



# OFFICIAL HEALTHCARE PROVIDER

*Request for Proposal*



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LHSAA  
REQUEST FOR PROPOSAL

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The Louisiana High School Athletic Association (LHSAA) invites you to submit a proposal outlining your plan to be the Official Healthcare Provider of the LHSAA as defined in the following document. In considering these proposals, emphasis will be placed on quality of healthcare and service, educational efforts and profit to the LHSAA.

Below are two important deadlines to keep in mind:

*June 1, 2018 - Bid Proposal Due*

*June 11-12, 2018 - Bid Awarded Announced*

Questions regarding bid procedures and requirements should be directed to Hope Walley, Administrative Assistant, at [hwalley@lhsaa.org](mailto:hwalley@lhsaa.org).

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LHSAA REQUEST FOR PROPOSAL  
**GENERAL INSTRUCTIONS**

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*Submit four (4) copies of your Request for Proposal (RFP) in a sealed envelope, bearing the complete name and return address of the organization submitting the RFP. Please write the RFP number and submittal date on the outside envelope. Improper identification may result in premature opening of, or failure to consider material. All requirements must be addressed in your proposal. Non-responsive proposals will not be considered.*

### **RECEIPT, WITHDRAWAL AND OPENING OF PROPOSALS**

The established due date is either the date announced for receipt of proposals or receipt of modifications to proposals, if any. Proposals may be modified or withdrawn prior to the established due date by delivering written notice to the LHSAA.

Proposals will be opened in the presence of a committee of LHSAA employees. Proposals will be time stamped upon receipt and held in a secure place until the established due date. Proposals are only shown to LHSAA personnel having a legitimate interest in this particular procurement action until selection of a successful offer is determined.

### **PROPOSAL DISCUSSIONS AND PREPARATIONS**

After submission of proposals and prior to award, the LHSAA will open discussions for the purpose of obtaining best and final offers. The organization that the selection committee feels submitted the best written offers will be afforded the award for bid at the June 11-12, 2018 board meeting. The contents of any proposal shall not be available to competing organizations or any other person. All proposals will be considered valid for a period of 90 days following the deadline.

The LHSAA may make such investigations as necessary to determine the ability of the organization submitting the RFP to perform. The LHSAA reserves the right to reject any proposal if the evidence submitted by, or investigation of, such organization fails to satisfy the LHSAA that they are qualified to carry out the obligations of the contract and complete the work described.

All cost incurred by the submitting organization, including preparation, transmittal, presentations, and interviews or for any materials involved shall be borne by that organization.

## AWARD PROVISIONS

The award shall be made to the responsible organization whose proposal is most advantageous to the LHSAA, taking into consideration the specified evaluation criteria. The LHSAA shall provide a written determination showing the basis for the award, which shall become a permanent part of the procurement file.

The contents of any proposal shall not be available to competing organizations or any other person without a lawful interest during the negotiation process or until the contract is awarded. Upon award, unless exempted under the confidentiality provision, all proposals are open and available for public inspection.

The schedule of payments will be agreed upon during final negotiations. All proposals will be considered valid for a period of 90 days, unless otherwise stated by the submitting organization.

Once awarded, any contract issued as a result of this solicitation will be the final expression of the agreement between the parties and may not be altered, changed or amended, except in writing. The contract between the LHSAA and the successful organization shall be deemed to contain the terms and conditions of this RFP, unless expressly stated otherwise in writing.

## DUE DATE, TIME, PLACE

Proposals must be delivered on or before the due date and time specified. Late proposals will not be accepted.

Office hours for receipt of proposal are Monday through Friday, from 8:00 a.m. to 4:00 p.m., local time, excluding holidays.

### **Mailing Address**

Louisiana High School Athletics Association  
12720 Old Hammond Hwy  
Baton Rouge, LA 70816

### **Deadline for Submission:**

Date: June 1, 2018  
Time: 4:00 p.m.

