

LOUISIANA HIGH SCHOOL ATHLETIC ASSOCIATION  
REQUEST FOR PROPOSAL



**2020**

# **BOYS' BASKETBALL CHAMPIONSHIPS**

*Tuesday – Saturday, March 10-14, 2020*

*Proposal Deadline: May 1, 2019*

Email Bid To:  
Attn: Kathie Smith  
12720 Old Hammond Highway  
Baton Rouge, LA 70816  
ksmith@lhsaa.org

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LHSAA Boys' State Basketball Championships RFP

# INTRODUCTION

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The information contained in this document provides the minimum proposal specifications for hosting the championship. The completed and signed proposal form must be received electronically by close of business (12:00 pm) on Wednesday, May 1, 2019.

All proposals shall be reviewed and analyzed by the LHSAA staff. As each proposal is evaluated, further clarification/input regarding the prospective host sites may be sought and, if needed, a site visit to the facility shall be arranged. The LHSAA administration will make a recommendation to the Executive Committee during its next meeting on June 10-11, 2019. Final approval rests with the LHSAA Executive Committee, and your organization will be notified of their decision.

Coordinating the hosting of the championships requires solid planning, smooth coordination between those involved, and complete cooperation from all entities in the community. The LHSAA is keenly aware of the hard work and dedication necessary to be successful as a host. The LHSAA will do everything within its ability to make sure the event is successful for all involved. The partnership will split areas of responsibility between the host and the LHSAA.

In recent years the LHSAA has turned to corporate and organizational sponsorships to help defray some of the expenses involved in staging this event; therefore, any sponsorship money offered by the proposing party will be given strong consideration by the LHSAA when awarding this proposal. At the same time, other important factors we believe to be vital in staging a first-class championship experience for our students and coaches will be considered.

It is critical you reference all topics in the invitation to bid documents when preparing your proposal. How you plan to manage your areas of responsibility, how the facility will be operated, personnel assignments, identifying those who will work directly with the LHSAA staff, and revenue sharing sources will be very important to the proposal evaluation by the Executive Committee.

Thank you for your interest in this event! We are fully aware of the time and efforts required in preparing a proposal and are grateful for your consideration and commitment. Should you have any questions or concerns during this process, please do not hesitate to email Kathie Smith at [ksmith@lhsaa.org](mailto:ksmith@lhsaa.org) or call our office at (225) 296-5882.

Below are the two important deadlines to keep in mind:

*May 1, 2019 - Bid Proposal Due*

*June 10-11, 2019 - Bid Presentations to Executive Committee*

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*LHSAA Boys' State Basketball Championships RFP*  
**GENERAL INFORMATION**

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Each spring, high schools from across Louisiana compete in the LHSAA Basketball State Championships for the right to be proclaimed State Champions in their respective classification.

The tournament dates included in this request for a proposal to host the Basketball State Championships are Tuesday – Saturday, March 10-14, 2020. The event will include semifinals and finals for all seven (7) Classes (5A, 4A, 3A, 2A, 1A, B, and C). The fourteen (14) semifinals will be played on Tuesday (4 games), Wednesday (5 games), and Thursday (5 games). The seven (7) finals will be played on Friday (3 games) and Saturday (4 games). The LHSAA will need access to the facility on Monday, March 9, 2020 to set up for the event.

**Proposal Specifications:**

The proposal specifications set forth in this packet are the Association's minimum expectations for the host organization. The Association is committed to making the LHSAA championships first-class events and will expect no less of the host organization. **Please read the specifications carefully. As you work your way through each section, note the requirements that will result in an expense. In this way, you can determine the minimum cost of complying with the specifications and operating the event.** While you are encouraged to take liberties with your proposal, you should understand that the Association is seeking substantial compliance with these specifications. The LHSAA will give the most consideration to those proposals that meet or exceed such minimums. Keep in mind, the LHSAA also reserves the right to deny any and/or all bids if it feels the best interest of the Association or the Event has not been met.

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*LHSAA Boys' State Basketball Championships RFP*

# CHAMPIONSHIP RFP SPECIFICATIONS

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The administration of a Louisiana High School State Championship event is under the authority of the LHSAA staff, subject to policies and regulations established by the LHSAA Executive Committee. The LHSAA office must approve all activities and events associated with one of its events.

## I. TERM AND FORM OF AGREEMENT

The LHSAA seeks to award rights to serve as host of these events for a term of one (1) year with the capability of awarding a two (2) year extension if the event is successful.

Preference will be given to host site that can host both Boys' and Girls' State Basketball tournaments.

