

# Region 11 Proposal 2 - May 2025

## Proposal for the 11th Region Basketball Tournament Objective

To enhance the 11th Region Basketball Tournament by securing a premier venue, hiring a dedicated regional tournament manager, and implementing a district and super regional format to align with best practices across the state.

### 1. Securing a Premier Venue

#### Proposed Locations:

- Eastern Kentucky University (EKU)
- University of Kentucky (UK)

#### Rationale:

- Hosting the tournament at a neutral, high-quality venue ensures a better experience for athletes, coaches, and spectators.
- Larger venues increase attendance capacity, enhance media coverage, and improve logistics for teams and officials.
- EKU and UK have the facilities and infrastructure necessary for hosting a high-profile regional tournament.

#### Implementation:

- Moving forward, securing EKU or UK as the designated venue will be an essential duty of the regional tournament manager.
- Contracts with the venues should be negotiated for long-term commitments to provide stability and continuity for the tournament.

### 2. Hiring a Designated Regional Tournament Manager by 8.29.2025

#### Objective:

- To professionalize tournament operations and enhance sponsorship opportunities to align with other top regions in the state.

#### Key Responsibilities:

- Secure EKU or UK as the tournament venue.
- Oversee tournament operations, logistics, and scheduling.
- Raise sponsorships comparable to other regions (\$30,000 - \$65,000 per year).
- Coordinate marketing, ticketing, and promotional efforts to increase attendance and engagement.
- Serve as the liaison between the schools, KHSAA, and the host venue.

#### Hiring Process:



- Conduct a formal interview process to select the most qualified candidate by mid-2025.
- Seek candidates with experience in sports management, event coordination, and sponsorship acquisition.
- Establish a clear set of performance expectations and financial benchmarks.
- Finalize pay structure.

### 3. Transition to a District and Super Regional Format

#### Model:

- Implement the format used by the 15th Region and endorsed by KHSAA.
- All teams qualify for the regional tournament.
- District champions receive an automatic bye into the Elite Eight of the regional tournament.
- Remaining teams compete in a preliminary round (Super Regional) to determine the final quarterfinalists.

#### Benefits:

- Ensures all teams have the opportunity to compete in the regional tournament, promoting inclusion and fairness.
- Provides district champions with a competitive advantage, rewarding regular-season success.
- Increases excitement and attendance for early-round games while maintaining the integrity of the championship rounds.
- Aligns with KHSAA's best practices and standardizes competition formats across the state.
- Larger revenues for all schools, not just the 8 making the regional tournament.

#### Implementation Timeline:

- Finalize the format details with district representatives and KHSAA by mid-2025.
- Communicate changes to coaches, athletic directors, and stakeholders.
- Conduct a trial run in the 2026 tournament to evaluate effectiveness.

#### Conclusion

By securing a premier venue, hiring a dedicated tournament manager, and adopting a district and super regional format, the 11th Region Basketball Tournament will be positioned as one of the premier events in Kentucky high school basketball. These changes will enhance the competitive experience, increase financial support, and elevate the status of the tournament within the state.

See Attachments

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