



**REQUEST FOR PROPOSALS**

**For**

**ADVERTISING/SPONSORSHIP**

**PROGRAM SERVICES**

Request for Proposals Issued: April 6, 2012

Deadline for Submittal of Proposals: May 7, 2012

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Request for Proposals for Advertising/Sponsorship Program Services

## **I. BACKGROUND**

The Sacramento City Unified School District (hereinafter referred to as "SCUSD") serves the residents of the City of Sacramento. Founded in 1849, the City of Sacramento is the oldest incorporated city in California with an estimated population of 486,189 in 2010. The 2011-12 student K-12 enrollment for SCUSD is approximately 47,500. This enrollment number includes all charter schools.

Located in Sacramento County, SCUSD is the 12<sup>th</sup> largest school district in the State of California in terms of student enrollment. The district provides educational services to the residents in and around the City of Sacramento. The district operates under the jurisdiction of the Superintendent of Schools of Sacramento County, although the district has attained "fiscal accountability" or financial independence, which means the district is able to act independently from the County Office, but is still subject to certain County oversight issues, such as the review and approval of the district's annual operating budget.

A Board consisting of seven members governs SCUSD. Their responsibility is to represent the voters of the district in policy making and budgetary decisions as provided by the laws of the State of California. Board members serve four-year terms and may be re-elected. The district appoints one student Board member per year to serve one year as the voice of the students.

## **II. INSTRUCTIONS / PERFORMANCE STANDARDS**

Pursuant to Board Policy, SCUSD desires to receive proposals from various businesses who are interested in managing Advertising/Sponsorship Program Services for SCUSD. SCUSD seeks proposals that reflect the Proposer's experience and best judgment as to the best means of achieving the programs objectives of generating new revenue streams for SCUSD using advertising support and sponsorship of its various physical assets. SCUSD invites experienced, highly motivated and creative advertising companies that can demonstrate a successful track record of establishing and maintaining revenue producing programs with similarly sized school districts or companies to submit proposals. Proposers are encouraged to be creative in utilizing the available space to accomplish the goals as outlined in the RFP. Proposers are also encouraged to be creative and innovative in proposing an advertising program that best meets SCUSD's needs and objectives. Available space for advertising/sponsor signage will be determined by the individual site location. The program consists of developing, constructing, installing, operating, maintaining, and selling the sponsored advertising space.

SCUSD defines the elements within the advertising program as including, but not limited to, flat-screen video monitor systems, various mass media communication devices, artwork, free-standing displays, wall-mounted displays, interior and exterior spaces in school buses and exterior spaces on other vehicles, and other similar advertising for the purpose of promoting or displaying the products or services of various industries, manufacturers, companies, agencies or persons.

Creating sponsorship opportunities at school sites can pose a unique set of challenges. It is critical that any advertising program be respectful of the educational environment throughout SCUSD and look for sponsorships that are consistent with a safe and appropriate school climate.

Interested firms are invited to submit one original signed proposal and four (4) hard copies. The proposal shall be made in the format provided and the complete proposal, together with any and all additional materials, shall be enclosed in a sealed envelope addressed and delivered no later than 4:30 p.m. on Monday, May 7, 2012 to the following address:

Sacramento City Unified School District  
Contracts Office  
5735 47<sup>th</sup> Avenue  
Sacramento, CA 95824

The sealed envelope shall be marked on the outside lower left corner with the words "Advertising/Sponsorship Program Services RFP". It is the Proposer's sole responsibility to ensure that their proposal is received prior to the scheduled closing time for receipt of proposals. No corrected or resubmitted proposals will be accepted after the deadline.

This Request for Proposals does not commit the Sacramento City Unified School District to award a contract or pay any costs incurred in the preparation of a proposal responsive to this request. The District reserves the right to accept all or part of any proposal or to cancel in part or in its entirety this Request for Proposals. The District further reserves the right to accept the proposal that it considers to be in the best interest of the District.

All requirements must be addressed in your proposal. Non-responsive proposals will not be considered. All proposals, whether selected or rejected, shall become the property of the District. Firms are responsible for checking the website periodically for any updates or revisions to the RFP.

### **Requests for Information**

Questions related to this RFP should be submitted in writing to Kimberly Teague, Contract Specialist, at [kimt@scusd.edu](mailto:kimt@scusd.edu) no later than Friday, April 20, 2012. Specify "RFP for Advertising/Sponsorship Program Services" in the subject line. Responses to all questions received will be posted on the District's website.

### **Insurance Requirements**

Selected firm will be asked to provide a certificate of insurance reflecting the firm's comprehensive general liability insurance coverage in a sum not less than \$1,000,000 per occurrence and naming SCUSD as an additional insured.

### **III. SCOPE OF WORK**

- A. Describe the methods which will be utilized to obtain sponsors for this program.
- B. Describe the process of how sales are generated based on the advertisement and how this would be collected and processed. Describe your reporting technique and samples.
- C. Provide a summary of your understanding of the challenges in educational marketing.
- D. Outline any additional services that could be utilized under this contract.

