



Kentucky High School Athletic Association

2280 Executive Drive ° Lexington, KY 40505 ° www.khsaa.org ° (859)299-5472 (859)293-5999 (fax)

April 10, 2017

TO: Prospective Cities/Venues/Facilities/Commissions Interested in Hosting Girls State Basketball Tournament

FR: Commissioner Julian Tackett

RE: Request for Proposals for Future Girls State High School Basketball Tournaments

The KHSAA desires the following items to be addressed for future tournament years, 2018-2022 and will consider such award at its meetings on May 9 and 10, 2017 at the KHSAA offices in Lexington. The Board of Control reserves the right to select more than one facility during this five-year term, award any or all years of the term, schedule the tournament on a rotating basis amongst chosen facilities or defer the final award of any or all years until a later date.

A. DESIGNATION OF HOST

- a) Each proposal submitted shall designate an individual or office that shall be considered the "host" of the event if awarded. The host may be one or multiple individuals.

B. FACILITY SCHEDULE AND CONFIGURATION, SERVICES AND FEES

- a) Facility Availability should be addressed for the advance dates as listed below:
 - 2018 – March 7-11
 - 2019 – March 6-10
 - 2020 – March 11-15
 - 2021 – March 10-14
 - 2022 – March 9-13
- b) Currently the 16 team tournament is played on Wednesday, Thursday, Friday, Saturday and S Sunday.
- c) Currently the 16 team tournament is played on Wednesday through Sunday, with Tuesday as a setup day. There are no current considerations for modifying this format.
- d) During the tournament there can be no other activity on the primary playing court outside the scheduled game times once tournament play has begun until the final awards are presented. Known conflicts at the time of proposal acceptance are subject to negotiation.
- e) Any facility located in a heavily populated area or on or adjacent to a college campus should address conflicts between traffic flow needs of the area/college and the traffic needs of the tournament in its proposal.
- f) The configuration of the playing facility shall meet National Federation of State High Schools Association specifications and have a ninety-four foot (length) playing floor.
- g) The facility shall have working press facilities, configured to KHSAA specifications each year, 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.
- h) The facility shall have or arrange at its cost to have, a multi-level press configuration for at least one sideline. Past venue diagrams are available for review.

C. FEES AND CHARGES (INCLUDING RENTAL)

- a) Facility rental for the duration of the event should be included in the proposal.
- b) All rental costs must be clearly delineated specifically in the response to this section including daily/duration flat rental, any per ticket charges or any other means of facility payment required of

the KHSAA.

- c) The Host retains all concession revenue. However, Host shall provide adequate concession staffing in consultation with KHSAA to ensure consumer satisfaction.
- d) The Host shall provide all ticket management services including advance online ticket sales options, sales locations for advance and walk-up sales, and an area for sales to the teams advancing in the tournament. The KHSAA will pay the reasonable and customary cost for this service if necessary, if such is not provided at no charge.
- e) Host will acquire security for each day. The KHSAA will pay the reasonable and customary cost for this service if necessary, if such is not able to be provided at no charge.
- f) Host will secure ambulance service with on-call availability. The KHSAA will pay the reasonable and customary cost for this service if necessary, if such is not able to be provided at no charge.
- g) Host will ensure that all gates are secured and identify necessary personnel to ensure this occurs.
- h) The KHSAA will provide all workers for game management within the playing rules including contest officials, statisticians, official scoreboard and clock operators, scorers, public address announcers and timers.
- i) If venue specific personnel are required in addition to those required by the KHSAA, those positions should be identified within the proposal along with any expectations of compensation by the KHSAA.

