



“Tournament Program” Proposal

Procedural Development For Online and Track Contest Host Sites

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Amended
February 6, 2014

Contents

Section	Proposal Topic
I	Executive Summary
II	Current Situation
III	Specific Objectives
IV	The Approach
V	Deliverables Overview
VI	Results/ Deliverables
VII	Pricing and Fees

I. EXECUTIVE SUMMARY

The Purpose of this proposal is to provide the National Thoroughbred Racing Association with consulting services to develop new procedures for contest host sites and personnel. This will create for the NTRA, a model tournament structure/ standard based upon the finals. All tracks and participants will know what is expected. This will be the new NHC Tournament model. I will accomplish this plan with a four-prong approach listed below.

The plan will consist of:

1. The creation of the "NHC Tournament Program" where the NTRA will increase contest host knowledge of running a successful NHC qualifier by addressing contest host sites choice of contest formats, implementation, rules and what players desire in contests. In addition, handouts and situational examples to further educate contest host personnel will be created.
2. Create a "Contest Host Site Mentoring Program" which would be a type of hotline for tournament personnel to get to additional tutoring, advice or timely information in an ongoing season/ year long program.
3. Create a "Player Inquiry Process" for addressing a player's concerns regarding a particular contest's scoring, results and procedures. Make all stakeholders aware of the correct process & procedures for contest participants to file an "official" player inquiry. Then complete the process by doing a follow-up, which will address all stakeholders concerns regard each particular "official" player inquiry filed. All remedies and decisions will be transparent, and given to all stakeholders to further foster trust.
4. Introduce a "Handicapping Contest Manual" for contest host personnel to have to as a reference guide. This guide/ manual will be updated yearly to ensure timely information for contest host sites.

This is a most opportune time to accomplish this due to the increased exposure and participation in local and national live and online handicapping tournaments. In the coming weeks and months, the NHC Tour and its participants will start its NHC 2014 quest with qualifying contests, which will be taking place coast-to-coast until we get to the 2015 NHC Finals in Las Vegas, Nevada.

II. CURRENT SITUATION

There are critically important factors affecting the outcome hosted handicapping tournaments.

This project realizes the very serious issues happening at NHC qualifying tournaments/ host sites. Marketing directors, contest directors & other administrators that are in charge of these contests sometimes fail in their duties of properly conducting, scoring and interpreting their own contest rules.

The problems that exist in the field at contest host sites has been flying under the radar for some time and needs to be corrected by implementing these new procedures in the “NHC Tournament Program” through a continuous “Contest Host Mentoring Program”, and “Player Inquiry Program” follow-up.

There is and has been a disconnect between the NTRA and it’s member contest host sites when it comes to host site NHC qualifying tournaments and this type of program will help remedy and unify contest procedures.

In addition, the stakeholders in the tournaments need to be aware of the process for filing an “official player inquiry”, which will be followed up and reviewed based on the procedures, decisions and results of said contest.

These new procedures will strengthen the company’s NHC Tour and lead to possible and successful expansion of contests and contest participation by handicappers and racing fans.

III. SPECIFIC OBJECTIVES

Key objectives for NTRA development and implementation of new procedures for the “NHC Tournament Program” throughout the season/ year are:

1. Create base line objectives for selecting, implementing and operating a successful NHC qualifying tournament.
2. Achieve the NTRA Marketing Departments’ goals & the goals of the host sites of creating new customers, satisfying existing customers and creating revenue.
3. Create a “hard copy” program outline to be covered and handed out which is to be used by contest personnel in this program for educating these stakeholders.
4. Teach contest host sites the complexities of creating, operating and interpreting tournament formats and rules that they choose to adopt by personally guiding them in what tournament players expect in a high-quality NHC qualifying contest.
5. Educating the NTRA and contest host sites to fully understand handicapping contest principles and mastering these principles. This will be accomplished through establishing a “Contest Host Site Mentoring Program”.
6. Provide skillful mentoring ideals for host sites after they complete the “Tournament University” to help reduce and stop the NTRA problems with exposure to loss of new contest customers, and being a good will ambassador to contest participants by addressing their concerns.
7. Raise the knowledge level of the contest host sites so they can more confidently and correctly judge situations that may arise before, during or after a tournament. This includes, but is not limited the monitoring of their own staff during a tournament, so a staff member does not give a particular player an advantage not being given to other contest participants.
8. Improve the NTRA knowledge and procedures in resolving contest participants disputes & resolutions through a complete “Player Inquiry Process”. This will be an on-going process to accomplish a higher standard of proficiency for all stakeholders.
9. Produce a “Handicapping Contest Manuel” that the contest host sites will have as a reference that will help ensure the higher standards are met.

These are the major overall objectives. A specific list of Performance Objectives will be met as outlined in the following paragraphs.

IV. THE APPROACH

My approach to the implementation of this plan consists of these elements.

A. Review Present Procedures

Meet with the NTRA & host sites to determine the issues and deficiencies with the current situation that are not creating participant satisfaction, new customers (players) and company revenue.

