



Go Live Sports Cast REQUEST FOR PROPOSAL (RFP) FOR SPONSORSHIP SALES AGENCY

Go Live Sports Cast (GLSCN) seeks a sponsorship sales agency. The goal is to increase our partnership marketing sales force through identification, solicitation, and sales via new partners.

This document outlines the guidelines for your responses. The Proposal must be delivered no later than **Feb 26th, 2018 by 5:00 pm EST**. All questions and responses to the RFP must be addressed to:

Kelly Rinne
VP, Operations & Production
136 Saint Joseph St.
Trenton, MI 48183
734-675-7325

Organizational Overview and Highlights

Go Live Sports Cast (GLSCN) is a private corporation that broadcasts and distributes live web streaming and video production content on both digital and terrestrial platforms. Since 2004, we have been a leader in live remote web streaming production for sports teams, leagues and showcases. Levels include youth/adult, amateur through pro, in educational venues and professional arenas. We specialize in bringing high quality live sports to a diverse global audience. Hockey, football, basketball, soccer, motorsports, combat sports and many others call Go Live Sports Cast their broadcast home.

Our mission is to continue building a diverse array of live sports for our audience, and to bring the highest level of gameplay to ESPN, Fox Sports, CBS Sports Network and other TV entities. We strive to provide people of all ages and backgrounds with many ways to watch their favorite teams, including an app, a Roku channel, Chromecast, and Apple TV (launching soon). This year, Go Live Sports Cast has seen a large increase in events and with those great opportunities for the right sponsors to align with our programming. Events large and small offer many ways to get messaging to our audience.

Project Description

The contracted agency will work closely with our in-house team to increase our sponsorship sales efforts and reach through the generation of marketing revenue.

Main objectives include:

- Working in tandem with the in-house team to generate sponsorship revenue in the range of \$100,000 - \$2,220,000, spread among a number of leagues and events.
- Identifying partners who align with our mission
- Generating meetings with partners in a critical 60-day window
- Generating revenue to support year-round sports events in every season.
- Securing and closing five and six figure marketing partnerships
- Identification of multi-year agreements

Agency should have demonstrated experience in closing five-figure to six-figure deals and have access to contacts from a wide and deep list of potential partners. Experience with sports teams, leagues, digital and TV broadcast and destination attractions helpful.

We may choose to award this RFP to multiple vendors.

Proposal Contents

To ensure consistent proposals amongst all submitting agencies, please include detailed information regarding all of the following topics:

1. Introduction page about your agency.
2. Provide names and background highlights of each proposed agency team member.
3. Detail sales capabilities.
4. List key clients and major category handle by agency.
5. List previous work with sports teams, leagues, digital and TV broadcast and destination attractions.
6. Outline your fee and commission structure including:
 - a. Monthly retainer fees
 - b. Minimum commitment contractual time period, if applicable.
 - c. Commission structure on cash (and in-kind, if applicable).
 - d. Performance clauses, if applicable.
7. Outline sales structure and selling cycle including:
 - a. Model for working with clients through sales cycle.
 - b. An overview of negotiation process.
 - c. An overview of working with in-house staff.
 - d. Non-compete clauses
8. Other:
 - a. Submit no less than 3 and no more than five samples of sponsorship successes.
 - b. Submit no less than 3 and no more than five client testimonials to support agency's success.
 - c. Identify annual agency revenue.
 - d. Addendums may include any outstanding case study or project in the social media sphere as a value add.

Timeline

Feb 1st, 2018 Questions due, by email only.
Feb 26th, 2018: RFP's received.
March 2nd 2018: Notification of agencies for interviews
March 7th, 2018: Interviews with agencies start
Week of March 19th, 2018: Agency selection

Required Proposal Response Format and Deadline

The proposal must be received no later than **Feb 26th, 2018 by 5:00 pm EST**. Proposal should be delivered by post, UPS or FedEx. No in-person drop offs accepted.

Kelly Rinne
mktg@soundque.com (questions only)
VP of Operations & Production
Soundque
138 Saint Joseph St
Trenton, MI 48183

Reservation of Rights

GLSC reserves the right to reject any or all proposals, without explanation, to waive irregularities and to accept one or more proposals which, in our sole judgment, is in the best interest of Soundque.

MBE/WBE/DBE/8(a)

GLSC is committed to ensuring that certified minority-owned business enterprises (MBE), women-owned business enterprises (WBE), disadvantaged business enterprises (DBE), and U.S. Small Business Administration 8(a)-certified (8(a)) firms are afforded opportunities to compete for and participate in our purchasing activities. If your company is certified as an MBE, WBE, DBE or 8(a) company, please send your current certification with your response to this RFP.