

2018, 2019 & 2020
Florida High School
Swimming & Diving State Championships



An FHSAA State Series Event:
Site Proposal Outline and Specifications
For Prospective Host Organizations



Florida High School Athletic Association
Robert W. Hughes FHSAA Building
1801 NW 80th Blvd
Gainesville, FL 32606
(352) 372-9551

INTRODUCTION

Thank you for your interest in the Florida High School Athletic Association (FHSAA) and, more specifically, your interest in serving as the host site for the 2018, 2019, & 2020 Florida High School Swimming & Diving State Championships.

FHSAA events regularly showcase the best student-athletes and coaches in the state. They also showcase the communities and venues in which the events are held. Consequently, it is the position of the Association, and should be the position of the host organization as well, that all FHSAA Competitions be first-class events. Attendance at an FHSAA event should be an experience, regardless of a team or individual's success, that participants and spectators alike, will never forget.

Florida High School Swimming & Diving State Championships. Each fall more than 435 senior high schools across Florida compete in the FHSAA Swimming & Diving state series for the right to be proclaimed FHSAA State Champions in its classification. This 3-week championship tournament series concludes with the FHSAA Swimming & Diving State Championships in which the finest high school swimmers and divers in the state participate. More than 1,544 student-athletes annually will participate in this event. For many of them, as well as the participating coaches and spectators in attendance, it is one of the most memorable experiences of their lives.

Site Proposal Outline. The site proposal outline has been developed to pinpoint key areas that will be evaluated by the FHSAA staff in determining the site for this event, and to assist you in assembling your proposal. This outline also provides you with a template for your proposal. Each and every question, document, map, diagram and form addressed in the outline should be answered, provided, completed and/or returned as part of your proposal package.

Site Proposal Specifications. The site proposal specifications set forth the Association's minimum expectations of both the facility in which the FHSAA championship event will be conducted, and the host organization. The Association is committed to making the FHSAA Championships a first-class event and will expect no less of the facility and 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 FHSAA will give the most consideration to those proposals that meet or exceed such minimums. Keep in mind, the FHSAA 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.

The deadline for submission of proposals to host the Florida High School Swimming and Diving State Championships is **5 p.m. E.S.T., Friday, January 12, 2018**. Proposals must be addressed to:

William Adams, Contract Specialist
Florida High School Athletic Association
Robert W. Hughes FHSAA Building
1801 NW 80th Blvd
Gainesville, FL 32606-9176

The FHSAA staff will examine thoroughly each proposal received. The Executive Director or his designee will negotiate with prospective host organizations and will enter into an agreement on the Association's behalf, once the contract has been negotiated to the FHSAA's satisfaction.

Questions regarding the site proposal outline and specifications should be directed to either:

Kellie Doucette, Director of Athletics
(352) 372-9551 ext. 450
kdoucette@fhsaa.org

William Adams, Contract Specialist
(352) 372-9551 ext. 395
wadams@fhsaa.org

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SITE SELECTION TIMELINE

The FHSAA in selecting the site for the 2018, 2019, and 2020 Florida High School Swimming & Diving State Championships will adhere as closely as possible to the following timeline:

Friday, December 1, 2017	Site proposal outline and specifications document sent to interested parties and posted on FHSAA.org.
Friday, January 12, 2018	Proposals to host the event due in the FHSAA Office by end of business day (5:00 p.m. EST).
No later than Friday, February 2, 2018	FHSAA staff reviews proposals submitted by the deadline, identifies finalist sites and conducts site surveys. FHSAA staff finalizes and makes recommendation to Executive Director relative to preferred site(s);
No later than Monday, February 5, 2018	Executive Director or his designee begins negotiations with prospective host organization(s).
Monday March 5, 2018	Agreement in principle reached; FHSAA announces chosen site to public.

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PAST ATTENDANCE

Attendance figures for the FHSAA Swimming & Diving State Championships over the past 3 years.

