



ALAMEDA COUNTY AGRICULTURAL FAIR ASSOCIATION

REQUEST FOR PROPOSAL

Corporate Sponsorship Services

DATE ISSUED: June 10, 2019

**BIDS MUST BE RECEIVED NO LATER THAN
5:00PM, FRIDAY AUGUST 23, 2019**

*ALAMEDA COUNTY FAIRGROUNDS
4501 PLEASANTON AVENUE
PLEASANTON, CA 94566*

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I. TERMS OF REFERENCE

Bidder/Proposer:	The individual, company, organization or business entity submitting the proposal in response to the Request for Proposal.
RFP:	Request for Proposal
Contractor:	Refers to the Bidders selected by the Association to provide the services set forth in this RFP. Terms can be used interchangeably.
Qualified:	The term “qualified” as it is used in this document refers to the bidders who have submitted the proposal per the requirements as stated in the RFP.
Responsive:	Proposals that are timely, meet the proper format required for submission, and provide the required information pursuant to the criteria outlined in the RFP will be considered “responsive”.

Request for Proposal

II. GENERAL INFORMATION

The Alameda County Agricultural Fair Association hereby referred to as Association is requesting proposals for the purpose of obtaining Corporate Sponsorships, hereby referred to as Contractor, for the provisions of the services in the request, from January 1, 2020 to January 1, 2023, with two (2) 1-year options to renew. The agreement options are to be exercised independently and at the sole discretion of the Association.

A. FOR REQUESTS FOR PROPOSAL (RFP)

The Association is releasing the RFP and intends to award a contract to a qualified Corporate Sponsorship Services Team. The project scope, content of proposal, and vendor selection process are summarized in the RFP.

B. BIDDER RESPONSIBILITY

Bidders are urged to read the documents thoroughly as the Association shall not be responsible for errors and omissions on the part of the bidder. Careful review of final submittals is highly recommended, as reviewers will not make interpretations or correct defects of the Association.

By submitting a Proposal, Bidder confirms that they have the financial capability and stability to perform the tasks of the contract, if bid is awarded to them.

C. DELIVERY OF PROPOSALS

Proposals must be physically received prior to the closing time and at the place stated below. Failure to meet these requirements will result in an unacceptable proposal.

Proposals must be received by 5:00PM on August 23, 2019 at:

Alameda County Agricultural Fair Association
VP of Business Development
4501 Pleasanton Avenue
Pleasanton, CA 94566
Telephone: 925-426-7565
Fax: 925-426-5111

Or Online to: amoore@alamedacountyfair.com

The Association will not be responsible for any proposals that do not indicate the Request for Proposal reference and Corporate Sponsorship company name.

Any proposal, which is received by the Association before the time and date set for receipt of the proposal, may be withdrawn or modified by written request of the bidder. However, in order to be considered, the modified proposal must be received by the time and the date set for receipt of proposals.

All questions concerning this Request for Proposal must be emailed to amoores@alamedacountyfair.com. Verbal responses to any inquiry cannot be relied upon and are not binding on either party.

The Association is not bound to accept the proposal that provides for the lowest cost or price to the Association, nor any proposal submitted.

If a contract is to be awarded as a result of this Request for Proposal, it shall be awarded to the respondent who is responsible and whose proposal provides the best potential value to the Association. Responsible means the capability in all respects to perform fully the contract requirements, and the integrity and reliability assure performance of the contract obligations.

The contract will contain the relevant provisions of this Request for Proposal, as well as other terms and conditions, which are mutually agreed upon, whether arising from the proposal or as a result of any negotiations prior to the execution of a contract.

In the event of any inconsistency between this Request for Proposal, and the ensuing contract, the contract shall govern.

The Association has the right to cancel this Request for Proposal at any time and to reissue it for any reason whatsoever without incurring any liability and no respondent will have any claim against the Association as a consequence. Association is not required to award an agreement.

