

Coronation and Crown Bid Packet

I thank you for your interest in hosting a Northshield Kingdom event and hope that this information will assist you in putting your bid together. The packet is full of good stuff but can be a little intimidating. It really isn't all that difficult though. Please contact me if you have any questions at all.

The Short Version: We want a bid that tells us what you want to do (host a Coronation or Crown Tourney or another event that could be a Kingdom event); where you want to do it (photos are nice); when you want to do it (see rotation schedule within this packet); how you want to do it; who you want to do it (brief résumé's of the principals); and a brief word on why you should be the one to do it is a nice touch. Include a budget that doesn't lose money and you have a complete bid.

A word of advice: if you get the bid, it will be YOUR event. If you are ever in doubt whose job it is to get something done (ads in Northwatch, calendar updates on Northshield.org) it is your job. Please ask for help when needed or for clarification, but history shows that any time you assume that someone else will do a particular task you will be disappointed. Do not plan a theme until you have consulted with those that will be Royal at the event.

What follows in this packet is the long version. It is all good advice and well worth the read. Hosting Coronation or Crown is the pinnacle of service towards your Kingdom and should be one of the brightest shining moments of your SCA experience. The rewards are great, the memories and satisfaction even greater.

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Northshield is growing up and out

As the Kingdom of Northshield begins and ages, it gains strength, maturity and wisdom. Each successive Coronation or Crown Tournament (hereafter called "Kingdom events") are likely to be more glorious, memorable and inventive than the last. As Kingdom residents experience more and of these events they will become educated in the fine points of hosting a major event. In the not-so-distant future, the number of bids to host Kingdom events will increase, and the competition between those bids will become more intense. It is unlikely that, within the next two years, a bid that states "we can't promise the site for another six months" will even be considered as a backup.

There are many things to be considered when writing a bid to host coronet. There are also many ways to make your bid more attractive and appealing to the people who decide on where the event will be held. This packet will address those topics, and also features a discussion on running the actual event.

If you think you are ready

It is time for your local branch to consider submitting a bid for a kingdom event. You believe that your people have experienced enough regional events to host this wonderful tourney, and that you have sufficient numbers to carry it off. But do you? Here are some points that you should be able to fulfill before going any farther.

- **Your local branch has official S.C.A. status.** In other words, you are a full status group and have a checking account with the name of your branch on it. It is next to impossible for a small startup group, no matter the experience of its members, to host an event when all of the monies must be funneled through another branch.
- **If your group is an applicant group you will need to have a verbal O.K. from the Seneschal of your sponsoring group that they are willing to sponsor yours as host, and can obtain written proof of same in the form of an event sponsorship form.** This written proof will be a required addition to your bid packet.
- **You have at least two or three persons experienced as event and kitchen stewards who have expressed a willingness to run the event.** A person who has been in the S.C.A. for a year or two does not have the necessary experience to run Kingdom events.
- **You have the funds necessary to pay for the deposit on the site, food for the feast, etc.** Most times, if your event is being held in a hotel and the feast is being catered, you won't have to front some of those funds. Regardless, anything that must be advanced should come from your group, not individual members. Understanding that smaller groups often don't have

the deep pockets necessary for up-front costs and deposits, the Kingdom has a policy of offering the winning bidder a no-questions-asked loan of up to \$2000.00 if necessary. Any money loaned must be repaid from the gross receipts within thirty days of the event.

- **You have done some preliminary work to obtain a site.** Can you think of two or three possible sites that can host an event that may have 250 to 600 in attendance? If it is for Crown Tourney, is there space for a generous list field and room for spectators? If Coronation, is it pleasant enough for a long royal court? (It doesn't have to be a glorious cathedral – just a pleasant place to be!) If it cannot accommodate a feast, do you have another site that can be used for that? If a catered feast is the only way to go based on site requirements, are they willing to work with your recipes and format? If you are choosing a catered feast because your group doesn't have the skills, have you thought about approaching another group to help with the feast?

If you can check off each of the above, it's time to start preparing your budget.

Preparing a budget

You need to prepare the budget in advance of the bid. As the bids for Kingdom events become more competitive, the most complete bids are the ones that will receive the most scrutiny and interest.