Year	Site (City)	General Admission (\$9)	Total Attendance*
2014	Sailfish Splash Park (Stuart)	5,432	7,276
2015	Sailfish Splash Park (Stuart)	4,215	7,469
2016	Sailfish Splash Park (Stuart)	4,168	7,418

*Total attendance includes: participating student-athletes, coaches, team personnel, media, and other credentialed individuals

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SITE PROPOSAL OUTLINE

Proposals to host the Florida High School Swimming & Diving State Championships must be received in the FHSAA office no later than **Friday, January 12, 2018**. A proposal packet must address the following points and include the following documentation:

1. Completed Proposal Checklist Form and Proposal to Host Form.
2. Completed Key Contacts Directory Form and Preliminary Budget Worksheet Form.
3. Information regarding prospective host organization.
 - a. Type of organization and purpose.
 - b. Organizational chart for host's local organizing committee.
 - c. Relationship between host and local sports commission or convention and visitor's bureau.
 - d. Name and letter of support from FHSAA member school or public school district that has agreed to be designated as host school/district for event (*recommended but not required*).
 - e. Name of event manager and brief description of his/her event-organizing experience.
 - f. Similar sporting events that have been hosted by organization.
 - g. Affirmation of solid volunteer base from which to draw staffing for event. This event requires a minimum of 35 volunteers per day.
 - h. Law enforcement agency (ies) that will provide uniformed officers during event.
 - i. Agency (ies) that will provide required medical staffing and support for event.
 - j. Describe any plans to secure local sponsorship for event. Name potential local sponsors you might approach. What benefits do you propose to offer them?
 - k. Disclose any facility policies that might prohibit FHSAA corporate partners from showcasing and distributing their products or services in facility during event.

4. Information regarding proposed facility.

- a. Name and location of facility.
- b. Name of facility liaison.
- c. Letter from facility management/ownership confirming facility's availability on specified dates in both years of term, its willingness to house event and its waiver of all access, utilities and vendor fees.
- d. Examples of comparable sporting events that have been held in facility.
- e. Address all facility requirements as stated in site proposal specifications [i.e., spectator seating capacity, type of seating (permanent or portable), concession stands and restrooms; competition area; lighting and required equipment; availability of locker room and training facilities; media accommodations; hospitality area; etc.].
- f. List and describe any special technological features of facility that will be available for use to enhance event experience for participants and spectators.
- g. List all existing signage in facility and contractual commitments for its display. Describe facility's ability to work with FHSAA and its corporate partners if product category conflicts or other signage issues should develop. Describe what steps, if any, facility can take to eliminate or reduce visibility of signage promoting alcoholic beverages.
- h. Map showing location of facility.
- i. Diagrams of facility showing seating areas; entrances and exits for spectators, participants and credentialed individuals; competition venue layout (include entrances for teams and officials); team and official dressing rooms; hospitality area; and storage room.
- j. Diagram of all parking areas (including proposed FHSAA reserved lot) showing proximity to facility and number of available spaces.
- k. Describe plans to handle overflow parking.
- l. Disclose all financial terms (i.e., parking fees) associated with parking.
- m. Provide copy of facility's security and evacuation plan.
- n. Provide a set of digital venue photos.

5. Commercial identification, signage and official marks. Acknowledge usage of the official name and logo of the event. Indicate willingness to dress and decorate facility for the event according to FHSAA guidelines, including decals, banners, signage, table coverings and skirting, etc.

6. FHSAA corporate partners. Acknowledge understanding of FHSAA corporate partners and their rights.

7. Hospitality. Discuss plans for providing required hospitality services.

8. Lodging.
 - a. Name of proposed headquarters hotel. Distance and driving time to facility. Enclose brochure from the hotel. Disclose secured best-possible rate for rooms in FHSAA and media blocks. Deadline established for releasing to public unreserved rooms in blocks. Will host and/or hotel offer to FHSAA any complimentary rooms? Provide name and contact information for hotel employee who will act as liaison to FHSAA in management of room blocks.
 - b. List all hotels/motels in area within 5, 10 and 20 miles of facility. Provide number of rooms and rates for 2-person and 4-person occupancy at each property. Include map of community showing all hotel/motel locations in proximity to the facility.
 - c. Describe efforts you will undertake on behalf of participating teams to negotiate special rates for lodging accommodations, including food services, during their stay in your community.
 - d. Disclose any other events taking place within the city or surrounding communities during the dates of the event that may impact the availability of reasonably priced lodging accommodations for participating teams and spectators.

9. Property and media rights.
 - a. Acknowledge the FHSAA's ownership of property and media rights to the event.
 - b. Disclose the facility's policies with regard to photography and videotaping by spectators.