Any amendments made by the Association to the Request for Proposal will be issued in writing and sent to all that have received the documents.

The Association is not liable for any costs of preparation or presentation of proposals.

An evaluation committee will review each proposal. The Association reserves the exclusive right to determine the qualitative aspects of all proposals relative to the evaluation criteria.

Respondents may be requested to make a formal presentation. Such presentations shall be made at the cost of the proponent.

More than one proposal from an individual, firm, partnership, corporation, or association under the same or different names, will not be considered.

The proposal and accompanying documentation submitted by the respondents are the property of the Association and will not be returned.

D. CONFIDENTIALITY

The Association will hold the contents of all proposals in confidence until the Bid is awarded; once issued and posted, no proposal will be treated as confidential. However, if a bidder maintains that certain information is proprietary, all proprietary or other legally protected materials must be identified at the time of submitting the proposal to retain the claim of confidentiality.

By receiving the RFP, Contractor agrees to hold all the contents of the RFP in confidence, until the Bid is awarded.

III. BACKGROUND

A. HISTORY

“Oldest One Mile Race Track in America”

In 1859, Don Refugio Bernal established a one-mile horseracing track on a portion of his 52,000-acre land grant in the Amador Valley, Rancho del Valle de San Jose.

Augustine and Antonio Bernal became owners of their father’s track in the hamlet of Alisal (now Pleasanton) upon his death. By 1877 the track was sold to Joseph Nevis who began operating the track as a business venture. In 1883, multimillionaire Australian horse breeder Monroe Sailsbury purchased the track and operated it as the Pleasanton Stock Farm. He shipped Pleasanton grown hay to England at a cost of \$50 per ton, as the best hay in the world.

East Coast Thoroughbred owners began shipping their horses by rail to Pleasanton to train in the mild winter climate. The legendary Seabiscuit also trained at the track in Pleasanton. By 1911 the track had changed hands several more times.

In 1912 the first Fair was held at the racetrack in Pleasanton. A group of local farmers, ranchers, bankers, and business leaders formed a non-profit organization and pledged their personal assets as collateral to fund the Annual Fair and Race Meet.

In 1933 California legalized wagering on horse races. California’s network of Fairs, and three universities were determined to be the beneficiary of legalizing gambling. In short, gaming was legalized to support California’s Fairs, just as the Lottery was legalized to support California schools. Prior to this time several failed attempts were made by private racetracks to legalize gambling. The public only supported gaming when it was tied to supporting a higher public good, California’s Fairs.

By 1941 the Fair Association had purchased the first 10 acres of what is now the 238-acre Fairgrounds. The 10-day Fair and Race Meet of 1941 was touted by the Oakland Tribune as “Northern California’s Largest County Fair”.

The non-profit Fair Association subsequently donated the property to the people of Alameda County in order to guarantee into the future that people of this region would have a Fairgrounds and Race Track. The County in turn contracts with the non-profit Fair Association to operate, manage, and improve the Fairgrounds. NO TAX DOLLARS are used to operate, maintain, or build facilities at the Fairgrounds.

B. THE FAIRGROUNDS TODAY

The Fair Association continues to provide a significant public benefit without receiving any tax support. As a non-profit, the Fair Association has an annual operating budget of over \$20 million. Annual payroll is in excess of \$7 million.

The Fairgrounds generates more than \$300 million of annual economic benefit to the regional community. The Fair Association continues to provide positive benefits to the region. It has

received many industry awards over the past several years, including sixteen International Awards.