Check the Northshield's Exchequer Manual for the pre-event budget form for full budget planning details. Here are some of the most important items that must be included in your budget:

- **The costs of the site.** Please notice that *costs* are plural. There are many costs involved:
 - deposit
 - remaining site rental fee
 - janitorial fees
 - advance setup fees
 - table and chair charges, etc.
 - Include the \$50 fee for an insurance certificate if required by the site. (Remember that the late fee—less than 30 days to the event—for the insurance certificate is \$100.)
 - Campgrounds and convention halls often have fees based on the number of individual areas being used. Plan appropriately for visiting royalty by having *several* royalty rooms available instead of just one if at all possible. In particular for Crown Tourney, separate changing rooms for men and women (in addition to restrooms) are always appreciated. A child's play room is an added bonus if it can be supervised properly. A merchant area is a pleasing addition to any event. Scribes will need a place to

create last-minute scrolls (this area needs a work table, privacy, and be well-lit.)

- **The costs of the feast.** This is only to be included in the actual budget if your group is doing the cooking. Build in the cost of having a sample feast, or for supplying some food to make samples of proposed menu items. Don't forget the costs of cleaning supplies for the kitchen, such as soap, paper towels, garbage bags, steel wool pads, and so on. If the feast is being catered, the costs to attendees should be included in the bid, but not in the actual budget unless the group is required to advance some funds. Make sure that you account for the free feasts; that is, consider that anyone at the head table is eating for free. (Figure a minimum of 8 for High Table but note if this can be expanded depending on space.)
- **The costs for printing and mailing event flyers to local Seneschals.** It is a traditional courtesy to mail a flyer to the local branch Seneschals. (Websites are important but a flyer can be available to everyone in the local groups.) Depending on your location, build in the cost for additional newsletter ads in other kingdoms.
- **The costs of obtaining enough local property to manage the event.** If you don't have enough serving trays, server tabards, water pitchers, etc., you'll have to borrow or buy. Do you have enough feast place settings to accommodate royal guests at head table who had not planned on eating feast and now have no dishes? If this is for Crown, do you have enough list equipment to run two list fields at once? If not, do you know who you can borrow it from or put in the budget to make it?
- **The costs of incidentals.** This would include supplies for the gate, reimbursements to the event steward(s) for telephone calls and other postage, etc.
- **Royalty expenses.** Will your group be offering hotel space to any visiting royalty, or contributing to the travel fund for this particular event? This is not required but it is recommended since the costs for travel in a Reign are many. Don't forget to consider what to do if the Royals are not a "couple".
- **Projections.** You need to project how many people will be attending the event and eating (aka "paying") for the feast, and compare this income to the expenses above. Contact recent host groups to get numbers on attendance and income. Use this data in your budget projections. Take into account the location of the previous events that you are talking to. This will affect the attendance numbers.

Just a note: It is unacceptable to submit a negative budget; that is, a budget that indicates a loss of money. If you cannot at least break even on the event, your bid is not going to be accepted. Northshield will not bail you out of an event that loses money. Human beings plan successful, reasonable money matters all the time – don't exercise poor judgment just because it's not your money.

If you can check off each of the above, it's time to start preparing your bid.

Preparing your bid

What will Their Majesties and Their Stallari Council want to see in your bid?
What will assure them that you have much of the event already planned out and ready for advanced preparation?

- **You have placed a deposit on a site and can provide a copy of the deposit receipt and contract OR you have written proof that the site is being held for you until the Stallari Council can decide on your bid.** This written proof is vital as an assurance that the site will not suddenly "disappear" and leave the Kingdom hanging for an alternate host group. Be careful of unrefundable deposits.
- **You have an experienced event steward(s) and kitchen steward(s) already lined up.** List their names and briefly describe their experience.
- **A fairly solid budget has been outlined and included.** The costs of the site should be maximized; that is, if some costs are variable (I.e., janitorial services), list the most expensive variation. The budget cannot have a negative result; it will not be accepted.
- **A tentative feast menu is outlined.** The costs should be included in the budget. If the feast is to be catered, the food options and the costs thereof to attendees should be included.
- **You have checked the Northshield Guidelines, Policies and Procedures and the Northshield Laws** to check on requirements and recommendations.
- **A tentative event flyer is included.** If you can't write out most of the flyer, you don't have enough information to submit your bid. This would include:
 - site fee
 - feast fee
 - site info and amenities ("wet" or "dry" site, smoking prohibition, pets allowed or not, showers, etc.)
 - if the event is not a camping event, but the list is to be held outside, will pavilions be allowed for the day
 - list of area hotels and the potential prices at the time of the event (spring prices are often higher than autumn)
 - other area amenities such as nearby restaurants
 - directions to the site(s)
- **Site Considerations:**
 - **Specific needs for Crown:** There needs to be room for the list, space for each combatant's presence, a Royal presence and spectators.
 - **Specific needs for Coronation:**
 - The site needs to be as flexible as possible. The bids will be expected well in advance of knowing who will be crowned that day. Find a space as flexible as you can. Do not plan a theme—the theme, if one is desired will be chosen by the incoming Royalty. If the final feast menu can wait until you know who will be crowned, that would be nice (there might be dietary

