

**TENNESSEE SECONDARY SCHOOL ATHLETIC ASSOCIATION  
REQUEST FOR PROPOSAL  
2021-2022 Football State Championships**

**Host:** Tennessee Secondary School Athletic Association (TSSAA) located in Hermitage, Tennessee

**Tentative Dates:** December 2-4, 2021  
December 1-3, 2022

**Organizational Profile:** The TSSAA was founded in 1925 as a voluntary, non-profit, self-supported organization to administer the junior and senior high school athletic program in the state of Tennessee. TSSAA currently serves over 430 member high schools and 400 TMSAA member middle schools.

**Event Profile:** The TSSAA Football State Championships are a culmination of a four-week football playoff system for member schools across the state of Tennessee. Member schools are divided into nine classifications of play, resulting in nine championship games played over a three-day span. These championship games bring together student-athletes, coaches, cheerleaders, bands, fans, parents, and other spectators from all over Tennessee.

**Attendee Profile:**

- 18 high school football teams from across the state and their coaching staffs
- Families and classmates of the participating student-athletes
- Marching bands and their families
- Cheerleading and dance teams and their families
- TSSAA Staff and Event Staff

**Stadium Requirements:**

Excellent playing surface - the field must be capable of withstanding nine games over three consecutive days; artificial turf is preferred

Field lights - illumination must be equal to, or better than, television requirements

Locker rooms/dressing areas - because games are played back-to-back, four teams will be present and in need of locker rooms simultaneously; two officiating crews will be in need of separate locker room space at all times

Life safety - adequate police and security presence; adequate medical and ambulance service; police/highway patrol escorts for team buses from interstate to venue

Suites- Minimum of two suites (ADA accessibility preferred) - 50 total suite seats must be available for the title sponsor and 50 total suite seats for the TSSAA . These can be broken into more than two suites if necessary.

Additional Room for VIPs- A space for additional sponsors working the event to get out of the elements, take a break, and eat. Ideally, this area would be an additional suite, but if additional suites are not available, it needs to be a space inside the stadium.

Concourse/Fan Zone- adequate space for sponsors to display tents with electricity, ; tables and chairs provided by host venue.

Press box - there should be room in the main press area to accommodate a minimum of 60 media members; also required:

- three radio broadcast booths
- television telecast booth
- PA & video control booth
- supervisor of officials' booth
- two coaches' booths each capable of accommodating three coaches
- internet lines and WIFI must be available for television, video streaming, and press/media
- Photo copier with one box of paper

Television parking - on-site parking for television production trucks with easy access to stadium for cabling purposes

Parking plan - a plan should be presented to indicate parking areas for the following:

- team buses
- band buses/transport
- fan buses
- fan parking
- media parking
- VIP parking

**Hotel Requirements:** The host city must provide the TSSAA with 105 complimentary hotel room nights to house officials and event staff. There must be adequate hotel availability in the area to host 18 teams of 30-100 student-athletes and their coaches, parents, and fans.

**Food/Beverage Requirements:** Food and drink for the press level hospitality, the TSSAA VIP Suite (50 people), and in the area for VIP/TSSAA working staff (40 people) must be provided. Two meals per day are expected when there are three games during a day.

**Revenue Sources:**

Ticket sales - The TSSAA reserves the right to establish ticket prices. Group and corporate rates are allowed and encouraged, but TSSAA retains the right to approve all pricing. The 2019 ticket price was \$12 per person.

Parking - The host is allowed to control all paid parking areas. Parking fees will be at the discretion of the host, but they will not exceed the price of a single admission ticket into the game. Lots must be made available for TSSAA staff, media, team buses, and VIPs.

Concessions food sales - All revenue and/or commissions from on-site concessions stands will be left to negotiations between the host and the contracted concessionaire.

Souvenir program sales - It will be the host responsibility to publish a souvenir game day program. The host is encouraged to seek ad sales and corporate sponsorship for this publication provided that such sponsorships do not compete with the exclusive corporate partners of the TSSAA. TSSAA will require 80 pages, including inside and outside

covers, for participating team information, records, statistics, and TSSAA sponsors. Program pricing and on-site sales are at the discretion of the host.

Corporate sponsors - Seeking community and corporate involvement is encouraged. However, NO on-site signage, video/scoreboard ads, PA announcements, booth displays, or giveaways will be allowed due to existing contracts between the TSSAA and its corporate sponsors. The souvenir program is the best place to recognize your community sponsors. Any community sponsors must be approved by the TSSAA Marketing Director, Courtney Brunetz.