## II. DATES, FORMAT

**DATES** - The events will be held on the following dates:

- March 10-14, 2020

**FORMAT** - The LHSAA Basketball State Championships will consist of semifinals and finals for all seven (7) Classes. The fourteen (14) semifinals will be played on Tuesday through Thursday. The seven (7) finals will be played on Friday and Saturday.

## III. FACILITY REQUIREMENTS

A Facility Use License Agreement between the facility and the host entity and/or the LHSAA shall be provided after the championship has been awarded to the city. The LHSAA shall have the exclusive right to the entire competition venue during the specified "hold" dates. The competition venue will be provided fully-cleaned with all venue areas in good working condition. The competition venue shall furnish appropriate set up for the championship; however, the LHSAA or its designees shall have the right to provide equipment, as defined in the proposal specifications. The LHSAA will retain the right to determine and approve all aspects related to the competition venue operations during the championship.

**The facility in which the event will be held must meet the following requirements:**

**AVAILABILITY:** The facility must be available for use from 12:00 p.m. (EST) the day before the event (for setup) through three (3) hours following the last games completion (for post-event media operation and breakdown). A copy of any contract for use of the facility between the host organization and facility ownership/management must be forwarded to the LHSAA once it has been executed.

The host shall provide an ADA approved facility suitable for hosting a state championship event with appropriate seating capacity.

### **SPECTATOR AREAS:**

- i. Minimum general admission seating requirements – 8,000 (chair back seats preferred).
- ii. Compliant with all applicable city, state and federal regulations concerning access and seating for people with disabilities.
- iii. Clean, accessible and adequately lighted throughout event.
- iv. Adequate concession and restroom facilities.
- v. Area to comply with corporate sponsor contracts (i.e. signage and booth space)

### **COMPETITION AREA:**

- i. Playing floor must meet NFHS (National Federation of State High School Associations) standards.
- ii. Backboards must meet NFHS (National Federation of State High School Association) standards.
- iii. Side court – Team benches must seat 22 – scoring table must seat 20. Towels for each team bench and under each goal for entire tournament.
- iv. Playing floor shall be separated from spectator seating areas barriers, which will keep all spectators and participants safe at all times.

### **TEAM ACCOMODATIONS**

- i. Locker rooms – four (4) team locker rooms with toilets and showers. Locker room equipment to include chairs and/or benches, taping tables, coolers, water and ice, dry erase boards, markers, and erasers.
- ii. Team Hosts – hosts should be at the disposal of the team for practice, meals, games, and at other times to help make the entire championship experience a positive one for the competing teams.

### **OFFICIALS ROOMS**

- i. Separate dressing room for officials - At least two (2) separate locker rooms for the game officials. Shall accommodate at least four (4) individuals comfortably. Toilets and showers with privacy for officiating crew suitable for both male and female officials.

### **MEDIA ACCOMODATIONS**

- i. Media workroom/postgame interview room - this area can be one or two rooms, however, if two rooms are used, they should be in close proximity to the other. Interview room shall be large enough for five (5) interview chairs, table, LHSAA backdrop, microphone, multi-box, stand/podium, and seating for 12-15 reporters. Workroom should include telephone access, high speed internet, a copy machine and supplies for media/stat purposes.

- ii. Space for radio broadcasts
- iii. A press row that can accommodate writers, photographers, radio broadcast area and prime seating for TV announcers and producers (entire length of the court). Press row shall have access to high speed internet.

#### **ADDITIONAL SPACE**

- i. Room for LHSAA office with internet connection (wireless). LHSAA office shall be large enough to accommodate office supplies, trophies, medals, basketballs, etc.
- ii. A large lobby area to accommodate vendors and sponsor exhibit booths. (Venue to provide tables and chairs for exhibit booths. Booth placement to be approved by LHSAA Marketing Department).
- iii. Hospitality area with seating for minimum of 40 individuals for event staff and workers, LHSAA staff and board members and guests.
- iv. Storage room to securely store awards and souvenir merchandise before, during, and after each day of competition.
- v. Adequate Public Restrooms

#### **EQUIPMENT AND TECHNOLOGICAL FEATURES**

- i. Electronic score board(s) in good working order that is easily visible to spectator seating areas and participating teams. Videoboards will be considered a bonus.
- ii. Court microphone.
- iii. Electrical power (110 AC) and high-speed/wireless Internet line
- iv. Public-address system

#### **DECORATION**

The design of any event banners or signage produced by host must be approved by LHSAA to ensure compliance.