concerns, a theme desired, or other personal preferences that you will want to take into account). Possible options for the day based on the wishes of the incoming Royalty are: Tournaments, classes, games, equestrian activities, archery, rapier, a dance ball, A&S competition or exhibit, a concert, competitions for champions, etc. Remember that this is not only an important day for Northshield but for the couple that will be sitting the throne for the next six months. Flexibility will make life easier for all. You are the hosting group for the event.

- **Other spaces desired for both events:**
 - 1-2 Royalty Rooms
 - Space for scribes
 - Space for merchants
 - Space for A&S, classes, and other activities

- **Photographs of the site(s) have been included.**

Prepare all of the above in a nice presentation packet and mail it to:

- Their Stellar Majesties
- Their Stellar Highnesses
- The Kingdom Seneschal

Below are the dates and regions that we will be looking for bids from for the next three years along with the deadlines for applications.

Event	Season	Date	Region	Where or application due
Coronation	Spring	April 9, 2005	West	Midewinde
Crown	Spring	May 14, 2005	East	Shattered Oak
Coronation	Fall	September 10, 2005	Central	January 30, 2005
Crown	Fall	October 8, 2005	West	January 30, 2005

Coronation	Spring	April 8, 2006	East	April 1, 2005
Crown	Spring	May 13, 2006	Central	April 1, 2005
Coronation	Fall	September 9, 2006	West	September 1, 2005
Crown	Fall	October 14, 2006	East	September 1, 2005

Coronation	Spring	April 14, 2007	Central	April 1, 2006
Crown	Spring	May 12, 2007	West	April 1, 2006
Coronation	Fall	September 8, 2007	East	September 1, 2006
Crown	Fall	October 13, 2007	Central	September 1, 2006

Do not plan a theme until you've consulted with the Royals who will be in charge that day. The theme is Northshield!

Running the event... starting with the day your bid is accepted

At first, this section was only going to be given to the group that received the bid. The only problem with that plan is that many aspects of how the event should be run will affect how the group plans to host the event. That's why you are getting this section in advance of receiving approval of your bid.

Most of these items fall into the "miscellaneous subjects" category. You should read them all. You may have run many events, but coronet tourney – like crown tournament or coronation – are different from local events.

- 1. Make sure the proposed event and feast stewards are really going to do it.**
- 2. If you have not yet put down a deposit on the site, do it now.** Yes, you won't see that money again for a long time, if ever . . . but it's worth it to hold the site for the event. *If you don't have a rental contract, get one.*
- 3. Settle the feast menu.** Host a sample feast, if necessary, to try some of the recipes.
- 4. Be flexible.** Both in your looking at the space needed and your own expectations.
- 5. Set up your committee heads** as soon as possible – particularly royalty liaison. The royalty liaison should contact all royalty (and/or their chamberlains depending on their personal working style) who may be in attendance to discuss needs and desires, including crash/hotel space, allergies, personal attendants, scheduling of activities at the event (like courts!), etc. Remember: Do **NOT** presume to tell the Royals what they will do, where they will be, when they will do something, etc. Plan on working closely with them.
- 6. Remind the officers of their duties for a Kingdom event like Coronation or Crown.** The local herald should volunteer to assist the Polaris Herald. The local marshal should volunteer to assist the Kingdom Earl Marshal. The local surgeon should be available throughout the day. All of the local officers should contact their Kingdom superiors in advance of the event to find out if their services are needed. If a local officer happens to be the event or feast steward, then that person should find an alternate to help cover their officer duties during the event. Do not assume that the Kingdom officer will contact you, though they should. Work both directions to meet in the middle.
- 7. When in doubt, it is the Event Steward's job.** Unless otherwise specified all tasks fall under the Event Steward's domain. Don't assume that Kingdom will provide a timetable, marshal tabards or publish the event flyer in the Northwatch unless specifically told by the appropriate Kingdom authority that they will do so. Follow-up on promised tasks is also the Event

Steward's responsibility. However, do **NOT** presume to create the timetable without first working it out with the Royals, Marshals, Herald, etc.

