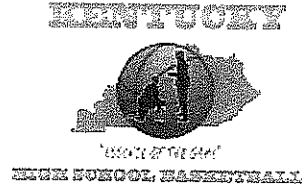
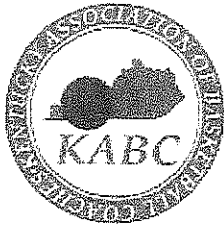


KENTUCKY HIGH SCHOOL BASKETBALL

CENTENNIAL COMMITTEE



Kentucky High School Basketball Centennial Celebration

The Kentucky High School Athletic Association (KHSAA), Kentucky Association of Basketball Coaches (KABC), and Kentucky High School Basketball Hall of Fame (KHSBHF) are partnering to celebrate the “Centennial” of Kentucky high school basketball. The Centennial Celebration is set to tipoff in Lexington at the 2017 Boys’ Sweet 16 held in Rupp Arena. In the summer of 2017, the celebratory year will continue in Elizabethtown, Kentucky, where the Kentucky High School Basketball Hall of Fame facility will open, a documentary on the sport’s history will premiere, and the Hall of Fame will induct its 100th member into the Centennial Class.

The Centennial Celebration will continue into the 2017-2018 school year with various promotional endeavors and activities culminating during the 2018 Sweet 16 state basketball tournament in Lexington’s Rupp Arena. The Centennial Committee is actively involved in creating a plan of action reaching all of Kentucky’s 120 counties and the schools, communities, fans, media outlets, and businesses that have contributed to the culture of basketball in the Commonwealth.

Kentucky High School Basketball
Centennial Celebration (2017-2018)

Logistics Committee
August 21, 2016
2:00 P.M.

AGENDA

- Call to Order – Chairman Nolan Barger
- Roll Call – Secretary/Treasurer Ann Upchurch
- Committee Reports Presented
 - Marketing / Promotions
 - Finance
 - Education
- Explanation of Potential Events, Activities, Promotions as Presented on Timeline
- Centennial Manual Developed
- Other Business
- Next Meeting - Centennial Committee (as a whole)
- Adjournment

"CENTENNIAL"
Kentucky High School Basketball
1917-1918 / 2017-2018

Events / Activities (TBA – Under Consideration)

Fall 2016

- KHSAA – Slogan / Logo (School Contest)

March 2017

- KHSAA – Sweet 16 / 100 Year Celebration

Spring 2017

- KHSBHF – Film Festival – *A Basketball Story*

July 2017

- KHSBHF – Induction Celebration (100th Inductee)
- KHSBHF – Hall of Fame Facility Opening
- KHSBHF – "32" Documentary Premier
- KHSAA / KHSBHF – Kentucky Historical Society Display (2017-2018)
- KABC – Centennial Coaches' Conference

December 2017

- KHSAA – Season Opening Activities

December / February 2017

- KHSAA – Regular Season Promos
- KHSAA – Patches / PA Announcements / Basketball Stamps / Floor or Wall Decals, etc.

January 2018

- KHSBHF – KIC (Centennial Edition)

February 2018

- KHSAA / KHSBHF / KABC – Champions Challenge

March 2018

- KHSAA / KHSBHF / KABC – 2018 Sweet 16
 - Fan Appreciation Venue
 - Centennial Edition Program
 - Parade of Schools
 - Centennial Ending Event – (Video Finals/Sweet 16)

Kentucky High School Basketball
Centennial Celebration
2017-2018

A Basketball Story

Documentary State Tournament – 2017

- Sensational 16 (Regional Winners)
- Open to All KHSAA Member Schools
- Statewide Competition Among KHSAA's 16 Basketball Regions
- Regional Winners (Sensational 16) to Compete for "Final 4" Recognition
- State Champion Crowned From the "Final 4" Competitors
- Graduated Awards' Program for Sensational 16, Final 4, and State Champion
- Documentaries to Be Utilized by the KHSBHF in Its Pursuit of Capturing the History of Kentucky High School Basketball