D. TECHNICAL, PHONE/DATA NEEDS

- a) The host city shall secure a desk top copier for use during the tournament if requested by the KHSAA staff. Such request will be made not less than thirty (30) days prior to the event. The KHSAA shall be responsible for paper and toner to be used in the machine. The copier shall be delivered not later than Tuesday morning of the tournament week.
- b) The host city shall secure a high volume copier/digital duplicator for use during the tournament in conjunction with the media. The KHSAA shall be responsible for paper and toner to be used in the machine and the Host will be responsible for ensuring on-call or on-site service availability during the event. The copier shall be delivered not later than Tuesday morning of the tournament week.
- c) The host shall provide at least one high speed internet line, with a 10Mbps preferred upload internet speed minimum.
- d) The host shall provide a second high speed internet line, with a referred minimum download speed of 10Mbps/upload speed of 5Mbps for use as the KHSAA Press/Media Network.
- e) There must be the ability to install a series of standard POTS phone lines in the press row/working media area. KHSAA IT Staff will order and have these lines installed in conjunction with Host representatives.
- f) At least two of the installed phone lines will have a high speed DSL Data line that will be used for KHSAA Staff internet access.
- g) KHSAA IT staff will install private network for KHSAA Staff that will be based on that DSL Internet connection.

E. AUXILIARY SPACE FOR TOURNAMENT OPERATIONS

- a) Areas for exhibitions and auxiliary use such as hospitality, media work and interview areas, and sellable exhibition space shall be identified, along with any proposed additional costs for the use of these areas.
- b) The Host will be granted access to space in the exhibition area, subject to mutual agreement with the KHSAA Director of Marketing Sales and provided display entities and merchandise do not present conflicts with current KHSAA contracts.
- c) An area to be used for hospitality to be provided for and staffed by, the host, shall be identified. This area will be utilized for participating and non-participating high school coaches and administrators, tournament workers and sponsors, the KHSAA Board of Control and former Board of Control members, and serve as an exhibit area for vendors in booths sold by the KHSAA. Admission to this area would be restricted to member school coaches, administrators, sponsors, members of the Kentucky High School Coaches Association and Kentucky Association of

Basketball Coaches, and those individuals with credentials issued by the KHSAA.

NOTE: Past practice has been for the host to provide the food and workers to execute hospitality in this area at no cost to the KHSAA.

- d) All restrictions on food vendors (if any) shall be noted in the proposal as it is highly desired that the KHSAA and the Host work in cooperation with local vendors to provide low or no cost food for official tournament workers, officials, and the media.

NOTE: Past practice has been for the Host to work in conjunction with various community resources to staff the hospitality area and provide food, drinks, etc. for working officials and event staff.

- e) Rooms within the facility to be used for school advance ticket sales headquarters (if needed), small hospitality area/room, novelty sales and storage, and staff work areas shall be identified along with any proposed additional costs for the use of these areas.
- f) Dressing facilities for the officials (2) and training room facilities or a designated area for treatment/triage shall be identified.
- g) Facility host should provide details on any restricted areas within the facility that are off limits at all times.

F. PARKING

- a) The KHSAA desires a designated area to park a minimum of sixteen (16) team buses (likely the number will reach 25 to 30 for each session) and KHSAA Tournament Staff, officials, and media.
- b) The facility shall ensure that enough parking exists to accommodate normally accepted ratios of seats to spectators.
- c) Any proposed parking charges for the KHSAA and the customers of the event shall be detailed in the proposal submission.
- d) To manage the event, the KHSAA requests/requires 75 parking places per tournament session to include staff, tournament workers and members of its Board of Control.

