



Northern Kentucky 2018-2021

**KHSAA BID
FOR THE
GIRL'S SWEET
16
BASKETBALL
TOURNAMENT**

KHSAA Girls Sweet 16 Tournament Bid
May 3, 2017



Dear Julian and the, KHSAA Board of Control:

On behalf of our hospitality community, we are excited to submit the following bid to host the KHSAA Girl's Sweet 16 Basketball Tournament in Northern Kentucky.

We value our strong relationship with KHSAA and want to work to keep this momentous event in Northern Kentucky. We feel we have two strong years of success in NKY as well as the BB&T Arena at NKU.

This event has had a strong impact in our communities. We are delighted to report that the Girl's Sweet 16 Basketball Tournament has introduced many visitors to our brand of Kentucky Hospitality. We look forward to continuing this relationship.

Our following bid includes:

- A commitment from St. Elizabeth Healthcare for additional years of title sponsorship recognition.
- A commitment from meetNKY | Northern Kentucky CVB for additional years of marketing sponsorship with KHSAA.
- Comparable facility fees at BB&T Arena to the costs occurred in 2016 and 2017.
- A welcoming host hotel and team host hotel community that includes new hotels.
- A dedicated event service team in the community as well as at the university and venue to ensure tournament success.

Our team is excited to partner with your team to create a most successful and memorable event experience. We look forward to continuing our discussion and celebrate everything that is great about high school sports in our Commonwealth.

Sincerely,

The Northern Kentucky Host Committee

Benefits of Northern Kentucky

A unique combination of benefits makes the Northern Kentucky location perfect for KHSAA.

Benefits include:

- Central location makes it easy for your players, families and fans to get here
- An exciting riverfront location puts you in the heart of dining, shopping and entertainment
- Choose between many major brands hotels
- Across the river from a major metropolitan area
- A first-class sports venue with a strong university partner

Easy accessibility

Our central location makes it EASY for your attendees to drive to the event site, which may result in increased attendance.

- An overwhelming majority of Northern Kentucky hotels offer free parking.
- For those driving, major interstates I-71, I-75 and I-74 converge here.
- Within a three hour drive for the majority of the Commonwealth of Kentucky.



BB&T Arena

Located on the campus of Northern Kentucky University; 7 miles from downtown Cincinnati, OH

- Facility opened September 24, 2008
- Basketball Seating Capacity of 8,404
- 6 Locker Rooms
- 2 Officials' Rooms
- Premium Service Hospitality Area
- 3 Conference Rooms
- 2 Press Rooms
- Multiple Loading Docks
- Easy Television Setup
- 12 Luxury Suites
- 2 Party Suites
- 2 Party Decks
- Ticketmaster Building
- WIFI Available Throughout the Arena

Northern Kentucky University

Established in 1968

- Located on more than 330 Acres
- Just minutes from downtown Cincinnati
- 15,000+ residential and off-campus students
- One of Kentucky's fastest growing public universities
- Offers over 58 bachelor's degree programs
- Average class size of 24 students
- One of the top 25 undergraduate entrepreneurship programs in the nation
- New Student Union Center

Northern Kentucky Hotel Community

More than 70 hotels, with over 7,000 available hotel rooms

- Headquarter Hotel proposed to remain the Holiday Inn Airport (including complimentary meeting space for the duration of the event)
- Hotel rates in 2018 and 2019 commitments will be on par with 2016 and 2017 within a 3% inflation increase
- meetNKY will continue to create and assign the team accommodations for the tournament
- meetNKY has secured hotel commitments for additional team accommodations at:
 - Aloft Newport
 - New Holiday Inn and Suites Wilder (closest to BB&T Arena)
 - Hampton Inn and Suites Wilder
 - Cincinnati Marriott Airport
 - Hotel Covington
 - Courtyard Covington
 - Radisson Cincinnati Riverfront
 - Hilton Cincinnati Airport

Area Attractions

Northern Kentucky and the surrounding region offer a wide variety of dining, attractions, and entertainment options. Below is just a sampling of attractions.

