



*Kentucky High School Athletic Association  
2280 Executive Drive  
Lexington, KY 40505  
859-299-5472  
www.khsaa.org*

**Kentucky High School Athletic Association  
Official Ball Adoption Partnership  
Request for Proposals (RFP)  
Approval to Distribute Proposals: March, 2016**

**BACKGROUND**

Thank you for expressing an interest in being part of the KHSAA team as an official ball sponsor. Kentucky High School Athletic Association (KHSAA) postseason events allow the association to showcase the finest student-athletes in the United States in a comprehensive championship series that encompasses team championships in 14 sports and three sport-activities. Participation details are contained in the body of the RFP.

The purposes of the ball adoption sponsorship are to financially support the year round programs of the KHSAA and support the membership of the Association through product support.

**ABOUT THE KHSAA**

The KHSAA is a private, non-profit organization. In 1917 the principals of a few schools organized the KHSAA to regulate, develop and purify high school athletics. Since then each high school accredited by the Kentucky Department of Education has been eligible to join through application by the Principal and the approval of the local Superintendent. In 2015-16, there are 277 members of the Association. The Association is a self-managing entity through which the schools work cooperatively for the betterment of the total program.

The general control is lodged with a Board of Directors, generally referred to as the Board of Control, fourteen of which are elected by the member schools, and an additional four members appointed by the Kentucky Board of Education. The Association is designated to manage athletics in the common schools by the Kentucky Board of Education through the Kentucky General Assembly. The Board of Control selects a Commissioner for the Association and the Commissioner hires such assistants within the approved budget as deemed necessary to administer the many details of the program in compliance with the 1971/1987/2008 Federal Court Decree. The duties and authority of the Commissioner are defined by the Constitution and Bylaws.

Through the collaborative efforts of its membership and its year-round staff, the KHSAA continues to provide unequalled opportunities for growth and development to the students enrolled in Kentucky's public and nonpublic schools. Each year, the KHSAA and its members coordinate thousands of sanctioned postseason contests, leading to championship events where we are able to continually to honor CLASS individuals, those that display Citizenship, Leadership, Athletic Ability, Sportsmanship and Scholarship.

**THIS SPECIFIC RFP**

- The KHSAA has long been a ball adoption state, requiring its member schools to use specific brands or models of inflatable balls, plus baseballs and softballs, for its state series (district, region, semi-state and state rounds).
- The KHSAA is currently accepting proposals for baseball, basketball, football, softball and tennis balls.
- The KHSAA is currently under a ball adoption agreement for Soccer (Select Sport America) that expires June 30, 2017. Official ball designation is not available for Soccer at this time.
- The KHSAA is currently under a ball adoption agreement for Volleyball (Baden) that expires August 31, 2019. Official ball designation is not available for Volleyball at this time.

- All official ball products in baseball, basketball, football and softball shall conform to the rules and authenticating mark detailed in the National Federation of State High Schools (NFHS) rules books while products in tennis must comply with any standard detailed by the United States Tennis Association.

## TERMS

- The initial award shall be with a three school-year period, 2016-2017, 2017-2018 and 2018-2019, with an option to extend the term by mutual agreement, for up to an additional three (3) school years, 2019-2020, 2020-2021 and 2021-22.
- The deadline for such extension option, by mutual agreement of the respondent and the KHSAA, shall be November 30, 2018.
- The final agreement shall include an annual review and continuation clause based on performance and adherence to standards and terms.
- Proposals are to be submitted to include an annual royalty guarantee; total number of in-kind product; and, if required, a price per unit price listing for the purchase of additional product.
- All product provided for use in KHSAA state level events shall ship to KHSAA Office on a mutually agreed timeline.
- Adopted ball will be required for use in all rounds of postseason (District, Region, State) with voluntary use by member schools during the regular season.
- The successful respondent will be designated as official ball of KHSAA for the specific sport, and designated as exclusive brand for use at all postseason levels on a mutually agreed timeline.
- The successful respondent shall maintain an open line of communication from the Association staff to the designated respondent representatives as to member school feedback, quality control evaluations and suggestions for improvements in consumer satisfaction.

