



2024 Lapua Monarch Cup Match Series - Proposal Solicitation -

**Prepared By
The Lapua Monarch Cup Board of Directors
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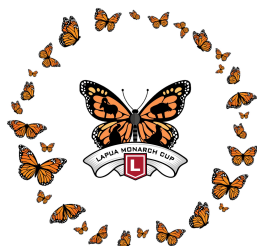


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Preface



The Lapua Monarch Cup (LMC) has continued to positively evolve from its delayed start in 2022 through our last 2023 Lapua Monarch Cup Series Match in Saltillo, Mexico. The LMC Board of Directors (LMCB) will be taking further steps to continuously improve our 2024 LMC Championship Series.

For example, the LMCB has implemented the following (2) new processes to enhance the LMC to further fulfill our Vision & Mission Statements (see next page):

1. Conducting an **LMC Survey** in Q4 2023 among the LMC attendees from our Mexico, Canada and USA silhouette shooting community. This feedback will be used to improve our format for the 2024 LMC Championship Series.
2. Formalizing a **LMC Match Series Proposal Solicitation** process for silhouette clubs that desire to host a LMC Series Match in 2024 and beyond. Proposal submittals from all interested clubs will be used to select the final locations for the LMC Monarch Cup Series Matches.

The 2024 LMC Program, with policies derived from the above (2) processes, will be published via the Lapua Monarch Cup Website (www.laupamonarchcup.com) by the end of January, 2024.

After, 2024, our LMC Series Proposal Solicitation process will be open all year to give clubs more time to prepare and submit proposals for hosting a LMC Series Match.

Thank you for the continued support from our North American silhouette community and we look forward to seeing all of you at the 2024 LMC Series Matches!

Daniel Salazar
Chairman of the Board
Lapua Monarch Cup



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Lapua Monarch Cup Vision, Mission & Goals



With two successful Championships conducted in 2022 and 2023, the Lapua Monarch Cup is now recognized as a World-Class Rifle Silhouette Event. Silhouette shooters from all over North America gathered to compete for the crown of the North American Silhouette Champion!

Friendships made and friendships renewed also made the Lapua Monarch Cup Series one to remember for all the participants. All of this done in a manner with integrity, tolerance, kindness, respect, truth and honor.

The overall consensus was that the LMC was successful uniting silhouette shooters all across North America. Your Lapua Monarch Cup Board of Directors (LMCB) is currently engaged in preparing for the 2024 LMC to continue to build on exceeding our LMC Vision & Mission as stated below:

LMC Vision:

Perform the most ***Prestigious Championship Series*** in the World. Inspire the participation of people that enjoy the sport and recognize those shooters in this discipline who reach the highest level of performance.

LMC Mission:

Bring happiness and unforgettable memories as we support the growth and strength of the Metallic Silhouette Shooting Sport through multicultural creative initiatives, promoting shooter brotherhood, and consolidating a legacy for upcoming generations.

LMC Goals:

1. Convert the LMC Series Matches into the major silhouette event per host country.
2. Set new records of shooters' attendance in each country's major match.
3. Promote our sponsors' brands with unprecedented synergy involving the best Metallic Silhouette Shooters in the world.



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LMC Board Commitments & Support



The LMCB, in conjunction with Capstone Precision Group, has thoroughly committed to making the Lapua Monarch Cup the best Silhouette Championship Series in the World. We achieve this by providing the LMC infrastructure, cash awards and by working together with any Mexico, Canada or USA club wishing to bid for and host a LMC Series Match.

