



2012 & 2013 State Cross Country Championship Request for Proposal

Monday & Tuesday, November 12 & 13, 2012
&
Monday & Tuesday, November 18 & 19, 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 Cross Country 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 at 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

Championship RFP Specifications Agreement

Term

The term of this RFP is for a period of two (2) years commencing on November 12, 2012. The tournament dates included in this request for a proposal to host the State Cross Country Championships are Monday and Tuesday, November 12 and 13, 2012 and Monday and Tuesday, November 18 and 19, 2013. The championship involves seven (7) classifications (Class 5A Boys & Girls, Class 4A Boys & Girls, Class 3A Boys & Girls, Class 2A Boys & Girls, Class 1A Boys & Girls, Class B Boys & Girls and Class C Boys & Girls) with classes 5A, 4A and 3A competing on one day and classes 2A, 1A, B and C competing on the other. The format will alternate from year to year.

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. Facility suitable for hosting a state championship event which includes ample open space over natural ground material (i.e. dirt, grass, etc...) with limited running on road surfaces (i.e. concrete, asphalt, etc...)
2. A 3.1 mile cross country course that is properly marked with approved start and finish line as per NFHS guidelines
3. Course markings
4. Press box
5. PA system
6. Scoreboard & scoreboard operator
7. American flag
8. Work area for media (including telephone & high speed internet)
9. Equipment necessary for crowd control/safety
10. Meet personnel needed to run the event
11. Volunteer coordinator and adequate number of volunteers
12. Facility manager
13. Gate personnel (ticket sellers, ticket takers and pass gate)
14. Custodial/maintenance staff & supervisor
15. Security/police/parking lot security
16. Program publisher & sellers
17. Concession operations and workers
18. Medical services including ambulance/EMT service and five (5) certified trainers
19. Ample restroom availability for fans, participants, etc.
20. Golf cart or the like for medical and meet personnel
21. Parking for LHSAA staff and officials
22. Copy machine and supplies for the meet
23. Area for t-shirt sales and storage

24. Emergency plans
25. Incidentals necessary for the meet
26. 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.
27. Work with local CVB to provide list of hotels and prices for tournament for teams and fans
28. 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 and course marshals
4. PA announcer
5. Computerized transponder/chip timing system
6. Trophies and awards
7. Pre-Game activities including national anthem
8. Official photographer
9. Media coordination including credential printing and distribution
10. Numbered tickets
11. Pass gate information
12. PowerAde sports drink and coolers for participants
13. On-site signage and marketing

Revenue Share

Revenue shall be divided as follows:

- A. Revenue produced from concession sales and program shall be retained by the host. Host is responsible for ad sales and program production.
- B. Ticket prices for the event will be \$10 for a one-day ticket. Two dollars (\$2) of every ticket sold shall go directly to the LHSAA and earmarked for payment toward the LHSAA building. The remaining revenue produced from ticket receipts shall be split between the Host and the LHSAA. Seventy percent (70%) shall be retained by the LHSAA, and 30% shall be retained by the Host.
- 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 Cross Country 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...)