C. AMENITIES AND ACTIVITIES AT THE FAIRGROUNDS

- More than 3 million patrons attend some 300 events each year at the Fairgrounds.
- Larger events like Good Guys Car Show, Scottish Games, Night Market draws up to 80,000 people to the Fairgrounds on a weekend.
- The Annual 17-day Alameda County Fair draws over 450,000 patrons.
- A 9-hole executive Golf Course is located inside of the rack track.
- A large Golf Driving Range (with night lighting) is located along Valley Avenue.
- The Off Track Betting Facility (OTB) has more than \$56 million in wagering each year, importing horse racing from around the world. Upscale dining is also available at the Off Track Betting Facility.
- The 12, day Live Horse Race Meet each summer generates some \$33 million in wagers.
- The Fairgrounds serves as a multimodal transportation hub between BART, Wheels, the Altamont Commuter Express train (ACE), and large employers in the region.
- As one of the largest non-profit generators of solar energy in the nation the Fairgrounds operates a 1 megawatt solar system.
- A wide variety of “ethnic festivals” including: the Scottish Highland Games, Afghan New Years, Ramadan Celebration, Hawaiian Festival, Diwali Festival of Lights, and Islamic Prayer Gatherings.
- Smaller events including: weddings, picnics, barbeques, corporate parties, reunions, large family gatherings, concerts, etc.
- Many other non-profit organizations conduct fundraising events at the Fairgrounds in support of scholarships for underprivileged youth, blind children, , Seniors in Retirement (SIRs), various community service organizations, etc...
- Several corporate events ranging from large multi-day trade shows, company meetings, training seminars, focus groups, and Board of Director meetings.
- The Fairgrounds offers one of the only overnight RV facilities in the region and makes RV and Boat Storage available for a monthly fee.
- The annual Youth Livestock Auction during the Fair provides more than \$500,000 in funds to youth throughout the region.

- The Fairgrounds is designated as a regional Disaster Recovery Center by the State Office of Emergency Services.
- The 8,000 square foot facility located on the Fairgrounds welcomes all Alameda County FFA and 4H club members who have always wanted to raise animals for the Junior Livestock Show, but lacked a place to do it.
- Brand new Equestrian Center is available for horse shows and events throughout the year.

D. THE FUTURE

The Fair Association's non-profit Board of Directors seeks to operate the Fairgrounds in a professional business manner and maintain prudent cash reserves in the event of an emergency. The Fair Association operates, maintains and enhances the existing facilities for the benefit of generations to come.

With the "Oldest One Mile Race Track in America", and now our partnership with Oak Tree Racing, the Association hopes to continue its horse racing program, expand the number of live race days in Pleasanton, and generate larger purse funds.

The Farm at the Alameda County Fair is slated to be a state of the art urban farm focused on Ag Education. From solar paneled milking parlors and greenhouse gardens to high tech bee hives, the program will offer kids a hands-on, Mother Nature-meets-cutting-edge-technology, farm-to-table experience. With a focus on health, they will learn all about the foods they eat and the amazing scientific innovations that make feeding and clothing an ever-growing population possible.

Visit www.alamedacountyfair.com for more information about the Alameda County Agricultural Fair Association.

IV. STATEMENT OF WORK TO BE PERFORMED

It is the intention of the Association to hire a Contractor to provide a year-round corporate sponsorship and fulfillment program for the Alameda County Fair Association.

Contractor will serve as Sponsorship/Sales Coordinator as follows:

General

1. Contractor to report to the Vice President of Business Development and be responsible for overall organizational sales goals in the areas of Corporate Sponsorship, Premium Space Sales, Mobile Marketing Tours.
 - a) Sponsorship shall be defined as arrangements where sponsor intends to promote their product or service through branding. This shall include, but is not limited to signage, promotions, discounts, bounce backs, tie-ins or naming rights.
 - b) Premium Space shall be defined as arrangements where commercial vendors are interested solely in space in choice locations on the property to sell or promote their product or service. Premium Space Vendors commission is cash from sponsor minus value of vendor space = commission paid.
 - c) Mobile Marketing Tours shall be defined as arrangements where companies are interested in promoting their product or service through branding and/or sampling for a limited amount of time during the annual Alameda County Fair.
2. Contractor's duties shall include developing and maintaining a comprehensive sales program based on information and direction by the Vice President, Business Development for the annual Alameda County Fair.
3. Contractor shall receive direction and be accountable to the Vice President of Business Development, and will work closely with other departments of the Alameda County Fair including Marketing, Entertainment, Facilities, Community Relations, Fair Operations, Exhibits, and others.