10. Marketing and promotions.
 - a. Outline plan to advertise and promote event.
 - b. Disclose any plans for special festivities to be associated with the event that will enhance the experience for participating student-athletes and coaches, and/or spectators.

11. Food and beverage concessions.
 - a. Disclose plans for providing food and beverage concession services to spectators.
 - b. Confirm that neither alcoholic beverages nor tobacco products will be sold or dispensed in facility during event.

12. Merchandising and souvenir program. Describe merchandise normally sold in facility that will continue to be sold during event.

13. Insurance. Discuss your ability to provide required insurance coverage.

14. Financial arrangements.
 - a. Complete the enclosed preliminary budget worksheet.
 - b. Describe ticketing services available, whether and under what terms the facility will use a ticketing service such as TicketMaster®, and the financial terms associated with the use of such services. Indicate whether the current ticket servicing contractor will waive rights for presale online ticket to the FHSAA.
 - c. Describe your plans for special ticket packages that you wish to propose for the event.

- d. State your proposed financial arrangement with the FHSAA. Some examples of proposals are:
- A proposed flat financial guarantee to be paid to the FHSAA by the host in exchange for the rights to host the event.
 - A proposed percentage split of the gross gate receipts generated by the event between the FHSAA and the host.
 - A proposed percentage split of the gross gate receipts, parking and concessions generated by the event between the FHSAA and the host; or
 - Any other financial arrangement made between the FHSAA and the host and agreed to in writing by both parties.
15. Summation. Close your proposal with an explanation as to how and why the prospective host organization and prospective facility should be selected to serve as host for the event. Specifically address how the prospective host organization, the prospective facility and the surrounding community are qualified to uniquely fulfill the specifications. What about your facility or community will contribute to a successful event?

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SITE PROPOSAL SPECIFICATIONS
“FLORIDA HIGH SCHOOL SWIMMING & DIVING STATE CHAMPIONSHIPS”

The administration of a Florida High School State Championship event is under the authority of the FHSAA staff, subject to policies and regulations established by the FHSAA Board of Directors. The FHSAA Office must approve all activities and events associated with one of its events.

1. TERM AND FORM OF AGREEMENT

The FHSAA seeks to award rights to serve as host of these events for a term of three (3) years with an option to extend, by mutual agreement, the term for an additional three (3) years.

2. DATES, FORMAT AND TIME SCHEDULE

2.1 Dates. The events will be held on the following tentative dates:

- November 9-10, 2018 & November 16-17, 2018
- November 8-9, 2019 & November 15-16, 2019
- November 6-7, 2020 & November 13-14, 2020

2.2 Format. Each event will consist of two (2) sessions (preliminaries and finals) in one day per classification. Individuals advance after competing at the district and regional competitions.

2.3 Time Schedule. The two sessions are divided up currently into preliminaries and finals, with diving at the same time as the preliminaries.

Session 1:

Warm-up for swimmers 7 a.m. – 8:30 a.m.

Swimming Preliminaries begin at 9 a.m.

Warm up for girls/boys diving 7:00-8:45 a.m.

Girls/boys diving begins 9:00 a.m.

Girls/boys diving warm-up noon-1:30 p.m.

Girls/boys diving begins at 1:30 p.m.

Session 2:

Warm-up for swimming finals 4:15-5:15 p.m.

Finals begin at 5:30 p.m.

3. FACILITY REQUIREMENTS

The facility in which the event will be held must meet the following requirements:

3.1 Availability. The facility must be available for use by the FHSAA from 2 p.m. (EST) the day prior to the start of the event (for setup) through 11:00 p.m. (EST) or 2 hours following the last event completion, whichever is later (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 FHSAA once it has been executed.

3.2 Spectator Areas.

- a. Minimum general admission seating requirements – 1,200.
- b. Compliant with all applicable city, state and federal regulations concerning access and seating for people with disabilities.
- c. Clean, accessible and adequately lighted throughout event.
- d. Adequate concession and restroom facilities.
- e. Area to comply with corporate sponsor contracts (i.e. signage and booth space)

3.3 Competition Area.

- a. Competition and warm-up pool(s) must meet minimum NFHS specifications and must be situated in a stadium setting. Conditions of pool(s) must be safe and of championship caliber.