UNIQUE EXPERIENCES	EAT, DRINK & ENJOY
Newport Aquarium Ark Encounter BB Riverboats Underground Railroad Freedom Center	Newport on the Levee Mainstrasse Village The Banks Over the Rhine (OTR)
GO SHOPPING!	DIVERSE MUSEUMS
Crestview Hill Town Center Chelsea Premium Outlets - Monroe Rookwood Shopping Center IKEA	Cincinnati Art Museum Cincinnati Museum Center at Union Terminal Creation Museum Cincinnati Contemporary Art Center

- The Ark Encounter opened in 2016 and is expecting over 1.2 million visitors the first year. The main feature will be a life size replica of Noah's Ark made from wood. It is expected to be the largest timber project in the US. The Ark Encounter will be about 40 minutes from the NKY riverfront.

Facility Bid

- **Dates** - The BB&T Arena is submitting a two (2) year proposal with an option for the second two (2) year period. The option would be exercised provided both parties can accommodate the schedules.

The BB&T Arena is available for the following dates:

- 2018 – March 7 – 11
- 2019 – March 6 – 10
- 2020 – March 11 – 15 (tentative) **option see above**
- 2021 – March 10-14(tentative)**option see above**

Traffic Flow – Event Services’ Director holds pre-and post-event planning meetings to include NKU police and parking. We currently have 8,000 parking spaces on campus. We’ve hosted multiple events on campus and coordinated flow of ingress and egress. Throughout the nine years of the BB&T Arena’s operation, we coordinate over 100 events each year with all personnel and departments. We anticipate night classes on Wednesday and Thursday, of which we can coordinate accordingly.

Facility Ready - The BB&T Arena will be available for the Association to perform its final setup by 10:00 a.m. on Tuesday prior to the tournament.

Floor Activity - During the tournament, the only possible additional activity on the primary playing court that is outside of the scheduled game times once tournament play has begun would be for a NKU Basketball Practice and/or a potential NKU postseason game.

Host Representative – During all BB&T Arena hosted events, there is a minimum of 3 directors onsite in varying departments, in addition to the General Manager of the facility. One of which is the pre-established Manager On Duty. A full contact sheet to include all venue personnel will be provided in advance of event load-in.

Press Facilities - BB&T Arena has press facilities that can be configured to KHSAA specifications each year. These include, but are not limited to a working PA system, a working electronic video display board, and a working electronic scoreboard with inputs available for various devices used during the event.

Security – BB&T Arena will provide security for each day. The KHSAA will pay the reasonable and customary cost for this service.

Ambulance - BB&T Arena will secure ambulance service with on-call availability. The KHSAA will pay the reasonable and customary cost for this service.

Gates– BB&T Arena will ensure that all gates are secured, and will identify necessary personnel to ensure this occurs.

Concessions - BB&T Arena will retain all concession revenue, and will provide adequate staffing in consultation with the KHSAA.

Facility Rental – BB&T Arena will charge a rental fee above the reimbursable expenses in the amount of Twenty-Five Thousand Dollars (\$25,000), which is the sum of six (6) days rental at Four Thousand One Hundred and Sixty-Seven Dollars (\$4,167) per day.



Ticketing

BB&T Arena utilizes Ticketmaster as for all event ticketing. Consumers can **purchase tickets at BB&T Arena Box Office, online at [Ticketmaster.com](https://www.ticketmaster.com). or by phone at 1-800-745-3000**

BB&T Arena will coordinate with the KHSAA all advance sales, online ticket sales options, and sales locations for advance and walk-up sales. We will also include barcodes for offsite printing and provide daily audits for current sales to designated KHSAA reps.

