



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

RECREATION AND PARKS
DEPARTMENT

**Request for Proposals
for
Sponsorship Inventory and Valuation**

**PROPOSALS DUE
Friday, February 12, 2016 5 p.m. EST**

Columbus Recreation and Parks Department
Tony Collins, Director
1111 E. Broad Street, Suite 101
Columbus OH 43205

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GENERAL INFORMATION AND BACKGROUND

Columbus Recreation and Parks Department (CRPD), a local government agency responsible for an urban parks and recreation system in Columbus, Ohio, seeks a qualified candidate to compile a comprehensive inventory of available sponsorship sales assets including marketing, cause-related and philanthropic inventory, and a complete valuation of the assets according to accepted industry standards.

The Columbus Recreation and Parks Department is a department of the City of Columbus and governed by the Columbus Recreation and Parks Commission. The department has a 2016 operating budget of \$44 million (\$36 million tax funded and \$8 million fees/rental revenues) which provides programs and services to all ages throughout Columbus and the Central Ohio area. The City of Columbus 2015 population was 832,000 residents with a 1.2 million population in the greater Columbus area. Columbus is the 15th largest city in the country.

The Columbus Recreation and Parks Department (CRPD) maintains/operates 240+ parks, 151 miles of trails, 29 community centers, six golf courses, eight swim facilities, as well as specialty facilities such as a 31-field softball complex, Cultural Arts Center, Scioto Mile/Greenway and an outdoor education facility. Programs such as therapeutic recreation, summer/specialized camps, sports leagues, large outdoor events (Jazz & Rib Fest), outdoor performance series (Rhythm on River /Fountainside) and 50+ senior activities provide the public affordable and free recreational opportunities. COAAA, Central Ohio Agency on Aging, an agency within CRPD, is not part of this request.

Visit the following websites for an overview of CRPD facilities and programs:

- www.ColumbusRecParks.com (main website)
- <http://activenet.active.com/columbusrecparks> (online registration/facility reservation)
- www.crpdsports.org (program specific site)
- www.CulturalArtsCenterOnline.org (program specific site)
- www.hotribscooljazz.org (program specific site)
- www.columbuscitygolfcourses.com (program specific site)
- www.sciotomile.com (program specific site)

2016 Columbus Recreation and Parks key focus areas:

- Smart Growth
 - Invest current assets
 - Focus core services
 - Expand on market/finances
- Financial Sustainability
 - Operate effectively/efficiently
 - Develop self-sustaining programs
 - Cultivate outside financial support
 - Sponsorships and donations
 - Create non-profit support Foundation
 - Serve as partner
- Communications
 - Develop brand
 - Share information
 - Market programs
 - Share our impact
- Service Excellence and Access
 - Innovate service/delivery
 - Provide consistent programs
 - Respond to community needs
 - Ensure all residents have access
- Organizational Development
 - Empower staff to be ambassadors
 - Plan for future needs
 - Educate/Train staff

By the end of 2016, CRPD will have in place the Columbus Recreation and Parks Foundation. The Foundation will be a non-profit support organization with the purpose of engaging the community and raising funds for CRPD.

PURPOSE

CRPD will use the sponsorship inventory and asset valuation to maximize revenue generating opportunities through the following:

- Sponsorship
- Cause-related philanthropic opportunities
- Beverage sales rights
- Cost recovery programs

PROPOSED SERVICES AND DELIVERABLES

Ideal candidates will be able to demonstrate their experience with government clients in completing sponsorship asset inventory, valuations, developing top-tier sponsor proposals, ability to facilitate major national sponsor connections and provide a plan with significant ROI within one-to-two year implementation.

A) Complete sponsorship inventory (existing and projected assets) that includes but is not limited to:

- Physical assets such as advertising signage, vehicle wraps, facility sponsorships including naming rights, etc.
- Special event assets including title sponsorships, advertising opportunities, merchandising opportunities, product display opportunities, etc.
- Program assets including title sponsorship opportunities, sports uniforms, team sponsorships, etc.
- Beverage/non-alcoholic pouring rights.

B) Complete valuation of all inventoried assets (existing and projected assets). The valuation must be in accordance with accepted industry standards and methodology for valuation identified.

C) Provide and facilitate national sponsorship contacts for select assets, develop proposals for top-tier sponsor opportunities, and provide sample proposals.

D) Create a sponsorship plan. Forecast sponsor sales goals including a ROI within 1-2 years.