G. OTHER RIGHTS UNCLUDING WEBSTREAMING, RADIO AND TELEVISION

- a) There are to be no restrictions on the KHSAA live webstreaming, live audio broadcasts or delayed television broadcast of each of the games.
- b) The KHSAA will work in collaboration with the Host in the event that live television is considered and such television is open to individuals without payment.
- c) The KHSAA desires an arrangement where it would receive 100% of the royalty from the sale of novelty items by its exclusive novelty vendor, such as tee shirts, sweat shirts and other commemorative collectibles as well other souvenirs, newspapers/programs.
- d) Other than the restrictions made known at the time of the proposal submission, there are to be no limitations on signage (including both static, movable and video signage) and other means of recognizing corporate sponsors as the KHSAA attempts to secure funding for the event by means other than ticket sales.
- e) The KHSAA as a specification for current proposals will not enter into an agreement with a facility whereby advertising is severely restricted (including press box/row areas). Conflicts with pre-existing venue agreements will be dealt with on a case by case basis.
- f) The KHSAA has a Director of Marketing Sales on staff who would work in collaboration with the facility for any existing year round sponsor of the facility who desires recognition during the event, provided there is no conflict with existing KHSAA agreements.
- g) Following proposal acceptance, the KHSAA will be solely responsible for the solicitation and maintenance of any corporate partnership specific to this event and all such corporate interests shall be referred to the KHSAA for consideration.
- h) Sponsorships to reduce operational costs of the host facility will be considered collaboratively by the Host and the KHSAA on a case by case basis.

H. HOTELS/HOUSING

a) HEADQUARTERS HOTEL

- i) A headquarters hotel may be named in the proposal or a plan submitted for the selection of the headquarters property on an annual basis. Multiple properties may be used to accommodate this need.
- ii) The KHSAA desires a minimum of nine (9) complimentary rooms per night for the period of Tuesday through Saturday nights for the KHSAA Executive Staff. Multiple properties may be used to accommodate this need but the use of multiple facilities is highly discouraged.
- iii) Host shall identify a property where the room block for managing the tournament shall be housed at a rate discounted from normal events or standard nightly charges.
- iv) This room block (approximately 85 rooms) includes the contest officials, KHSAA staff, tournament staff, Board of Control and guests of the Board of Control.
- v) Room reservations (block) shall be made by the representative(s) of the host city immediately upon acceptance of the proposal by the Board to ensure availability and ensure the rooms are held.

b) TEAM HOUSING

- i) Team housing shall be addressed during the proposal process.
- ii) Team lodging provisions should be included to block fourteen (14) rooms each for the sixteen (16) participating teams for a total of two-hundred twenty-four (224) rooms.
- iii) It is preferred, but not required, that the team hotels have inside access door openings and the ability to block the team into groups of rooms in close proximity for assistance in monitoring.
- iv) The KHSAA reimburses the participating schools with an expense allowance, not a complete reimbursement. The current reimbursed hotel rate is \$52 per night, and therefore the room rate charged to the schools is extremely important and will be a factor in final consideration.
- v) Teams are only obligated to stay in the assigned team hotel through the day following elimination from competition.
- vi) Teams qualifying for the tournament from within forty (40) miles are not reimbursed housing, and therefore there may be unused rooms in this block, which is not feasible to pre-determine.
- vii) KHSAA member schools are exempt from state sales tax.
- viii) More than one team may be assigned to a particular hotel however; no team is to be assigned to the headquarters hotel.
- ix) The city shall annually provide a list of the hotels and assigned regions to be published on the KHSAA website for general public usage.
- x) Any hotel contracts signed by the KHSAA shall contain non-performance provisions that preclude the charging of the base room block for failure to not occupy, due to the regional proximity of some of the competing teams and the lateness of final determination of the tournament field.
- xi) The host in collaboration with the KHSAA may pre-assign schools by region to the hotel properties if it is in the best interest of the proposal and the host.
- xii) The KHSAA reserves the right to reject any hotel due to the rate being charged or the general condition of the hotel. The KHSAA also may reject the entire proposal from a host community for failure to meet this important quality standard.
- xiii) Room reservations (block) shall be made by the representative of the host city immediately upon acceptance of the proposal by the Board to ensure availability of the properties.

I. HOST FACILITY AND VENUE CONSIDERATIONS

- a) Upon request, the host shall be provided up to twenty (20) reserved seat tickets for free admission to be used in fulfillment of obligations to the local community for assistance with the event. Such uses may include but are not limited to, companies that provide technical equipment for the event. Additional needs from the host city shall be disclosed during the proposal process for consideration.
- b) The host shall also be entitled to purchase, in a highly desirable location, additional tickets for the event. Such request must be made not less than sixty (360) days prior to the event.