Host must provide American Flag

## **PARKING**

Parking Plan - a thorough parking plan should be presented (complete with number of parking spaces in each lot) to accommodate team buses, fan parking, media, officials, LHSAA staff, VIP's, life safety vehicles, event staff, concession workers, and ADA. If a fee for parking is to be charged, it must be noted in the proposal and must be mutually agreed upon by the host and the LHSAA. Parking areas should be adequately lighted.

## **SECURITY**

The competition facility is required to provide adequate experienced and qualified security personnel in all positions for the championship. A comprehensive staffing plan with sufficient number of security personnel both inside and outside the facility shall be provided to the LHSAA prior to the championship including:

- Police (Inside and outside)
- Traffic control/security
- Parking lot attendants and supervisors

\*\* Must enforce LHSAA policies relative to non-permissible items.

## IV. EVENT STAFFING

### The host site shall provide the following event staff:

- Local Organizing Committee (LOC) - A LOC should be formed in the host city to act as the local party for fulfilling the host obligations and to provide to the LHSAA certain services and assistance in connection with the various activities related to the championship.
- Host Site Championship Coordinator - A knowledgeable person with experience in championship administration whose focus will be championship operation. Shall work closely with the LHSAA Championship Director helping to ensure that the policies of the sport and LHSAA are implemented and followed in the administration of the championship sport itself.
- Facility Liaison/Manager - Specific responsibilities may include assisting LHSAA with direction and supervision of facility arrangements.
- Media Coordinator - Someone who is familiar with media operations and protocol. They will assist the LHSAA in ensuring that the sports committee's policies regarding media are observed. Specific responsibilities may include planning and supervision of media work areas, statistical services, communications, hospitality and entertainment needs of media. He/She may assist the LHSAA with compilation of the post-championship report.
- Volunteers - The host will be responsible for securing volunteers for various functions and duties both prior to and during the championships.
- Team hosts (One per team)
- Ticket manager
- Ticket sellers
- Ticket takers
- Personnel for players gate, media gate, and coaches' gate
- Official scorekeepers (adults)
- Scoreboard operators
- PA Announcer (to be approved by the LHSAA)
- Ground Crew
- Team bench and locker room water, ice and cup attendant
- Custodial staff and supervisor
- Concession workers
- Hospitality room attendants



## V. COMMERCIAL IDENTIFICATION, SIGNAGE AND OFFICIAL MARKS

### NAME OF EVENT

The official name of the event is the “Boys’ Marsh Madness Championships”. The event must not be referred to by any other name.

### EVENT LOGO

The LHSAA along with Allstate Sugar Bowl will design and provide the official event logo. All parties must use this logo and no other. All advertisements, promotional items, etc., using the LHSAA’s name or marks, including the event logo, must have the prior approval of the LHSAA. The host organization is not granted rights to license use of the event name or logo.

## VII. HOSPITALITY

The host shall provide, at its expense, hospitality services for event staff and workers; LHSAA staff, board members, contest officials and credentialed media. Two (2) meals must be served to these individuals in their respective hospitality areas (Staff, Officials, and Media) each day of the event. Snacks and drinks must also be provided in the hospitality area and in the officials’ area throughout event.

## VIII. LODGING

### STAFF HOTEL

The staff hotel, in which the LHSAA staff and contest officials will be housed, shall be approved by LHSAA and must be in close proximity to the facility and should not have any participating teams staying there. Must work with local CVB to secure rooms for staff at no charge [seventy (70) room nights (~~ten rooms for seven nights~~)]. The LHSAA shall consider it a proposal incentive when the prospective local host includes financial assistance helping to defray hotel/lodging costs for LHSAA staff attending the championship.

### TEAM LODGING

Must work with local CVB to provide list of hotels and prices for teams and fans of the tournament. Potential host is only required to identify potential hotels to serve the lodging needs of the championship. ~~Each participating team is responsible for making its own lodging arrangements.~~ Participating teams from schools beyond a two hour drive of the facility likely will require overnight lodging in the host community. The host is encouraged to offer assistance in securing a rate at or below the state travel allowance rate for each team.