Responsibilities

1. Contractor shall be responsible for working with the Vice President of Business Development to establish specific revenue targets for the year with the following assumptions:
 - a. Increase cash sponsorship revenue year-over-year;
 - b. Sell 100% of available premium space during the annual Alameda County Fair no later than May 1.
 - c. Increase revenue from mobile marketing tours year-over-year;
2. Contractor shall be responsible for all activation and fulfillment of any and all contract entitlement provisions associated with acquired clients including signage installation, collateral material coordination, on-site displays, hospitality events, and facilities related needs. Contractor shall coordinate contract entitlements provisions with appropriate members of the ACAFA Management and Staff. Only those entitlements pre-approved by Management shall be given to clients.
3. Contractor shall consult with Vice President, Business Development to develop sales program elements, guidelines, policies, reports, and materials.
4. Contractors shall be expected to have a presence at the Fair offices (at least) two days per week in the first year. Additional days may be requested in years two and three of the contract. Contractor shall attend all appropriate meetings as requested by Association staff. Work space will be provided by the Fair at the Fair's discretion. At least one individual must be available

who is in a supervisory capacity and to interact with Vice President of Business Development on sales strategy, priorities, and issues at all times either in person or via phone, email, or text.

5. Contractor shall coordinate the invoicing and collection of all payments from sponsors with the Association’s Accounting Department.
6. Contractor will provide weekly report to the Vice President of Business Development outlining sales activity and progress towards sales goals.
7. Contractor will disclose any financial interest in any existing and/or potential sponsor, premium space vendor, or mobile marketing tour to the Associations Chief Executive Officer and VP of Business Development.
8. Contractor shall be responsible for preparing deal points and working with Association staff to execute agreements for sponsorship, premium space, and mobile marketing tours on the Associations behalf.
9. Contractor will provide an accurate account of the total number of admission tickets, concert tickets, and parking passes used for fulfilling client agreements, and/or business development purposes.
10. Contractor agrees that all work products, including, but not limited to notes, designs, drawings, reports, memoranda, and all other tangible personal property of whatever nature, produced in the performance of the contract shall be the sole property of the Association. Contractor shall provide said work products to the Association upon request. Contractor may retain file copies of said materials.
11. Contractor shall perform all services required in a professional and timely manner.
12. Contractor understands and agrees to abide by all Association guidelines and policies (current and future), rules and regulations outlined in the Employee Handbook.
13. Contractor understands and agrees that this will be a **non-exclusive** agreement. Association may hire other Contractors for work of a similar or identical nature at the Associations discretion.

Budget

The annual budget goals begin at \$750,000 with growth of approximately (3%) each year. There shall be a focus on converting trade to cash, such that the total trade component each year does not exceed 10% of the total sales goal.

Contract Year	*Total Sales Goals	*Not to Exceed Trade Sales Goals
2020	\$750,000 estimate	\$75,000
2021	\$772,500 estimate	\$77,250
2022	\$795,675 estimate	\$79,568
2023	\$819,545 estimate	\$81,955
2024	\$844,131 estimate	\$84,413

*Association has the right to modify goals based on annual performance.

