

**2019, 2020, and 2021
Florida High School
Baseball 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 2019, 2020, and 2021 Florida High School Baseball 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 Baseball State Championships. Each spring, more than 550 senior high schools across Florida compete in the FHSAA Baseball State Series for the right to be proclaimed Florida High School Baseball State Champions in their respective classification. This four (4) week championship tournament series concludes with the Florida High School Baseball State Championships, in which the finest high school Baseball athletes in the state will participate. More than 700 student-athletes annually have participated in this event.

Proposal Outline. The proposal outline has been developed to pinpoint key areas that will be evaluated by the FHSAA staff in determining the site for each event, and to assist you in assembling your proposal. This outline will also provide you a template for your proposal. Along with each and every question, all documents, maps, diagrams and forms addressed in the outline should be answered, provided, completed, and returned as part of your final proposal package.

Proposal Specifications. The proposal specifications set forth in this packet are the Association's minimum expectations for the host organization, along with the facility in which the FHSAA event will be conducted. The Association is committed to making the Florida High School State Championships first-class events 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 to host the Florida High School Baseball State Championships is:

Thursday, July 12th, 2018.

Proposals should 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. Fulfillment of the essential criteria for hosting the event, the cost factors, and specific advantages and disadvantages of each proposal will be the foundation of this examination. 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:

Robbie Lindeman, Director of Athletics
(352) 372-9551 ext. 260
rlindeman@fhsaa.org

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

#

SITE SELECTION TIMELINE

The FHSAA, in selecting the site for the 2019, 2020, and 2021 Florida High School Baseball State Championships, will adhere as closely as possible to the following time schedule:

Thursday, June 7th, 2018 Site proposal outline and specifications document mailed to interested parties and posted on FHSAA.org.

Thursday, July 12th, 2018 Proposals to host the event due in the FHSAA Office.

No later than
Friday, August 31st, 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); Executive Director or his designee begins negotiations with prospective host organization(s).

No later than
Friday, September 28th, 2018 Agreement in principle reached; FHSAA announces chosen site to public.

#

PAST ATTENDANCE

Attendance figures for the FHSAA Baseball State Championships over the past 3 years.

Year	Site (City)	General Admission (\$)	Total Attendance*
2015	JetBlue Park (Fort Myers)	9,376	10,734
2016	JetBlue Park (Fort Myers)	12,056	13,303
2017	Hammond Stadium (Fort Myers)	8,221	9,787

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

#

SITE PROPOSAL OUTLINE

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 provide support 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.
 - 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, 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 surface; 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 layouts (include entrances for teams and officials to the venues); team dressing rooms; and storage room.
- j. Diagram of all parking areas 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. 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. Lodging.
 - a. 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.
 - b. 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.

8. 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.

9. 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.

10. 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.

11. Merchandising. Describe merchandise normally sold in facility that will continue to be sold during event.

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

13. 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. The most common financial arrangement between hosts and the FHSAA for various past FHSAA State Series events has been a percentage of gross gate receipts to FHSAA, and 100% of parking, concessions, grants, hotel royalties and local sponsorships to the host. Other examples of proposals have been:
 - 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 plus a flat financial guarantee in addition to share of gate to be paid to the FHSAA;
 - 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.

14. 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?

#

SITE PROPOSAL SPECIFICATIONS
“FLORIDA HIGH SCHOOL BASEBALL 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 dates:

May 22-25 & May 29 - June 1, 2019

May 20-23 & May 27-30, 2020

May 19-22 & May 26-29, 2021

2.2 Format. The FHSAA Baseball State Championships will consist of eighteen (18) semifinal games and nine (9) championship games in nine (9) separate classifications to be held over eight (8) days. A total of thirty six (36) teams will advance to the event by winning their respective region final game.

2.3 Time Schedule. The schedule outlined below is currently in use with competition only taking place on one field. Please feel free to adjust the start times and number of days to best fit the proposed venue.

Wednesday – Semifinals at 10 a.m., 1 p.m., 4 p.m., and 7 p.m.

Thursday – Championships at 4 p.m. and 7:30 p.m.