Swimming Pool Requirements: Warm-up/cool-down area must have at least eight (8) lanes. Competition pool must have at least eight (8) lanes. The swimming pool shall be either 75 feet long (22.860m) or 82.021 feet long (25m) measured from the inside walls or from the tile or timing devices attached to the walls, and at least 45 feet wide (13.716m). A **minimum** water depth of 5 feet is needed at the starting blocks. 100 foot candles of lighting at water level is recommended. Fully functioning Relay Jump-off Pads for all competition lanes; wedges are also preferred. Water temperature in the pool must not be cooler than 78 degrees Fahrenheit and not more than 82 degrees Fahrenheit. Timing devices must be automatic. Adequate deck space must be available for coaches and athletes.

Diving Pool Requirements: Diving pools need to be equipped with one meter diving, with the measurement from the:

- end of board to anchoring pool wall, 6 feet (1.829 m);
- center of board to center of another board, 8 feet (2.438 m);
- center of board to pool side wall, 10 feet (3.048 m);
- end of board to forward pool wall, 29 feet (8.839 m);
- top of board at the take-off end to ceiling overhead, 16 feet (4.877 m);
- water depth at any point 2-5 feet in front of the end of board, must be 12 feet (3.658m) or more, except for pools constructed prior to January 1987, where water depth 2 to 5 feet in front of the end of the board must be a minimum of 10 feet (3.045m).
- maximum depth reduction rate of diving pools which do not exceed minimum depth requirements, 6¼ percent for a distance of 16.5 feet forward (6.096 m) from the end of the board and 6 feet (1.829 m) back and to the sides. Deeper pools may have proportionately steeper depth reduction rates.

The diving board shall be horizontal and 1 meter above the water surface (measured from the top of the board), 16 feet long and 20 inches wide.

- b. Press box should be of championship caliber and be able to accommodate approximately 10 people at one time (i.e. Score keepers, officials, FHSAA staff, host staff, etc.) Press box area should also have available reliable internet access, restrooms and be equipped with air conditioning.
- c. Hydration station tables shall be located near the team bleacher areas.
- d. Competition and warm-up pools shall be separated from spectator seating areas by artificial or permanent barriers, which will keep all spectators and participants safe at all times.

3.3 Team Warm-Up Area(s).

- a. Swimming and diving pool(s) – must meet minimum NFHS specifications. Warm-up pool(s) must be safe and of championship caliber.
- b. Hydration stations shall be available at warm-up pool(s).
- c. Pool(s) shall be separated from spectator seating areas by artificial or permanent barriers, which will keep all spectators and participants safe at all times.

3.4 Dressing Rooms and Training Facility.

- a. Locker rooms are preferred for use by teams. Locker rooms must be clean, and have access to shower and toilet facilities.
- b. Two rooms for use by meet officials are required. Each room must accommodate 10-15 individuals.
- c. Training area staffed by certified athletic trainer, available to participating teams from two hours prior to start of the first event of the day until conclusion of last event of the day.

3.5 Media Accommodations.

- a. Members of the media require accommodations consisting of tables and chairs with electrical power (110 AC) at each seat. Specific sections in the media area need to be designated for the FHSAA's official broadcasting partner. The media areas should have reliable wireless internet capabilities. Minimum media seating requirements – 10.
- b. Separate media work/hospitality area furnished with tables and chairs to seat a minimum of 30 persons with electrical power (110 AC) at each seat and reliable wireless internet capabilities.
- c. Photocopy machine with a minimum speed of 75 copies per minute and equipped with an automatic collator and stapler. Adequate supplies of copy paper and toner cartridges must also be provided.

3.6 Additional Space.

- a. Hospitality area with seating for minimum of 40 individuals for LOC members, event staff and workers, FHSAA staff, board members and guests, contest officials, credentialed media.
- b. Private area for use by FHSAA staff in conducting business during event with tables and seating for a minimum of five people; electrical power (110 AC), wireless internet access and one courtesy telephone line.
- c. Two rooms, each at least 100 feet square, one to securely store awards and the other to store souvenir merchandise and souvenir programs before, during and after each day of competition.