Compensation

The contract amount will be based upon and not to exceed amount according to the following commission schedule:

Sponsorship Sales	
Cash from new sponsors and mobile marketing tours	15%
Premium Space Vendors commission is cash from sponsor minus value of vendor space = commission paid	15%
Cash from renewing Sponsors, Mobile Marketing Tours and Premium Space Vendors	10%
Cash from Sponsors, Premium Space Vendors, and/or Mobile Marketing Tours (not valid on in-kind or vendor space) only AFTER reaching annual budget goal	25%
Sponsorship Trade	
Budget-relieving trade, new and renewing; approved by Management	10%
Incremental Cash	
Incremental Cash from renewing sponsors, mobile marketing tours and premium space vendors	15%
Event Referral Fee	
Cash from new events (rent only)	15%
Cash from event renewal, year 2 (rent only)	12%
Cash from event renewal, year 3 (rent only)	10%

Commission

Commission payments will be paid only upon Associations receipt of client payments as follows:

1. Contractor shall receive commissions from client payments received by the Association and upon receipt of proper invoice and approval from the Association
2. Proper invoice shall include a listing of all sales efforts by category detailing the client, contract/renewal agreement number, event completion date, client payment date, allocation to business area, commission percentage, and resulting commission due.
3. Contractor shall be paid on budget-relieving trade account as follows:
 - a. Contracts written on budget-relieving trade accounts, which indicate a specific end dates, shall be paid when that end date is reached.
4. "New" is defined as a client sold by the sales agency with whom the Association has not entered into an agreement within the prior calendar year.
5. "Renewing" is defined as an end-user client sold by the sales agency with which the Association has had a signed agreement within the prior calendar year regardless of the event they partnered with, or that agency that represented the client.
6. "Incremental Cash" is defined as additional cash realized from a renewal beyond the cash earned the previous year.
7. The second and subsequent years of any multi-year client contract shall be considered a renewal and Contractor will be paid at the renewal commission rate.

8. Contractor shall be paid on multiple year contracts in amortized increments. For example, commission would be paid on a five (5) year sponsorship contract after the Association has received sponsor's payment each year. If Contractor's contract is terminated by either party prior to completion of sponsor's contract, all payments to Contractor shall terminate.
9. All business development related expenses including mileage, meals, cell phone usage, hotel rooms, etc., shall be the sole responsibility of the Contractor except when specifically, pre-approved by the VP of Business Development.
10. Association Management will make every effort to negotiate fairly any commission issues that arise that are not detailed in the RFP or subsequent contract with the Contractor. Association reserves the right to make the final decisions in any commission dispute not covered in this RFP with Contractor.

V. CONTRACT TERMS AND CONDITIONS

These terms and conditions are in addition to those contained in the General Terms and Conditions

1. Payment

Payments to the Contractor will be made by the Association as agreed upon and paid in full within 30 days upon satisfactory completion of work herein required and upon receipt of proper invoice.

2. Sponsorship Agreement Limitations

The Association may restrict certain types of sponsorship agreements. The exclusions include but are not limited to the following: The Association does not accept sponsorship agreements from tobacco companies. The Association reserves the right to exclude sponsorship agreements from companies that represent categories not consistent with the Alameda County Fair event product, or that may be considered offensive to Alameda County Fair guests. The Association does not allow sponsorship agreements for Title Sponsorship, Naming Sponsorship, or Presenting Sponsorship of the annual Alameda County Fair & Fairgrounds property. The Association reserves the right to amend these parameters at any given time at its sole discretion.

3. Insurance

1. General

- i. The minimum insurance coverage's and requirements set forth below shall be maintained by Contractor for the complete term of the Agreement with a licensed insurance carrier(s) acceptable to Association and under terms acceptable to Association (hereinafter "Insurance Requirements")
- ii. If, at any time during the life of the Agreement, Contractor fails to maintain any of the insurance requirements, Association may, at Association's option and additional to all other remedies available, do one of the following: (1) declare a material breach of the Agreement by Contractor and terminate the Agreement; (2) order all work under this Agreement to be discontinued immediately and withhold all payments due or which become due to Contractor, until notice is received by Association that such insurance requirement has been restored or replaced in full force and effect and that the premiums therefore have been paid to cover a period of time satisfactory to Association; or (3) obtain such insurance and deduct premium due for same from any sums due or which

become due to Contractor under the Agreement. No action taken by Association pursuant to this paragraph shall in any way relieve Contractor of its responsibilities under this Agreement.

