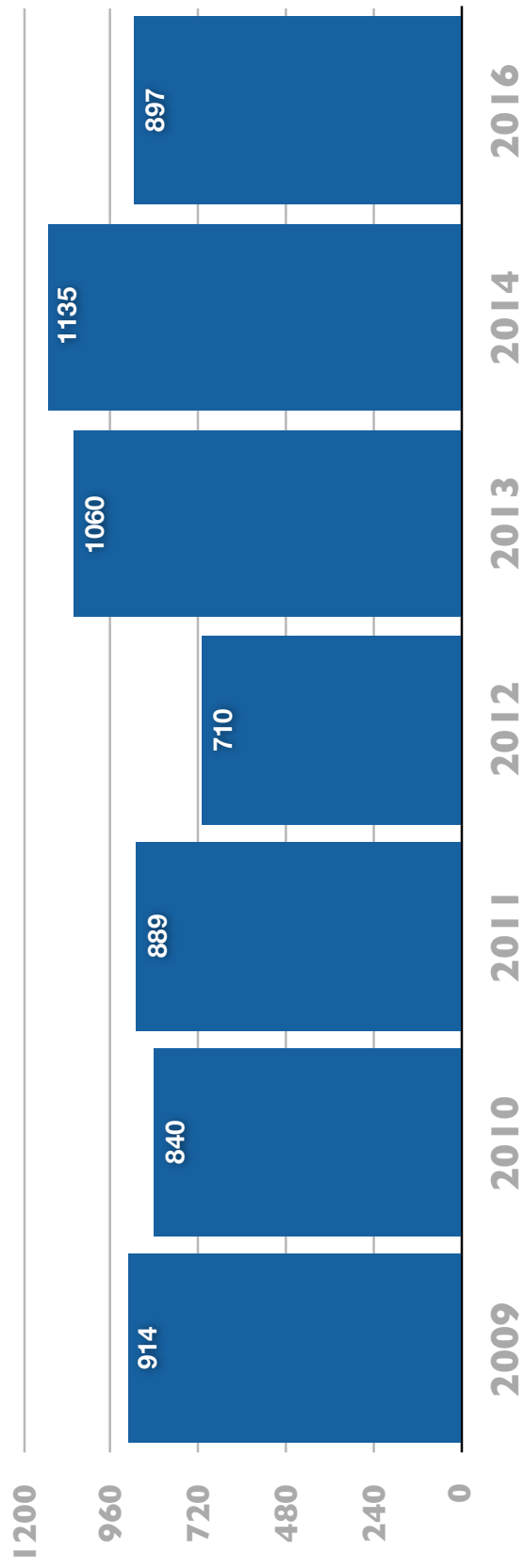
Kissimmee, FL 34758

shipping address: please call or write

IJA Average Room-Night Pickup by Festival Week Day 2009-2016



Total IJA Room-Night Pickups By Year 2009-2016



International Jugglers' Association
c/o Mike Sullivan
PO Box 580005
Kissimmee, FL 34758

To whom it may concern:

In July 2011 the Mayo Civic Center, Rochester, MN hosted one of its most intriguing and well-run events ever – the International Jugglers' Association 64th Annual Juggling Festival. Participants were very engaging and proved to be remarkably disciplined athletes. Everyone behaved in a professional manner. All events were well planned and constant communication made our job easy. The jugglers and their families were very supportive of the entire event and thoroughly enjoyed each other's incredible talent and skill. The performances were superb and even though some of the acts were daring, safety and security were never a concern.

All of Rochester, MN and the staff at Mayo Civic Center cannot wait until the Jugglers return. It was a fabulous week and we look forward to welcoming the International Jugglers' Association back in the not-too-distant future.

Sincerely,



Donna Drews
Executive Director
Mayo Civic Center

Bowen-Thompson Student Union

BGSU. | **Conference &
Event Services**

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October 2013

RE: 66th Annual International Jugglers' Association (IJA) Festival - July 15th-23rd, 2013.


Looking back at the IJA Festival held this past summer at Bowling Green State University, we feel so fortunate to have hosted such a wonderful organization on our campus, and within the Bowling Green community.

The Festival Director, Kim Laird, and her team were so incredible to work with as they were extremely well organized, and staffed to manage their celebration throughout the numerous facilities they utilized across campus.

As a festival with over 500 participants on the BGSU campus, the pleasant nature of the overall group and their openness to involve our entire Bowling Green community in their celebration, made a lasting impression on us all. It is hard to believe the level and skill on display at all of their numerous evening performances and World Championship competitions.

We wish IJA and all of its incredible members the very best, and we hope for the opportunity to host their International Festival once again in the very near future. We would highly recommend the International Jugglers' Association to any college campus and/or city they are considering.

Warmest Regards,



Patrick A. Nelson

Director of Bowen-Thompson Student Union

Board Member, Bowling Green Convention and Visitors Bureau

pnelson@bgsu.edu

To Whom it May Concern;

Please accept this as a letter of reference for Mr. Mike Sullivan and the International Juggler's Association (IJA). The IJA held their 67th Annual Festival here at Purdue University-West Lafayette, IN campus. The week-long (7/28-8/3/2014) event gave Purdue an amazing look into the talent and planning of the IJA.

As an organization the IJA was good to work with, able to facilitate a lot of the planning of specific locations themselves, they were self contained and handled a lot fo their own minor needs. They paid their deposits in a timely manner and maintained open communication.

The Internatioanl Juggler's Association allowed Purdue to come together and collaborate on the art and passion of juggling. The excitement with this group was just an intense as the smoothness of the operation.

As a host to the International Juggler's Association, we would not hesitate to welcome them back in the future.

Respectfully Submitted,



Nicholas P. Bonora

Director of Conferences

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