



**Bowling Green Convention & Visitors Bureau  
City of Bowling Green  
Houchens Industries  
Warren County  
Western Kentucky University**

**Proposal to continue hosting  
Houchens Industries/KHSAA Girls Sweet 16  
2019-2022**

**Presented to:  
The Kentucky High School Athletic Association Board of Control**



## Organizing Committee

**Jimmie Gipson**, Houchens Industries

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**Vicki Fitch**, Bowling Green Area Convention & Visitors Bureau

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**Rachel Goodman**, Western Kentucky University

**Matt Morrison**, Western Kentucky University

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**Craig Biggs**, Western Kentucky University

**Michael Nunn**, Bowling Green Area Lodging Association

**Eddie Smith**, Bowling Green Host Families

The Bowling Green Organizing Committee for the Houchens Industries/KHSAA Girls Sweet 16 is pleased to submit this proposal for hosting the 2019-2022 championships. We pledge our commitment and support to this proposal and are pleased that Bowling Green had served as the host city from 2001-2015. This proposal includes Houchens Industries commitment to being the title sponsor for the event. Bowling Green and Houchens Industries have had a very positive working relationship with the KHSAA and look forward to reestablishing that relationship. The tournament organizing committee is committed to providing a positive atmosphere in which to conduct the tournament and is prepared to once again present a first-class tournament for the players, coaches, fans and officials of the KHSAA. Our goal remains to provide the best possible setting for the tournament participants and fans in what is "The Greatest Show in Hoops".



## Proposal

### DESIGNATION OF HOST

The Bowling Green Organizing Committee is committed to the principles and standards of the KHSAA and feels that our reputation speaks for itself. Therefore, it is our objective to enhance the athletic, social and educational opportunities available during the tournament.

We feel confident that Bowling Green provides the atmosphere, facilities, accommodations, ease of travel and hospitality desired by the KHSAA. Include a partnership with Houchens Industries; the nation's largest employee owned company and you have a first-class, quality event.

### FACILITY SCHEDULE AND CONFIGURATION, SERVICES AND FEES

E. A. Diddle Arena will be available for the following dates:

2019 – March 6-10

2020 – March 11-15

2021 – March 10-14

2022 – March 9-13

- a. All games will be played on the campus of Western Kentucky University at E.A. Diddle Arena. WKU has confirmed above dates and will be available for all listed.
- b. WKU E. A. Diddle Arena will be available for final setup by 10 a.m. Tuesday prior to the tournament.
- c. During the tournament there will 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.
- d. WKU Spring Break will be scheduled to coincide with selected Sweet 16 dates.
- e. The configuration of E.A. Diddle Arena meets the National Federation of State High Schools Association specifications and has a ninety-four foot (length) playing floor.
- f. E.A. Diddle Arena will provide all press facility needs for the KHSAA annually. The arena has working video boards, PA System, electronic scoreboard as well as all inputs required.
- g. Arena staff will provide a multi level press setup as desired by KHSAA.



## **FEES AND CHARGES**

\$50,000 facility rental cost will include: Parking attendants, Ushers, Custodial Services, Video Boards, Copier, Labor Costs, Suite Workers, Coca Cola Products.

Host will retain all concession revenues and will provide adequate concession staffing in consultation with KHSAA.

Arena Staff will provide all ticket management services for all advance, on-line and walk-up sales.

Arena Staff will provide a ticket sales area for teams advancing in the tournament. Based on KHSAA required needs, a minimum of \$6,000 will be charged to KHSAA for all ticket services (sales, ticket-sellers, ticket-takers, door monitors, etc.)

Arena Staff will acquire security to meet the needs of the event. KHSAA will be responsible for the costs.

Arena Staff will have EMTs on site throughout tournament and ambulance service on-call. KHSAA will be responsible for the costs

Arena Staff will provide personnel to secure gates throughout tournament included with facility rental.

## **TECHNICAL, PHONE/DATA NEEDS**

Arena Staff will provide a high-speed Internet line as requested along with a desktop copier and a high volume copier with back up toner and will have a technician on call for the event as listed in facility rental no later than Tuesday before the tournament.

Arena Staff will provide two designated wireless networks (one for press and a second designated network for KHSAA staff operations).

Arena Staff will provide 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.

Arena Staff will provide at least two of the phone lines will have a high speed DSL Data line that will be used for KHSAA Staff Internet access. KHSAA IT will install private network for KHSAA Staff that will be based on that DSL Internet connection.



## **AUXILIARY SPACE FOR TOURNAMENT OPERATIONS**

Arena Staff will provide space for hospitality and exhibitions area (auxiliary gym), and a separate room for media room/interviews at no additional costs to KHSAA. Separate area/space for sellable exhibition/vendors use will be provided on the various concourse levels as requested.

Arena Staff will provide hospitality space as requested for identified persons. WKU will also provide necessary space for vendors' exhibits. The Bowling Green Area CVB will provide sponsorship for this hospitality area and will work with WKU to provide necessary volunteers.

WKU has exclusive contract with Coca-Cola for all refreshments within the arena. WKU will work in cooperation with KHSAA and any identified local vendors to provide low or no cost food for official tournament workers, officials, media and hospitality. WKU also has an exclusive catering rights contract with on-site vendor to provide any catering for suites and any other identified areas where food is provided.