- iii. In no event is Association responsible for the payment of premiums or deductibles or any required coverage's.
- iv. It is the intent of the parties that Contractor's insurance coverage shall be primary and that any separate coverage, including self-insurance, available to the State of California, the Fair named in the Contract Documents of ACFA shall be secondary.
- v. Nothing contained in this Agreement shall be construed as limiting in any way the extent to which Contractor may be held responsible for the payments of damage resulting from Contractor operations, acts, omissions or negligence. Insurance coverage obtained in the minimum amounts specified below shall not be construed to relieve Contractor of liability in excess of such minimum coverage, and it shall not preclude Association from taking other actions available to it under the Contract Documents or by law.

2. Certificate of Insurance Requirement

Contractor shall furnish to Association a Certificate of Insurance on a standard ACORD form, or other form acceptable to Association, substantiating the required coverage's and limits set forth below and contain the following:

- i. Thirty (30) days prior written notice to Association of cancellation non-renewal or reduction in coverage of any policy listed on the Certificate; and
- ii. The following statement with respect to the commercial general liability policy: The Alameda County Agricultural Fair Association, the County of Alameda and the State of California, their Officers, Directors and Employees, the Board of Supervisors and any and all of their respective Officers, Deputies, and Employees, whether sued as individuals and/or in their official capacities and/or whether sued singly and/or collectively and/or in any combination whatsoever.

3. Commercial General Liability

- i. Commercial general liability insurance shall be maintained in a minimum amount of a combined single limit of \$1,000,000 (One Million Dollars) per occurrences as respects to bodily injury, property damage and personal injury (the "liability policy"). The liability policy must be at least as broad as the current Insurance Service Office (ISO) Commercial General Liability (Occurrence Form CG001) and shall include, but shall not be limited to, the following coverage's:
 - 1. Premises and Operations (including the use of owned and non-owned equipment);
 - 2. Products and completed operations;
 - 3. Contractual liability (including tort liability of another party);
 - 4. Explosions, collapse and underground hazards;
 - 5. Personal injury liability and advertising liability; and
 - 6. Independent Contractors

4. Worker's Compensation

- i. Contractor shall be a qualified self-insurer pursuant to the requirements of the California Labor Code and shall maintain full worker's compensation insurance coverage in accordance with "The Worker's Compensation and Insurance Act." Division IV of the Labor Code along with Employer's Liability coverage, with either the State Compensation

Insurance Fund or a licensed carrier. Contractor shall provide Association with a certificate of insurance.

- ii. If any injury occurs to any employee of Contractor for which the employee (or his dependents in the event of his death) may be entitled to compensation under the provision of said Act, and amount sufficient to cover such compensation shall be retained by Association out of the sums due Association under the Agreement until such compensation is paid or it is determined that no compensation is due. If Association is required to pay such compensation the amount so paid will be deducted from the sums due Contractor.

4. Cancellation of Contract

The Association reserves the right to terminate any contract at any time by giving the Contractor notice in writing at least thirty (30) days prior to the date when such termination shall become effective. Such termination shall relieve the District of further payment, obligations and/or performances required in terms of the contract with the exception of commissions due upon the completion of the fully executed sales agreements which the contractor sold. No payment shall be made without submission of a proper invoice.

5. Work Permit Law

If Contractor employs youth under the age of 18 years, he/she is required by law to see that each such employee holds a valid work permit. Contractor is further required to adhere to all applicable child labor laws.

6. Meghan's Law Screening

In accordance with Association policy, all entities conducting business on Association property will be required to conduct screening of each of that entities employees, agents, servants, volunteers, and/or independent contractors who will be performing job-related duties on Association premises. This screen must, at a minimum, include searches for sex offender registration. Entities will certify in writing that they have conducted the required screening, and will indemnify the Association for any negligence arising out of or connected with their obligations pertaining to the required screening.

