

**SPONSORSHIP SALES SERVICES**  
**REQUEST FOR PROPOSAL (RFP)**

- ISSUE DATE: March 14, 2016
- PROPOSALS DUE: **2:00 P.M.** on **April 15, 2016** (“Submission Deadline”)
- INSTRUCTIONS: Proposers must submit (i) ten copies of their complete proposal packets consisting of the information required herein plus (ii) one electronic copy of their proposal packet. Proposals received by email or fax will be rejected.
- SUBMIT TO: Lisa Hargrove, General Counsel, Houston First Corporation (“HFC”), Administration Office, 1331 Lamar, Houston, TX 77002.
- CONTACT INFO: Any questions concerning this RFP must be sent by e-mail to [bids@houstonfirst.com](mailto:bids@houstonfirst.com). Questions must be received no later than **noon** on **April 1, 2016**.

**PROPOSAL PACKETS**

Copies of this RFP are available on-line at [www.houstonfirst.com/Do-Business](http://www.houstonfirst.com/Do-Business).

**INSTRUCTIONS TO PROPOSERS:**

This RFP provides potential Proposers with sufficient information to enable them to prepare and submit proposals. This RFP also contains the instructions governing the submittal of a proposal and the materials to be included therein, including HFC requirements, which must be met to be eligible for consideration. All proposals must be complete as to the information requested in this RFP in order to be considered responsive and eligible for award.

Proposers receiving a copy of procurement documents from a referral service and/or other third party are solely responsible for insuring that they have received all necessary procurement documentation, including amendments and schedules. HFC is not responsible for ensuring all or any procurement documentation is received by any proposer that is not appropriately registered with HFC.

**LETTERS OF CLARIFICATION**

Any revisions to be incorporated into this RFP will be confirmed in a written letter made available prior to the Submission Deadline online at [www.houstonfirst.com/Do-Business](http://www.houstonfirst.com/Do-Business) (“Letter of Clarification”). When issued by HFC, Letters of Clarification shall automatically become part of this RFP and shall supersede any previous specifications or provisions in conflict therewith. By submitting a response, Proposers shall be deemed to have received all Letters of Clarification and to have incorporated them into their proposal. Verbal responses will not otherwise alter the specifications, terms and conditions as stated herein. It is the responsibility of each Proposer to monitor [www.houstonfirst.com/Do-Business](http://www.houstonfirst.com/Do-Business) to ensure they receive any such Letters of Clarification.

## **INTERVIEWS**

Proposers may be interviewed. If requested to interview, Proposers should bring all appropriate persons to the interview. Such interviews will be at no cost to HFC.

## **BACKGROUND**

HFC is a local government corporation created by the City of Houston to facilitate economic growth through the business of conventions and the arts. HFC is responsible for management and operation of many City of Houston owned buildings.

All HFC facilities, except parking garages and some interior areas, contain some established names that cannot be changed. However, portions of the following facilities are available for naming rights and sponsorships:

- Specific locations within the George Brown Convention Center (GRB)
- Theater District which would include facilities such as Wortham Theater, Jones Hall, and the Theater District Parking Garage
- Miller Outdoor Theater in Hermann Park
- Parking Garages – besides the Theater District Garage, the Hilton, Discovery Green Garage and North Garage

## **SCOPE OF SERVICES**

A valuation of specific commercially marketable assets will be required. HFC is looking for a Proposer to assist the HFC sales team in selling advertising and sponsorships to national companies. Sponsorship/partnership may include product placement, partnership opportunities, and certain service rights categories.

## **QUALIFICATIONS**

Proposals shall be considered only from Proposers who have been in business for at least three consecutive years and who can show solid evidence of having both a past and current record of satisfactorily performing sponsorship sales services similar to the services specified herein on similar types and numbers of locations. HFC shall be the sole judge as to whether the services performed are similar to the scope of services contained herein and whether the Proposer is capable of performing such services.

## **RESPONSE FORMAT**

Although HFC prefers substance over form, Proposers should include the following information in their proposal:

- a. **Transmittal Letter:** Include a brief cover letter signed by a person authorized to make representations on behalf of the Proposer. Please include a direct phone number and email address for such authorized individual.
- b. **Profile:** Detail Proposer's history, methods, and strengths at meeting the needs of its clients.
- a. **Experience:** Discuss Proposer's specific experience, both previous and current, providing sponsorship sales services to clients at comparable facilities. Provide at least three references, including contact names, phone numbers, and a brief description of the services completed by Proposer.
- b. **Key Personnel & Diversity:** Utilizing the attached form, describe the background and experience of the personnel who will be assigned to provide services for HFC and a brief

summary of their qualifications. Note sub-consultants reasonably expected to be used and identify any Minority and/or Women-owned Business Enterprises or Historically Underutilized Businesses.

- c. **Costs:** Identify all direct and indirect costs and expenses that will or may be charged to HFC to complete the project. Set out at least two methods of incentive payouts. If hourly rates are proposed, then include an estimate of the total number of hours and a not to exceed limit.
- d. **Uniformity:** To provide uniformity and to facilitate comparison of Proposals, all information submitted must clearly refer to the page number, section or other identifying reference in this RFP. All information submitted must be noted in the same sequence as its appearance in this RFP. HFC reserves the right to waive minor variances or irregularities.