## **X. MARKETING AND PROMOTIONS**

- i. The LHSAA has contractual obligations to our valued corporate partners. The corporate partners and their contributions are vital to the overall success of the LHSAA and our state championship events. Promotion of these corporate partners is part of our existing contracts and the promotion and use of all available marketing opportunities including the display of banners is required. LHSAA corporate sponsors are subject to change without notice to the host/facility prior to the actual dates of the event and the LHSAA reserves all rights to new sponsors as noted in the agreement.
- ii. In their bid, the host/facility shall provide a list of any and all sponsorships and any exclusivities or limitations that would affect the LHSAA corporate sponsors. No limitations shall be applicable that would prevent any LHSAA sponsorships from being displayed or advertised. The LHSAA will be granted the rights to all promotional opportunities in conjunction with the host/facility including message boards, video boards, ribbon boards, PA system, etc. The LHSAA shall have the right to display corporate sponsor banners and LHSAA signage inside and outside of the facility.
- iii. Seeking community & corporate involvement is encouraged. The LHSAA will permit the host/facility to solicit contributions for its championship-related functions from local, regional, or national companies only after the LHSAA has reviewed and approved a list of potential contributors. No on-site signage, video/scoreboard ads, or PA announcements may be offered to a potential sponsor without consulting the LHSAA Director of Marketing.
- iv. All non-permanent signage/advertisement shall be removed from the facility during the LHSAA event.
- v. In certain cases, permanent signage/advertisement may be asked to be covered.
- vi. No public address announcements, except those approved in advance by the LHSAA, or for public emergencies, shall be allowed over the public address system during the championship event.
- vii. The LHSAA retains the right to provide the facility with the appropriate logo stickers for the approved floor markings for the championship.

## **XI. FOOD AND BEVERAGE CONCESSIONS**

The host/facility will retain, operate and control all food and beverage concession rights at the championship. No alcoholic beverages or non-alcoholic beer may be sold or dispensed for consumption in the arena complex from the time the doors open until 90 minutes after the conclusion of the games and practices.

## XII. MERCHANDISING

The LHSAA has the exclusive right to sell products licensed by the LHSAA for merchandising at the competition site during the lease period. LHSAA shall retain 100% of proceeds from sale of merchandise. Only LHSAA-licensed souvenir and soft good merchandise may be sold at the competition site (both inside and outside in areas controlled by the facility.) Currently the LHSAA has an existing merchandise contract with Talkin' T-Shirts, owned and operated by Ronnie Mahtook of Lafayette, LA. (337-233-9996)

The LHSAA shall negotiate with the host to produce and distribute the game programs. Program sales shall be retained by the producer of the program. Producer is responsible for ad sales and program production. The producer shall provide the LHSAA with six pages in the program.

## XIII. TICKETS, CREDENTIALS AND PASSES

Revenue produced from ticket receipts shall be retained by the LHSAA. Ticket prices for the event will be \$13.00 for a one day ticket. \$2.00 per ticket shall be designated for the LHSAA Building Maintenance Fund before expenses are paid. The LHSAA shall ~~pay 20%~~ retain all of the net gate receipts ~~to the host~~ to help offset tournament expenses. The LHSAA shall be responsible for payment of net gate receipts to teams.

LHSAA will provide event credentials to the host for specified individuals. Credentials will be color-coded and issued to event staff/volunteers, LHSAA staff, vendors, media, participating teams, officials and VIP.

## XIV. INSURANCE

Liability insurance on the complex - The LHSAA requires a general liability policy with a minimum amount of \$1 million to cover facilities, participants, and spectators. The host is responsible for ensuring that primary comprehensive general public liability insurance coverage is in effect for the duration of the competition (including set-up dates). It is the responsibility of the host to provide the LHSAA with the appropriate insurance certificate.

## XV. OTHER ITEMS HOST SHALL PROVIDE

- Appropriate directional signage within and outside the venue
- Emergency plans - inside and outside the facility
- Equipment necessary for crowd control
- Medical Services - EMT/Ambulance
- Facility set-up fees expenses
- National Anthem, American Flag, Music (to be approved by the LHSAA)
- Incidentals necessary for the facility to host the tournament
- Area for T-Shirt sales (including a secure storage area for merchandise, tables and chairs)
- Area for Photography sales (tables and chairs)

## XVI. THE LHSAA SHALL PROVIDE

- i. LHSAA staff members on site
- ii. Tournament director and game operation/management
- iii. Game Officials; selection, coordination and scheduling
- iv. Medical Services - Certified trainers
- v. Media coordination including credential printing and distribution
- vi. On-site marketing and advertising coordinator
- vii. Official photographer
- viii. Basketballs
- ix. Official scorebooks
- x. Post-game presentations including trophies and awards
- xi. Numbered tickets, unless a Ticket Master facility
- xii. Powerade sports drink, cups, and coolers for dugouts
- xiii. Television coordination and timing - The LHSAA owns the exclusive rights to broadcast the games on television (linear and digital) and radio, to record the competition and broadcast thereof for DVD's etc., and to photograph the games by means of still, videotape or other motion-picture cameras. The LHSAA shall have the sole right and authority to designate usage of all broadcast, telecast, and press locations, tables, and work areas.
- xiv. Television production and on screen talent
- xv. On-site signage and marketing
- xvi. Souvenir t-shirts and soft goods personnel/sellers