## KHSAA PARTICIPATION DATA (2014-2015)

	Baseball	Basketball Boys	Basketball Girls	Football	Softball	Tennis Boys	Tennis Girls
Number of Schools	254	269	268	220	259	208	211
Number of Varsity Participants	5007	4210	3942	11217	4616	1917	2290
Number of Total Participants	7087	6465	5090	13118	5451	2031	2474

## EVENT ATTENDANCE (2014-2015)

Sport	Attendance	City	Coaches & Participants
Baseball	17,973	Lexington	672
Basketball Boys	94,464	Lexington	1,600
Basketball Girls	38,489	Bowling Green	1,200
Football	41,937	Bowling Green	1,560
Softball	6,488	Owensboro	672
Tennis	3,577	Lexington	1,768

## PRODUCT NEEDS (1)

To be shipped to Association on mutually agreed schedule	Baseball	Basketball Boys	Basketball Girls	Football	Softball	Tennis Boys	Tennis Girls
As part of response to the proposal, the KHSAA desires the following balls for its championship series.	48 dozen	48 (2)	48 (2)	56	20 dozen	7 cases (24 cans to case)	7 cases (24 cans to case)
Autograph or Commemorative Style Ball	N/A	4	4	6	N/A	N/A	N/A

- (1) – Successful respondent may also reference additional material desired to be included in the provided product, if applicable.
- (2) – This includes two balls shipped, at the respondent’s expense, to each of the 16 regional basketball hosts, to arrive not less than ten (10) days prior to the event.

**KHSAA OBLIGATIONS TO SUCCESSFUL RESPONDENT**

- An open line of communication from the Association staff to the designated respondent representatives as to member school feedback, quality control evaluations and suggestions for improvements in consumer satisfaction
- Designation as official ball for the awarded sports
- One (1) Full page full color advertisement in digital online programs for the events
- Two (2) banners with logo and recognition as official ball for the awarded sports
- Logo, with link to respondent website, placed on the KHSAA website main sponsor identification carousel
- Logo, with link to respondent website, placed on the awarded sport page for the duration of the contract
- Public address recognition throughout awarded sport state championship tournament
- Option to have flier/mailer included in instructional package to all participating teams
- Option to promote the product at events through booth space or contact areas appropriate to the specific sport
- Option for KHSAA direct to school administrator/coach correspondence

**NEGOTIABLE DELIVERABLES**

The KHSAA and the successful respondent in each and all sports will negotiate a deliverables / promotional package for the successful respondent(s). At minimum, the items listed above will be included to the successful respondent in each sport. In addition, other negotiable benefits (corresponding to the Association’s sponsorship levels based on total royalty plus product values). Such items potentially include:

- Social Media Engagement Opportunities (2014-15 Data via Sumall.com)

July 1, 2014- June 30, 2015	Tweets	Retweets	Retweet Reach	Mentions	Mention Reach	Replies	Favorite	Followers
@khsaaevents	1,300	725	640,600	195	62,900	77	3,900	27,545
@khsaa	208	339	288,800	190	241,400	13	746	12,335
	Posts	Post Likes	Post Comments	Post Shares	Page Likes	Page Unlikes		
KHSAA Facebook	884	1,600	129	738	1,400	119		
	Visits	Visitors	Avg Time on Site	New Visits	Page Views	Unique Page Views	Bounces	
www.khsaa.tv	169,300	93,600	4:56:00	46.43%	435,900	269,900	70,300	
www.khsaa.org	1,390,000	787,000	2:47:00	30.64%	4,490,000	3,050,000	545,000	
OTHER								
@jtackettkhsaa	1,300	1,100	102,000	195	63,000	77	3,900	3,549