3.7 Equipment and Technological Features.

- a. Electronic score board(s) in good working order that is easily visible to spectator seating areas and participating teams.
- b. Public-address system, with compact disc player, in good working order.
- c. Video board(s) and/or matrix board(s) easily visible to spectator seating areas and both teams are optional, but preferred.
- d. Electrical power (110 AC) and high-speed/wireless Internet line at pass gate.

3.8 Decoration.

- a. FHSAA will design the “look” of the event, including color and decorating schemes. FHSAA also will provide official event banners and decals.
- b. The design of any event banners or signage produced by host must be approved by FHSAA to ensure compliance with the “look” of the event.

3.9 Access and Utilities Fees.

- a. Facility must waive any and all television, radio, video, film, photography and Internet rights and/or access fees normally charged for events staged therein, and must grant free and full access to media rights holders as needed. Host must pay any such fees not waived.
- b. Facility must not charge FHSAA or its media rights holders a fee in connection with the use of the facility’s power, lighting or parking facilities. Host must pay any such fees not waived.
- c. Facility must waive all vendor fees and royalties related to the sale of souvenir merchandise for the benefit of FHSAA and its merchandiser(s). Host must pay any such fees not waived.
- d. No royalty or fee will be paid to host or facility for FHSAA signage commitments.

3.10 Parking.

- a. Ample parking for spectators and tournament workers with plans for overflow.
- b. Reserved complimentary parking spaces in prime locations for use by LOC members, FHSAA staff, board members, corporate sponsors, licensees, guests, contest officials, and participating teams. Reserved parking space requirements – 10.
- c. Parking areas should be adequately lighted.

3.11 Security.

- a. Must have security and evacuation plan in case of emergencies.
- b. Must enforce FHSAA policies relative to non-permissible items.

3.12 Safety and Code Compliance. The FHSAA specifically disclaims any responsibility to investigate the safety or code compliance of the facility and parking lots or the component products, equipment, materials, design and construction.

3.13 Miscellaneous. Tables, chairs, skirting, bunting, pipe-and-drape, and platforms for all areas described herein as required by FHSAA.

4. LOCAL ORGANIZING COMMITTEE (LOC) AND PERSONNEL

4.1 Local Organizing Committee. The host organization must appoint a local organizing committee (LOC) to plan and supervise the conduct of the event. The LOC must include, at a minimum, the following individuals: a representative of the host organization, usually the Event Manager, who serves as chairperson; the FHSAA’s administrator for swimming and diving, who will be the Event

Director; a member of the FHSAA communications department; and a facility liaison. The LOC chairperson may appoint additional individuals to the committee, such as the chairpersons of sub-committees established to coordinate the various responsibilities of the host organization. The LOC is responsible for ensuring the successful organization and conduct of the event. The LOC is responsible, at its expense, for the recruitment, training and coordination of all volunteers. The LOC, at all times, shall work in close cooperation with the FHSAA to ensure that the event reflects favorably upon the best traditions and character of interscholastic athletics.

4.2 Event Management Staff. The event management staff, at a minimum, must consist of the following four individuals:

- a. Event Director. The FHSAA administrator for swimming and diving will be the Event Director and will oversee all aspects of the competition, including participating teams and contest officials.
- b. Marketing Director. A member of the FHSAA communications department will serve as Marketing Director and will oversee all aspects of the event related to licensing and branding, merchandising, marketing, promotions and media.
- c. Event Manager. Appointed by the host. Must have significant experience in event administration and management. He/she is responsible for all planning and organization of the host's operation prior to, during and after event, including the filing of all necessary reports. The event manager will be the FHSAA's primary contact in the LOC with regard to the event.
- d. Facility Liaison. A knowledgeable person, preferably a member of the facility staff. Specific responsibilities may include assisting FHSAA and the host with direction and supervision of facility arrangements, security and assistance in development of participant information.

