

LOUISIANA HIGH SCHOOL ATHLETIC ASSOCIATION
REQUEST FOR PROPOSAL



2018-2019

SWIMMING CHAMPIONSHIPS

Wednesday – Saturday November 14-17, 2018

Wednesday - Saturday November 13-16, 2018

Proposal Deadline: June 1, 2018

Mail Bid To:
Attn: Hope Walley
12720 Old Hammond Highway Baton Rouge, LA 70816

LHSAA State Swimming Championships RFP
INTRODUCTION

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 (4:00 pm) on Friday, June 1, 2018.

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 11-12, 2018. 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 Hope Walley at hwalley@LHSAA.org or call our office at (225) 296-5882.

Below are the two important deadlines to keep in mind:

June 1, 2018 - Bid Proposal Due

June 11-12, 2018 - Bid Presentations to Executive Committee

LHSAA State Swimming Championships RFP
GENERAL INFORMATION

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

The meet dates included in this request for a proposal to host the Swimming State Championships are Wednesday – Saturday, November 14-17, 2018 and Wednesday – Saturday, November 13-16, 2019. The championships involve four divisions (Division I Boys & Girls, Division II Boys & Girls, Division III Boys & Girls and Division IV Boys and Girls) with two divisions participating in morning and afternoon sessions each day.

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.

LHSAA State Swimming Championships RFP

CHAMPIONSHIP RFP SPECIFICATIONS

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 two (2) years

II. DATES, FORMAT

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

- November 14-17, 2018
- November 13-16, 2019

FORMAT - The LHSAA Swimming State Championships will consist of Prelims and Finals in 4 divisions, Boys & Girls. Below is a sample schedule of events:

PRELIMS – DIVISIONS IV & III Wednesday			PRELIMS – DIVISIONS II & I Friday		
Division	Division IV	Division III	Division	Division IV	Division III
Packet Pickup	8:00 AM	2:00 PM	Packet Pickup	8:00 AM	2:00 PM
Warm-Ups	8:30 AM	2:30 PM	Warm-Ups	8:30 AM	2:30 PM
Prelims	10:00 AM	4:00 PM	Prelims	10:00 AM	4:00 PM
FINALS – DIVISIONS IV & III Thursday			PRELIMS – DIVISIONS II & I Saturday,		
Division	Division IV	Division III	Division	Division IV	Division III
Warm-Ups	8:30 AM	2:00 PM	Warm-Ups	8:30 AM	2:00 PM
Finals	9:30 AM	3:00 PM	Finals	9:30 AM	3:00 PM

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 events completion (for post-event media operation and breakdown) during the event. 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, climate-controlled facility suitable for hosting a state swimming championship event.

SPECTATOR AREAS:

- Minimum general admission seating requirements – deck space seating available in direct view of the competition pool.
- Compliant with all applicable city, state and federal regulations concerning access and seating for people with disabilities.
- Clean, accessible and adequately lighted throughout event.
- Adequate concession and restroom facilities.
- Area to comply with corporate sponsor contracts (i.e. signage and booth space)

COMPETITION AREA:

- i. Swimming facility consisting of two (2) NFHS standard (25 yards) pools.
 - a. One (1) NFHS (25 yards) Indoor Competition Pool with Electronic Timing
 - b. One (1) on-site Warm-up/Practice Pool (indoor)
- ii. Scoreboard and Scoreboard Operator
- iii. PA System and PA Announcer

MEDIA ACCOMODATIONS

- Press box and/or media work area for each field with ample space for individuals and with a sufficient number of 110-volt electrical outlets. The facility must be equipped with telephone(s) and internet service (hard wired and wireless.)

ADDITIONAL SPACE

- i. Hospitality room and attendants for event workers, officials, LHSAA Staff and LHSAA Executive Committee members.
- ii. Two (2) Dressing Rooms (1 for boys & 1 for girls)
- iii. Area for t-shirt sales and storage room to securely store awards and souvenir merchandise before, during and after each day of competition.
- iv. Adequate Public Restrooms

EQUIPMENT AND TECHNOLOGICAL FEATURES

- i. Copy machine and supplies for the meet
- ii. Scoreboard and scoreboard operator
- 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 visible in championship pool area.

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 experienced 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 Meet Coordinator - A knowledgeable person with experience in meet administration whose focus will be championship operation. Shall work closely with the LHSAA Meet 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.
- Ticket manager
- Ticket sellers
- Ticket takers
- Personnel for team gate, media gate, and coaches' pass gate including pass gate information
- Program/heat sheet publisher and sellers
- Scoreboard operators
- PA Announcer (to be approved by the LHSAA)
- 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 “Louisiana High School State Swim Meet”. It may be referred to as the “Louisiana High School Swimming State Championships” on second reference. 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. 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. Current sponsors include the following: Allstate Sugar Bowl, Baden Sports, Inc., Talk'n T-Shirts, Louisiana Coca-Cola Bottling Company including PowerAde, Tulane Institute of Sports Medicine, Green Clinic Sports Medicine & Orthopedic Surgery, North Oaks Orthopedic Specialty Center, Lake Charles Memorial Hospital, Northern Louisiana Medical Center, Romaguera Photography, ISC, CST, New Orleans Saints and Pelicans. 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 meets.

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)

Revenue produced from concession sales and program/heat sheets shall be retained by the host. Host is responsible for ad sales and program/heat sheet production.

XIII. TICKETS, CREDENTIALS AND PASSES

Revenue produced from ticket receipts shall be retained by the LHSAA. Ticket prices for the event will be \$10.00 for a one day ticket. \$2.00 per ticket shall be designated for the LHSAA Building Fund before expenses are paid.

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
- Incidentals necessary for the facility to host the meet
- Area for T-Shirt sales (including a secure storage area for merchandise, tables and chairs)

XV. THE LHSAA SHALL PROVIDE

- i. LHSAA staff members on site
- ii. Meet Director
- iii. Meet Officials; coordination and scheduling
- iv. Media coordination including credential printing and distribution
- v. On-site signage and marketing
- vi. Official photographer
- vii. Post-game presentations including trophies and awards
- viii. Numbered tickets
- ix. PowerAde sports drink, cups, and coolers
- x. On-site signage and marketing
- xi. Pre-Game activities including National Anthem
- xii. Pass Gate Information

LHSAA State Swimming Championships RFP
AGREEMENT TO TERMS & CONDITIONS

The State Swimming Host agrees to all terms and conditions as outlined above in the Swimming 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

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 Swimming 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.)

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

LHSAA State Swimming Championships RFP
PROPOSED COMPETITIVE VENUE INFORMATION

Name of Swimming Facility: _____

Address: _____

Year Opened: _____

Year(s) and Description of Last Major Renovation: _____

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

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

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

Permanent competition venue seating capacity: _____

Temporary seating capacity: _____

Total number of ADA seats (including companion seating): _____

Total Number of Saleable Seats: _____

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

PROPOSAL TO HOST

LOUISIANA HIGH SCHOOL ATHLETIC ASSOCIATION STATE CHAMPIONSHIP EVENT

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 2018 and 2019 LHSAA Swimming 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: _____

PROPOSAL CHECKLIST

LOUISIANA HIGH SCHOOL ATHLETIC ASSOCIATION STATE CHAMPIONSHIPS

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

HOST ORGANIZATION KEY CONTACTS

LOUISIANA HIGH SCHOOL ATHLETIC ASSOCIATION STATE CHAMPIONSHIPS

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: _____