LMC Cash Awards Program (Master, AAA, AA & A):

The LMC Board of Directors has set the criteria for the **2024 LMC Cash Awards Program** as detailed below:

- Competitors within their respective classifications (Master, AAA, AA, & A) have a chance to earn cash for each of the LMC Series Matches conducted.
- Competitors can also earn cash or watches in the Lapua Monarch Cup Total Aggregate Awards Program. **This gives all participating competitors a chance to win over \$25,00 in total cash prizes!**
- Award winners for each category (A, AA, AAA and Master) per LMC Series Match is derived from the accumulation of targets knocked down during the three (3) forty shot (40) matches to be shot with STANDARD RIFLE.
- There is also a Monarch Cup Aggregate Prize designating our North American Champion at the completion of all scheduled LMC Series Matches.
- Competitor awards are based on the **OFFICIAL RESULTS** recognized by the hosts of each LMC Series Match plus the the aggregate scores generated through the **OFFICIAL RESULTS** of the Monarch Cup Championship.
- Cash prizes will be awarded by the organizers of the Monarch Cup through a legal, safe, and reliable mechanism as expected by our official sponsor (LAPUA) and competitors.



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Requirements for a LMC Series Match Host



The LMCB has established the following requirements on all clubs hosting a LMC Championship Match. Submitting proposals are open to all clubs in North America that wish to host one of these historic events!

The following categories are pertinent and should be addressed in your submitted proposal to host an LMC Series Match. The LMC Board of Directors is not limiting you to any set proposal format.

Submittal & Approval of Host Proposal:

The LMCB will have the final word to approve or disapprove the hosting of a LMC Series Match. This will be based on the consideration of the content and overall benefits associated with each proposal submitted by candidate host clubs.

- All proposals should be submitted by the end of December for the next calendar year.
- Proposals shall be considered and decided upon at the LMCB annual conference at the end of January for each calendar year and all clubs submitting such proposals will be duly notified.

Rationale for Hosting a LMC Series Match:

Every LMC Series Match is a partnership between the LMCB and the host club to further ensure our future success. Therefore, the LMCB is very interested in your club's rationale for wanting to host a LMC Series Match. Consider this an opportunity to make an opening statement to promote your proposal submitted to the LMCB.

Key points:

- *Can you summarize your overall motivation for hosting a LMC Series match?*
- *Can you summarize how your club can contribute to the present & future success of the LMC?*

Travel Logistics:

Host clubs must assist shooters from all countries with travels tips, accommodations, lodging, etc. Your proposal should include details on how you intend to comply with this requirement.

Key points:

- *Can your club's location facilitate reasonable travel and lodging logistics?*
- *Mexico Submittals - How will you assist USA and Canada shooters in obtaining necessary gun permits and assisting in customs requirements?*
- *Mexico Submittals - What is your specific Risk Management Plan to assure safe travel to the destination and transportation to/from the range and hotel stay?*



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Requirements for a LMC Series Host – Cont'd

Match Schedule/Program:

Each LMC Series Match daily schedule/program shall be defined and distributed in a timely manner before said match by the host club authority.

Note: The LMCB will not charge any entry fee for participation in the LMC.

- LMC is totally separated from internal club decisions with regards to the match organization and local prize award criteria.
- Each club per country will set up major match rules and will submit the proper match match schedule/program to the public in consensus with the LMCB.
- Each LMC major match championship daily schedule is defined by the host club authority.
- The host club must ensure at least a 120-shot Standard Rifle Match must be conducted for the LMC Series Match.
- Ensure critical information is included, such as range location and a basic map with contact information for KEY personnel managing the match.

Key Points:

- *What is your proposed match entry fee?*
- *What is your maximum competitor range capacity & estimated number of relays to host the 120 shots necessary and finish in a timely manner each day?*

Match Promotion:

Each club shall promote the match as one of the year's "Major Championships" in the Lapua Monarch Cup North American Championship Series. This includes:

- Publishing on social media to promote this championship match.
- A concerted & planned effort to maximize the number of local and traveling competitors to your match.

