

KENTUCKY HIGH SCHOOL BASKETBALL CENTENNIAL CELEBRATION MANUAL

In Partnership With







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KENTUCKY HIGH SCHOOL BASKETBALL 2017-2108

CENTENNIAL CELEBRATION

Introduction

The Centennial Celebration Manual and action plan offers your school the opportunity to be a part of a historically significant season. The information included within this Centennial Celebration Manual will enable your program to raise attendance and revenue while promoting high school basketball. The concepts presented here are opportunities to expand your area of influence with students, fans, community and media utilizing the Centennial Celebration.

The Centennial Committee encourages your school to be a part of the grandest celebration of a sport in Kentucky history.

Let it be a "Season to Remember."

The Centennial Season is endorsed by the following entities.

Kentucky State Legislature

Kentucky Commissioner of Education

Kentucky Association of School Administrators

Kentucky Chamber of Commerce (KCC)

Kentucky Historical Society (KHS)

Kentucky Print Association (KPA)

Kentucky Broadcaster's Association (KBA)

Kentucky High School Coaches' Association (KHSCA)

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KENTUCKY HIGH SCHOOL BASKETBALL 2017-2018

CENTENNIAL CELEBRATION

Overview

<u>WHO:</u>

Centennial Celebration Committee - A partnership including the Kentucky High School Athletic Association (KHSAA), Kentucky High School Basketball Hall of Fame (KHSBHF) and Kentucky Association of Basketball Coaches (KABC) committed to a statewide celebration of high school basketball by all 255 schools across the Commonwealth.

WHAT:

The Centennial Celebration of Kentucky High School Basketball will offer schools an opportunity to take part in celebrating and promoting the Centennial while enhancing individual programs.

WHEN:

2017-2018 Kentucky high school basketball season of competition

WHERE:

The schools and communities in the 16 basketball regions of Kentucky are celebrating our sport.

How:

The Centennial Celebration Committee is presenting this packet of promotional items, along with this manual, to assist your school in making 2017-2018 a "Season to Remember." The participation of your school is an opportunity to make this year historically significant!



2017-2018

A SEASON TO REMEMBER

Timeline

September 2017

- KABC Centennial Conference
- Centennial Committee Media Promotional Campaign Startup / www.khsbk100.com
- Centennial Committee Partnerships Reestablished / KBA, KPA, KCC, KHS, KHSCA, KDE, KSSP, STLP, KHSADA
- Centennial Committee School Packets Sent to Kentucky High Schools

October 2017

- KHSBHF Documentary Competition / "Lost Schools"
- KHSBHF Basketball Related Lesson Plans Made Available to Schools
- KHSBHF Fantasy" Champion's Challenge" Competition / www.khsbk100.com

December 2017

 Centennial Committee - Season Opening Home Game Promo Made Available to Schools

January 2018

 KHSBHF - Kentucky-Indiana Challenge Cup (KIC) - Centennial Edition / Central Hardin High School

March 2018

- Centennial Committee 2018 Sweet 16 Centennial Edition
 - > Fan Appreciation Venue
 - > Centennial Souvenir Program
 - > Parade of Schools
 - "Fantasy " State and Regional Tournament Competition / www.khsbk100.com

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CENTENNIAL CELEBRATION

Marketing Options

- Develop partnerships within your school system to assist your efforts in promoting and marketing Centennial Celebration products (t-shirts, bag tags, coins). Order forms included in school packets.
- Subcontract to other school organizations outside of your program (cheerleaders, middle school teams, other booster organizations and clubs).
- Purchase t-shirts and utilize them as shooting shirts for this season. Market them in your school and county as a fundraiser. Similar ideas using Centennial Celebration merchandise can assist your efforts to fundraise while promoting the Centennial Season.
- Use the logo available on the <u>www.khsbk100.com</u> website to connect with community businesses and encourage them to include it in their advertising campaigns in support of the Centennial.

This season offers a unique fundraising opportunity while supporting the basketball Centennial!



KENTUCKY HIGH SCHOOL BASKETBALL 2017-2018 CENTENNIAL CELEBRATION School Promotion Packets

All Kentucky high schools will receive packets that contain information and materials that will enable them to celebrate the Centennial, enhance basketball programs and make this a "Season to Remember."

Packet Materials

- Centennial Celebration Manuals 1
- Bag Tags 2 (1 boy / 1 girl) Order form included in packet
- T-shirts 2 (1 boy / 1 girl)- Order form included in packet
- Commemorative Centennial Coins 4 (2 boys / 2 girls) Order form included in packet
- 4' by 4' Floor Decals (2 per school)

Regional sponsorships are being sought that will make decals and a total of 30 bag tags (15 boys and 15 girls) complimentary.