Note: Any subcontracting of work must be completely disclosed in this proposal.

### **IV. CONTENTS FOR PROPOSALS**

In order for proposals to be considered, said proposal must be clear, concise, complete, well organized and demonstrate both Proposers qualifications, and its ability to follow instructions. The quality of answers, not length of responses or visual exhibits is important in the proposal.

The proposal shall be organized in the format listed below. Respondents shall read each item carefully and answer each of the following items accurately to ensure compliance with District requirements.

#### **A. Executive Summary**

Submit a brief summary stating the Proposer's understanding of the nature and scope of the services to be provided, and capability to comply with all terms and conditions of the RFP. Include the RFP's title and submittal due date, the name, address, fax number and telephone number of the responding firm. Include a contact person and corresponding e-mail address. The summary shall state that the proposal shall be valid for a 60-day period and that the staff proposed is available immediately to work on this project. The person authorized by the firm to negotiate a contract with the District shall sign the summary.

#### **B. Description of Individual/Firm**

This section should provide information regarding the size, location, nature of work performed, years in business, and the approach that will be used in meeting the needs of the District. Please also include:

1. Size of organization.
2. Number of years engaged in these types of services, including operation under other firm names.
3. Number of staff employed by your firm.
4. Resumé and background information of the staff that will be assigned to this project.
5. Current copy of your firms occupational license.
6. State under what other or former name(s) the Proposer is currently operating under or has operated under.

7. Give address of the office(s) from which Proposer is located and the number of corporate partners, managers, supervisors, seniors and other professional staff that will be performing services under this RFP. Provide the names, titles and resumes of administrative employees at the office(s) that will be able to assist in providing services to SCUSD during the term of the contract. Indicate the level of expertise of each staff, as well as the combined years of experience providing these services.

### **C. References and Description of Experience**

This section should identify similar projects that the firm has completed as outlined in the RFP. Use this section to indicate the areas of expertise and how your expertise will enable the District to benefit from that expertise, and submit responses for the following:

1. Provide a description of work experiences as related to the specifications of the RFP. Such description should include, but not be limited to, number and types of customers, number of years Proposer has been providing these services, references and any other documentation to verify agency's experience. Provide a list of clients with name, address and phone number(s).
2. Describe services implemented in other school districts and/or government municipalities that are similar to those being proposed by SCUSD. This includes work approach and program results including specific sponsor relationships.
3. Provide three (3) letters of reference.

### **D. Capability and Skill**

Capability and skill to increase specific client's growth, market-share and share-of-awareness. Describe in detail a successful project that your company advertised for a client that shows in-depth collaboration and cooperation between your company and the client. The project shall have met or exceeded the client's objectives. How did you measure/define success? How would your company improve the project if you were to undertake it again?

### **E. Capital, Outlay and Revenue**

Provide examples of the types of capital and outlay used in providing advertising services to clients. Provide examples of the types and amounts of revenue generated from advertising services provided to clients.

### **F. Litigation**

Provide a statement of any litigation or regulatory action that has been filed against your firm(s) in the last three years. If an action has been filed, state and describe the litigation or regulatory action filed, and identify the court or agency before which the action was instituted, the applicable case or file number, and the status or disposition for such reported action. If no litigation or regulatory action has been filed against your firm(s), provide a statement to that effect. For joint venture or team Proposers, submit the requested information for each member of the joint venture or team.

## **G. Cost**

Provide cost for services rendered. Commission structure and any other flat rates.

## **V. SELECTION CRITERIA**

Firms submitting proposals are advised that all proposals will be evaluated to determine the individual/firm deemed most qualified to meet the needs of the District. The selection criteria will include, but not be limited to, the items listed below:

- A.** Demonstrated understanding and responsiveness to the Request for Proposals
- B.** Experience of firm and personnel named in the proposal
- C.** Past experience in assisting California school districts with similar services
- D.** Firm's commitment and ability to provide each item outlined in the Performance Standards and Scope of Work
- E.** Capability and Skill
- F.** Cost
- G.** Satisfaction of previous clients

## **VI. PROCESS FOR SELECTING FIRM**

A Selection Advisory Committee will select and rank in the order of their qualifications those companies deemed to be the most highly qualified to perform the required work.

The Selection Advisory Committee may choose to interview any, all, or none of the respondents as may be in the best interest of the District. If interviews are held, the chairperson will notify those companies selected as to place, date, and time. The District will make investigations as necessary regarding the financial stability of any or all respondents and may require review by the District's legal counsel.

The names of all firms submitting proposals and the names, if any, selected for interview shall be public information. After award, final ranking, committee comments and evaluation scores as well as the contents of all proposals become public information. Firms that have not been selected shall be so notified in writing after the conclusion of the selection process.