Friday – Semifinals at 10 a.m., 1 p.m., 4 p.m., and 7 p.m.

Saturday – Championships at 4 p.m. and 7:30 p.m.

Wednesday – Semifinals at 10 a.m., 1 p.m., 4 p.m., and 7 p.m.

Thursday – Semifinals at 10 a.m. and 1 p.m.

Championships at 4 p.m. and 7:30 p.m.

Friday – Semifinals at 10 a.m., 1 p.m., 4 p.m., and 7 p.m.

Saturday – Championships at 12:30 p.m., 4 p.m., and 7:30 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 from 12:00 p.m. (EST) the day before the event (for setup) through three (3) hours following the last games completion (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 – 2,500 permanent seats with ample shaded areas available in direct view of the competition field.
- 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. Baseball field must meet minimum NFHS specifications and is preferred to be situated in a stadium setting. Surface conditions of the field must be safe and of championship caliber. A field tarp is highly recommended.
- b. A press box of championship caliber able to accommodate approximately 40 people at one time in direct view of the competition field (i.e. PA announcer, score keepers, scoreboard operator, FHSAA staff, host staff, credentialed media, etc.) The Press Box must have available and reliable internet access, adequate restroom facilities and air conditioning in good working order.
- c. Team dugouts should each be suitable for approximately 30 individuals and all team equipment. Dugouts should be in excellent condition and of championship caliber.
- d. Hydration stations must be located in each team dugout.
- e. Playing field shall be separated from spectator seating areas by permanent barriers, which will keep all spectators and participants safe at all times.

3.4 Team Warm-Up Area(s).

- a. A minimum of two (2) Baseball fields meeting minimum NFHS specifications must be available. Surface conditions of fields must be safe and of championship caliber. All fields shall be in excellent playing condition with visiting and home team dugouts as well as spectator seating. Warm-Up fields must also be lined and ready for competition at all times.
- b. Hydration stations shall be available on each warm-up field.
- c. Warm-up fields shall be separated from spectator areas by permanent barriers, which will keep all spectators and participants safe at all times.

3.5 Officials Room and Training Facility.

- a. Two dressing rooms for use by contest officials are required. Each dressing room must accommodate five individuals, be clean and have access to private shower and restroom facilities. Officials dressing rooms must be in the immediate vicinity of the playing field.
- b. Contest officials hospitality area to accommodate up to 10 people with adequate food and refreshments available at all times.
- c. Training area staffed by certified athletic trainer(s), available to participating teams from two hours prior to start of first game each day until the conclusion of last game for entire event.

3.6 Media Accommodations.

- a. Members of the media require accommodations consisting of tables and chairs, preferably in the shade, with electrical power (110 AC) at each seat. The press area must have reliable wireless internet capabilities and be in the immediate viewing area of the competition field. Minimum media seating requirements – 25.
- b. One (1) television broadcast booth for use by the FHSAA TV partner, with seating for a minimum of two (2) people, appropriate lighting, electrical power (110 AC), and hard wired high-speed internet connectivity.
- c. Booth(s) for the electronic scoreboard operator and public address announcer.
- d. Separate media workroom/hospitality area furnished with tables and chairs to seat a minimum of 25 persons.

3.7 Additional Space.

- a. Hospitality area with seating for minimum of 50 individuals for LOC members, event staff and workers, FHSAA staff and board members and guests.
- b. Storage room to securely store awards and souvenir merchandise before, during, and after each day of competition.
- c. Availability of a separate pass-gate entrance available for all electronic ticket purchasers or state series pass holders. Reliable high-speed wireless Internet access and electrical power (110 AC) should be available.
- d. Private area for use by FHSAA staff in conducting business during event with tables and seating for a minimum of five people.

3.8 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. Field microphone.
- d. Video board(s) and/or matrix board(s) easily visible to spectator seating areas and both teams are optional, but preferred.
- e. Electrical power (110 AC) and high-speed/wireless Internet line at pass gate and e-ticket pass gate.

3.9 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.

3.10 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.