Additionally, BB&T Arena has a Main Box Office in the lobby with eight (8) points of sale, an Auxiliary Box Office with two (2) points of sale to help with walk-up sales, as well as selling tickets for the fans wanting to purchase tickets to future games of the tournament once their team wins.

Reimbursable costs for box office services will be a flat fee of \$5,500. In addition all sales sold through BB&T Arena's Box Office will be subject to a \$1 facility fee paid by the KHSAA in conjunction with the box office reimbursable expenses. All games will be scaled and priced per the KHSAA guidelines and setup for presale and on sale by the designated date. The KHSAA will keep 100% of the ticket revenues minus the \$1 facility fee.

Technical, Phone and Data Needs

Copier – BB&T Arena will provide a full service, multi-functional machine for use during the tournament if requested by the KHSAA. The KHSAA will then be responsible for paper and toner to be used in the machine. The copier will be delivered no later than Tuesday morning of the tournament week.

High Speed Internet – BB&T Arena will provide a high-speed internet line, with a 10 Mbps upload internet speed. BB&T Arena shall also provide a second high speed internet line, with a minimum download speed of 10Mb.

Phones –BB&T Arena can install a series of standard phone lines in a "black box" that derives multiple digital phone lines from a single data cable. This will be installed in the press row/working media area. KHSAA IT Staff will order and coordinate with BB&T Arena staff for installation.

Two of these phone lines will have a high-speed DSL Data Line that will be used for KHSAA Staff internet access. KHSAA IT will install a private network for KHSAA Staff to be used on that DSL Internet connection. KHSAA will be responsible for any out of pocket costs associated with installation and use. These costs will be included in the estimated expense sheet provided to the KHSAA.

Additional Facility Space

Areas for Exhibitions and Auxiliary Use – BB&T Arena has multiple rooms available for the KHSAA to use for functions such as hospitality, media work & interview areas, and sellable exhibition space.

3 (three) meeting/conference rooms, which can be used separately or combined for a total space of 5,440 square feet.

Room A: 2,750 square feet Room B: 1,840 square feet Room C: 850 square feet

The Vault Lounge

An upscale area with food and beverage available before, during and after each game.



2 Press/Media Rooms -One 850 sq. ft. room and one 400 sq. ft. room, and includes wireless internet access, pantry/kitchenette, private sink/toilet room, and vestibule.

Sellable Exhibition Space -We have a walk around, and wide concourse area that can be used as vendor and exhibition space. In addition to our concourse, we have a Veranda located on the south end of the arena, that can also be utilized for vendor and exhibition space.



Hospitality - One of BB&T Arena's Conference Rooms will be the area used for hospitality. This room will be provided and staffed by The BB&T Arena Food & Beverage costs will be reimbursed by the KHSAA.

Food Vendor Restrictions –Pepsi is the official soft drink provider of BB&T Arena. Skyline Chili is the official chili of BB&T Arena.

Additional rooms – The KHSAA will be provided a schematic drawing of the facility and will coordinate all room assignments through The BB&T Arena's personnel. All non-NKU athletic space is included in the rental of the facility. The KHSAA will be responsible for any hospitality i.e. catering, food and beverage costs requested for said rooms.

A training/treatment room will be coordinated through our Director of Event Services prior to the walkthrough/load in.

There will be limited access to the NKU Athletics' Office Suite unless requested and preauthorized by the BB&T Arena's management.

Dressing Facilities

2 Officials' Locker Room - each 200 square feet including one (1) full bath (sink, shower, toilet), one (1) common area sink, two (2) chairs, small table, three (3) full height lockable closets and storage shelves/coat rack unit and TV with cable capability.

4 Visitor Locker Rooms – each approximately 699 sf: shared coach/production office, seventeen (17) locker stations, dry erase board, 5 head partition-style showers, two (2) toilets and two (2) sinks.

2 Varsity Locker Rooms – 18 locker stations, dry erase board, 6 head partition-style showers, three (3) toilets and six (6) sinks (women) and three (3) sinks (men).