- Webcast Advertising (display and video) at www.khsaa.tv
- Radio/Audio Promotion Opportunities at www.khsaa.net
- Custom Website Promotional Opportunities
- Venue Video Board opportunities (Baseball, Basketball, Football)
- Specialized electronic and static venue display opportunities (Basketball)

## **PROPOSAL OUTLINE AND FORMAT**

1. Proposals shall be received in the KHSAA offices by 4 p.m., Monday, May 9, 2016
2. Respondents submitting proposals shall notify Commissioner Julian Tackett (jtackett@khsaa.org) or Associate Commissioner Butch Cope (bcope@khsaa.org) of their intention to submit a proposal by Monday, May 2, 2016. Such notification may be done via electronic mail or via fax at (859)293-5999.
3. Section 1 of the respondent proposal packet must address the following:
  - a. Agreement to the term of the proposal as described herein;
  - b. Confirmation as to the company desire for an open line of communication throughout the implementation and execution phase of any agreement;
  - c. Specific name and contact information for further communication regarding the proposal;
  - d. Specified agreement that the company (including any manufacturing partner) agrees to the production requirements and fulfillment requirements, and assesses and confirms its ability to meet anticipated demand. Any phase-in or adjusted desired schedule for 2016-17 (specific to football and basketball) shall be addressed in the proposal;
  - e. A company overview addressing specifics such as company history, size and structure. The sole purpose of this requirement is to ensure ongoing ability to fulfill commitments made in the proposals. Please also describe anticipated changes within the company;
  - f. The markets served, particularly by the individual who will be designated to manage the contract on a daily basis;
  - g. Similar agreements in place with other state activities/athletic associations (specific details and contract terms not requested);
  - h. Best method to determine other products made by the company (catalog, regional representative, company website, etc.);
  - i. Specific contacts for member schools to express concerns / suggestions regarding quality control. The Association desires a relationship wherein its successful respondent will establish the ability online to submit concerns about product, whether it be the final product, problems with dealers, or fulfillment issues; and
  - j. Confirmation of the ability to include a mutually agreed form of KHSAA logo on the balls for state level competition.
4. Section 2 of the proposal must address the following:
  - a. The specific sport(s) for which the respondent desires designation as the official ball;
  - b. Any sport (s) for which no royalty is offered, but product donation or cost reduction by the respondent can advantage the operations of the Association;
  - c. The detailed description of each product desired for designation, including any necessary information related to construction, components, etc. that may help differentiate from other brands;
  - d. Customer references, interscholastic or intercollegiate, using the proposed designated ball;
  - e. The royalty to be paid annually for each sport desired for designation. In addition, the respondent may include an alternative lump sum royalty should it be awarded a combination of designation sports;
  - f. Additional royalty (if desired) to serve as title sponsor for the state baseball tournament and state softball tournament if respondent is requesting designation in those sports; and
  - g. The expected price, for the 2016-17 year, that the member schools can expect to pay for the product and the ability/inability to guarantee prices ir availability on a longer term.
5. The staff will review proposals and prepare summative documents for the Board of Control for its work session meeting on May 10, 2016. Respondents are welcome to attend that meeting should they desire, but if unable, would be expected to appear at a future meeting for a dialogue opportunity with the Board of Control.
6. Product samples and other inquiries should be directed to Commissioner Julian Tackett (jtackett@khsaa.org), or Associate Commissioner Butch Cope (bcope@khsaa.org) at the KHSAA.

**FINAL SELECTION**

1. The KHSAA fully anticipates a final selection to be confirmed at its regularly scheduled Board of Control meeting on May 11, 2016.
2. The KHSAA reserves the right to select, reject, and/or negotiate the final terms of an agreement with any and all chosen manufacturers/brands including acceptance of individual sport proposals from a single or multiple respondents or an aggregate proposal from a single respondent.

**ADDITIONAL INFORMATION**

Potential respondents desiring additional information should contact Commissioner Julian Tackett (jtackett@khsaa.org), or Associate Commissioner Butch Cope (bcope@khsaa.org) at the KHSAA.