*Note: The TSSAA reserves the right to all souvenir and soft goods sales due to existing contracts.*

**TSSAA Responsibilities:** The TSSAA will be responsible for everything that happens on the football field, in the press box, and on the video/scoreboard, including:

<p><u>Personnel</u></p> <ul style="list-style-type: none"> <li>-Game officials</li> <li>-Clock operator</li> <li>-Play clock operator</li> <li>-Officials' supervisor</li> <li>-Game managers</li> <li>-Team hosts</li> <li>-Official photographer</li> <li>-Video board operators, camera operators, producers, etc.</li> <li>-Live television production and talent</li> <li>-PA announcer</li> <li>-Spotter for PA</li> <li>-Instant music/click effects operator</li> <li>-Sideline manager</li> <li>-Media coordinator</li> <li>-On-site marketing and advertising coordinator</li> <li>-Athletic trainers</li> <li>-Special credentials gate worker</li> </ul>	<p><u>Operations</u></p> <ul style="list-style-type: none"> <li>-Hosting teams</li> <li>-Coordinating/scheduling officials</li> <li>-Coordinating media</li> <li>-Printing and distributing credentials</li> <li>-Game operation</li> <li>-Coordinating marching bands and cheerleading squads</li> <li>-Pre-game activities</li> <li>-Post-game activities and media interviews</li> <li>-National anthem</li> <li>-Trophies and awards</li> <li>-Coordinating live television</li> <li>-Streaming video broadcast</li> <li>-Operating video board</li> <li>-Managing sideline</li> <li>-On-site signage and marketing</li> </ul>
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**Host Responsibilities:** The host organization will be responsible for the operation of the facility, concession sales, ticket sales, and parking, including:

<p><u>Personnel</u></p> <ul style="list-style-type: none"> <li>-Ticket sellers</li> <li>-Ticket takers</li> <li>-Ushers</li> <li>-Security</li> <li>-Parking attendants</li> <li>-Post-game traffic control</li> <li>-Post-game crowd control</li> <li>-Technician (facility, audio, video)</li> <li>-Medical/ambulance personnel</li> <li>-Souvenir program sellers</li> <li>-Custodians</li> <li>-Will-call window clerk</li> </ul>	<p><u>Operations</u></p> <ul style="list-style-type: none"> <li>-Ticket office</li> <li>-Entrance gates</li> <li>-Will-call office</li> <li>-Paid parking lots</li> <li>-Facility management</li> <li>-Sideline equipment (down marker, first down chains, end zone pylons, on-field microphone(s), team bench trash containers, team benches and drink tables, taping tables in locker rooms)</li> <li>-Equipment necessary for crowd control</li> <li>-Press-level hospitality (food and drinks)</li> <li>-Suite hospitality (food and drinks)</li> <li>-VIP/TSSAA working staff hospitality (food/drinks)</li> <li>-Space, electricity, table and chairs for sponsors</li> <li>-Tent on field level for post-game interviews</li> <li>-Pep and band bus parking</li> <li>-Team bus and equipment truck parking</li> <li>-TSSAA VIP parking</li> <li>-Police escort to stadium for participating team buses on game day</li> <li>-Pay any facility rental fees, utility fees, and other fees and taxes</li> </ul>
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**Recent Sites:**

2009-2020: Tennessee Tech University, Cookeville  
2005-2008: Middle Tennessee State University, Murfreesboro  
2000-2004: Middle Tennessee State University, Murfreesboro (Division I)  
2000-2004: Vanderbilt University, Nashville (Division II)

**Recent Ticket Sales for the 3-day/9-game period:**

2019 - 21,765 (Estimated attendance- 43,530)  
2018 - 18,342 (Estimated attendance- 36,684)  
2017 - 20,592 (Estimated attendance- 41,184)  
2016 - 17,556 (Estimated attendance- 35,112)

**Most Recent Cash Bid:     \$253,000.00**

<b>Please Respond By:</b> <i>(Intent to bid only)</i>	December 14, 2020
<b>Site Visit Date:</b>	Between January and February 2021
<b>Bids Due:</b>	February 26, 2021 by 12pm CST
<b>Board Decision:</b>	March 16, 2021
<b>Send Information To:</b>	<b>Tennessee Secondary School Athletic Association</b> <b>Emily Crowell, Director of Championship Events</b> <b>P.O. Box 319</b> <b>Hermitage, TN 37076</b> Office Phone: (615) 277-1916 Email: <a href="mailto:ecrowell@tssaa.org">ecrowell@tssaa.org</a>