2017-18 Centennial Celebration Opportunities

- Bag Tags
- Centennial Stamped Basketballs (H&W Sports / 270-465-7771)
- Centennial T-shirts
- Public Address Announcements 1st Home Game / Regular Season Games
- Medallions
- Instructions/Manual for Opportunities to Utilize Centennial to Enhance Your School's Program
- Student/Family Passes with Centennial logo on them
- Teacher Appreciation Night
- Business Appreciation Night
- Alumni Lettermen Appreciation Night
- Cheerleader/Band Appreciation Night
- Student Achievement Night
- Dress-up Night (Develop School Guidelines) Prizes for Students
- Middle School Night Recognize Players / Use B Team Time to Play Game or Start Early
- Little League Night Recognize players / Use B Team Time to Play Games
- All Games / Use PA to Make School Achievement Announcements
- Players and Cheerleaders Visit Middle and Elementary Schools Preseason and Twice During the Season to Promote Your Program and the Centennial Season
- Schedules in All Classrooms with the Centennial Logo(Elementary, Middle and High Schools)
- Post-Game Events (i.e. Dance Contests / Different Era's Music (Raise Money for Charity)
- Student Prizes for Attending Every Home Game / Sign in at Gate (Include Elementary and Middle Schools)
- Parent and Booster Club Meeting to Educate about Centennial Opportunities and Their Importance to The Sport / Get Them Involved / Form a Plan and Execute It
- Educate Community Regarding the Centennial to Create a Sense of Excitement
- Utilize the Centennial to Create Media Opportunities to Enhance Basketball Program
- Take Advantage of Educational Component Listed in Manual
- Utilize Concessions as a Stimulus for Marketing

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CENTENNIAL CELEBRATION

Website

www.khsbk100.com

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The role of the website will be to provide opportunities for schools and communities to interact with the Kentucky High School Basketball Centennial Celebration. The website will interact with KHSAA, KABC, KHSBHF, KBA (Kentucky Broadcaster's Association), KPA (Kentucky Print Association), KCC (Kentucky Chamber of Commerce), and others.

Website Opportunities (2017-18)

- Legendary "fantasy" team competitions will be held on the website throughout the season.
- Schools can provide information to website regarding extraordinary stories or videos involving their programs. This information will be utilized on the website during the season and then forwarded to the Kentucky High School Basketball Hall of Fame (KHSBHF) to document this historical season.
- Schools and fans will be able to interact with the website to take advantage
 of information and opportunities that will be provided throughout the season.
- Use the hashtag #khsbk100 when publishing your content to celebrate 100 years of Kentucky high school basketball.

Visit khsbk100.com for more information!



KENTUCKY HIGH SCHOOL BASKETBALL

2017-2018

CENTENNIAL CELEBRATION

Educational Component

In consideration of the unique positive impact which co-curricular activities can have on academics, the Centennial Committee commits to share a variety of opportunities for school administrators, teachers, coaches and students to further recognize some educational aspects of basketball. Various educational activities suggested are listed below:

Lesson Plans:

Create lesson plans for any curricular area by designing units/lessons of discovery related to the 100 years of Kentucky High School Basketball using the C3 Framework. The C3 Framework and samples of such lessons for elementary, middle, and high school grades can be found on the KY Basketball Centennial website: www.khsbk100.com

Video Documentary Competition

During the 2017-18 school year, once again the Centennial Committee/KHSBHF in cooperation with the KDE Student Technology Leadership Program will sponsor a Documentary Video Competition for all Kentucky high schools. The first competition was conducted this past school year and proved to be very successful. Winning 2016-17 videos may be viewed at www.khsbk100.com

Participants are sought from high schools in each of the 16 Basketball Regions. This year the designated topic for videos is: "A Basketball Story: Kentucky's Lost Schools". Scholarships and trophies will be presented to winners in each region.

Details for video development and scoring rubrics will be found on the STLP website under the Digital Product Online Judging (DPOJ) portal: www.STLP.ky.gov

Product creation should begin early in the school year. Watch the STLP website for the registration links and deadlines for submitting the finished video product from your school.

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Recommended Itinerary for Home Season Opener

- Hold game clock at 5 minutes / All team personnel on the floor
- Both teams line up on the free throw line in front of their bench facing each other
- Make public address announcement regarding Centennial (See next page)
- Play or sing "My Old Kentucky Home"
- Play or sing "National Anthem"
- Players and coaches of both teams walk to midcourt and shake hands with the opponent directly across from them and then go to bench area.

(See Next Page For PA Announcements)



KENTUCKY HIGH SCHOOL BASKETBALL 2017-2018 CENTENNIAL CELEBRATION

Opening Game PA Announcement

Ladies and gentlemen, may I please have your attention.

2017-2018 is the Centennial Celebration season honoring the 100 years of Kentucky high school basketball. The Centennial season will enable all of Kentucky's high schools to celebrate the culture of basketball in the Commonwealth. Please stand to honor the sport that has brought great joy to so many over the last 100 years, and remain standing for the playing of our state song, followed by our National Anthem.

Centennial Season PA Announcement (To be used before each home game)

Ladies and gentlemen, may I please have your attention.

The 2017-2018 high school basketball season marks the 100th year of Kentucky high school basketball under KHSAA leadership. This year's Centennial Celebration will give all 255 Kentucky high schools across the Commonwealth the opportunity to be a part of this historical season of competition.

Let's make it a "Season to Remember."

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