3.11 Parking.

- a. Ample parking for spectators with plans for overflow.
- b. Reserved complimentary parking spaces in prime locations for use by LOC members, FHSAA staff, event staff, board members, corporate sponsors, licensees, guests, contest officials, and participating teams. Reserved parking space requirements – 25.
- c. Parking areas should be adequately lighted.

3.12 Security.

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

3.13 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.

3.14 Miscellaneous. Tables, chairs, skirting, bunting, awards stand, and platforms as required by the FHSAA for all areas described herein.

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 sport administrator for Baseball, who will be the Event Director; a facility liaison and a media coordinator. 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 five individuals:

- a. Event Director. The FHSAA sport administrator for Baseball 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 administrative services 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.
- e. Media Coordinator. Appointed by the host. Preferably an individual with a background in sports information or media relations. Specific responsibilities may include planning and supervision of media work areas, securing media assistants to assist in the conduct of the media operation, statistical services, communications and hospitality.

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

- a. Public address announcer(s) (subject to FHSAA approval).
- b. Official scorekeepers (subject to FHSAA approval).
- c. Scoreboard operator(s).
- d. Officials/Dressing room attendant(s).
- e. Awards coordinator.
- f. Certified athletic trainer(s).
- g. Security.
- h. Ticket sellers and takers.
- i. State Series, Team Pass and Media will-call gate attendants.
- j. Parking lot attendants.

- k. Hospitality workers.
- l. Concession workers.
- m. Maintenance workers/Venue Staff.
- n. Team Hosts.
- o. Custodians.
- p. Technical assistant.
- q. Hydration station attendants.

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

- a. They are not competitors of any FHSAA corporate partner;
- 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/ deck level); and
- 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 all the contents of the participant manual.
- 4.7 Uniform Apparel.** The FHSAA shall approve the color and design of the host's volunteer and employee apparel. Facility employees shall wear their employer-issued uniform.
- 4.8 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 Baseball 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 Baseball Finals; FHSAA Baseball Tournament; or FHSAA Baseball 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 prior approval from the 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 on the last page of these specifications. 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 200 people). 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.

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. Forty (40) room nights must be blocked and secured at the best-possible rate for use by FHSAA beginning with the night immediately prior to the first game and continuing through the concluding Saturday night. 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 a rate at or below the state travel allowance rate for each team. FHSAA estimates each participating school's traveling party to be anywhere between thirty (30) individuals and forty five (45) individuals.

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 (Internet and television), NFHS Network (Internet) and Main Light Events (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 game, 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

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 by the 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 and/or the Host. 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 for specified individuals. Credentials will be color-coded and issued to LOC members, event staff and volunteers, FHSAA staff, vendors, media, participating teams, officials and VIPs.

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 \$4 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 purchased before the day of a game and \$12 per day if purchased on the day of a game.

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

15.3 FHSAA Provides.

- a. Compensation for travel/per diem expenses of, and game fees for, contest officials.
- b. Trophies and medallions for state champion and state runner-up teams.
- c. Commemorative mementos for all participants (student-athletes, coaches, officials).
- d. Souvenir merchandise.
- e. Promotional aids, including official event logo, FHSAA signage and decals, promotional flyers.
- f. Game balls for competition.
- 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.
- j. Statistics program.
- k. Field stencils and paint.

15.5 FHSAA Retains.

- a. 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 "local" event sponsors.

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

###

Florida High School Athletic Association, Inc.
Sponsor Information
As of June 1, 2018

Current FHSAA Sponsors:

Balfour

Crown Awards

Florida Dairy Farmers

Gatorade

Gerry Davis Sports/Cliff Keen Athletic (Game Official's wear)

GoFan

Home Campus

Honig's Official Wear (Game Official's wear)

Kap7 International (Water Polo balls)

Main Light Events (Official Photographer)

MaxPreps

NFHS Network (Media Partner)

Pinch A Penny Pools (Sponsor for Swimming/Diving)

Smitty Official Wear (Game Official's wear)

Spectrum Sports (Media Partner)

Team IP (Merchandise)

Wilson (Official Ball of the FHSAA)