### **MANNER OF SELECTION**

HFC intends to make a selection and enter into a contract with the Proposer providing the best proposal to HFC based on the following evaluation criteria:

- Proposed fees 25%
- Professional background and qualifications of the Proposer 15%
- Proven track record of results at facilities of comparable size and Complexity, including convention centers, theater facilities, and public assembly venues. 30%
- Demonstrated level of commitment and ability to provide all services in an expedited basis as outlined in the Scope of Services. Results of interviews and reference checks will be taken into account. 20%
- Diversity Participation 10%

Total 100%

Note: To ensure accuracy in proposals, Proposers should be aware of each facility that is included in the RFP. Proposals should take into consideration all of these facilities. No allowances will be made for mistakes in proposing after the Agreement is awarded.

For the prices quoted, Proposers shall furnish all necessary labor, equipment, material, supplies, personnel, services, and all activity necessary for, or incidental to, performing the Sponsorship Sales Services.

This RFP does not commit HFC to award a contract, issue a purchase order, or to pay any costs incurred in the preparation of a proposal. HFC reserves the right, should it deem necessary in HFC's best interest, to do any or all of the following: (1) waive any irregularities in any of the responses; (2) conduct oral interviews; (3) accept any submittal or portion of a submittal; (4) reject any or all submitting responses; (5) cancel or make alterations to the entire process; or (6) ask for any clarifications

### **PUBLIC INFORMATION**

As HFC is subject to the Texas Public Information Act ("TPIA"), all information submitted by Proposers is subject to release under the provisions of the TPIA set forth in Chapter 552 of the Texas Government Code. Each page where confidential or proprietary information appears must be labeled as such by the Proposer clearly and unambiguously. Proposers will be advised of any request for

public information that implicates their materials and will have the opportunity to raise objections to disclosure with the Texas Attorney General at their cost and expense.

### **RESTRICTIONS ON COMMUNICATIONS**

From the date issued until the Submission Deadline, Proposers are directed not to communicate with HFC or City of Houston officials, officers, directors or employees regarding any matter relating to this proposal, other than [bids@houstonfirst.com](mailto:bids@houstonfirst.com) and HFC representatives during the pre-proposal conference. HFC reserves the right to reject any proposal due to violation of this provision.

### **COLLUSION**

Proposers represent that the contents of their proposals have not been communicated, directly or indirectly, to any potential Proposer and that their proposals are made in compliance with federal and state antitrust laws without previous understanding, agreement or connection with any competitor or other potential Proposer. This is not intended to preclude subcontracts and joint ventures for the purposes of: a) responding to this RFP, or; b) establishing a project team with the required experience and/or capability to provide the services specified herein. Conversely, HFC can combine or consolidate proposals, or portions thereof, for the purposes mentioned above.

### **CONFLICT OF INTEREST**

Proposers are required to disclose any affiliation or business relationship that might cause a conflict of interest with HFC. The disclosure form, if required, is available online at: <http://www.ethics.state.tx.us/forms/CIQ.pdf>. By submitting a proposal, Proposers represent that they are in compliance with the requirements of Chapter 176 of the Texas Local Government Code.

### **WITHDRAWAL OF PROPOSAL**

Proposals may be withdrawn only by a written request received at [bids@houstonfirst.com](mailto:bids@houstonfirst.com) prior to the Submission Deadline.

### **DIVERSITY COMMITMENT**

The selected Proposer will be required to use good faith efforts to award subcontracts to diversity participants certified by any of the identified certification agencies as defined in the attached HFC Diversity Program Instructions to Contractors. The specific goal for this project is 10% of the total value of the services. All Proposers shall be required to comply with the attached HFC Diversity Program Instructions to Contractors in its entirety without exception and failure to comply may cause your response to be considered non-responsive.

Proposers should note if they are certified as a diversity participant in their proposal; however, such certification shall not lessen or otherwise alter the requirement to use good faith efforts to award subcontracts to diversity participants.

## PROPOSED STAFFING

Please complete the following application. Include information for contact designees and professional staff if known and to be assigned to the Agreement, if awarded. Attach additional sheets if needed.

<b>1. Company</b>	
Company Name:	
Primary Company Contact Name:	
Address:	
Phone:	Fax:
E-mail address:	

<b>2. Professional Staff</b>	<b>(Note: Attach resumes and copies of any licenses or certificates for professional staff)</b>
Employee Name:	
Primary Area of Responsibility:	
Address:	
Phone:	Fax:
E-mail address:	
Name:	
Primary Area of Responsibility:	
Address:	
Phone:	Fax:
E-mail address:	
Name:	
Primary Area of Responsibility:	
Address:	
Phone:	Fax:
E-mail address:	
Employee Name:	
Primary Area of Responsibility:	
Address:	
Phone:	Fax:
E-mail address:	