Kentucky High School Basketball
Centennial Celebration

Champions' Challenge

- The Challenge games are part of the Kentucky High School Basketball Centennial Celebration.
- All KHSAA member schools that have won a state basketball championship (Sweet 16) or have absorbed a school through consolidation that won a title will be eligible to compete.
- A waiver for the games will be made available by the KHSAA once a contract is assigned.
- The individual games (30-32) will be matched based on geography, competitive balance, and historical significance.
- A Centennial Celebration committee will be developed to create the games that fulfill the best of the above listed criteria.
- Contracts will be based on the following:
 - Host school (TBA) will receive 25% of the gate receipts and a \$300 game expense allowance. Visiting team will receive 25% of the gate receipts. The other 50% will go to the KHSBHF/KABC. The host school will be required to issue a financial statement to the CC committee within two weeks and issue checks within one month.
- Recommended ticket prices are \$6.00 and up.
- Officials to be assigned by host school's regional assigning secretary.
- All program and concession revenue is the property of the host school.
- Visiting teams will consist of a 25 person travel party.
- Corporate sponsorship is encouraged by host school to pay for expenses and other promotional activities.
- Promotions by all participating schools are encouraged.

Kentucky High School Basketball

Centennial Celebration
2017-1018

Parade of Schools

- Schools eligible for the Parade of Schools have been members of the KHSAA from 1917-present.
- Schools that absorbed other schools are responsible for representation.
- Parade would be in Lexington on Wednesday of the Boy's Sweet 16 from 9:00 A.M. -11:00 A.M. beginning on Main Street and ending at Heritage Hall (Broadway).
- Parade would be segmented into regions 1-16 with consolidated schools walking with present day high school.
- All schools march with banner that has name and mascot. (4ft. - 6ft.)
- A band leads parade.
- A rally at 11:30 A.M. in Heritage Hall. (Banners hang there??)

Kentucky High School Basketball
Centennial Celebration

Sweet 16 Fan Extravaganza (2018)

- A KHSAA / KABC / KHSBHF fan experience promotional event
- Site: Heritage Hall, Lexington Center
- Date: Wednesday-Saturday 2018 Sweet 16
- Time: 3:00P.M.-6:00 P.M.
- Format:
 - Youth Activities Area
 - Exhibition Area
 - Historical/Educational – Promotion Area
 - Concession Area??
- Finance: \$1.00 charge added to tickets purchased for 2018 Sweet 16.
- Admittance: Sweet 16 ticket stub for that day or \$5.00 admission fee
- Profits from the event will be shared between Centennial Committee partners KHSAA / KABC / KHSBHF.

Marketing Committee Recommendations

7-19-16

Members present: Michael Hatfield; Steve Moss; Chris Slater; Mark Walls; Kayla VanHoose (via phone)

The first item on the agenda during the marketing committee meeting was to define the committee's "role."
What is the purpose of this committee?

Should the committee actually make suggestions on an appropriate and effective way to promote the Centennial Celebration? Should the committee make recommendations, and then implement the plans once they are approved by the logistics committee?

After several minutes of discussion, it was decided by the committee members that the purpose of the marketing committee initially is to promote the upcoming Centennial Celebration of high school basketball in Kentucky, keeping in mind the mission statement handed down in the original meetings of the entire Centennial Committee body: **To develop an action plan that will effectively, efficiently and strategically promote the centennial of Kentucky high school basketball throughout the Commonwealth.**

The committee also discussed future involvement in promoting proposed individual events associated with the Centennial Celebration (Sweet 16 Fan Fair, etc.). It was decided that any future promotional involvement by the marketing committee is dependent upon the logistics committee and their recommendations.

The marketing committee decided the best way to accomplish the Centennial's immediate promotional goals is:

1. To implement a plan using an aggressive social media campaign, beginning immediately, to promote the pending Centennial Celebration.
 - a. Create a Facebook page, where any information pertaining to the Centennial will be posted. Research shows that Facebook is an effective, cost-efficient method to reach a large number of people. The Facebook page also could be used to stream live games from across the state, as proposed by some on the Centennial Committee.
 - b. Create a separate webpage for the Centennial. It was discussed that there might be potential infringement issues if the Kentucky High School Basketball Hall of Fame page is used. This separate webpage should be a line item as part of the budget. The committee estimates the cost would run \$5,000-\$15,000, depending upon what the logistics committee wants the function of the webpage to be. The committee also feels some of those expenses could be recouped through ad sales on the page itself.
 - c. Create an "official" Twitter account for the Centennial Celebration.
 - d. Create an "official" Instagram account for the Centennial.
 - e. Create a hashtag for the Centennial Celebration social media campaign. An example might be #100yrsKYHSBKB.
2. Urge the Kentucky High School Athletic Association to move forward immediately with the Centennial Celebration logo design contest. The committee sees a need for logo placement on the Centennial social media campaign, as well as other future events that are proposed before the original date discussed with the KHSAA. The committee recommends that the logo be finalized by no later than October 1, 2016. Therefore, the KHSAA should promote the contest throughout the state immediately and continue on through the start of school.