4.3 Personnel. The host must provide, at its expense, the following personnel:

- a. Official scorer (subject to FHSAA approval).
- b. Public address announcer(s) (subject to FHSAA approval).
- c. Scoreboard operator.
- d. Officials/Locker room attendant(s).
- e. Awards coordinator.
- f. Certified athletic trainer(s).
- g. Media assistants.
- h. Security.
- i. Ticket sellers and takers.
- j. Pass gate attendants (including media will call).
- k. Parking lot attendants.
- l. Hospitality workers.
- m. Concession workers.
- n. Maintenance workers/Field Staff.
- o. Custodians.
- p. Technical assistant
- q. Volunteers (40 per day minimum)

4.4 Local Sponsorship. The host may solicit cash and/or in-kind contributions from local, regional and national companies as event sponsors to underwrite its costs in hosting the event provided:

- a. They are not competitors of any FHSAA corporate partner listed in **Exhibit A**;
- b. They are not alcoholic beverage companies, tobacco companies, drug companies, pari-mutuels (excluding the Florida Lottery), casinos or organizations that promote gambling, adult entertainment establishments and services, political candidates or issues, athletic skills camps, or recruiting and scouting services;

- c. They are not designated as “title” or “presenting” sponsors of the event, unless specifically authorized in advance by the FHSAA and terms of sharing financial sponsorship between the host and FHSAA is negotiated (a list of required financial support for title or presenting sponsor designation is provided on the last page of this sport’s bid specifications);
- d. They receive secondary billing to FHSAA corporate partners, and are not promised any benefits that meet or exceed those granted by FHSAA to its corporate partners (i.e., complimentary full-page ad in official souvenir program; signage in prime locations on floor/ field/deck level);
- e. They are approved by FHSAA, which reserves the right to review the agreements between the host and its event sponsors.

4.5 Operations Manual. The host, at its expense, shall prepare, in cooperation with the facility and FHSAA, an operations manual for the event detailing all plans and procedures for the successful conduct of the event.

4.6 Participant Manual. The host shall prepare a participant manual to be distributed to each participating school containing pertinent information from the operations manual, as well as general information regarding the host community. The FHSAA shall review and approve the contents of the participant manual.

4.7 After-Action Meeting. Within thirty (30) days of the completion of the event, representatives of the host, members of the LOC, the facility liaison and FHSAA will meet to review the event and discuss plans for correcting situations and making improvements to the operation for the following year.

5. **COMMERCIAL IDENTIFICATION, SIGNAGE AND OFFICIAL MARKS**

- 5.1 Name of Event.** The official name of the event is the “Florida High School Swimming & Diving State Championships”. It may be referred to as the “Florida High School Championships” on second reference. The event must not be referred to by the following names in any official event correspondence or promotional materials: FHSAA Swimming & Diving Finals; FHSAA Swimming & Diving Meet; or FHSAA Swimming & Diving State Championships.
- 5.2 Event Logo.** The FHSAA will design and provide the official event logo. All parties must use this logo and no other. All advertisements, promotional items, etc., using the FHSAA’s name or marks, including the event logo, must have the prior approval of the FHSAA. The host organization is not granted rights to license use of the event name or logo.
- 5.3 “Official” Label.** The use of the “official” label in relation to any business, organization, group, product, service, function or activity, etc., in conjunction with the event is prohibited without approval of the FHSAA.
- 5.4 Third-Party Promotions.** No third-party company, organization, group or individual shall be permitted to set up booths; sell, distribute, demonstrate or display products or services; or circulate promotional materials of any kind (i.e., handbills, flyers, memorabilia, etc.) in the facility during the event without the approval of FHSAA.
- 5.5 Announcements.** No announcements, except those approved in advance by the FHSAA, or for public emergencies, shall be allowed over the public-address system.

6. FHSAA CORPORATE PARTNERS

The current FHSAA corporate partners are listed in **Exhibit A** below. FHSAA corporate partners must be permitted to showcase and distribute their products/services at/in the facility and are subject to change at any time.

7. HOSPITALITY

The host shall provide, at its expense, hospitality services for LOC members; event staff and workers. FHSAA staff, board members, licensees, corporate sponsors and guests; contest officials and credentialed media (estimate serving 60-70 people). Nine (9) meals – Three (3) breakfast, three (3) lunch, and three (3) dinner meals – must be served to these individuals in the hospitality area based on the week’s schedule. Snacks and drinks must also be provided in the hospitality area and in the contest officials’ dressing rooms throughout event.

