

MISSOURI WESTERN STATE UNIVERSITY

REQUEST FOR PROPOSAL 19-087

FOR

ATHLETIC CORPORATE SPONSORSHIP

**Proposal Due Deadline: January 25, 2019 2:00 p.m. Central Time**

Questions and/or requests for clarification of this RFP should be submitted via email to the Purchasing Manager, Kelly Sloan at purchase@missouriwestern.edu. All questions and/or clarifications can be sent at any time regarding this RFP to the Purchasing Department until 2:00pm on January 14, 2019. Questions received after this date may not be answered. Please reference the RFP# on all correspondence. Answers to the submitted questions will be emailed to each vendor as an addendum to this solicitation. It is the responsibility of all interested parties to read this information and return it as part of the RFP confirming receipt.

**Introduction**

Missouri Western State University (MWSU), a public higher education institution, is seeking proposals for Athletic Corporate Sponsorship. The selected vendor will represent MWSU Athletics in a marketing and sales capacity to secure corporate sponsorships.

**School Overview**

Detailed information regarding MWSU may be found at <http://www.missouriwestern.edu/about/>

**Questions**

The last day for questions regarding this RFP is 2:00 p.m. Central Time, January 14, 2019. These should be submitted to purchase@misssouriwestern.edu. Be sure to reference RFP19-087.

**Submission Materials**

ELECTRONIC AND/OR FAXED SUBMISSIONS WILL NOT BE ACCEPTED. Responses must be signed and sealed in mailing envelopes with the Respondent’s name and address clearly written on the outside. The Request for Proposals Bid Number **(RFP19-087)** shall also be clearly marked on the outside of the envelope or package. Proposals, which are not in compliance, may be deemed non-responsive.

RFP should be submitted no later than January 25, 2019, 2:00 p.m. Central Time to:

Missouri Western State University

Purchasing, Popplewell Hall 221

4525 Downs Drive

St. Joseph, MO 64507

Include the following items with your bid proposal.

* Invitation to Bid Page: Complete the required vendor contact information for RFP19-087.
* Please indicate compliance with Specific Tasks and Services Required found on page 3.
* Proposal Section address each heading beginning on page 4 ending on page 5.
* Pricing: Include page 7.
* Addendum: Include any addendums for verification of receipt.
* Include one (1) original plus two (2) copies (clearly marked) of all proposal submission materials for a total of three (3) hard copy documents.

**Proposal Term**

MWSU is seeking a multi-year contract for full implementation beginning on March 15, 2019 running until at least March 14, 2022.

Upon mutual agreement by the vendor and MWSU, the contract may be renewed on a year-to-year basis following the three-year contract period possibly extending the contract until March 14, 2024.

**contract contents**

The selected vendor will have the exclusive rights to market and secure sponsorships for the following events, activities, and publications produced by the MWSU Athletics department:

• Venue Signage: Permanent or temporary signage (digital or electronic) at all MWSU Athletics venues (stadiums, arenas, fields and athletic facilities) and areas near the peripheral of athletic venues as approved by MWSU

• Digital Signage and Videoboard Elements

• Game Broadcasts on television, radio and web streaming platforms

• Message and Video Boards

• Public Address Announcements

• In-game events, activities, promotions, and features

• Game programs and other printed materials

• Intercollegiate Athletics official website

• Game Sponsorships

• Sampling Opportunities

• Rivalry Series

• Other opportunities as identified by both MWSU and the selected vendor

It should be noted that MWSU has existing long-term contracts for naming rights and pouring rights at some or all campus venues. These items will remain in place and will not be a part of this contract.

**Specific Tasks and Services Required**

Please indicate compliance with these specific tasks and services:

• In coordination with MWSU’s Athletic Department, generate new sales and work on the cultivation of current sponsors.

• Provide individual(s) whose sole responsibility is corporate sponsorship sales for MWSU Athletics. This individual(s) should work and reside within the local market of MWSU, meant to include St. Joseph, MO.

• The entity shall adhere to all applicable NCAA rules throughout the term of the agreement.

• The entity shall adhere to all branding and style found in [MWSU Marketing standards](https://www.missouriwestern.edu/prmarketing/wp-content/uploads/sites/279/2017/09/Graphic-Standards9.17-1.pdf).

• Printed material utilized by entity where MWSU’s name and/or artwork are used must be approved by MWSU Athletics.

• All potential sales shall reflect [MWSU Athletic Mission](https://gogriffons.com/sports/2017/4/11/mwsu-department-of-athletics.aspx).

• Provide a contractual guarantee of revenues each year that is in excess of the revenue currently generated by MWSU Athletics for corporate sponsorship sales. This guarantee shall be commensurate to the market standards for such relationships.

• Payment to consultant will be based on a percentage of revenue generated by new sales.

• The entity shall not own the rights and inventory of MWSU Athletics corporate sponsorships, but only the right to sell said inventory.

• Ticketing initiatives for corporate sales as needed.

• Other marketing and sponsor initiatives as necessary.

Contractor must deliver the following items as noted below:

• A sponsorship agreement form must be submitted to MWSU Athletics prior to the submission and agreement to potential sponsors.

• All inventory and sponsorship pricing must be approved by MWSU in advance of solicitation.

• A quarterly progress report must be submitted to Athletics Director or his designee, by the 15th of the first month of each quarter, along with periodical scheduled progress meetings.