## CONTRACT PERSONNEL

All questions regarding this RFP (technical and otherwise) should be directed to:

Hope Walley, Administrative Assistant  
Email: [hwalley@lhsaa.org](mailto:hwalley@lhsaa.org)  
Phone: (225) 300-4206

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*LHSAA REQUEST FOR PROPOSAL*  
**BACKGROUND INFORMATION**

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The Louisiana High School Athletics Association (LHSAA) is the state's governing body for high school athletics throughout the state. With 399 member schools, the LHSAA oversees 28 state championship events.

As a member of the National Federation of State High School Associations (NFHS) which is based in Indianapolis, Indiana, the LHSAA has national contact and exposure. The NFHS and LHSAA have joined together to produce all rules for activity and athletics events in which the students of Louisiana currently use. The LHSAA also produces and hosts all championships at area high schools, event arenas, and local universities on a yearly basis.

The health and well-being of our student-athletes while competing at state events is a top priority for the LHSAA. Partnering with proven reliable professionals in the healthcare/sports medicine industry is essential to the overall success of our events.

The LHSAA is seeking a partnership with an orthopedic/sports medicine group to service all state championship events.

As the Official Healthcare Provider of the LHSAA, there are two major areas of commitment:

- 1) Adequate trainer/sports medicine coverage at all LHSAA designated events
- 2) An annual financial sponsorship

As earlier stated, healthcare coverage is the top priority. The financial contribution provides our healthcare provider with a sponsorship unique in sports marketing.

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*LHSAA REQUEST FOR PROPOSAL*  
**STATE CHAMPIONSHIP DATES & SITES**  
*(ALL DATES/VENUES SUBJECT TO CHANGE)*

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<b>EVENT</b>	<b>LOCATION</b>	<b>DATES</b>	<b>ATTENDANCE</b>
<b>Volleyball</b>	Pontchartrain Center (Kenner)	November 8-10	14,000
<b>Cross Country</b>	Northwestern State University (Natchitoches)	November 12-13	3,148
<b>Swimming</b>	SPAR Aquatic Center (Sulphur)	November 14-17	7,200
<b>Spirit</b>	Pontchartrain Center (Kenner)	December 1	3,000
<b>Football</b>	Mercedes-Benz Superdome (New Orleans)	December 6-8	65,000
<b>Wrestling</b>	CenturyLink Center (Bossier City)	February 15-16	12,000
<b>Indoor Track &amp; Field</b>	Carl Maddox Field House - LSU (Baton Rouge)	February 16	500
<b>Soccer</b>	University of Louisiana at Lafayette (Lafayette, La)	February 20-23	10,000
<b>Girls' Basketball</b>	Rapides Parish Coliseum (Alexandria, La)	February 25 - March 2	25,000
<b>Boys' Basketball</b>	Burton Complex (Lake Charles)	March 4-9	39,000
<b>Powerlifting</b>	Rapides Parish Coliseum (Alexandria, La)	March 14-16	3,000
<b>Bowling</b>	All Star Lanes (Baton Rouge)	April 4-5	300
<b>Tennis</b>	Multiple Locations - ULM (Monroe)	April 22-26	2,000
<b>Gymnastics</b>	Baton Rouge High School (Baton Rouge)	April 26-27	500
<b>Softball</b>	Frasch Park (Sulphur)	April 25-27	24,000
<b>Golf</b>	Various Locations (Lafayette)	April 29 - April 30	300
<b>Outdoor Track &amp; Field</b>	Bernie Moore Stadium - LSU (Baton Rouge)	May 2-4	9,500
<b>Baseball</b>	McMurry Park (Sulphur)	May 8-11	13,000

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## LHSAA REQUEST FOR PROPOSAL PROVIDER BENEFITS

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The Louisiana High School Athletic Association is requesting as part of their Healthcare Partnership, an at least one hundred thousand dollar (\$100,000) annual sponsorship. Because of the investment the LHSAA will make in signage and promotional material, a three (3) year commitment is requested. A multi-year commitment will allow us the time and opportunity to foster growth and develop marketing initiatives with your organization to help generate new marketing campaigns, thus maximizing your exposure through the LHSAA Partnership. The LHSAA will provide the following benefits to the Sponsor:

Sponsor will be recognized as a Corporate Partner/Sponsor of the LHSAA as well as the "Official Healthcare Provider of the LHSAA."

