



2012 & 2013 State Swimming Championship Request for Proposal

Wednesday - Saturday, November 14-17, 2012
&
Wednesday - Saturday, November 20-23, 2013

Deadline:

Letter of Intent to Submit a Proposal – February 29, 2012

Proposal Due – March 14, 2012

Mail Bid To:

LHSAA
Attn: Keith Alexander
12720 Old Hammond Highway
Baton Rouge, LA 70816



KENNETH W. HENDERSON
Executive Director

B.J. GUZZARDO, JR.
RHONDA DREIBELBIS
KEITH ALEXANDER
Assistant Executive Directors

February 15, 2012

To Whom It May Concern:

On behalf of the Louisiana High School Athletic Association (LHSAA), I would like to formally invite you to submit a proposal to host the 2012 and 2013 LHSAA State Swimming Championships.

Included in this packet are detailed information about the championship, requirements necessary to submit a bid and a form to use in submitting your proposal. If your organization is interested in submitting a bid, the LHSAA would like a letter of intent no later than Wednesday, February 29, 2012. The completed and signed proposal form must be received in the LHSAA office in Baton Rouge by close of business (4:00 p.m.) on Wednesday, March 14, 2012.

All proposals shall be reviewed and analyzed by the LHSAA staff, and if needed, a site visit by LHSAA staff to the facility will be arranged. The LHSAA administration will make a recommendation to the LHSAA Executive Committee during their next meeting on Wednesday, March 21, 2012. Final approval rests with the Executive Committee, and your organization will be notified of their final decision.

In fairness to you and your organization, I want you to know that in recent years, the LHSAA has turned to corporate and organizational sponsorships to help defray some of the expenses involved in staging this tournament; therefore, any sponsorship money offered by the proposing party will be given strong consideration by the LHSAA when awarding this proposal. In addition, 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 that 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 that 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, and the LHSAA truly appreciates your consideration of this invitation. We are fully aware of the time and efforts required in preparing a proposal/bid and are grateful for your consideration and commitment. Should you have any questions or concerns during this process please do not hesitate to call our office at 225-296-5882.

Sincerely,

Kenny Henderson
LHSAA Executive Director

LHSAA... Beyond the Game

12720 Old Hammond Hwy. • BATON ROUGE, LA 70816
PHONE 225.296.5882 • FAX 225.296.5919 • WWW.LHSAA.ORG • LHSAA@LHSAA.ORG

Tournament Information

Term

The term of this RFP is for a period of two (2) years commencing on November 14, 2012. The tournament dates included in this request for a proposal to host the State Swimming Championships are Wednesday through Saturday, November 14-17, 2012 and Wednesday through Saturday, November 20-23, 2013. The championship involves four divisions (Division I Boys & Girls, Division II Boys & Girls, Division III Boys & Girls and Division IV Boys & Girls) with two divisions participating in morning and afternoon session each day. Preliminary competition will be held on Wednesday and Friday with the final competition conducted on Thursday and Saturday.

Performance

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 our ability to make sure the event is successful for all involved. The partnership will split areas of responsibility between the host and the LHSAA.

The Host shall provide:

1. Climate controlled ADA approved facility suitable for hosting a state championship event
2. 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 preferred)
3. Press box
4. Scoreboard and scoreboard operator
5. PA system and PA announcer
6. American flag
7. Two (2) dressing rooms (1 for boys & 1 for girls)
8. Meet personnel
9. Facility manager
10. Gate personnel (ticket sellers, ticket takers and pass gate)
11. Security/police/parking lot security
12. Custodial/maintenance staff & supervisor
13. Program/heat sheet publisher & sellers
14. Medical services – certified trainers and EMT/ambulance
15. Concession operations and personnel
16. Hospitality room for workers, officials, coaches and LHSAA staff
17. Hospitality room attendants
18. Work area for media (including telephone & high speed internet)
19. Copy machine and supplies for the meet
20. Parking for LHSAA staff and officials
21. Facility set-up fees (if applicable)
22. Area for t-shirt sales and storage
23. Incidentals necessary for the facility to host the tournament

24. Emergency plans
25. 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.
26. Work with local CVB to provide list of hotels and prices for tournament for teams and fans
27. Work with local CVB to secure rooms for the LHSAA staff near the facility at a reduced rate

The LHSAA shall provide:

1. LHSAA staff members on site
2. Meet director
3. Officials; coordination and scheduling
4. Trophies and awards
5. Pre-game activities including national anthem
6. Official photographer
7. Numbered tickets
8. Media coordination including credential printing and distribution
9. Pass gate information
10. PowerAde sports drink and coolers for participants
11. On-site signage and marketing

Revenue Share

Revenue shall be divided as follows:

- A. 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.
- B. Revenue produced from ticket receipts shall be retained by the LHSAA. Ticket prices for the event will be \$10 for a one-day ticket. A two-day pass can be purchased for \$15.
- C. The LHSAA reserves rights to all souvenir and soft good sales due to existing contracts with Talkin' T-Shirts, owned and operated by Ronnie Mahtook of Lafayette, LA. (337- 233-9996)

Marketing

- A. The LHSAA has several corporate sponsors that help offset costs in conducting state championship events. Promotion of these corporate sponsors is part of our existing contracts and the display of sponsor banners is vital to the event. Current sponsors include the following: **State Farm Insurance Company and its Louisiana agents; Southern Quality Ford Dealers; Louisiana Coca Cola Bottling Company including Powerade; Baden; Nike; Tulane Sports Medicine; Musemeche Photography; Talk'n T-Shirts and ExxonMobil.**
- B. No limitations shall be applicable that would prevent any LHSAA sponsorships from being displayed or advertised.
- C. No solicitation of other vendors shall be allowed by Host without written consent of the LHSAA.
- D. All non-permanent signage/advertisement shall be removed from the facility during the LHSAA event.
- E. In certain cases, permanent signage/advertisement may be asked to be covered.

PROPOSAL COMMITTEE

Provide complete contact information as requested. The "Proposal Preparer" is the key individual with whom the LHSAA will communicate direct questions, seek clarifications and coordinate meetings.

Proposal Preparer: (Primary)

Name: _____

Title: _____

Organization: _____

Street Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Cell: _____ E-mail: _____

Signature: _____

Proposal Preparer: (Secondary)

Name: _____

Title: _____

Organization: _____

Street Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Cell: _____ E-mail: _____

Signature: _____

Proposed Competition Venue Representative:

Name: _____

Title: _____

Organization: _____

Street Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Cell: _____ E-mail: _____

Signature: _____

Proposed Competition Venue Information:

Name: _____

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 State Swimming 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...)