B. Develop the “NHC Tournament Program” - Contest Host Site Mentoring Program - Players Inquiry Process & Procedures

Formulate new guidelines for creating and implementing the new “NHC Tournament Program” and corresponding season/ yearlong “*Contest Host Site Mentoring Program*” for contest personnel, and a “*Players Inquiry Process*” to address and review for participants.

C. Review Proposed Procedures with Client

Meet with NTRA to review proposed procedure and to address any issues or concerns on an as need basis.

D. Tutor & Mentor Contest Site Personnel on Tournaments for Creating Successful Contest Procedures

Meet with the NTRA and contest host sites to educate them on the principles involved in and related to conducting a successful tournament. This will give the contest host sites an overall better understanding of a properly run contest event. This includes, but is not limited to contest creation, implementation, and correct rule interpretation to the monitoring of contest personnel/ staff to follow a particular code of conduct.

E. Establish Procedures to Investigate Players/ Participants Inquiries during the Year / Season

I will head the process to receive and investigate all player inquiries for the tournament season, provide NHC backed resolutions to the Player and Host Track during the season and collate and bring to the NHC Committee the findings of the inquires, provide possible resolution scenarios for further discussion and future implementation of possible new rules for NHC qualifying tournaments.

F. Handicapping Contest Manual

I will draft this manual, which will consist of information pertaining to formats, player's wants and other important information pertaining to contest events as reference material for contest host personnel. The manual will be updated each season to ensure the most current and useful contest and player information is available.

V. DELIVERABLES OVERVIEW

Based on the information provided in your Request for Proposal and from subsequent meetings elaborating upon and further clarifying your requirements, I will provide the following deliverables:

1. Complete a systematic review of present NHC rules for qualifying track and online tournaments.
2. Create the "*NHC Tournament Program*" based upon present approved contest procedures that the contest host personnel will receive. This will educate contest host sites on "how to" properly create, implement & operate a successful tournament for all stakeholders.
3. Make any new rule modifications for the "*NHC Tournament Program*" that the NTRA and / or NHC desires before sending information to NHC quality tracks and their designees.
4. Create the "*Host Site Mentoring Program*" which will improve the host sites understanding of potential players, new players and current player's problems and concerns that may have otherwise gone unnoticed or have been unaddressed. Input from the NTRA and NHC is required.
5. Complete step-by-step process for all stakeholders of what goes into the process of filing an "official" player's inquiry through the "*Players Inquiry Process*". Which range from, but are not limited to (1) official forms at the tournament site, (2) stated outline of the correct way to file a "players inquiry form", (3) to what is required of contest sites to provide for conducting a complete inquiry.
6. Establish an online or email delivered "*Players Inquiry Process*".
7. Produce a "*Handicapping Contest Manual*" for contest personnel that contain information on formats, player's wants and other contest specific information.

VI. RESULTS/ DELIVERABLES

A. HANDS ON DEVELOPMENT OF “ NHC TOURNAMENT PROGRAM” PROCEDURES, CONTEST HOST SITE MENTORING AND PLAYER INQUIRY PROCESS

I will make myself available to the NTRA for discussions on the creation, development and implementation of the “NHC Tournament Program” for the first 90 days and this is where the client will learn first hand “how to” properly establish this new segment of the NHC Tour.

B. CONSULTANT TUTORS/MENTORS CONTEST HOST SITES TO UNDERSTAND NEW “TOURNAMENT PROGRAM” PROCEDURES

I will assist the NTRA in educating the contest host sites in the understanding of the new procedures, standards and inquiry process. This mentoring will continue for the season/ year.

C. HANDICAPPING CONTEST MANUEL

I will create a handicapping contest manual that gives contest host personnel information on what the tournament players expect & want to see in a contest, outline of points to use for creating & running of a contest and the outline of the inquiry process for all stakeholders(contest host, contest participant and the NTRA). In addition, other contest facts to aid in the making and adjusting of any contest formats and rules.

VII. PRICING and FEES

My proposed programs for the NTRA consisting of the “*NHC Tournament Program*”, *Contest Host Mentoring Program*, *Player Inquiry Process* and *The Handicapping Contest Manuel* are on a per NHC Tour season/ year fee basis.

The price to the NTRA for this twelve-month program and associated fees are outlined below and can be discussed at a specific time and date.

The “NHC Tournament Program”

The hands on work required for the creation of this program outline and associated materials will require a base period of 90 days for a first draft and will be an ongoing process throughout the year.

The key is to get a set of minimum standards in the hands of tournament tracks and tournament directors ASAP.

Contest Host Mentoring Program

This will start with prep work for the “New Tournament Program” and last throughout the season / calendar year.

Player Inquiry Process

I will create, implement and conduct the season/ year requirements by following up inquiries with participants and host sites to make decision on contest results.

The Handicapping Contest Manual

I will create this handicapping resource for the contest host site. It may be broken out into an Online and Track hosting segments. When this manual has been completed it can be updated each season/ year.