2018-2019 LHSAA SPONSORS



THE LHSAA WOULD LIKE TO THANK THE FOLLOWING  
2018 - 2019 PARTNERS FOR THEIR SUPPORT OF  
HIGH SCHOOL ATHLETICS IN LOUISIANA

CORPORATE PARTNERS



VARSITY SPONSORS



CONTRIBUTING SPONSORS



TEAMMATES



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*LHSAA Boys' State Championships RFP*  
**SITE PROPOSAL OUTLINE**

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Proposals to host the Louisiana High School State Championships must be received in the LHSAA office no later than **Wednesday, May 1, 2019 at 12:00 pm**. A proposal packet must address the following points and include the following documentation:

1. **Completed Proposal Checklist Form and Proposal to Host Form.**
2. **Completed Agreement to Terms & Conditions Form and Venue Information Form.**
3. **Completed Key Contacts Directory Form.**
4. **Information regarding prospective host organization:**
  - a. Type of organization and purpose
  - b. Organizational chart for host's local organizing committee.
  - c. Relationship between host and local sports commission or convention and visitor's bureau.
  - d. Name of event manager and brief description of his/her event-organizing experience.
  - e. Similar sporting events that have been hosted by the organization.
  - f. Affirmation of solid volunteer base from which to draw staffing for the event.
  - g. Law enforcement agency(ies) that will provide uniformed officers during event.
  - h. Agency(ies) that will provide required medical staffing and support for event.
  - i. Describe any plans to secure local sponsorship for event.
  - j. Disclose any facility policies that might prohibit LHSAA sponsor partners from showcasing and distributing their products or services in facility during event.
5. **Information regarding proposed facility.**
  - a. Name and location of facility.
  - b. Name of facility liaison.
  - c. Letter from facility management/ownership confirming facility's availability on specified dates in both years of term, its willingness to house event and its waiver of all access, utilities and vendor fees.
  - d. Examples of comparable sporting events that have been held in facility.
  - e. Address all facility requirements as stated in site proposal specifications [i.e., spectator seating capacity, type of seating (permanent or portable), concession stands and restrooms; competition surface; lighting and required equipment; availability of locker room and training facilities; media accommodations; hospitality area; etc.]

- f. List and describe any special technological features of facility that will be available for use to enhance event experience for participants and spectators.
  - g. List all existing signage in facility and contractual commitments for its display. Describe facility's ability to work with LHSAA and its sponsorship partners if product category conflicts or other signage issues should develop. Describe what steps, if any, facility can take to eliminate or reduce visibility of signage promoting alcoholic beverages.
  - h. Map showing location of facility.
  - i. Diagrams of facility showing seating areas; entrances and exits for spectators, participants and credentialed individuals; competition venue layouts (include entrances for teams and officials to the venues)
  - j. Diagram of all parking areas showing proximity to facility and number of available spaces.
  - k. Describe plans to handle overflow parking.
  - l. Disclose all financial terms (i.e., parking fees) associated with parking.
  - m. Provide copy of facility's security and evacuation plan.
  - n. Provide a set of digital venue photos.
6. **Commercial identification, signage and official marks** - Acknowledge usage of the official name and logo of the event. Indicate willingness to dress and decorate facility for the event according to LHSAA guidelines, including decals, banners, signage, table coverings and skirting, etc.
7. **LHSAA sponsor partners** - Acknowledge understanding of LHSAA sponsor partners and their rights.
8. **Hospitality** - Discuss plans for providing required hospitality services.
9. **Lodging**
- a. Describe efforts you will undertake on behalf of participating teams to negotiate special rates for lodging accommodations, including food services, during their stay in your community.
  - b. Name of proposed staff hotel. Distance and driving time to facility. Enclose brochure from the hotel. Will host and/ or hotel offer to provide LHSAA any complimentary rooms?
  - c. Disclose any other events taking place within the city or surrounding communities during the dates of the event that may impact the availability of reasonably priced lodging accommodations for participating teams and spectators.
10. **Marketing and Promotions**
- a. Outline plan to advertise and promote the event.
  - b. Disclose any plans for special festivities to be associated with the event that will enhance the experience for participating student-athletes and coaches, and/or spectators.