E) Develop signage policy for department in relation to sponsors and partners.

F) Evaluate select existing agreements/proposals.

SCHEDULE

Event	Date/Time (if applicable)
RFP Issued	February 1, 2016
RFP Due	February 12, 2016 5pm EST
Notification of finalists	February 18, 2016
Finalists Interviews (as needed)	February 23-26, 2016
Final Award	March 1, 2016
CRPD Commission Approval	March 9, 2016
City Council Contract Approval	April 4, 2016
Start Service	April 2016

All offerors shall note that the final award of the contract is subject to approval by CRPD Commission and Columbus City Council.

SUBMITTAL REQUIREMENTS

Responses to this Request for Proposals (RFP) must include the following information:

Interested firms should submit **ten (10) copies** of their proposals and a digital copy on disk. Please limit your response to no more than 10 standard pages. Resumes and references are not included in the 10-page limit.

- A cover letter indicating the firm's interest in the project and highlighting its qualifications to perform the project.
- Firm name, address, telephone number, e-mail, FIN tax ID, and contact person. Year firm established.
- A description of the firm's proposed methodology to completing the inventory and valuation; approach to sponsorship packaging and national sponsor engagement as well as overall plan and ROI.
- The firm's capabilities and experience in sponsorship inventory and valuation including specific examples with municipalities and recreation and parks programs. Provide a minimum of three references from within the past seven years. References should include organization, contact person, email and telephone number.
- Provide a minimum of two specific examples outlining the financial return on investment from previous recreation and parks/municipalities with which you have consulted.
- Provide the names and resumes for the key personnel who will be directly involved with this project. (limit one page for each person).
- Provide the monthly time that will be committed by each of the key staff for this project.
- List of sub consultants and other outside associates to be used by your firm. Provide their name, address, telephone number, qualifications and percentage of work to be done by each.
- List of critical tasks and timeline

Incomplete submittals and those that do not conform to these guidelines will not be considered. All submittals will be screened for completeness of information and adherence to the above guidelines.

Proposals will be received at the Columbus Recreation and Parks Department Administrative Office, 1111 E. Broad Street, Suite 101, Columbus, OH 43205 to the attention of Terri Marshall, Development Office, until 5:00 P.M., Friday, February 12, 2016.

TERM

The proposed contract shall be for services delivered within one (1) year of a certified purchase order. The contract will not automatically renew.

PRICING

Respondents to this RFP are required to propose firm and fixed pricing. Pricing must be inclusive of all expenses, overhead, and profit (no variable charges for out-of-pocket or travel expenses). Price proposals that do not conform to these requirements will be considered non-responsive.

Contractor will be selected on quality of proposal, not the lowest bid.

CONTRACT COMPLIANCE REQUIREMENTS

All consultants will be subject to the provisions of the City of Columbus, Contract Compliance Program regarding equal employment opportunity.

All proposals and any resulting contracts are subject to the terms, conditions, and requirements set forth in Columbus City Code Section 3909.01, Equal Opportunity Clause. By submitting a proposal, Contractor or Subcontractor(s) agree to comply with the provisions of Article I, Title 39 in regards to contract compliance. In order for a proposal to be considered, an active Contract Compliance certification number or proof that a contract compliance application has been completed must be provided. Any questions or inquiries concerning this should be directed to the Equal Business Opportunities Commission Office, 109 N. Front Street, 4th Floor, Columbus, Ohio 43215 (614) 645-4764.

RFP CANCELLATION AND REJECTIONS

The right is reserved by the Executive Director of Recreation and Parks of the City of Columbus, Ohio to cancel the Request for Proposals, to reject any and/or all proposals, to waive technicalities, and/or to advertise for new proposals, when it is in the best interests of the City.

OTHER REQUIREMENTS

Contractors are subject to all applicable federal, state and local laws, ordinances, rules and regulations pertaining to services or products to be provided.

The format for procurement of these services will be per the relevant provisions of Columbus City Code Chapter 329.

Please be advised that proposals submitted to the City are subject to applicable federal, state, state, and local public information disclosure regulations. Requests to view a proposal will be arranged upon receipt by the City of a written request for such; therefore, any proposal may be subject to viewing by the public. If any information contained in the documents submitted is deemed proprietary in nature, the offeror is required to defend the City concerning any litigation arising from the offeror's request for confidentiality.