

**NEW SALES LEAD**

Williamsburg Tourism Council  
Address: 421 North Boundary Street P.O. Box 3495 Williamsburg, VA 23185 USA  
Phone: 757.253.2313

**Created:** 03/10/2022  
**Response Due Date:** **03/12/2022**  
**Decision Date:** 03/15/2022  
**From:** Julia Smyth-Young, Sales Director -- (757) 253-2313, [julia.smyth-young@visitwilliamsburg.com](mailto:julia.smyth-young@visitwilliamsburg.com)

**Lead ID:** **4028**  
**Organization:** Spikeball Inc.  
**Market Segment:** Sports  
**Meeting:** NW-SBI-Midlothian 22  
**Contact:** Jennifer Bettlach  
Manager, Global Accounts  
**Company:** HelmsBriscoe - Master Account  
**Address:** 1890 1st Capitol Drive, #1781

Saint Charles, MO 63301  
**Phone:** (636) 299-4705  
**Fax:**  
**E-Mail:** [jbettlach@helmsbriscoe.com](mailto:jbettlach@helmsbriscoe.com)

**MEETING REQUIREMENTS**

**Requested Dates:** 04/08/2022 to 04/10/2022  
**Meeting Dates:** 04/08/2022 to 04/10/2022  
**Alternate Dates:** to  
to

**ROOMS FORECAST**

**Room Attendance:** 50  
**Requested Rooms:** 80  
**Requested Peak:** 40

	Fri, 04/08/22	Sat, 04/09/22	Sun, 04/10/22	Mon, 04/11/22	Tue, 04/12/22	Wed, 04/13/22	Thu, 04/14/22
<b>Requested Rooms</b>	40	40					

## COMPETITION

Midlothian Richmond, Glen Allen

## NOTES

### Meeting Requirements:

Rooms Only

The event takes place in Richmond

Third-Party planner interested in room availability in Williamsburg

Send planner rates and availability

Opportunity also shared via CVent

### Comments:

Possible room block for players staying throughout the weekend tournament and a few rooms for staff members

Information requested ASAP

Client wants to post links to their website

Formal proposals are unnecessary

Simply submit an email with commissionable rate, block, and availability to Jennifer

Decision Factors: Low room rate offered to players (must be competitive, as these primarily young college kids who utilize third-party booking sites,

Airbnb, and friend's couches currently)

Low, discounted, or comp staff room rate

--Points offered to the planner and HB

--Rebate on rooms (not looking for a ton of money per room this first year)

--Proximity to airport and playing fields (no more than 45 minutes, MAX)

### Action Requested:

Respond to Helms Briscoe planner directly. Visit Williamsburg shared distance information from Williamsburg to Midlothian, and the Helms Briscoe planner requested information from Williamsburg properties - if available.