Key points:

- *For new clubs hosting a LMC Series Match – what is your targeted competitor attendance and what is your action plan to meet your attendance goal?*
- *For clubs who have hosted a LMC Series Match – what was your last competitor attendance and what is your action plan to exceed this last attendance?*



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Requirements for a LMC Series Host – Cont'd

Match Execution & Logistics:

Each LMC Series Match must have the following match requirements:

- A Chief Match Director will be appointed by the host club.
- A match jury of honor will be named by the host club for inclusion of a LMC Series Match (one member per country at least).
- Each host club must take the needed measures to verify a shooter's applicable classification. If for any reason a dispute takes place to define a shooter's classification, the match jury of honor will make the final decision.
- Begin the LMC Series Match with the top shooters in Lapua Monarch Cup standings shooting together and re-squadded after each individual match to continue to have the top aggregate shooters shooting together (starting on relay 1 with accommodations for top shooters spotting for each other).
- Match standings/results during and after the match must be available in a timely manner.
- Update match standings during and after the match on social media.

Match Social Activities:

Social aspects at LMC Series Matches have been a significant draw for competitor attendance. Getting to know your competitors from Mexico, USA and Canada is very much part of the LMC Mission & Vision. Be it a special dinner, a form of entertainment or other activity, a festive atmosphere contributes greatly to competitor satisfaction in attending these matches. This factors into overall consideration for those soliciting to host a LMC Series Match.

Key Points:

- *What are you plans for any special social activities?*
- *Do you plan to fund such activities out of match fees or supplement through other means?*



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Requirements for a LMC Series Host – Cont'd

Awards, Awards Ceremony & Prizes:

The LMC is totally separated from any internal club decisions with regards to awards criteria for a LMC Series Match. The LMCB will solicit vendor merchandise and certificates for the prize tables to be distributed at all LMC Series Matches. LMCB expectations are:

- The hosting clubs are to also solicit local donations for the prize table to supplement what prizes the LMCB contributes.
- Major match award and table prizes distribution is the responsibility of the host club.

Key Points:

- *Do you have any special plans to make the "quality" of the match awards special?*
- *What is your plan/target goals for soliciting prize table donations to supplement any LMC donations?*

Post-Match Wrap-Up:

Publication of post-match results, surveys, bulletins and other pertinent information is important for the continued promotion of the Lapua Monarch Cup. LMCB will post score standings on the official web page (www.lapuamonarchcup.com) within two weeks after each LMC Series Match.

The LMCB has also appointed the North American Silhouette shooting Association (NASSA) as the LMC official communications publisher (www.lapuamonarchcup.com).

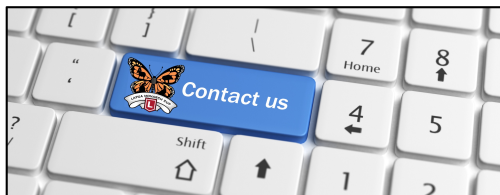
To support the LMCB, each hosting club will commit to deliver the following:

- Equipment survey results should be conducted and distributed based on an agreed category format with the LMCB.
- Official score results should be sent to the LMCB within (10) calendar days after the championship.



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Lapua Monarch Cup Contact information



Use the contact information below to submit your proposal to host a Lapua Monarch Cup Match Series. For any questions & discussions with regards to preparing your proposal, feel free to contact any of the LMC Board Members or Advisors listed below:

LMC Web page: www.lapuamonarchcup.com

LMC email address: Monarchcup.22@gmail.com

LMC USA phone number: 956-217-2200

LMC Board Members:

- Daniel Salazar (Chairman of the Board)
- Jose “Pepe” Valdés (Mexico)
- Jason Marsh (Canada)
- Erich Mietenkorte (USA)
- Chris Cawthorne (USA)

LMC Board Advisory Team:

- **Capstone Precision Group**
 - Adam Braverman

• USA

- Mike Haynes
- Jose Luis Rodriguez
- Chris Winstead
- Kathleen Garvin
- Mary Watkins

• Canada:

- Jordan Marsh
- Mike Rutherford
- Trish Labrecque
- Calvin Marsh

•Mexico:

- Angelica Kuess
- Enrique Kuess de la P.
- Gabriel Villareal
- Ricardo Arellano
- Jose Corral