7. Contract Term

The term of Corporate Sponsorship Coordinator Services contract shall be from October 15, 2015 through October 14, 2018 with two (2) one (1) year options to renew with approval and acceptance of the Alameda County Fair Association.

VI. PROPOSAL EVALUATION, SELECTION, AND SCORING PROCESS

Each proposal shall be evaluated for responsiveness to the Association's needs as described in this RFP. This section describes the process the Association will follow when evaluating and scoring proposals and awarding the contract, if any is awarded, and contains the exact scoring criteria to be used. During the evaluation and selection process, the evaluation committee will interview bidders. The bidder will not be allowed to ask questions concerning other bidders, but only to respond to clarification questions from the evaluation committee. The bidder cannot change proposals after the time and date designated for receipt.

A. EVALUATION & SELECTION PROCESS

Following the deadline for receipt of proposals as stated in Part II, each proposal will be examined to determine if submittal (receipt) was by the deadline time, deadline date, and the RFP format requirements were met. Proposals that do not present the information in the format required may be rejected as non-responsive.

The Association reserves the right to verify any references and employment experiences referenced or disclosed in this proposal or to ascertain the accuracy of information presented. Misinformation or inaccuracy may be grounds for disqualification or receipt of a lower score.

Proposals that meet the submittal format requirements stated in the previous paragraph will be submitted to the committee for:

- Review of proposal
- Confirmation that the information presented in the format required by the RFP, and
- That all required documentation is included and correct.

The Committee will evaluate each proposal that meets the format requirements of preceding paragraph two, and assign points as outlined in Part VI, Paragraph B

All Bidders will be required to participate in an interview. The Committee will interview qualified bidders. Following any interviews, the proposals may be re-scored. The Committee reserves the option of conducting interviews via teleconference or at another designated area.

All Bidders will be notified of the results.

B. SCORING PROCESS

All responsive proposals will be evaluated using the following weighted scoring method. A maximum of 100 total points is possible. The proposal will be scored according to the quality of the response, both physical and interpretive, for the following criteria. The Bidder who receives the highest score will be awarded the contract

	MAXIMUM POINTS
1. Company History and Personnel	
a. History and scale of bidder's organization	5
b. Bidder's management capabilities; organization chart and ability to meet scheduling requirements for supervisors, key staff and personnel	10
Total	15
2. Experience	
a. Overall experience with corporate sponsorship, premium space, mobile marketing tours, and hospitality/private party sales	10
b. Complete, detailed list of recent sponsorship sales experience with the last five (5) years involving events with attendance of over 300,000	10
c. History of financially growing sponsorship programs	3
d. Letters of recommendation from clients serviced by Bidder	2
Total	25
3. Ability to Perform	
a. Statements describing prior experience for similar services highlighting similarities between efforts, and the Contractor's plan demonstrating how Bidder will execute the fulfillment of contract deliverables	8
b. Bidder's plan for utilizing available resources	5
c. Ability to provide on-site presence	5
d. Bidder's plan to integrate with Association Staff	3
e. Bidder's sponsorship contacts and ability to attract potential clients	5
f. Bidder's ability to identify potential assets for sale	1
g. Bidder's strategy to do a thorough valuation of assets	1
h. Include description of terminated contracts or services, if any	1
i. Insurance coverage and ability to obtain insurance coverage	1
Total	30
4. Interview	
a. Bidders will demonstrate how their services link to the requested scope of work	30
Total	30
TOTAL POINTS POSSIBLE	100

The Association will commence contract negotiations with the respondent receiving the highest total ranking by the review committee. In the event of a highest score tie, the Association will negotiate with all respondents in the tie and will award the bid to the respondent with whom the negotiated contract is most advantageous to the Association. The execution of the contract will constitute notice to the

contractor to proceed with the work. The term of the contract shall not exceed three (3) years with Association's option to extend two (2) additional years

VII. PROSPOSAL CONTENT AND INSTRUCTIONS

Proposal must be structured as outlined below and contain the following information:
Proposals that do not follow the format will be rejected.