11. **Food and Beverage Concessions**
  - a. Disclose plans for providing food and beverage concession services to spectators.
  - b. Confirm that neither alcoholic beverages nor tobacco products will be sold or dispensed in facility during event.
12. **Merchandising** - Describe plans for the production and selling of a tournament program.
13. **Insurance** - Describe your ability to provide required insurance coverage.
14. **Financial**
  - a. Complete the enclosed preliminary budget worksheet.
  - b. State your proposed financial arrangement with the LHSAA.
15. **Summation** - Close your proposal with an explanation as to how and why the prospective host organization and prospective facility should be selected to serve as host for the event. Specifically address how the prospective host organization, the prospective facility and the surrounding community are qualified to uniquely fulfill the specifications. What about your facility or community will contribute to a successful event?



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  - e. Similar sporting events that have been hosted by the organization.
  - f. Affirmation of solid volunteer base from which to draw staffing for the event.
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  - d. Examples of comparable sporting events that have been held in facility.
  - e. Address all facility requirements as stated in site proposal specifications [i.e., spectator seating capacity, type of seating (permanent or portable), concession stands and restrooms; competition surface; lighting and required equipment; availability of locker room and training facilities; media accommodations; hospitality area; etc.]

- f. List and describe any special technological features of facility that will be available for use to enhance event experience for participants and spectators.
  - g. List all existing signage in facility and contractual commitments for its display. Describe facility's ability to work with LHSAA and its sponsorship partners if product category conflicts or other signage issues should develop. Describe what steps, if any, facility can take to eliminate or reduce visibility of signage promoting alcoholic beverages.
  - h. Map showing location of facility.
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  - j. Diagram of all parking areas showing proximity to facility and number of available spaces.
  - k. Describe plans to handle overflow parking.
  - l. Disclose all financial terms (i.e., parking fees) associated with parking.
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- a. Describe efforts you will undertake on behalf of participating teams to negotiate special rates for lodging accommodations, including food services, during their stay in your community.
  - b. Name of proposed staff hotel. Distance and driving time to facility. Enclose brochure from the hotel. Will host and/ or hotel offer to provide LHSAA any complimentary rooms?
  - c. Disclose any other events taking place within the city or surrounding communities during the dates of the event that may impact the availability of reasonably priced lodging accommodations for participating teams and spectators.
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13. **Insurance** – Describe your ability to provide required insurance coverage.
14. **Financial**
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  - b. State your proposed financial arrangement with the LHSAA.
15. **Summation** – Close your proposal with an explanation as to how and why the prospective host organization and prospective facility should be selected to serve as host for the event. Specifically address how the prospective host organization, the prospective facility and the surrounding community are qualified to uniquely fulfill the specifications. What about your facility or community will contribute to a successful event?

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*LHSAA State Championships RFP*

# AGREEMENT TO TERMS & CONDITIONS

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The State Championship Host agrees to all terms and conditions as outlined above in the State Championships RFP Specifications. (If Host disagrees with any of the terms and conditions as outlined in the Championship RFP Specifications, use the space below to state your disagreement.)

Agree                       Disagree

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Indicate if there are any fees (i.e. facility fees, staffing fees, catering fees, etc.) attached to the Host terms and conditions as outlined above in the State Championships RFP Specifications. If there are fees attached, give detailed dollar amount. (As a result of the positive economic impact the championship has on the local community, the LHSAA views reduced or rent free use of LHSAA championship venues and facility personnel as a favorable term and condition for a proposal submission.)

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Indicate if there are any applicable sales taxes on ticket sales. (The LHSAA is a private 501c3 nonprofit organization.)

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*LHSAA State Championships RFP*  
**PROPOSED COMPETITIVE VENUE INFORMATION**

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Name of Venue Proposed: \_\_\_\_\_

Address: \_\_\_\_\_

Year Opened: \_\_\_\_\_

Distances to fences: Left: \_\_\_\_\_ Center: \_\_\_\_\_ Right: \_\_\_\_\_ N/A: \_\_\_\_\_

Playing Surface: \_\_\_\_\_

Year(s) and Description of Last Major Renovation: \_\_\_\_\_

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Disclose the nature and duration of all advertising, signage and/or sponsorship contracts at the competition venue, including interior, exterior, parking, and surrounding areas. \_\_\_\_\_

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Describe any existing naming rights contracts related to the competition venue, including interior, exterior, parking, and surrounding areas. \_\_\_\_\_

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Indicate the number of seats that will be available for the LHSAA State Championships.

Permanent competition venue seating capacity: \_\_\_\_\_

Temporary seating capacity: \_\_\_\_\_

Total number of ADA seats (including companion seating): \_\_\_\_\_

Total Number of Sale-able Seats: \_\_\_\_\_

Describe seating (e.g. bleachers, risers, padded, bench seats, individual chair back, etc...)

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ADA Seating and Accessibility - The LHSAA requires that the competition venue is in full compliance with all applicable city, state, or federal laws and regulations, including those concerning access and seating for persons with disabilities.