8. LODGING

8.1 Headquarters Hotel. The headquarters hotel, in which the FHSAA staff and contest officials will be housed, shall be approved by FHSAA and must be in close proximity to the facility. The following number of rooms must be blocked at a secured best-possible rate for use by FHSAA beginning with the night immediately prior to the event and continuing through the concluding Saturday night. The FHSAA would need 30-40 room nights blocked at the host hotel. No reservations within the FHSAA room block may be made without FHSAA approval.

8.2 Team Lodging. 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 affordable lodging for each team.

9. PROPERTY AND MEDIA RIGHTS

- 9.1 Property Rights.** Events and activities associated with an FHSAA event, including the official results of the event, are the sole property of FHSAA and may not be reproduced and marketed or otherwise distributed or publicly displayed without the permission of FHSAA.
- 9.2 Media Rights.** FHSAA retains all rights to television broadcast or cablecast (live or tape-delay), radio broadcast, internet broadcast (audio and/or video), videotaping, filming and photographing of the event, and may at its sole discretion award any or all of these rights to third parties of its choosing. Current media rights holders are Spectrum Sports (Internet and television), NFHS Network (Internet) and Main Light Events Photography (commercial still photography).
- 9.3 Spectator Photography/Videotaping.** FHSAA, subject to the policies of the facility, allows still cameras and video cameras to be used at state series contests so that spectators may record the excitement and festivities for their own personal use – not for the purposes of commercial re-sale or public redistribution in any form.
- 9.4 Team Photography/Videotaping.** Each participating school shall be permitted to photograph, film or videotape, for archival, coaching or instructional purposes, only those contests in which its team or contestants perform. Photographers, videographers and their equipment must be positioned so that they do not block the view of any spectator.

10. MARKETING AND PROMOTIONS

10.1 Marketing/Promotional Plan. FHSAA will work with the host to market and promote the event. FHSAA will aggressively promote the event on its official web site (www.fhsaa.org). Information to be included on the web site will include quick facts about the event, maps to and of the host city, ticket information, facility information, community information, lodging information, etc. FHSAA will depend on the host organization(s) to provide this information to the Association office for posting on the web site(s).

10.2 Internet Presence. The host shall be permitted to establish an Internet presence to promote the event on a page within its existing web site. It must not register a separate domain name for the site. The official event logo must be displayed more prominently than any other logo. Permanent links must be provided to www.fhsaa.org. Advertising must not be permitted on the page. Any use of the FHSAA's name, logos or marks must be reviewed and approved by the FHSAA. No commercial entity's logo can be used in conjunction with the FHSAA's name unless specifically approved by the FHSAA in advance.

11. FOOD AND BEVERAGE CONCESSIONS

11.1 Concessions Sales. The host or facility shall retain, operate and control all food and beverage concession rights subject to the provisions of this section. Food and beverage concessions must adequately support the number of spectators for each session, and must be sold at costs comparable to the most favorable price for spectators during other events in the facility.

11.2 Alcoholic Beverages. No alcoholic beverages, including beer, or “nonalcoholic” beer shall be sold or dispensed for public or private consumption anywhere in the facility, or on facility property, other than in privately owned suites specifically exempt by facility contract, and then only if such beverages are brought to the suite at a time when the facility is not open to spectators or competitors during the event. At no time during the event shall such beverages be distributed or consumed outside private viewing suites. Furthermore, alcoholic beverages may not be served in facility clubs or restaurants with direct access to spectator seating areas at any time the facility is open to spectators or competitors during the event. “Direct access” means not having to pass a ticket-taker’s position.

11.3 Tobacco Products. No tobacco products shall be sold or dispensed for public or private consumption in the facility during the event.

12. MERCHANDISING AND SOUVENIR PROGRAM

FHSAA and/or its official merchandiser shall have exclusive rights to sell event-related souvenir merchandise with no royalty or fees to the host or facility. The facility may continue to sell during the event any non-event-related merchandise normally sold in the facility. The host and facility must make every effort, including the use of uniformed law enforcement, to restrict the retail sale of, and confiscate, “counterfeit” and “pirated” merchandise within the host community.

13. TICKETS, CREDENTIALS AND PASSES

13.1 Ticketing Policy. Every individual admitted to the event must enter the facility with a ticket of admission, a credential issued either by the host or FHSAA, or a pass issued by FHSAA. All users of privately owned suites must purchase tickets of admission for the sessions they attend. There shall be no complimentary tickets. All tickets shall be sold and accounted for at face value.

