



LOUISIANA HIGH SCHOOL ATHLETIC ASSOCIATION
REQUEST FOR PROPOSAL

2025 and 2026

BOYS' BASKETBALL CHAMPIONSHIPS



Monday – Saturday, March 10 - 15, 2025

Monday – Saturday, March 9 - 14, 2026

Proposal Deadline: May 1, 2024

Email Bid To:
Attn: Kathie Smith
ksmith@lhsaa.org

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 11:59 pm on Wednesday, May 1, 2024.

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 May 30, 2024. Final approval rests with the LHSAA Executive Committee, and your organization will be notified of its 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 host documents when preparing your proposal. Responsibility management, facility operations, personnel assignments, identification of 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 or call our office at 225-296-5882.

Below are the two important deadlines to keep in mind:

May 1, 2024 – Proposal to Host Due

May 30, 2024 – Proposal Recommendation and Approval to Executive Committee

LHSAA Boys' State Basketball Championships RFP

GENERAL INFORMATION

Each winter, 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 Monday – Saturday, March 10-15, 2025 and Monday – Saturday, March 9-14, 2026. The event will include semifinals and finals for all eight (8) Divisions and two (2) Classes (Select Divisions I, II, III, IV; Non-Select Divisions I, II, III, IV; Class B and Class C). The twenty (20) semifinals will be played on Monday (5 games), Tuesday (5 games), Wednesday (5 games), and Thursday (5 games). The ten (10) finals will be played on Friday (5 games) and Saturday (5 games). The LHSAA will need access to the facility on Sunday, March 9, 2025 and Sunday, March 8, 2026 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 proposals if it feels expectations will not be met.

LHSAA Boys' State Basketball 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 this event for a term of two (2) years with the capability of awarding an extension if the event is successful.

II. DATES, FORMAT

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

- March 10 - 15, 2025
- March 9 - 14, 2026

FORMAT - The LHSAA Basketball State Championships will consist of semifinals and finals for all eight (8) Divisions and (2) Classes. The twenty (20) semifinals will be played on Monday through Thursday. The ten (10) 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. 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. There shall be a minimum of 8,000 seating capacity (chair back seats preferred).

SPECTATOR AREAS:

- i. Minimum general admission seating requirements – seating available in direct view of the competition area.
- 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).
- vi. Separate entrance for players and pass gate for coaches.

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 24 – 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 a LHSAA office with internet connection (wireless). The 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
- v. At minimum digital scoreboard and ribbon boards that are visible to competitors and spectators. Any additional digital signage opportunities (i.e. videoboard, concourse TVs, etc.) is encouraged, but not required.

DECORATION

- i. The design of any event banners or signage produced by host must be approved by LHSAA to ensure compliance.
- ii. 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 “Ochsner LHSAA Boys’ Marsh Madness Championships”. The event must not be referred to by any other name, unless notified otherwise.

EVENT LOGO

The LHSAA is responsible for the design of the official event logo. The approved official LHSAA event logo will be distributed to the host venue. No other logo will be permitted. 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 (60 room 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 and 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 PepWear.

The host is responsible for the production and distribution of the official LHSAA championship program. LHSAA is responsible for all content and ad placement within the championship program. Host will retain all sales related to championship program sales. LHSAA will make its best efforts to create championship program with 48 pages or less. Host will be permitted six (6) dedicated pages. Host will be responsible for providing programs for five percent (5%) of the average attendance to sell at the championship event (i.e. 25,000 average attendance = 1,250 total programs).

XIII. TICKETS, CREDENTIALS AND PASSES

Revenue produced from ticket receipts shall be retained by the LHSAA. Ticket prices for the event will be \$18.00 for a one-day ticket and \$2.00 per ticket shall be designated for the LHSAA Building Maintenance Fund before expenses are paid. The LHSAA shall retain all of the net gate receipts to help offset tournament expenses.

GoFan is the official ticketing platform of the LHSAA. If your proposed venue doesn't have an exclusive ticket platform then GoFan shall be utilized. If your proposed venue has an exclusive ticketing platform any/all fees shall be disclosed in this proposal. Any/all fees must be mutually agreed upon before the event by the LHSAA.

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 Action Plans for the venue
- Equipment necessary for crowd control
- Medical Services: EMT/Ambulance
- Facility set-up fees expenses
- National Anthem, American Flag, and Music to be approved by the LHSAA
- Incidentals necessary for the facility to host the championship
- 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.
- 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

2023-2024 LHSAA SPONSORS



LHSAA CORPORATE PARTNERS

THE LHSAA WOULD LIKE TO THANK THE FOLLOWING 2023 - 2024 PARTNERS FOR THEIR CONTINUED DEDICATION & SUPPORT OF HIGH SCHOOL ATHLETICS IN LOUISIANA



TITLE PARTNER, OFFICIAL HEALTHCARE & SPORTS MEDICINE PROVIDER OF THE LHSAA

TEAM LHSAA



LHSAA STATEWIDE PARTNERS



LHSAA TEAMMATES



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IF YOU ARE INTERESTED IN PARTNERING WITH THE LHSAA OR FOR MORE INFORMATION PLEASE CONTACT WES BAYLOR - WES@LHSAASP.COM