



# **SOCCER BALL ADOPTION REQUEST FOR PROPOSALS** – page 1

## **TO WHOM IT MAY CONCERN**

### **BACKGROUND**

The following are some basic requirements for those interested in partnering with the Kentucky High School Athletic Association as official soccer ball for the KHSAA postseason tournaments, and for designation as the official ball for KHSAA during the term of this agreement. The initial award will be for a three-year period, covering the 2014-2015 through 2016-2017 school years, with contractual opportunity to extend upon mutual agreement, and an annual review/opt-out clause for the Association based on product performance and adherence to standards.

Proposals shall be submitted via US Mail to the KHSAA, 2280 Executive Drive, Lexington, KY 40505, ATTN: Associate Commissioner Butch Cope; or via fax at 859-293-5999 on or before 4:00 p.m., January 31, 2014.

### **THE AWARDED COMPANY SHALL**

- Provide product in compliance with this proposal that meets the playing rules requirement of the National Federation of State High Schools (NFHS) and contains the NFHS authenticating mark;
- Provide thirty-six (48) (mutually agreed model ball) balls shipped to KHSAA offices in Lexington for use in KHSAA State Tournament play;
- Pay a licensing fee based on this request for proposals to be designated as the official ball of the KHSAA. Proposals may be submitted to include a lump sum annual royalty guarantee or a royalty paid based on an initial amount plus a documented percentage of sales;
- Specify the total number of balls to be donated as in-kind product in addition to the thirty-six balls for state play to be used for camps, clinics and instructional settings.
- Have the option of also including a royalty amount to be designated the title sponsor of the state high school championship in Kentucky (i.e. the Brand/KHSAA State Soccer Tournament).

### **THE KHSAA SHALL**

- Designate the specific ball and item number as official Soccer ball for KHSAA postseason tournaments;
- Include the requirement for use of a ball of the awarded company in all rounds of postseason play in the published tournament guidelines;
- Require that the adopted brand of ball be used in all rounds of postseason (District, Region, State) with voluntary use by member schools during the regular season;
- Provide the company one (1) Full Page Ad in online digital State Tournament program, Association Handbook, and Association Calendar;
- Provide two (2) 28"X72" banners with logo and recognition as official ball at State Tournament;
- Place the awarded company logo, with link to website permanently on KHSAA Soccer webpage for the duration of the contract period, and include the logo in the rotation along with other sponsors off of main page.
- Assist in distribution of promotional material to KHSAA coaches;
- If a proposal is accepted for designation as title sponsor of the Brand/KHSAA State Soccer Tournament, provide all benefits normal to the designation as such sponsor.



# Soccer Ball Adoption Request for Proposals

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VENDOR	
CONTACT	
EMAIL ADDRESS	
PHONE	
CELL PHONE	
MAILING ADDRESS	
CITY/STATE/ZIP	
MODEL/MAKE OF BALL	
PROPOSED ROYALTY FEE PER YEAR	
TITLE SPONSORSHIP FEE PER YEAR	
OTHER INFORMATION	
SUBMITTED BY	
DATE	

DEADLINE FOR SUBMISSION JANUARY 31, 2014. DIRECT QUESTIONS VIA EMAIL TO [bcope@khsaa.org](mailto:bcope@khsaa.org), BUTCH COPE, ASSOCIATE COMMISSIONER.

The KHSAA reserves the right to select the best proposal following complete analysis, and not necessarily the lowest expenditure or highest guaranteed revenue option.

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