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*LHSAA State Championships RFP*

# SITE PROPOSAL OUTLINE

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Proposals to host the Louisiana High School State Championships must be received in the LHSAA office no later than **12:00pm on Wednesday, May 1, 2019**. A proposal packet must address the following points and include the following documentation:

1. **Completed Proposal Checklist Form and Proposal to Host Form.**
2. **Completed Agreement to Terms & Conditions Form and Venue Information Form.**
3. **Completed Key Contacts Directory Form.**
4. **Information regarding prospective host organization:**
  - a. Type of organization and purpose
  - b. Organizational chart for host's local organizing committee.
  - c. Relationship between host and local sports commission or convention and visitor's bureau.
  - d. Name of event manager and brief description of his/her event-organizing experience.
  - e. Similar sporting events that have been hosted by the organization.
  - f. Affirmation of solid volunteer base from which to draw staffing for the event.
  - g. Law enforcement agency(ies) that will provide uniformed officers during event.
  - h. Agency(ies) that will provide required medical staffing and support for event.
  - i. Describe any plans to secure local sponsorship for event.
  - j. Disclose any facility policies that might prohibit LHSAA sponsor partners from showcasing and distributing their products or services in facility during event.
5. **Information regarding proposed facility.**
  - a. Name and location of facility.
  - b. Name of facility liaison.
  - c. Letter from facility management/ownership confirming facility's availability on specified dates in both years of term, its willingness to house event and its waiver of all access, utilities and vendor fees.
  - d. Examples of comparable sporting events that have been held in facility.
  - e. Address all facility requirements as stated in site proposal specifications [i.e., spectator seating capacity, type of seating (permanent or portable), concession stands and restrooms; competition surface; lighting and required equipment; availability of locker room and training facilities; media accommodations; hospitality area; etc.]
  - f. List and describe any special technological features of facility that will be available for use to enhance event experience for participants and spectators.
  - g. List all existing signage in facility and contractual commitments for its display. Describe facility's ability to work with LHSAA and its sponsorship partners if product category conflicts or other signage issues should develop. Describe what steps, if any, facility can take to eliminate or reduce visibility of signage promoting alcoholic beverages.
  - h. Map showing location of facility.
  - i. Diagrams of facility showing seating areas; entrances and exits for spectators, participants and credentialed individuals; competition venue layouts (include entrances for teams and officials to the venues)
  - j. Diagram of all parking areas showing proximity to facility and number of available spaces.
  - k. Describe plans to handle overflow parking.
  - l. Disclose all financial terms (i.e., parking fees) associated with parking.

- m. Provide copy of facility's security and evacuation plan.
- n. Provide a set of digital venue photos.
- 6. **Commercial identification, signage and official marks** - Acknowledge usage of the official name and logo of the event. Indicate willingness to dress and decorate facility for the event according to LHSAA guidelines, including decals, banners, signage, table coverings and skirting, etc.
- 7. **LHSAA sponsor partners** - Acknowledge understanding of LHSAA sponsor partners and their rights.
- 8. **Hospitality** - Discuss plans for providing required hospitality services.
- 9. **Lodging**
  - a. Describe efforts you will undertake on behalf of participating teams to negotiate special rates for lodging accommodations, including food services, during their stay in your community.
  - b. Name of proposed staff hotel. Distance and driving time to facility. Enclose brochure from the hotel. Will host and/ or hotel offer to provide LHSAA any complimentary rooms?
  - c. Disclose any other events taking place within the city or surrounding communities during the dates of the event that may impact the availability of reasonably priced lodging accommodations for participating teams and spectators.
- 10. **Marketing and Promotions**
  - a. Outline plan to advertise and promote the event.
  - b. Disclose any plans for special festivities to be associated with the event that will enhance the experience for participating student-athletes and coaches, and/or spectators.
- 11. **Food and Beverage Concessions**
  - a. Disclose plans for providing food and beverage concession services to spectators.
  - b. Confirm that neither alcoholic beverages nor tobacco products will be sold or dispensed in facility during event.
- 12. **Merchandising** - Describe plans for the production and selling of a tournament program.
- 13. **Insurance** - Describe your ability to provide required insurance coverage.
- 14. **Financial**
  - a. Complete the enclosed preliminary budget worksheet.
  - b. State your proposed financial arrangement with the LHSAA.
- 15. **Summation** - Close your proposal with an explanation as to how and why the prospective host organization and prospective facility should be selected to serve as host for the event. Specifically address how the prospective host organization, the prospective facility and the surrounding community are qualified to uniquely fulfill the specifications. What about your facility or community will contribute to a successful event?



