



RECREATIONAL
BOATING & FISHING
FOUNDATION

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**Request for Proposals
Contract #RBFF-11-C-225**

The Recreational Boating & Fishing Foundation (RBFF) is soliciting price proposals from qualified service providers that can provide sales representation for RBFF's newly developed corporate sponsorship program.

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Attachments:

1. Proposal Cover Page

**Recreational Boating & Fishing Foundation
Request for Proposals**

I. REQUEST FOR PROPOSALS

The Recreational Boating & Fishing Foundation (RBFF) is soliciting price proposals from qualified service providers that can provide sales representation for RBFF's efforts to generate revenue from corporate and foundation sponsorships, partnerships, and cause-related marketing programs.

II. SOLICITATION

Name/Address of Issuer:

Reese Teasley
Contract Manager
Recreational Boating & Fishing Foundation
500 Montgomery Street, Suite 300
Alexandria, VA 22314
Phone: 703-778-5162
Fax: 703-519-9565
Email: ateasley@rbff.org

Please contact Reese with any questions you may have regarding this RFP.

Date of Issuance: Thursday, February 24, 2011

Closing Date and Time: **Friday, March 11, 2011 at 5:00 pm ET**

III. BACKGROUND

RBFF is an independent, not-for-profit 501(c)(3) organization dedicated to growing participation in fishing, boating and aquatic stewardship.

RBFF was created by the Sport Fishing and Boating Partnership Council in response to the Sport Fishing and Boating Safety Act passed by Congress in 1998. By collaborating with key partners—conservation communities, state and federal agencies, recreation and tourism groups and other education and advocacy organizations—RBFF works to increase the number of people involved in fulfilling outside recreational activities. This, in turn, helps ensure the state and federal funding needed for conservation. RBFF's stated mission is to implement an informed, consensus-based national outreach strategy that will increase participation in recreational angling and boating and thereby increase public awareness and appreciation of the need to protect, conserve and restore this nation's aquatic resources.

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RBFF's funding is administered through the U.S. Fish and Wildlife Service (the "Agency") pursuant to a cooperative agreement between the Agency and RBFF.

For more information about RBFF, please visit our organizational website at RBFF.org.

IV. PROJECT NEED

The Recreational Boating & Fishing Foundation (RBFF) is soliciting price proposals from qualified service providers that can provide sales representation for RBFF's efforts to generate revenue from corporate and foundation sponsorships, partnerships, and cause-related marketing programs. Our strategic goal is to generate \$3 million in new revenue by March 31, 2013.

RBFF previously engaged IEG LLC to:

- Conduct an assets analysis of RBFF's Take Me Fishing™ (TMF) program to understand the breadth and depth of existing programming and communications vehicles and identify the most marketable aspects of those assets.
- Assess and assemble TMF-related assets into a year round TMF corporate sponsorship package that offers corporations a solution while generating awareness and promotion for the TMF program.
- Determine rights fees for the TMF corporate marketing sponsorship package and create a Valuation Statement for the package.
- Develop a three-year revenue projection for the new TMF corporate sponsorship program.

Last year, following the IEG LLC valuation, RBFF engaged a sales sponsorship organization to generate revenue from primarily non-endemic corporate sponsors. Though there has been expressed interest from both endemic and non-endemic sponsors, revenue growth has been only modest. The agency of record ceased operations January 31, 2011; current prospects will be shared with the vendor selected.

RBFF has decided to accept a maximum of eight non-endemic Official Sponsors. Data and experience tells us TMF's most targeted non-endemic categories/prospects are:

- Auto
- Non-alcoholic Beverage
- Financial Services
- Insurance (An Official Sponsor has been secured in this category)
- Sports Apparel & Equipment
- Consumer Packaged Goods (including Food and Personal Care)
- Quick Service Restaurants
- Retail

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RBFF also seeks to expand endemic and foundation sponsorships, partnerships, and cause-related marketing programs supporting RBFF's educational grants, youth engagement, and conservation programs.

RBFF needs to outsource the sales of these corporate and foundation sponsorships to drive top line revenue through effective prospecting, qualifying, presentation, relationship building, contract negotiation and close.