• A report of projected sponsorships for the upcoming fiscal year (July 1-June 30) must be submitted to Athletics Director, by March 1 of each year. This report will be used in the planning stages of the upcoming fiscal year athletic budget.

**Proposal**

Vendor is asked to include a detailed response to each point addressed in this section. Address each point and make any necessary explanation or qualification. Vendor is to respond in order and refer to the section heading in the response.

**Qualifications**

The proposal should provide a brief description of company including a brief history, corporate structure and organization, and number of years in business. This section should provide a detailed discussion of prior experience in working on projects similar in size, scope, and function to the proposed contract. Proposals should describe experience in other states or entities of comparable size and diversity with references from entities including customer names and telephone numbers of at least three references. If subcontractors will be used, the proposal should clearly identify any subcontractor arrangements. The proposal should provide the same information regarding the subcontractor’s company as is requested for the vendor’s company.

**Proposed Project Staff**

The proposal should provide detailed information about the experience and qualifications of assigned personnel considered key to the success of the project. This information should include education, training, technical experience, functional experience, specific dates and names of employers, relevant and related experience, past and present projects with dates and responsibilities and any applicable certifications. This should also specifically include the role and responsibilities of each person on this project, their planned level of effort, their anticipated duration of involvement, and their on-site availability. Customer references (name, title, company name, address and telephone number) should be provided for the cited projects in the individual resumes. If subcontractor personnel will be used, the proposal should clearly identify these persons and provide the same information requested for the proposal personnel.

Proposal should provide a positive statement reflecting its understanding and acceptance that proposed staff will not in any way be employees of MWSU and nothing construed in the proposal and final agreement will be inconsistent with that relationship or status.

**Approach and Methodology**

• Understanding of the nature of the project and how its proposal will best meet the needs of MWSU Athletics Department.

• Should define its functional approach in providing the services, including methodology for paying all hard costs associated with fulfillment of sponsorship agreements.

• Define its functional approach in identifying the tasks necessary to meet all requirements.

• Describe the approach to Project Management and Quality Assurance.

• Provide a proposed Project Work Plan that reflects the approach and methodology, tasks, and services to be performed, deliverables, timetables, staffing.

• If subcontractors are used, what roles they will play.

**Compensation**

• Annual guarantee(s) to MWSU for term of agreement. Note: MWSU verified sponsorship level for 2018-19 totals approximately $335,020 cash.

• Sponsorship target goals for each year of the agreement (3 years plus additional 2 years)

• Revenue share percentages. The minimum acceptable revenue share percentages is 60% MWSU / 40% proposer after meeting annual guarantee and target goals. A tiered revenue percentage increasing as higher goals are met is preferred and subject to negotiation.

• Explanation and example calculations of how trade agreements are credited toward annual goals and thresholds.

• Explanation of responsible party as it relates to sponsorship fulfillment (i.e. hard costs, personnel, invoicing, etc.)

• Cost of tickets (season, single game, etc.) are excluded from sponsorship valuation.

• Proposer’s preferred payment schedule with positive statement that proposal will make necessary modifications to meet MWSU’s fiscal year requirements.

**rfp TIMELINE**

RFP Issued January 7, 2019

Deadline for Submission of Questions January 14, 2019

RFP Open Date January 25, 2019

Presentations by Finalists & Recommendation Jan. 28 – Jan. 31, 2019

(Presentations may be requested by committee)

Contract Awarded February 2019

**Optional Services**

Vendor should provide MWSU with any related services, enhancements or features that it feels would be beneficial to MWSU as well as related costs. Such optional services may be included in the agreement with a detailed description.

**Evaluation and Selection**

For vendors who meet the minimum qualifications their proposals shall be evaluated by the Selection Review Committee.

Responses to this RFP will be evaluated upon the features and functionality stated in the proposal and the related costs as well as the responses provided.

**Evaluation Criteria for Contract Award**

Proposals shall be evaluated on the following weighted scale:

• 35% Annual Guarantee to MWSU

• 35% Overall financial model / Revenue Split after guarantee

• 20% References / Comparable size programs

• 10% Start date

**ZOOM interviews**

Finalists may be interviewed or asked to provide a demonstration of their product via Zoom (1 hour limit for presentation), allowing vendors to present a summary of their qualifications and proposals.

**INSURANCE**

Vendor will provide a certificate of insurance once the bid is awarded listing Missouri Western State University as an additional insured. This insurance will cover Worker’s Compensation as well.

The University reserves the right to terminate the contract for default or convenience as allowed by law. The contract may be terminated by the University immediately upon receiving notice of the failure of the vendor to maintain necessary insurance or licenses.



**Pricing Page**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Guarantee | Minimum Goal | Higher Goal | MWSU % of Higher Goal |
| 3/15/19-3/14/20 | $335,020 |  |  |  |
| 3/15/20–3/14/21 |  |  |  |  |
| 3/15/21-3/14/22 |  |  |  |  |
| 3/15/22-3/14/23 |  |  |  |  |
| 3/15/23-3/14/24 |  |  |  |  |

**CONDITIONS OF BID AND SALE:**

The vendor must comply with all Federal, State and Local regulations and laws.

Proposals received after the deadline will not be accepted or considered.

MWSU reserves the right to reject any and all proposals received in response to this RFP and to waive any minor irregularity or informality.

Authorized Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date\_\_\_\_\_\_\_\_\_