### I – ON-SITE STATE CHAMPIONSHIP PARTNER BENEFITS (Value \$25,000)

The following is a list of benefits provided at LHSAA conducted state events. These events include, but are not limited to the following: Volleyball, Cross Country, Swimming, Football, Wrestling, Soccer, Basketball, Powerlifting, Softball, Outdoor Track & Field and Baseball

- Numerous Public Address Announcements at each event
- Video Message Board Commercials
- Numerous Electronic Message Board announcements (when available)
- Ten (10) VIP passes to the LHSAA Suite at the Mercedes-Benz Superdome (Prep Classic)
- Eight (8) VIP passes to every LHSAA state championship
- Minimum, of one (1) banner/logo on signage prominently displayed at LHSAA championship events. Corporate partner logos included on LHSAA wraps in premier locations for maximum visibility.
- One (1) complimentary booth/display area provided at each event (sponsor to supervise booth)
- Additional opportunities negotiable with the LHSAA will be considered at individual events.

### II – PRINT ADVERTISEMENT (Value \$5,000)

- Statewide press releases to all member schools and media announcing your organizations sponsorship
- Your organization will have the opportunity to place flyers in the mailings to all schools two (2) times per year.
- One (1) full page ad in each of the following publications:
  - Allstate Sugar Bowl/ LHSAA Prep Classic (Football 6,000 copies)
  - LHSAA Marsh Madness (Boys' & Girls' Basketball 6,000 copies total)
  - Additional championship programs when available (approx. 20,000 copies)



III - DIRECT EXPOSURE TO THE ADMINISTRATORS & COACHES (Value \$10,000)

- Your organization will have the opportunity to provide promotional material, which will be included inside Area Meeting Packets, which also includes meeting agenda distributed to the area high school principals and athletic directors.
- Your organization will have the opportunity to have a booth at the LHSAA Annual Convention, which takes place in January.
- Your organization will have a speaking opportunity at two (2) workshop sessions during the LHSAA Annual Convention.

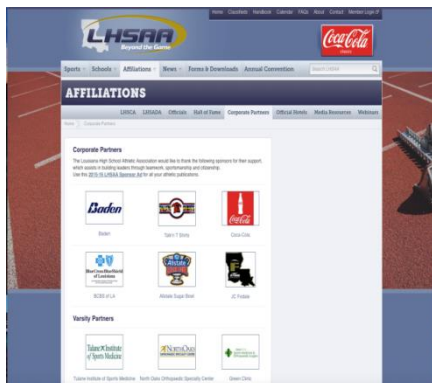
IV - RADIO (Value \$10,000)

- All corporate partners will be recognized with two (2) radio reads per game by all radio stations participating in the LHSAA promotions program. (estimated 100 broadcasts a year)

V - WEBSITE RECOGNITION/ELECTRONIC NEWS EXPOSURE (Value \$20,000)

The LHSAA website, [www.lhsaa.org](http://www.lhsaa.org) is heavily utilized by member schools to update eligibility forms and scores, gather information about meetings and events, as well as, state playoffs and tournaments. In addition, officials and fans utilize the website to gather information regarding upcoming schedules, events and awards information. In August 2011, the LHSAA website was relaunched providing user friendly applications, uploading capabilities, and easier navigation for member schools and visitors. This website also allowed more space for LHSAA partners and advertising space.

- Your logo will appear on the top left corner of the LHSAA home page and all sport pages, and said logo will have link to your home page attached, so once clicked visitors will be directed to your website. ( see image below)
- Sponsors name/logo on each statewide sports bulletin, posted on the LHSAA website.
- Your organization will be allowed a tagline on the electronic LHSAA Annual Handbook.



