

**Southern Nevada Sporting Event Committee**  
Scope/Events Matrix

Event Type	General Overview	Selected Examples	
<b>Major City-wide Bid Events</b>	Large-scale events where the location of the event is not determined by the participants in the contest. Host communities generally bid or submit proposals for the opportunity to host the particular event in a particular year or years. Note that in some cases the league will identify a location that it wishes to be in and then negotiate directly with that locality in an attempt to obtain a suitable arrangement. The cost of these events can range significantly and are largely sourced to requirements imposed on the host jurisdiction relative to services and facilities it is required to provide.	<ul style="list-style-type: none"> <li>• Super Bowl</li> <li>• NFL Draft</li> <li>• NHL All-Star Game</li> <li>• NHL Draft</li> <li>• NBA All-Star Game</li> <li>• NBA Draft and Draft Lottery</li> <li>• MLB All-Star Game</li> <li>• Olympic Games</li> <li>• College Football Playoffs, National Championship</li> <li>• College Football Semifinals</li> <li>• Neutral Site College Football Games</li> </ul>	<ul style="list-style-type: none"> <li>• NCAA Final Four (men)</li> <li>• NCAA Final Four (women)</li> <li>• NCAA Tournament (early rounds)</li> <li>• NCAA Hockey Frozen Four</li> <li>• FIFA World Cup Soccer</li> <li>• International Soccer Friendlies</li> <li>• International Champions Cup</li> <li>• MLS Cup</li> <li>• Formula I Racing</li> <li>• CONCAF Gold Cup</li> </ul>
<b>Sponsored and Developing Events</b>	Relatively smaller events that are sponsored or subsidized by the host community. These can include one-off events or recurring events; and, in Southern Nevada, are often championship series for particular events. These also commonly include incubated events, where the host jurisdictions provide more significant assistance in the early years in the hope that the event will grow and will ultimately become self-sustaining. The amount of the sponsorship can vary considerably and often includes some form of cobranding or marketing/advertising support.	<ul style="list-style-type: none"> <li>• Wrangler National Finals Rodeo</li> <li>• UFC International Fight Week</li> <li>• NCAA Las Vegas Bowl</li> <li>• Pro Bull Riders Championship</li> <li>• NASCAR Races</li> <li>• PRCA Series</li> <li>• FEI World Cup</li> <li>• NBA Summer League</li> <li>• USA Basketball</li> <li>• World Series of Team Roping</li> <li>• David Cup Golf Tournament</li> </ul>	<ul style="list-style-type: none"> <li>• MLB Big League Weekend</li> <li>• USA Sevens Rugby</li> <li>• The Mint 400</li> <li>• Monster Energy Supercross</li> <li>• Monster Jam</li> <li>• WNBA Aces</li> <li>• Vegas Golden Knights</li> <li>• Shriners Hospital for Children Open</li> <li>• NCAA Conference Tournaments</li> <li>• College Baseball Classic</li> <li>• Vegas Uncork'd</li> </ul>
<b>Amateur Events</b>	Events of various size that provide competitive venues for amateur athletes. Although these events take any number of shapes and sizes, and attract athletes from all walks of life, they are often oriented toward youth athletes and rely heavily on “grassroots” leagues. While amateur events can require the use of major event facilities, they more commonly utilize municipal sports fields and complexes.	<ul style="list-style-type: none"> <li>• Mayor’s Cup Soccer Tournament</li> <li>• AAU Basketball Finals</li> <li>• Disney Soccer Showcase</li> <li>• AAU Junior Olympic Games</li> <li>• Dallas Cup Soccer Tournament</li> <li>• Jefferson Cup Soccer Tournament</li> </ul>	<ul style="list-style-type: none"> <li>• JVA World Challenge Soccer Tournament</li> <li>• World Series of Lacrosse</li> <li>• USSSA Elite World Series</li> <li>• Travelball Select National Championships</li> <li>• Youth Dance Grand Prix</li> </ul>
<b>Other Events</b>	Various other events that may or may not relate to sports but share similar attributes in that they are events that may be sponsored by the host community, may have a significant out-of-market visitor component and may have significant media value.	<ul style="list-style-type: none"> <li>• Stadium Concerts (e.g., Taylor Swift Reputation Tour, Charli XCX and Jay-Z and Beyoncé)</li> <li>• Special one of a kind concerts and events (Led Zeppelin reunion)</li> </ul>	<ul style="list-style-type: none"> <li>• National Political Conventions</li> <li>• Awards Programs and Ceremonies</li> </ul>