

# SPORTS COMMISSION

## *About Us*

The Bloomington-Normal Area **Sports Commission**, as part of the Bloomington-Normal Area Convention and Visitors Bureau, was created to **retain** and **attract** international, national and regional sporting **events** to the Bloomington-Normal Area. It also serves as a **consensus builder** among local governments, sports entities, and sports facility owners/operators to create a **partnership** of **success** in generating sports related revenue.



# EVENT SERVICES



ENTHUSIASM



FOCUS



DETERMINATION



PERSISTENCE

800.433.8226 • [BloomingtonNormalCVB.org](http://BloomingtonNormalCVB.org)

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**BLOOMINGTON-NORMAL**  
AREA CONVENTION & VISITORS BUREAU

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We've Got  
It All.

# SPORTS COMMISSION

## *Our Mission*

**Our Mission** is to **promote** the Bloomington-Normal area as a world class sporting event destination and to **solicit** and **support** sports activities and events which stimulate our local economy, **enhance** the area's image, provide outstanding **entertainment** and participatory **opportunities**, and **contribute** to our community's quality of life.



## SERVICES

### *Site Selection*

- Provide list of available venues for your event
- Assist with site visits and inspections

### *Logistical Support*

- Assist with scheduling transportation logistics, emergency medical services, securing permits, and local law enforcement coordination
- Provide contacts for sponsorship solicitation

### *Vendor Assistance*

- Provide access to capable and proven event service partners

### *Hotel Accommodations*

- Work closely with local hotels to fulfill your overnight requirements
- Track hotel room nights from your event

### *Volunteer Recruitment*

- Provide a connection to a network of experienced event volunteers

### *Welcome Services*

- Provide guest services for participants, including visitor guides, maps, calendar of events, and coupons
- Assist in scheduling local municipal officials to welcome participants

### *Publicity*

- Provide contact information for local media outlets
- Write and distribute a press release to local media outlets
- Advertise your event through social media, billboards, online calendar, radio spots, and newsletter

### *Bid Process*

- Serve as a resource to organizations seeking guidance in bid development or event management
- Assist in presenting the Bloomington-Normal area to key decision makers
- Assemble bid team and/or local organizing committee (LOC)

### *Event Creation*

- Assist in creating or developing a new sporting event in Bloomington-Normal