V. PROJECT SCOPE

Contractor shall:

- 1) Develop innovative corporate and foundation revenue generation approaches and strategies as well as proactively sell fully integrated, sponsorship packages.
- 2) Create and develop comprehensive proposals and presentations (with the help of RBFF's creative resources) that represent RBFF in a clear and concise manner.
- 3) Develop strategic sponsorships with major brands and agencies in appropriate categories.

VI. CONTRACTOR QUALIFICATIONS

Contractor must:

- 1) Demonstrate a proven track record of success in sponsorship sales as evidenced by numerical goal achievement, and new business generation, while having experience in selling integrated marketing solutions and sponsorships.
- 2) Specify how it recommends packaging RBFF assets and which organizations it would target.
- 3) Have experience in creating sophisticated sales presentations.
- 4) Work within a multi-disciplinary team to get the job done. Contractor will work with RBFF board and task force members, marketing agency, RBFF senior managers, etc.
- 5) Demonstrate ability to meet tight deadlines and produce deliverables according to a timeline.

The contractor will be selected based on the following criteria:

- 1) Business Goals: Does the proposal meet goals and requirements?
- 2) Project Design: Are RBFF business needs driving project design and methodology?

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- 3) Case Studies: Does the proposal cite specific case studies which document relevant experience, driven by a complex business problem that required both expertise and the ability to help the client apply what was learned?
- 4) Organizational Capacity: Is this a stable organization with the necessary resources and expertise to deliver expected outcomes for RBFF?
- 5) Industry/Non-Profit Experience: Does the organization have experience in the recreational boating or fishing industry or nonprofit sector?
- 6) Deliverables: Are detailed pricing, timeline, and deliverables included?

VII. DELIVERABLES AND TIMELINE

The following deadlines apply to this request for proposals:

Issue RFP:	February 24, 2011
Question Period Closes:	March 4, 2011 at 5:00 pm ET
Proposal Due Date:	March 11, 2011 at 5:00 pm ET
Finalist Interviews:	March 28-30, 2011
Final decision and vendor notification:	March 31, 2011
Contractor begins work:	April 1, 2011

VIII. PROPOSAL REQUIREMENTS

At a minimum, the proposal (of no more than 10 pages in length) should include the following elements:

- 1) Completed Proposal Cover Page.
- 2) Description of how your corporation/organization/team fulfills the "Contractors Qualifications" outlined in Section VI.
- 3) Include a list of clients for whom you have performed similar work within the last two years with three client references that RBFF may contact.
- 4) Background on your corporation/organization/team, including history, staff size and experience, and other relevant information. If subcontracting is required, indicate whether you intend to subcontract with small businesses, minority-owned firms, and women's business enterprises.
- 5) Proposed cost of services.

Applicants must submit proposals in hard copy **(five copies)** and electronic copy. Proposals should be prepared simply, providing a straightforward, concise description of the Contractor's ability to meet the requirements of the RFP.

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IX. EVALUATION FACTORS FOR AWARD

Basis for Award

The award will be made to the applicant that conforms to the RFP's requirements and is judged to represent the best value to RBFF. Best value is defined as the proposal that presents the best overall value to RBFF, cost and other factors considered, and which presents the most advantageous offer. Such offer may not necessarily be the proposal offering the lowest cost or receiving the highest technical rating.

Evaluation Criteria

Applicants are cautioned that this is a best-value procurement and that best-value concepts apply to this solicitation. In making its best-value determination, RBFF may award a contract resulting from this solicitation to the responsible applicant whose offer conforming to the solicitation will be the most advantageous to RBFF, price and other factors considered. RBFF shall give due consideration, as appropriate, to the overall merits of the proposal (including the relative advantages and disadvantages to RBFF), the experience of the Contractor, the cost of the proposal, and the needs of RBFF. Preference, to the extent practicable and economically feasible, shall be given for products and services that conserve natural resources and protect the environment and are energy efficient.

Applicants are cautioned that discussions may not be held and that RBFF may award the contract solely on the initial proposals. Accordingly, applicants should put forth their best efforts in their initial submission. However, RBFF reserves the right to conduct discussions if later determined by RBFF to be necessary. RBFF may reject any or all offers if such action is in the best interest of RBFF; accept other than the lowest offer; and waive informalities and minor irregularities in offers received.