*Annual Statistics:*  
**2,499,738** Visitors  
**20,139,726** Page Views  
**831,707** Users



## VI - TELEVISION (Value \$25,000)

The LHSAA currently airs thirty-three (33) events on Cox Sports Television. From football in the Superdome, to Girls' Basketball in Alexandria, Boys' Basketball in Lake Charles, championships all can be seen on Cox Sports Television. Football championships will be live while basketball championships are currently tape delayed; however, the baseball and softball championships may also be considered for broadcast. While Cox Sports has guaranteed the LHSAA each state championship will be re-aired at least once, LHSAA events usually re-air multiple times throughout the year.

- One (1) :30 second commercial during every state championship broadcast plus replays
- Two (2) graphic billboards during every state championship broadcast plus replays
- One (1) :30 second commercial spot during the Allstate Sugar Bowl/ LHSAA Prep Football Pairings Show
- Two (2) graphic billboards during the Allstate Sugar Bowl/ LHSAA Prep Football Pairings Show
- Periodic in-game interview opportunities by your organization representatives

## VII - SOCIAL MEDIA (Value \$10,000)

Because of the thousands of student athletes and millions of high school students the LHSAA is active on several social media platforms. This year our corporate partners will be highly visible on our Facebook, Twitter, Instagram, and Snapchat platforms. An entire school year centered around 28 state championship events with corporate partner recognition included.

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## LHSAA REQUEST FOR PROPOSAL RESPONSE FORMAT

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*Your response to this proposal must demonstrate that your organization can and will meet all requirements of LHSAA State Championship Events. Accordingly, please submit detailed and specific information as requested in the below sections. You are requested to submit four (4) copies of your response/proposal on or before the due date and time. Please be sure that the signature page is signed and that all submittals are included.*

### ABOUT YOUR ORGANIZATION

In one page or less, describe your organization. Who are the key personnel who will be involved in the performance of this contract and what is the level of their authority? Where are your offices located? Is there local representation? Provide us proof your organization has financial stability. Let us know your requirements for space at our events. For example: electric, five 6' tables and 100 square feet of space.

### PROVIDER'S SERVICES & OBJECTIVES

State the Provider's ability to provide the services necessary to be considered for the "Official Healthcare Provider of the LHSAA." (Scope of Services)

- All Medical Coverage Needs for Events (providers, equipment, supplies)
- Athletic Trainers
- Concussion Protocol
- Emergency Action Planning
- CPR Certification
- Environmental Injury Needs
- Implementation of Sports Medicine Programs in Schools

### PROVIDER'S AT MULTIPLE EVENTS

The LHSAA hosts 18 state championship events over three sports seasons. These events can take place at or around the same time in various locations across Louisiana. Will your company be able to cover ALL of these events? How will this be accomplished? Discuss the measures your company will take to make sure all state championships are treated equally. How will your company make arrangements to set up at various venues?

Describe the experience of the individual(s) who would be responsible for providing the services to the LHSAA.

### ADDITIONAL INFORMATION

Please provide us with any additional information that you feel is pertinent to share in this proposal.

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*LHSAA REQUEST FOR PROPOSAL*  
**EVALUATION PROCESS & CRITERIA**

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Interested organizations will submit their packages as required by this document. The LHSAA will establish a committee to review all responses. Each committee member will evaluate the proposals separately. Individual scores will be averaged to obtain a consensus of opinion. The organization with the highest number of points will be notified and asked to attend the LHSAA Executive Committee board meeting on June 11-12, 2018.

Evaluation criteria will be based on, but not limited to, the following criteria:

A. Service level, stability, experience, management capability, competence, professional image and similar considerations as discussed in the proposal.

**50%**

B. Economic and price considerations including but not limited to minimum annual guarantees/percentages, annual rights fees, and added value items.

**50%**

**Total - 100%**

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THE UNDERSIGNED AGREES TO FURNISH SERVICES AS REQUIRED BY THE TERMS AND  
CONDITIONS OF THIS PROPOSAL DURING THE TIME PERIOD SPECIFIED.

PLEASE RETURN THIS PAGE COMPLETED IN FULL WITH YOUR PROPOSAL.

NAME OF ORGANIZATION

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STREET ADDRESS

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CITY / STATE / ZIP

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TELEPHONE NUMBER

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AUTHORIZED SIGNATURE

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*(Type or print name above)*

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*Title*

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*Date*