1. Company History and Personnel

- a. Provide an overview of the Bidder's company history, including years in business, location(s), total number of staff, and other key elements of the business operations.
- b. Describe background and professional experience of Bidder's management team.
- c. Attach an organization chart of the proposing company, including the personnel that would be assigned to this contract. Provide a listing of the key staff who will supervise the contract, detailing the qualifications and responsibilities of those key members.

2. Experience

- a. Describe the Bidder's overall number of years of sales experience in the areas of corporate sponsorship, premium space, mobile marketing tours, and sales in hospitality.
- b. Submit a complete list of recent sponsorship sales experience within the last five (5) years involving events in excess of 300,000 annual attendees. For each item, include:
 - i. Company/Venue Name;
 - ii. Location;
 - iii. Size of venue;
 - iv. Annual attendance, and
 - v. Average attendance per event
- c. Submit a financial history of successfully growing sponsorship programs at a venue(s).
- d. Include at least three (3) letters of recommendation from both sponsors and events/venues for which Bidder has provided sponsorship and/or event sales services. Letters to be directed to Vice President, Business Development and should not be more than one (1) year old. For each letter, include:
 - i. Beginning and end dates of services;
 - ii. Scope, size, and nature of services;
 - iii. Level of completion of contracted duties;
 - iv. Personnel reliability, quality, performance of duties;
 - v. Ability to meet deadlines and maintain schedules;
 - vi. Full contact information for the reference, including name and title of the author, address, phone number, and email address.

3. Ability to Perform

- a. Submit a plan demonstrating how Bidder will lead the execution of client contracts and fulfillment of contract deliverables, including year-round and Fair Time preparation.
- b. Submit a plan for utilizing available resources to sell and execute sponsorship, premium space, mobile marketing tours, and hospitality/private party sales.
- c. Provide a detailed plan of how Bidder will provide on-site staff at the Association's offices a minimum of one (1) day per week in year one (1) to service existing and attract prospective clients these days may increase in years two (2) and three (3).
- d. Demonstrate Bidder's experience in working with event or venue staff to activate sponsorship agreements while integrating with Association staff.
- e. Identify potential assets that would add value and/or attract potential sponsors to the Association

- f. Describe the process used to value assets
- g. Demonstrate established relationships with potential Association sponsors. Include an overview of current sponsor contacts and demonstrate Bidder's ability to attract potential sponsors for the annual Fair.
- h. Describe any incident(s) where Bidder has been terminated during performance of contracted services. In none, this should be stated.
- i. Attach proof of insurance coverage in the form of a Certificate of Insurance for Bidder's current business operations. Also, provide commitment from Bidder's insurance carrier stating Bidder's ability to provide the additional insured endorsement upon award of contract.

4. Interview

Bidders will participate in an interview with Association staff. Questions will provide the opportunity for Bidders to demonstrate how their services link to the requested scope of work. A standard set of questions will be predetermined by the Association and asked of all Bidders. Bidders will be evaluated and scored based upon their responses.

Interviews will be held as specified in Part VII – Preliminary Schedule.

VIII. PRELIMINARY SCHEDULE

Proposal will be received and evaluated according to the following preliminary schedule. These dates are estimated and are subject to change by the Association.

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|---|--------------------|
| • RFP Release | June 10, 2019 |
| • Mandatory Tour at Fairgrounds | June 26, 2019 |
| • Questions due via email – 5pm | June 27, 2019 |
| • Answers sent to all bidders via email | July 3, 2019 |
| • Proposal Responses Due | August 23, 2019 |
| • Proposal Evaluation Complete | September 6, 2019 |
| • Bidder Interviews | September 20, 2019 |
| • Announce Successful Contractor | October 4, 2019 |
| • Contract in Place | October 25, 2019 |