3. Urge the logistics committee to spend any allocated funds on radio on-air promotion only. Radio buys are much less expensive than television time buys. For example, some radio buys could range from \$5-\$100, not including any expenses to actually produce the spot. Television buys could range from \$50-\$1,000, depending upon which TV market is purchased (Bowling Green, Hazard, Lexington, Louisville, Cincinnati and Paducah) and for which time slot (prime time is more expensive than overnight, for example).
4. Create an effective, cost-efficient grassroots plan at the local school level to promote the Centennial Celebration, which should involve school personnel (superintendents, principals, athletic directors, coaches, players and students).
5. Urge the logistics committee to consider the following as potential methods to promote the Centennial:
 - a. In lieu of TV buys, the committee suggests requesting stations in those markets run Public Service Announcements or by hosting press conferences promoting the Centennial, in hopes stations will cover as a news event.
 - b. Release all information for Centennial Celebration events in the form of a press release that is distributed to all media across the state. The committee recognizes that some media will not use the information, but suggest that local media (small radio and newspapers) likely will. The committee also suggests that any new information on events always be released via Centennial social media and websites first.
 - c. Secure additional endorsements from state universities and colleges; specifically, the respective athletic programs and/or basketball teams at these schools. The committee suggests seeking online and/or social media promotion from these schools.
 - d. Secure endorsements from the state's college basketball coaches. They are the people who recruit the state's best players. The committee recognizes that coaches like John Calipari and Rick Pitino could use their status to help promote the Centennial Celebration. For example, John Calipari has more than 1 million Twitter followers. If he sent out one Tweet, it could potentially be seen by more than a million people.
 - e. Seek approval from Rupp Arena and Heritage Hall to run a video promoting the Centennial Celebration throughout Rupp Arena during UK basketball games and events hosted by Rupp Arena and Heritage Hall. As many as 24,000 people could see the video during just one event.
 - f. Seek approval from several movie theaters across the state to premiere "32" in a red carpet gala. The committee suggests premieres in Lexington, Louisville, Prestonsburg, Paducah, northern Kentucky and either Elizabethtown and/or Bowling Green. Similar red carpet galas have been successful in drawing big audiences. The committee suggests a pre-screening red carpet event for photo and autograph opportunities with local dignitaries and Hall of Fame inductees. These events could also potentially turn a profit.
 - g. Work with the city of Lexington and the KHSAA on securing a day for the "Parade of Schools" to signify the opening day of the Sweet 16. As a show of good faith, the logistics committee should also try and secure a similar parade route during the Girls' Sweet 16.
 - h. Work with the KHSAA and the Lexington Center (Rupp Arena) to allow the sales of a commemorative Sweet 16 program. Similarly, the logistics committee should consider the sale of the same program at the Girls' Sweet 16 and similarly, work with Northern Kentucky University and the KHSAA to secure a location for the sale of programs.
 - i. Work with the KHSAA and the Lexington Center on hosting a Sweet 16 fan experience location. The committee suggests that a "fan fare" be a similar experience like ones hosted by the SEC Tournament, but to scale. The committee suggests the naming rights to this Sweet 16 fan experience could be profitable (ie., the "Pepsi FanFare" or the "Farm Bureau Fan Experience").

Members present: Gary Lawson, Jeff Fultz, Steve Moss, Kathy Johnston, Chuck Damron,
Chris Slater

Also attending: Ann Upchurch, Ken Trivette, Curtis Turley

A review of the listed events/activities for the Centennial year were presented to the committee by Ann Upchurch.