Arena Staff will provide rooms requested for Rooms within the facility to be used for ticket sales headquarters, small hospitality area/room, novelty sales and storage, and staff work areas at no cost.

Dressing facilities for the officials and training room facilities or a designated area for treatment shall be identified.

Arena Staff will provide dressing facilities for the officials and training room facilities or a designated area for treatment at no cost. The specific locations will be identified to KHSAA upon request.

WKU Men and Women's basketball locker rooms are restricted and not available for use for the tournament.



## **PARKING**

Arena Staff will provide parking to accommodate team buses. Game-day team buses will be parked directly next to the arena. All other buses (i.e.: band, cheer, fan, etc.) will be unloaded at the arena and directed to on-campus parking. All bus drivers for these groups will be provided shuttle transportation to and from their respective buses to the arena.

Arena Staff will also provide necessary parking for all KHSAA Tournament Staff, officials and media in the lots and structures immediately adjacent to arena.

WKU has two parking structures adjacent to arena (total capacity approximately 1200-1300) and numerous surface parking lots within walking distance of arena.

Charged parking is limited to structures and is only for customers. No charged parking will be assessed to KHSAA.

## **OTHER RIGHTS UNCLUDING WEBSTREAMING, RADIO AND TELEVISION**

Arena Staff will provide at no cost to KHSAA video board services for all games during the tournament.

No royalties from the sale of novelty items will be collected/charged by site.

There will be no limitations on signage (including both static, movable and video signage) and other means of recognizing corporate sponsors as the association attempts to secure funding for the event by means other than ticket sales. The association 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.



## **HOTELS/HOUSING**

The Bowling Green Area CVB is committed to providing the best possible lodging package and will work closely with the KHSAA to secure the host hotel needs. The Bowling Green Area CVB ensures that the needs of the KHSAA will be met regarding a host hotel.

The Bowling Green Area CVB works closely with the Bowling Green Area Lodging Association, conducting semi-annual hotel inspections and implementing a Standard Procedure for participation as a KHSAA team hotel.

The Bowling Green Area CVB will work with the KHSAA to provide (14) inspected, interior corridor non-smoking rooms for each participating team at a rate of \$89/night (with increase of \$2/room every 2 years) total and will meet all hotel/lodging needs for the event.

The Bowling Green Area CVB will provide a Host Family for each team to assist with the teams needs during the event.

## **HOST CONSIDERATIONS**

The Bowling Green Area CVB 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. The Host Families shall be provided 2 passes per family for the duration of the event. The host facility 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.

The host committee shall also be entitled to purchase, in a highly desirable location, additional tickets for the event. Such request must be made not less than thirty (30) days prior to the event.

Each worker/volunteer approved by the appropriate KHSAA Staff member shall be provided an admission credential to be used when working the event.



## HOST CONSIDERATIONS CON'T

The Bowling Green Area CVB and WKU will be allowed to submit one full-page ad for use in any tournament program at no cost to either organization.

WKU will also be allowed to provide a promotional video spot for use on the arena video board and will be given space/ad on any LCD board use within arena.

WKU will also be allowed to provide a welcome video for video board use prior to each session or game for the tournament.

WKU will assume any production costs associated with any of the above.

## SPONSORSHIPS/OTHER FUNDING

Houchens Industries has agreed to resume the title sponsorship for \$60,000 for the first 4 years and \$75,00 annually thereafter, to the KHSAA contingent on the event being held in Bowling Green at E.A. Diddle Arena.

Title Sponsorship agreement to include:

- Houchens Industries to be included in every mention of event, regardless of format.
- Houchens Industries agrees to three 3 years up front with First Right of Refusal for the following six (6) years, contingent upon the event being held in Bowling Green, KY.
- First Right of Refusal execution must occur eighteen (18) months in advance of event.
- Houchens Industries would have First Right of Refusal for every half time event.
- Houchens Industries would have 100 passes per year, per event.
- Houchens Industries would have 16 passes to the Boys State Basketball Tournament per year.





## **TOURNAMENT REVENUE, EXPENSE AND ATTENDANCE HISTORY**

Bowling Green has landed a proven beneficial Title Sponsor

Bowling Green Area CVB has historically and will continue to purchase \$2000 worth of Championship Game tickets to distribute to local underserved children's' organizations such as Boys & Girls Clubs.

Arena is being provided at a deeply discounted price.

Hotels are offering a deeply discounted price to assist teams.

Bowling Green Area CVB will sponsor the Hospitality Room.

Bowling Green Area CVB will work closely with the media for promotion prior to and during the event.

Host Committee will work together to produce a daily recap/review video for the first three days of tournament to be broadcast on local television station.

Bowling Green Area CVB will produce and assume financial responsibility for 3 billboards to be displayed no less than Thirty (30) days prior to event.

Bowling Green Area CVB will work with local media by doing interviews and/or press releases on radio/television/news print prior to and during event.

Bowling Green Area CVB will man local social media to promote event.

Bowling Green Area CVB works with local attractions to provide free admission passes to all participants.

Bowling Green holds all attendance records for the history of the tournament.

Central location and strong community support make Bowling Green an easy choice.

