



PENNSYLVANIA INTERSCHOLASTIC ATHLETIC ASSOCIATION, INC.

550 Gettysburg Road • P.O. Box 2008
Mechanicsburg, Pennsylvania 17055-0708
(800) 382-1392 • (717) 697-0374
FAX (717) 697-7721
WEB SITE: www.piaa.org

MEMORANDUM

To: Electronic Media Outlets

From: Dr. Robert A. Lombardi, Executive Director

Subject: **REQUEST FOR PROPOSAL (RFP) TO CABLECAST, TELECAST, AND/OR VIDEO STREAM PIAA CHAMPIONSHIPS (FINALS)**

Date: May 24, 2018

The purpose of this memorandum is to provide the opportunity for electronic media outlets to bid on cablecasting, telecasting, and/or video streaming the PIAA Championships (Finals) for a four (4) year period beginning July 1, 2018 and ending June 30, 2022. Submission of an RFP for a specific championship(s) or for all championships will be considered.

If you, or your designee, are interested in cablecasting, telecasting, and/or video streaming the PIAA Championships (Finals), please complete the enclosed RFP, attach additional sheet(s) as necessary to detail any of the requested information, place the RFP and all necessary attachments in a sealed envelope or container, and clearly address that envelope or container to:

Pennsylvania Interscholastic
Athletic Association, Inc. (PIAA)
**CABLECASTING, TELECASTING,
AND/OR VIDEO STREAMING RFP**
550 Gettysburg Road
P.O. Box 2008
Mechanicsburg, PA 17055-0708

The deadline for the PIAA CHAMPIONSHIPS (FINALS) CABLECASTING, TELECASTING, AND/OR VIDEO STREAMING RFP to be received in the PIAA Office is 4:30 p.m., Wednesday, June 20, 2018. NO EXCEPTIONS!

Following the timely receipt of all responses to the RFP, the Executive Director shall open those responses before a Committee of the PIAA Board of Directors on Thursday, June 21, 2018, in the Board Room of the PIAA Office, Mechanicsburg, PA.

REQUEST FOR PROPOSAL (RFP) TO CABLECAST, TELECAST,
AND/OR VIDEO STREAM PIAA CHAMPIONSHIPS (FINALS)

Following a comparative analysis of all received and opened responses to the RFP by the PIAA Administrative Staff; the Executive Director shall present his recommendation(s) to the PIAA Board of Directors for its consideration and approval at its meeting of Wednesday, July 18, 2018, at The Penn Stater Hotel and Conference Center, Penn State University, University Park, PA. All respondents to the RFP shall be notified of the Board of Directors' decision by e-mail no later than Thursday, July 19, 2018.

RAL/dta

cc: PIAA Board of Directors
Mark E. Byers, PIAA Chief Operating Officer
Patrick B. Gebhart, PIAA Assistant Executive Director
Jennifer S. Grassel, PIAA Assistant Executive Director
Melissa N. Mertz, PIAA Associate Executive Director
Michael L. Solomon, Esq., PIAA Director of Legal Affairs

**REQUEST FOR PROPOSAL (RFP) TO CABLECAST, TELECAST,
AND/OR VIDEO STREAM PIAA CHAMPIONSHIPS (FINALS)**

NOTE: If sufficient space is not provided, please attach additional sheet(s) as necessary, identifying which items are answered or continued on such sheet(s).

Name of Company/Station: _____

Owner of Company/Station: _____

Mailing Address of Company/Station: _____

Name and Title of Contact Person: _____

Mailing Address of Contact Person: _____

Business Telephone Number of Contact Person: _____

Business Fax Number of Contact Person: _____

Business E-Mail Address of Contact Person: _____

If cable company, please list total number of subscribers: _____

If television station, please list geographic coverage area: _____

Availability to cablecast, telecast, or video stream to the following regions:

Northeast Region _____

Southeast Region _____

North Central Region _____

Central Region _____

South Central Region _____

Northwest Region _____

Southwest Region _____

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Please indicate below the PIAA Championships (Finals) that this company or station proposes to cablecast, telecast, and/or video stream, and circle the proposed manner(s) of coverage: (The PIAA calendar of events is attached to show the dates of each of the PIAA Championships [Finals] for the next four [4] years.)