13.2 Tickets. The host and/or facility must provide tickets and handle ticket sales for the event. Presale on-line ticketing may only be offered by the FHSAA unless the host venue has a prior written agreement with a third party ticketing agent. An electronic ticket and State Series Pass gate must be provided and staffed by the Host. Any specially printed commemorative tickets must be imprinted with the official event logo and the design approved by FHSAA. Ticket-back promotions must be approved by FHSAA.

13.3 Credentials. FHSAA will provide event credentials to the host. Credentials will be color-coded and issued to LOC members, event staff, FHSAA staff, vendors, media, participating teams, officials and VIPs. All credentials will be distributed at the facility by the LOC.

13.4 Passes. There are only two passes that are to be honored for complimentary admission to the event. They are:

- a. FHSAA State Series Pass. Sold by FHSAA to member schools for use by athletic personnel and to individuals who are registered with the FHSAA as contest officials.
- b. FHSAA Lifetime Pass. Issued by FHSAA to retired FHSAA staff, former board members and members of the Florida High School Athletic Hall of Fame.

14. INSURANCE

The host must secure primary comprehensive general public liability insurance coverage for the duration of the event (including any practice or warm-up dates) with combined single limits of \$1 million per occurrence and \$5 million general aggregate for bodily injury, personal or advertising injury, and property damage. If the facility requires additional insured status, the host will provide that coverage as well. The host must provide FHSAA with a certificate of insurance showing the required coverage not less than 60 days in advance of the event. The FHSAA must be named as an additional insured on the certificate of insurance.

15. FINANCIAL ARRANGEMENTS

15.1 General Admission. \$9 per day if ticket purchased online, \$12 per day if ticket purchased onsite.

15.2 Event Receipts. All revenue derived from sale of tickets of admission is event receipts.

15.3 FHSAA Provides.

- a. Compensation for contest officials.
- b. Trophies and medallions for state champion and state runner-up teams.
- c. Medallions for the top eight (8) finishers in each event.
- d. Commemorative mementos for all participants (student-athletes).
- e. Souvenir merchandise.
- f. Promotional aids, including official event logo, FHSAA signage and decals, promotional flyers.
- g. Gatorade® coolers, cups and product.
- h. Credentials.

15.4 Host Provides.

- a. Facility and equipment.
- b. Support personnel.
- c. First aid/medical services.
- d. Hospitality services.
- e. Food and beverage concessions.
- f. Security.
- g. Lodging assistance.
- h. Insurance.
- i. Tickets.

15.5 FHSAA Retains.

- a. Agreed upon percentage of Ticket Sales
- b. Souvenir merchandise sales.
- c. Media rights contracts.
- d. Corporate partners' contracts.

15.6 Host Retains.

- a. Parking fees.
- b. Food and beverage concessions sales.
- c. Government and tourist development grants.
- d. Agreements with its event sponsors.

15.7 Settlement. All financial matters must be settled not later than thirty (30) days after event.

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“Exhibit A”
FHSAA Corporate Sponsors

Florida High School Athletic Association, Inc.
Sponsor Information
As of December 1, 2017

Current FHSAA Sponsors:

Balfour
Crown Awards
Florida Dairy Farmers
Gatorade
Gerry Davis Sports/Cliff Keen Athletic (Game Official’s wear)
Honig’s Official Wear (Game Official’s wear)
Hudl (Online Ticketing)
Kap7 International (Water Polo balls)
NFHS Network (Media Partner)
Pinch A Penny Pools (Sponsor for Swimming/Diving)
Spectrum Sports (Media Partner)
Team IP (Merchandise)
Wilson (Official Ball of the FHSAA)

Title & Presenting Sponsorship – Minimum Contribution Required

<u>Sport</u>	<u>Presenting</u>	<u>Title</u>
Football, Girls & Boys Basketball	\$50,000	\$100,000
Baseball, Competitive Cheerleading, Track & Field, Wrestling	\$35,000	\$75,000
Cross Country, Girls Volleyball, Lacrosse, Soccer, Softball, Swimming & Diving	\$25,000	\$50,000
Bowling, Boys Volleyball, Boys Weightlifting, Girls Weightlifting, Flag Football, Golf, Tennis, Water Polo	\$5,000	\$10,000