- c) Each worker/volunteer approved by the Commissioner shall be provided an admission credential to be used when working the event. Both groups will collaboratively work to keep this listing minimized.
- d) If necessary for fulfillment of proposal items, the KHSAA may also make available space in its electronic event program; public address announcements; or specific leaflet opportunities in the event of a major contribution to hosting the event. These arrangements shall be noted at the time of proposal submission.

J. SPONSORSHIPS/OTHER FUNDING

- a) Potential hosts may include in the proposal a proposed title sponsor for the event in the case of the event changing cities, however, the current sponsor (St. Elizabeth Healthcare) will be offered a right of first refusal regardless of the event location.
NOTE: The existing title sponsorship minimum requirement is \$75,000 per year, net to the KHSAA.
- b) Proposals without defined title sponsors shall be considered as not having sponsorship included for the purpose of proposal comparison.
- c) Proposals should address other potential sponsorship for specific areas of interest or cost that may be desired during the event. Such sponsorship may include sponsorship to underwrite costs, location incentives from local government or Convention Bureaus/Sports Commissions, or other specific opportunities.
- d) KHSAA Staff can help in determining any potential conflict with existing sponsors as specific conflicts are not permitted by many of those prior agreements or adopted KHSAA restrictions.
- e) Upon request of the host, the Commissioner's office can help in determining conflicts in potential sponsors brought forward by the host city.

K. TOURNAMENT REVENUE, EXPENSE AND ATTENDANCE HISTORY

- a) The KHSAA is dependent primarily upon three events, its two basketball tournaments and the football championships, to fund its year-round operations. Therefore, sponsorship and revenue enhancements (or cost containment) shall be primary in consideration.
- b) Each proposal should therefore address any areas in which your city as host would attempt to stabilize/increase revenue for the tournament (tournament sponsorship, ticket promotions, direct ticket purchases, novelties, etc.) and address any areas in which the city or venue as host would attempt to stabilize or reduce expenses normally associated with an event of this type.
- c) Additional financial historical information and detail is available upon request.

L. PROPOSAL FORMAT

- a) All entities engaged in hosting the event should be consulted on the contents of any proposal, including playing venues, colleges or universities if applicable, local convention bureaus and chambers of commerce, hotel associations, sports commissions or other entities. A proposal received for a KHSAA event shall presume to have including consultation from all parties.
- b) A representative of the host shall contact the KHSAA offices by electronic mail (rfp@khsaa.org) on or before May 5 to state that the host intends to submit a proposal.
- c) A copy of the final proposal shall be submitted by Monday, May 8 and will be distributed electronically to the members of the Board of Control early on May 9.
- d) Submission may be electronic via email to rfp@khsaa.org, or delivered to the KHSAA offices at 2280 Executive Drive, Lexington, KY 40505. The KHSAA is open from 7:30 a.m. to 4:00 p.m. daily.
- e) All proposals shall have a summary addressing items A-J above included as being specifically addressed.
- f) Staff opening of proposals upon receipt will be only for the purpose of concurrence with the proposal specifications.
- g) Support material for the presentation may be in any format.
- h) Venues/cities/hosts desiring to distribute additional materials shall provide 32 copies for the Board of Control work session on May 9.

- i) No discussion, comment, release or consideration of the proposals will be done prior to work session meeting of the Board of Control.
- j) The Board reserves the right to select more than one facility during this five-year term, award any or all years of the term, schedule the tournament on a rotating basis amongst chosen facilities or defer the final award of any or all years until a later date
- k) Any item which might vary should the Board choose anything other than an award of five consecutive years should be enumerated explicitly.

FURTHER INFORMATION

For further information concerning the process, sponsorship and specific budgetary items, contact Commissioner Julian Tackett at the KHSAA, 859-299-5472 or jtackett@khsaa.org.