Loading Docks – There are 3 (three) rollup dock doors measuring 10' in height and 8' in width with dock levelers. There is 1 (one) rollup dock door (elephant door) which measures 16' in height and 12' in width, and is available with an incline ramp.

Parking at the Arena and NKU

The BB&T Arena has ample parking to include; a plan to accommodate parking the requested 25-30 buses, all tournament staff, officials and media. A pre-determined number of complimentary parking spaces will be provided and included in the package. Parking spaces beyond the agreed number will be charged to the KHSAA at \$2.50 per car.

The BB&T Arena will make available the Production Lot, including dock area, to the KHSAA. The Loading Dock has over 75 parking spaces available, which can be used by KHSAA Tournament Staff, Officials, and Media. This is included in the rent.

There are over 8,000 spaces located on the campus of Northern Kentucky University, including 2,000 spaces within a very short walk to the Center. The parking rate will be \$5.00 cash per car, per day, for the entire tournament in 2018. This rate is subject to change annually per NKU's standard parking rates.

Should attendance or weather warrant the use of shuttles to & from campus parking, the BB&T Arena will provide this service.

Other Needed Rights

The BB&T Arena will allow the KHSAA live web streaming, live audio broadcasts, or delayed television broadcast for each of the games at no additional cost.

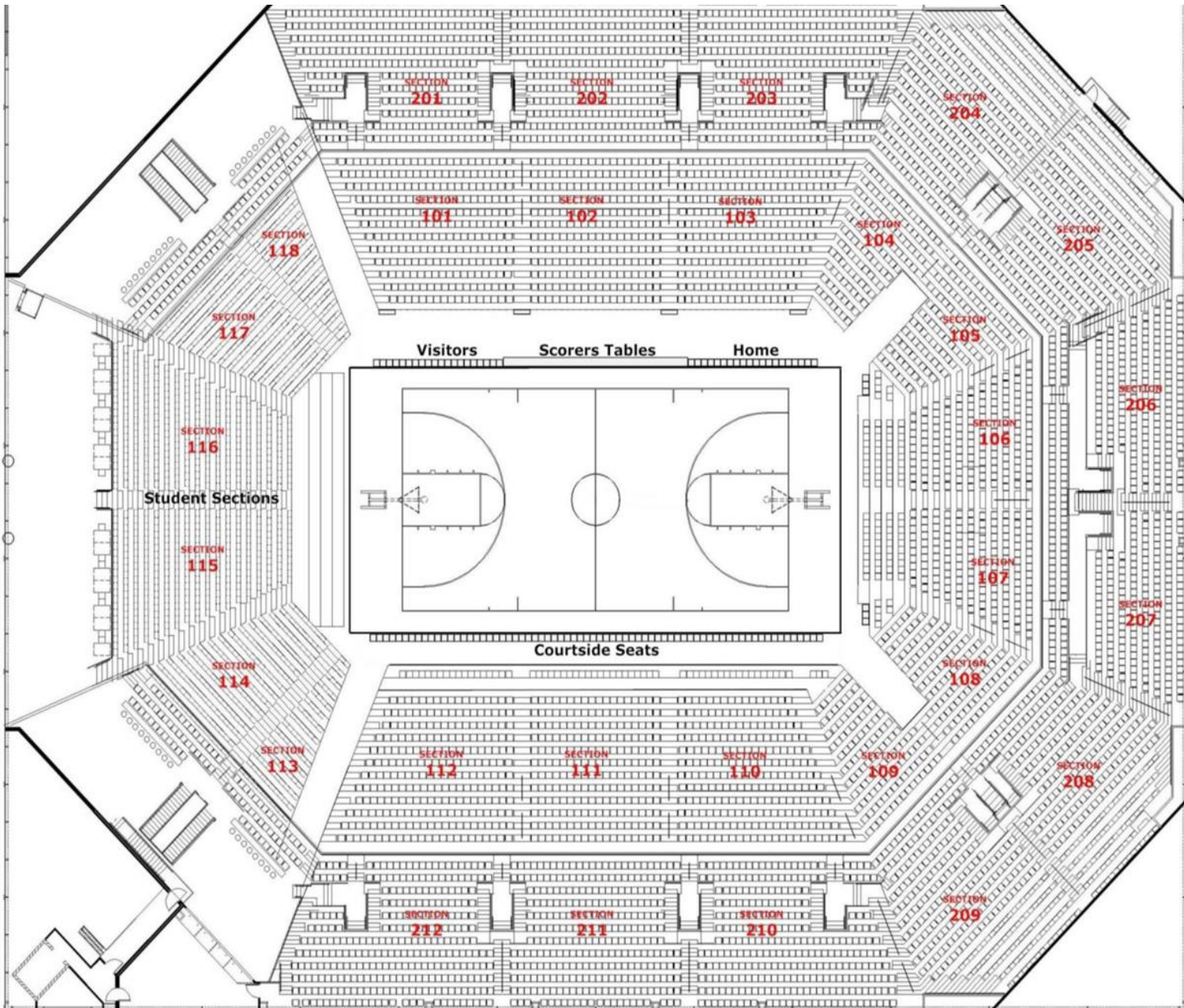
Novelties - The KHSAA will receive 100% of the royalty from the novelty items by its exclusive novelty vendor. All staffing of such novelty stands will be provided by the KHSAA designated vendor. Setup and location needs will be coordinated through our Director of Event Services. The Main Merchandise booth set-up will be included in the rent. Any additional locations throughout the concourse will be subjected to any equipment, hardwire and setup fees established in the estimate or prior to load in.