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# PROPOSAL TO HOST

## LOUISIANA HIGH SCHOOL ATHLETIC ASSOCIATION STATE CHAMPIONSHIP EVENT

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Event: \_\_\_\_\_

Host organization: \_\_\_\_\_

Name of venue and city located: \_\_\_\_\_

Has this organization hosted previous LHSAA Championship events? If so, which ones?

**CERTIFICATION OF PROPOSAL.** *On behalf of my organization, I am submitting this bid to the LHSAA for hosting the LHSAA State \_\_\_\_\_ Championships. I hereby acknowledge that I have read the hosting requirements for the event and have reserved the required dates as indicated with this RFP. This shall serve as a memorandum of understanding that this facility meets the requirements of the request for proposal. I further understand that this memorandum of understanding does not guarantee that this proposal nor this facility is or will be a guarantee of proposal award. Signature on this proposal constitutes a contractual commitment and an irrevocable offer on behalf of the submitting organization. If this proposal is accepted by LHSAA, then it becomes a binding contract between the parties.*

**Authorized host organization representative:**

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Date: \_\_\_\_\_

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# PROPOSAL CHECKLIST

## LOUISIANA HIGH SCHOOL ATHLETIC ASSOCIATION STATE CHAMPIONSHIPS

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***THIS FORM MUST BE COMPLETED OR PROPOSAL MAY BE DEEMED INCOMPLETE***

Name of Facility _____	Number of Spectator Seats _____
Host Organization _____	Primary Contact Person _____
Will you be seeking local sponsorship(s)? ___ If yes, list potential sponsors _____	
Will the Host provide insurance certificate as required in specs? ___ if no, explain: _____	
Does the Host acknowledge LHSAA's ownership of property and media rights to the event? _____	
Describe financial share proposed for LHSAA: _____	
Proposed Parking fee per vehicle \$ _____	
Name of Host Hotel _____	
Number of Complimentary room nights for LHSAA _____; LHSAA room rate for non-comp room's _____	

1. Place a checkmark by every item that is included in your proposal below:

### **Planning & Operational Items**

- \_\_\_\_\_ Signed "Proposal to Host" sheet (form provided)
- \_\_\_\_\_ Agreement to Terms & Conditions (form provided)
- \_\_\_\_\_ Proposed Competitive Venue Information (form provided)
- \_\_\_\_\_ Host Organization Key Contacts (form provided)
- \_\_\_\_\_ Letter from facility management/owner confirming dates and willingness to abide by specs
- \_\_\_\_\_ Plans for hospitality are described
- \_\_\_\_\_ Plans for food and beverage concessions are described, including ban on sale of alcohol and tobacco
- \_\_\_\_\_ Narrative explaining relationship between host, local sports commission and convention/visitor bureau
- \_\_\_\_\_ Description of experience hosting similar events
- \_\_\_\_\_ Brief resume of event manager
- \_\_\_\_\_ Affirmation of solid volunteer base and source
- \_\_\_\_\_ Plans to promote the event
- \_\_\_\_\_ Names of law enforcement agency and provider of medical staff for event

### **Facility Items:**

- \_\_\_\_\_ Facility description is provided and required facility spaces in specs are addressed or alternative offered
- \_\_\_\_\_ List of all facility signage under contract to display is provided
- \_\_\_\_\_ Diagram of facility showing seating, entrances, pools, team and officials dressing rooms
- \_\_\_\_\_ Map showing location of facility
- \_\_\_\_\_ Digital images of the facility and all areas required in the specs
- \_\_\_\_\_ Diagram of parking
- \_\_\_\_\_ Security and evacuation plan

### **Lodging Items:**

- \_\_\_\_\_ Host Hotel information as required in specs (brochure, distance, rates, block deadlines, contact info)
- \_\_\_\_\_ Map showing hotels located in 10 to 20 mile radius
- \_\_\_\_\_ List of hotels for teams/spectators
- \_\_\_\_\_ Other events taking place within the community during dates of this event that may impact lodging

2. Form completed by: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Print Name Signature Date Signed

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# HOST ORGANIZATION KEY CONTACTS

LOUISIANA HIGH SCHOOL ATHLETIC ASSOCIATION STATE CHAMPIONSHIPS

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**EVENT:** \_\_\_\_\_

**PROPOSAL PREPARER (PRIMARY)**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

**HOST ORGANIZATION EXECUTIVE OR HEAD ADMINISTRATOR**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

**FACILITY LIAISON (VENUE REPRESENTATIVE)**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

**MEDIA COORDINATOR**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

**MARKETING COORDINATOR**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_