8. **Put together a website.** When putting this together, have someone that will keep it updated. Do NOT publish a schedule unless it has been okayed by the Royals and be flexible. Better to be vague than wrong. Make it clear, easy to navigate, with all the important information such as location, staff, fees, lodging, directions.

What not to worry about, What is likely to happen, What should not happen, and What should happen

There are quite a few things that ***you will not have or need to do*** for Kingdom event that you might for other events. For instance:

- *You don't need to run the list.* The Kingdom Marshal and List Manager are in charge of this.
- *You don't need to make sure that the crown fighters and consorts are eligible to participate.* This is the responsibility of the Kingdom Seneschal.
- *You don't need to set up a full day of activities.* There will be a court in the morning that remains open all day. The feast. The evening court. There isn't a lot of room for other activities. You may consider having some "static" activities, like an arts and sciences display. But not until you have consulted with those that will be Royal at that time. Here is an approximate schedule for both events:

Coronation	Crown Tournament	
Morning court: De-coronation & Coronation	Armour inspections	
Activities	Morning Court	
Evening Awards Court	Presentation of Combatants & Consorts	
Feast	The Tournament	Other activities
Activities	Evening Awards Court/Investiture of Heirs	
	Feast	
	Activities	

Things that ***are likely to happen:***

- The *Kingdom's fund raising chairman will want space* for a raffle or other activity. Don't presume that you can do a fundraiser for your local group.
- The Polaris Herald will want a *consultation table*.
- Other *Kingdom officers may desire space* for a meeting with their local branch officers.
- *The Stallari Council will probably want a place to have a meeting on Sunday morning*. Often, this is something for the event steward to recommend in the way of location, not a place that needs to be reserved. If someone is willing to open up their house this works best or it can be done in a back room of a local restaurant. You don't have to set it up but you might have some suggestions ready for them if they ask.
- *Their Royal Majesties may ask for a meeting* of one or more peerage groups. This can often happen in the Royalty Room if there is space.

Things that ***should not happen:***

- *Your group should not host its own fundraiser at a Kingdom Event*. The fact that you are hosting the event is your chance to raise funds. This event draws attendees from the Kingdom and the kingdom, so you have a unique opportunity to raise some money with careful planning and without gouging attendees.
- *You should not second-guess attending Royalty*. Ask first!
- *The schedule of the day should not be settled* until you have consulted with the King and Queen.

Things that ***should happen:***

- *Both the host group and the Kingdom should make a profit*.
- *Everyone, including event staff, should have fun*.

Drafted and revised by Bannthegn Daria Tayt, 1999, 2000
Fiskr Hamondsen, 2001
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Appendix A:

Other rules to be aware of:

- VI-1030 The profits from Kingdom Events shall be split 50% / 50%, with 50% of the profits to the Kingdom General Fund and 50% of the profits to the host group.
- VI-1050 In order to prevent confusion, all fund-raisers at Kingdom Events shall be held to generate funds exclusively for a designated Kingdom fund or funds. Those person(s) coordinating such fund-raisers may specify the Kingdom fund or funds to which proceeds shall be assigned.

Non-Crown Tournament or Coronation Kingdom Events:

This is a new area of endeavor for our Kingdom and the finer details will be worked out on a case by case basis. Your bid proposal should be the same basic proposal used for Crown Tournament or Coronation, but an outline of your expectations from Kingdom is also necessary. Currently, the only event that fits this bill is Quest for Camelot held in the spring in the Shire of Schattentor. Being chosen for a Kingdom Event brings with it an enhanced status and Royal exhortations for attendance by all Kingdom members. Further, the local hosting group should be able to freely call for the help of Kingdom officers in planning and executing the various activities that make a successful event. This is a double edged sword. Classification as a Kingdom Event places the event under the purview of the Crown who then has the right to place their own staff in key positions, or to submit the event for bids from all Kingdom groups. In the case of border skirmishes which tend to stay at fixed sites the local hosting group will probably always have some representation in the event staff. However, don't expect the Kingdom to provide all the manpower. As with Crowns or Coronations, local officers or volunteers need to work closely with their Kingdom counterparts.