There are no advertising restrictions for the KHSAA during this tournament. The KHSAA can use static, movable, and/or video signage during the tournament. The BB&T Arena requests that all permanent signage be displayed. All alcohol sponsors will be replaced with "Responsibility Matters" signs.

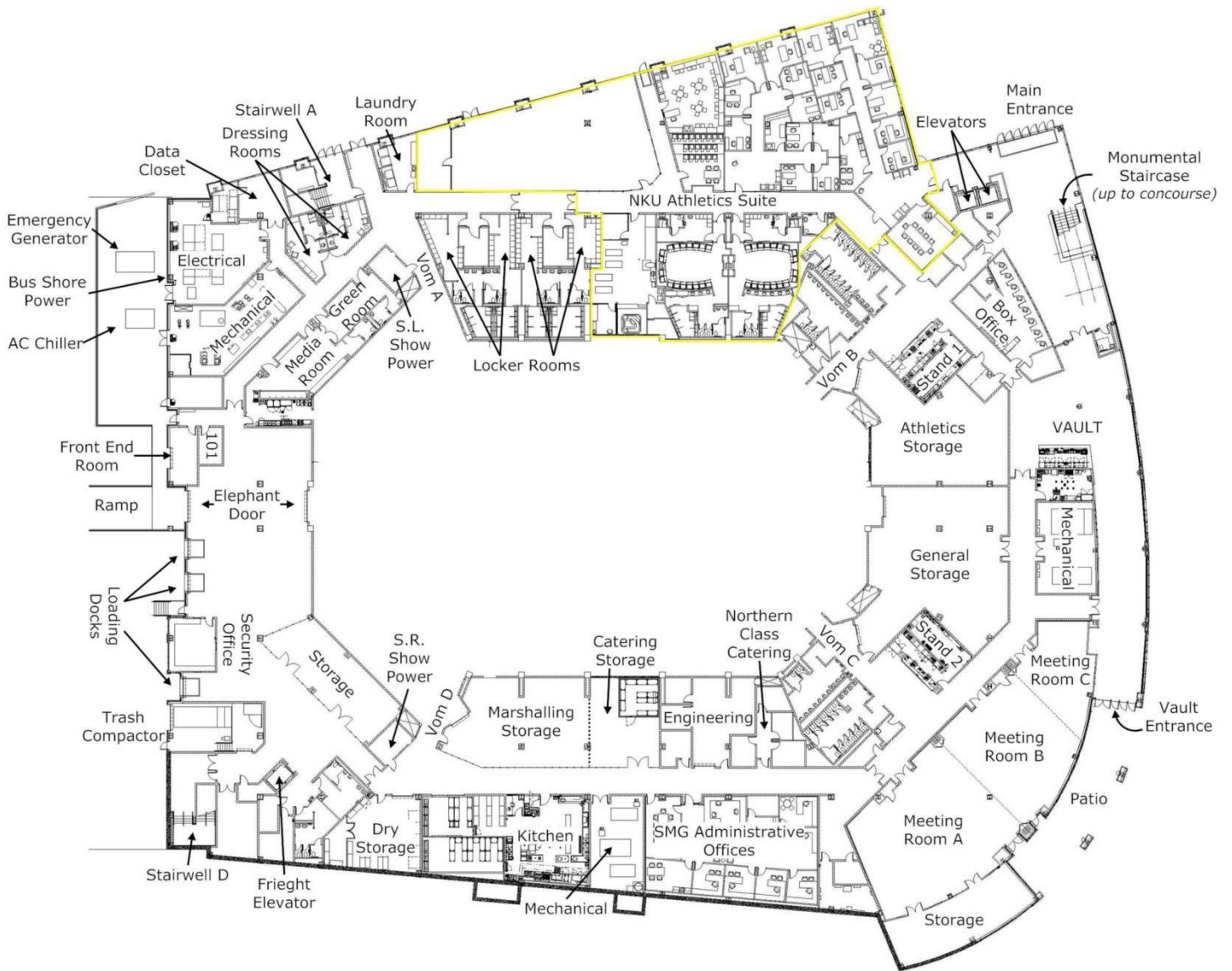
The KHSAA will coordinate with the BB&T Arena and its designated representative for the solicitation and maintenance of any corporate partnership specific to this event. Sponsorships to reduce the operational costs of The BB&T Arena will be considered on a case by case basis. Any sponsorship (above the title sponsorship) that is sold by The BB&T Arena will be solely retained by The BB&T Arena minus any production or hard costs established in conjunction with the KHSAA.



BB&T Arena at NKU in Northern Kentucky



Facilities in BB&T Arena



Special Considerations for Hosting in Northern Kentucky

- **St. Elizabeth Healthcare has committed \$75,000 per award year as title sponsor of the Girl's Sweet 16 Basketball tournament if hosted in Northern Kentucky**
- **meetNKY has committed \$25,000 in marketing sponsorship per award year if hosted in Northern Kentucky**
- **meetNKY will work with the attraction and restaurant community to create special Sweet 16 offers only available to attendees of the tournament**
- **Community support from Region 9 and the entire Northern Kentucky community will be curated in advance of the event to include additional sponsors and a robust host community for each team**
- **meetNKY will build a dedicated Northern Kentucky visitor page on its website for KHSAA attendees and produce a welcome guide for all visitors with special offers**

Host Requests of KHSAA

- **Complimentary Tickets- The BB&T Arena requests twenty (20) reserved complimentary tickets plus six (6) complimentary courtside seats.**
- **Should BB&T Arena need tickets in a highly desirable location, we shall make a request no less than sixty (60) days prior to the event in writing to the KHSAA.**
- **meetNKY would ask the ability to host a promotional event during the half-time of the games**



We sincerely appreciate the chance to remain a highlight partner during the KHSAA Tournament year and continue our success in hosting the St. Elizabeth Girls Sweet 16 Basketball Tournament. Northern Kentucky is an ideal destination that allows the event to continue to grow in a major sports destination.

We look forward to continuing our conversation and thank you for the consideration.

-The Northern Kentucky Host Committee

