

REQUEST FOR PROPOSAL

PROJECT DESCRIPTION

Eagle County Government is seeking professional consulting services for the development of advertising, naming rights and sponsorship valuation. The professional services will include working with staff for program development, including solicitation and evaluating proposals, negotiating naming rights and/or sponsorship agreements for Eagle County Government Fairgrounds facilities. The Eagle County Government fairgrounds currently offers multiple indoor and outdoor facilities that accommodate diverse event activity.

SCOPE OF SERVICES

Phase One

Naming Rights and Sponsorship Valuation

1. Tour Eagle County Fairgrounds facilities to determine potential for naming rights and sponsorship assets, including but not limited to exterior signage, interior signage, and any other potential revenue programs.
2. Evaluate and recommend potential challenges or issues for naming rights and/or sponsorship and a strategy to mitigate them.
3. Provide a formal written report summarizing findings to include the potential and recommended value for naming rights and sponsorship agreements.

Development of Solicitation / Promotional Package

1. Meet with Eagle County staff to gather their perspectives, goals and criteria for the types of revenue partnerships. All programs will include category type criteria for partnerships that align with Eagle County Government vision.
2. Create a draft promotional package.
3. Meet with Eagle County staff to review draft materials and coordinate the development of a final draft package.

Phase Two

1. Meet with Eagle County staff to review the developed list of potential partners and schedule initial meetings.
2. Solicit additional potential partners based on knowledge of local and regional markets. Eagle County desires to maximize quantity and quality of proposals in order to secure the optimal naming rights and sponsorship agreements.
3. Provide formal written report summarizing partner meetings / proposals with recommended partners for naming rights and sponsorship agreements awards.
4. Coordinate the agreement format with Eagle County staff and the attorney's office to ensure an equitable agreement that represents the County's best interests.

Phase Three

1. Work with Eagle County staff to execute all assets as outlined in the sponsorship agreements.
2. Assist with selection of vendors, review signage plans and manage installation of all signs.
3. Oversee all activation and fulfillment of sponsorship agreements to ensure uniformity of execution.
4. Be present at installation activations for supervision purposes.
5. Follow up with solicitation partners that expressed interest in naming rights but were unable to successfully execute an agreement to see if they have interest in sponsorship assets that can co-exist with the naming rights agreement, thus increasing the total revenue yield.

The Fairgrounds facility description can be viewed at:
[Eagle County Fairgrounds and Facility Descriptions](#)

PROPOSAL SUBMITTAL REQUIREMENTS

1. **Proposal Form.** Must be signed and submitted with response.
2. **Qualifications.** Describe your company’s qualifications to provide the services requested, e.g., years in business, staffing, vehicles to be utilized and experience.
3. **Experience.** Describe your experience, professional degree or level of education, depth of staff to perform the services, resumes of key personnel providing information, familiarity with Eagle County, pricing for the services to be provided, hourly rates, schedule and budget, etc...
4. **Schedule.** Identify and specify approximate time requirements for how much time is needed for the Phases and propose a timeline to complete the services described.
 - a. Phase One: _____
 - b. Phase Two: _____
 - c. Phase Three: _____
5. **Budget/Pricing.** Provide fee structure. cost estimate and a not to exceed amount for the services described in each of the phases.
 - a. Phase One: _____
 - b. Phase Two: _____
 - c. Phase Three: _____

6. **Familiarity with Eagle County.** Provide a narrative describing familiarity with Eagle County.
7. **References.** Please provide three (3) references from current customers receiving the same or similar service(s). Include name of entity, contact name and telephone number.
8. **Legal Issues.** Are there any lawsuits, federal, state or local tax liens, or any potential claims or liabilities against you, your company or the officers of the company at this time or within the last three years? If so, please explain.

9. **Deliverables.**
Phase One

Naming Rights and Sponsorship Valuation

1. Provide a formal written report summarizing findings to include the potential and recommended value for naming rights and sponsorship agreements.
2. Development of Solicitation / Promotional Package
3. Create a draft promotional package.
4. Meet with Eagle County staff to review draft materials and coordinate the development of a final draft package.

Phase Two

1. Provide formal written report summarizing partner meetings / proposals with recommended partners for naming rights and sponsorship agreements awards.
2. Coordinate the agreement format with Eagle County staff and the attorney's office to ensure an equitable agreement that represents the County's best interests.

Phase Three

1. Work with Eagle County staff to execute all assets as outlined in the sponsorship agreements.
2. Assist with selection of vendors, review signage plans and manage installation of all signs.
3. Oversee all activation and fulfillment of sponsorship agreements to ensure uniformity of execution.
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5. Follow up with solicitation partners that expressed interest in naming rights but were unable to successfully execute an agreement to see if they have interest in sponsorship assets that can co-exist with the naming rights agreement, thus increasing the total revenue yield.

10. Evaluation Criteria.

The proposals will be reviewed by a selection committee. Final evaluation and selection will be based on:

- Information presented in proposal
- Ability of the vendor to provide quality and timely products and services
- Qualifications and experience of the vendor
- Reference checks
- Total cost or proposed pricing
- Proposed timeline
- Any other relevant and appropriate factors as determined by the County.