Specific discussions included:

- a. Possibility for major sponsorship opportunity
- b. Website exclusive to the Centennial Year
- c. Importance of the slogan/logo to be completed by early fall
- d. Fan Fest venue – interactive or exhibit? Possibility for named sponsor.
- e. Value and use of social media outlets
- f. Title/named event for film festival

After much discussion, and in order to have better direction in moving forward, it was determined that the Logistics Committee would be asked to identify the desired major projects to be implemented and to list the expectations of each project. That would include, but not be limited to, the budget cost and desired outcome for each.

It was also decided that Jeff Fultz would be the Finance Committee's representative at the next Logistics Committee meeting.

The Finance Committee next meeting date is scheduled for August 28, 2016.

Respectfully submitted by:

Kathy Johnston

Education Committee Ideas

Committee Members: Jon Ballard, Donna Murphy, Blackie DeVary, Cokie Cox, Curtis Turley, J. R. VanHoose

Mission: To provide awareness and facilitate enthusiasm about the rich heritage and relevance of Kentucky high school basketball within local communities and statewide.

Suggested Activities:

- 1) Provide incentives(cash award, professional development funds, etc.) for teachers (elementary, middle and high school) to design or share creative and innovative lessons/unit plans, board games and other activities or projects that associate basketball with academic areas below for use in the classroom:
 - Language Arts
 - Mathematics
 - Social Studies
 - Science
 - Health
 - Physical Education
 - History and Appreciation of Visual and Performing Arts
 - Academic and Career interest
 - Technology

**Post entries on KSHF website*

- 2) Explore possibility of developing and offering traditional and/or online History of Kentucky High School Basketball Course to KY schools; partnerships with interested local community college professors or other schools **Post course on KSHF website*

- 3) Develop a “speakers bureau” of former players, coaches, officials, newscasters, sportswriter and sports historians

**Post course on KSHF website*

- 4) Designate a common week/common dates for KY schools to commemorate special occasion via:
 - Video (historical perspective)shown during assembly
 - Have mayors do formal proclamations at the schools
 - Jersey Day – basketball teams permitted to wear school jersey to school
 - Students, teachers and staff permitted to wear t-shirts with logos that represent their school’s basketball team

- Have basketball teams dress in their jerseys or special t-shirts and quietly parade quietly through the halls at a designated time
- Have school teams vs teachers and pep rally, during last school hour
- At half-time of game, have game announcer ask that anyone who has played basketball at the school stand and be acknowledged
- Honor former standout players, coaches and teams in community at designated games
- Have teams do a team project and research/investigate some facet of basketball within their local communities, i.e., a famous player, coach, or team, an unsung hero, pioneer, incident, etc., and discuss their finding amongst each other.
- Schools set up a display in their library, gym, cafeteria, main entrance area, etc., commemorating their local school and community's basketball history
- Basketball coaches invite former players, coaches or teams from their communities or KHSHF Speaker's Bureau, to provide presentation to team
- Basketball coaches contact former players or coaches in their community and have them sit on the bench as honorary players/coaches
- Basketball coaches contact former team members in their community and have them sit directly behind the bench as honorary team
- Host special tournament or honorary game in remembrance of a players, coaches or teams who contributed greatly to the school/community
- High school teams attend designated middle school team game(s) and visit with them in the locker room after game
- High School teams "adopt" a middle school team, special needs students; etc., for the season, matching players with students as mentors
- Basketball teams do a community service project within the school system
- Basketball teams donate their basketball gear (shoes, shorts, t-shirts, socks sweats, jackets, basketballs, etc.) in good condition that they no longer use, to their school's Family Resource Center, school social workers, or middle school programs who serve need students.

5) Student Video Challenge, Logo Challenge(?) and/or Poster Challenge that support special occasion

- Select winner from each of the 16 Regions and have state competition- with winners awarded (i.e., scholarships (need sponsors), Sweet 16 tickets, lunch at school with a current or former standout player/coach; tickets to a college game with locker room access; sit on bench with HS or college team as honorary player; receive basketball gear/merchandise or autographed basketball items, etc.

**Post course on KHSHF website*

6) Create KHSHF webpage that includes "Ideas for Team and CommUNITY Activities" like one previously mentioned, and invite public to share other ideas for posting to help keep the spirit of KY high school basketball in the school and community alive.