



LOUISIANA HIGH SCHOOL ATHLETIC ASSOCIATION
REQUEST FOR PROPOSAL

2024 and 2025
SWIMMING CHAMPIONSHIPS



Wednesday – Saturday, November 20 – 23, 2024

Wednesday – Saturday, November 19 – 22, 2025

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 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 20-23, 2024 and Wednesday – Saturday, November 19-22, 2025. The championships involve 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 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 proposals if it feels expectations will not be 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 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:

- November 20-23, 2024
- November 19-22, 2025

FORMAT - The LHSAA Swimming State Championships will consist of Prelims and Finals in 4 divisions, Boys & Girls.

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, climate-controlled facility suitable for hosting a state swimming championship event.

SPECTATOR AREAS:

- i. Minimum general admission seating requirements – deck space seating available in direct view of the competition pool.
- 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. 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 ACCOMMODATIONS

- i. 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
- v. 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

- i. 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.
- 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 "Ochsner LHSAA 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, unless notified otherwise.

EVENT LOGO

The LHSAA along with Ochsner 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 (40 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

The potential host must work with local CVB to provide list of hotels and prices for teams and fans of the championship. 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 meet.

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 \$10.00 for a one day ticket. 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)

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. On-site signage and marketing
- ix. Souvenir t-shirts and soft goods personnel/sellers
- x. Pre-Game activities including National Anthem
- xi. Pass Gate Information

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



SERVING LOUISIANA'S YOUTH FOR **OVER 100 YEARS**

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