PIAA FALL CHAMPIONSHIPS

MANNER OF COVERAGE

Girls' & Boys' Team Golf:	No coverage; Delay final round; Live final round
Girls' & Boys' Golf:	No coverage; Delay final round; Live final round
Girls' Team Tennis:	No coverage; Delay 2 final matches; Live 2 final matches
Girls' Singles & Doubles Tennis:	No coverage; Delay 4 final matches; Live 4 final matches
Girls' & Boys' Cross Country:	No coverage; Delay 6 final races; Live 6 final races
Girls' Volleyball:	No coverage; Delay 4 final matches; Live 4 final matches
Field Hockey:	No coverage; Delay 3 final matches; Live 3 final matches
Girls' & Boys' Soccer:	No coverage; Delay 8 final matches; Live 8 final matches
Football:	No coverage; Delay 6 final games; Live 6 final games

PIAA WINTER CHAMPIONSHIPS

MANNER OF COVERAGE

Competitive Spirit:	No coverage; Delay final performance; Live final routines
Team Wrestling:	No coverage; Delay 2 final matches; Live 2 final matches
Individual Wrestling:	No coverage; Delay 28 final bouts; Live 28 final bouts
Girls' & Boys' Swimming:	No coverage; Delay 44 final races; Live 44 final races
Girls' & Boys' Diving:	No coverage; Delay 4 final rounds; Live 4 final rounds
Girls' & Boys' Basketball:	No coverage; Delay 12 final games; Live 12 final games

PIAA SPRING CHAMPIONSHIPS

MANNER OF COVERAGE

Boys' Team Tennis:	No coverage; Delay 2 final matches; Live 2 final matches
Boys' Singles & Doubles Tennis:	No coverage; Delay 4 final matches; Live 4 final matches
Girls' & Boys' Track & Field:	No coverage; Delay final track races; Live final track races
	No coverage; Delay final field events; Live final field events
Boys' Volleyball:	No coverage; Delay 2 final matches; Live 2 final matches
Girls' and Boys' Lacrosse	No coverage; Delay 4 final matches; Live 4 final games
Baseball:	No coverage; Delay 6 final games; Live 6 final games
Softball:	No coverage; Delay 6 final games; Live 6 final games

Pursuant to PIAA's agreement and participation in the NFHS Network, whoever is awarded this RFP will be allowed to Webstream their events on their videostreaming platform, but the NFHS Network will also be allowed to carry PIAA Championships. No exceptions permitted to this part of RFP.

The use or distribution of PIAA Championship Finals broadcast by third party media outlets is strictly prohibited unless authorized by PIAA. NOTE: This policy pertains to all PIAA Championship game or event footage, regardless of how the footage was acquired.

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Please list past experience, if any, in cablecasting, telecasting, and/or video streaming PIAA Championships (Finals): _____

Please indicate your company or station's ability to **produce** and **distribute** the cablecast, telecast, and/or video stream of the PIAA Championships (Finals). **Videostreaming will be permitted in conjunction with the NFHS Network.** _____

Please describe the financial incentives that your company or station is willing to offer in order to obtain the cablecast, telecast, and/or video stream rights to the PIAA Championships (Finals); and include in those incentives the percentage of advertising inventory that PIAA would have available to it, if commercials will be aired:

By my signature below, I acknowledge that the information contained in this document, including any financial incentives offered, cannot be treated as confidential by the Pennsylvania Interscholastic Athletic Association, Inc. (PIAA), and may be subject to disclosure to third parties.

RFP Submitted By: _____

Title: _____ Date: _____

REQUEST FOR PROPOSAL (RFP) TO CABLECAST, TELECAST,
AND/OR VIDEO STREAM PIAA CHAMPIONSHIPS (FINALS)

Comcast Sports Net

3601 South Broad Street
Philadelphia, PA 19148-5250
(215) 609-1193

Don Rich

3147 S. Salem Church Road
York, PA 17408

CSTV

85 10th Avenue
Third Floor
New York, NY 10011
(212) 342-8700

Pennsylvania Cable Network

401 Fallowfield Rd
Camp Hill, PA 17011
(717) 730-6000
brianlockman@pcntv.com

AT&T Sportsnet

323 North Shore Drive Suite 200
Pittsburgh, PA 15212
412-316-3800

When We Were Young Productions

501 Moravian Valley Road
Waunakee, WI 53597
(608) 849-3200

WHVL-TV

Channel Communications, LLC
2820 East College Avenue
State College, PA 16801
(877) 241-6988

NFHS Network

Mark Koski, CEO
2835 Brandywine Road
Suite 102
Atlanta, GA 30341
mkoski@nfhs.org

Flo Sports

Matt Bowlsby, Director
979 Springdale Road, Suite 120
Austin, TX 78702
matt.bowlsby@flosports.tv