X. SPECIAL REQUIREMENTS

Federally Imposed Obligations

RBFF has entered into a cooperative agreement with the U.S. Fish & Wildlife Service, the general provisions of which are the Administrative and Audit Requirements and Cost Principles for Assistance Programs cited in 43 CFR, part 12, which incorporate OMB Circulars A-110, A-122 and A-133 by reference. Inspection, acceptance and procurement are governed by these requirements and principles. The successful applicant will be required to assume all applicable pass-through obligations imposed by the cooperative agreement, such as compliance with federal equal employment opportunity requirements and debarment and suspension certifications.

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Accounting Records

All accounting records of the successful applicant relating to its performance under this award shall be kept in a manner that is consistent with generally accepted accounting principles as well as any applicable provisions of OMB Circular A-133, "Audits of States, Local Governments, and Non-Profit Organizations" and OMB Circular A-122, "Cost Principles for Nonprofit Organizations," and 48 CFR part 31, "Contract Cost Principles and Procedures." Upon reasonable notice to Contractor, RBFF, the U.S. Fish & Wildlife Service, the Comptroller General of the United States, and any of their duly authorized representatives shall have access to any books, documents, papers and records of Contractor that are pertinent to this award and have the right to audit and copy such materials during the term of this award and for a period of three (3) years after its termination or expiration.

Applicant Reimbursement and Compensation Policy

RBFF will not reimburse or compensate applicants for any time, fees and costs incurred while developing their proposals. Additionally, if an applicant is asked to present its proposal in person, RBFF will not reimburse or compensate the applicant for any fees related to the presentation, including but not limited to staff time, travel and out-of-pocket costs. RBFF will not compensate any applicant for time or fees incurred while negotiating a contract.

Use of Metric System

To the extent practicable and economically feasible, all accepted products and services shall be dimensioned in the metric system of measurement.

Ownership of Work Product

- A) The successful applicant will be required to acknowledge that it has been ordered or commissioned to create or prepare a work consisting of the work effort and work product set forth herein and agree that this work is a "work made for hire," and that the applicant shall have no rights to title or interest in and to the work, including the entire copyright in the work or all rights associated with the copyright. The applicant will further be required to agree that to the extent the work is not a "work made for hire," the applicant will assign to RBFF ownership of all right, title and interest in and to work, including ownership of the entire copyright in the work and all rights associated with the copyright, and will execute all papers necessary for RBFF to perfect its ownership of the entire copyright in the work. The applicant will not have rights to or permission to use the work without the prior written permission of RBFF.

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- B) By responding to this RFP, the applicant acknowledges and agrees that all deliverable documentation under this RFP (and subsequent contract) will be transferred to the U.S. Government in accordance with RBFF's government contract. If the applicant intends to submit a notice of limited rights in technical data regarding any delivered technical data to RBFF, the notice shall include sufficient information to enable RBFF to identify and evaluate the applicant's assertions.

Original Work

The successful applicant will be required to represent and warrant that the work the applicant creates or prepares for RBFF will be original, will not infringe upon the rights of any third party, and will not have been previously assigned, licensed or otherwise encumbered.

Public Releases

Except as required by law or regulation, no news release, public announcement or advertising material concerning any subsequent contract awarded pursuant to this RFP shall be issued by any applicant without the prior written consent of RBFF; such consent shall not be unreasonably withheld.

Applicants are also directed to OMB Circular No. A-133, Audits of Non-Profits, in particular the Government's potential right to audit the Contractor's records under §§ .200 and .210 (OMB Circular No. A-133 is hereby incorporated by reference). A copy of OMB Circular A-133 is available from RBFF upon request, or can be downloaded from

<http://www.whitehouse.gov/omb/circulars/a133/a133.html>.

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PROPOSAL COVER PAGE
(All applicants must submit this completed form with their proposal.)

RFP Number	
Company Name	
EIN or Social Security Number	
Contact Name & Title	
Mailing Address	
Telephone	
Facsimile	
E-mail address	
Website address	
Proposed cost	