



Purchasing

REQUEST FOR PROPOSAL

The County of Jefferson, Colorado, by and through its Director of Purchasing, is accepting proposals for **sponsorships/advertising/naming rights for the Jefferson County Fairgrounds** in accordance with the terms, conditions, and specifications contained in these documents.

Offerors wishing to participate in this RFP process should ensure they have all addenda prior to submission of proposals. Failure to acknowledge receipt of any addenda applicable to this project could result in the rejection of your response.

This project and any subsequent addenda will be posted to the RMEP System (www.govbids.com and then go to Rocky Mountain E-Purchasing System). Firms are encouraged to register with RMEPS for this and other opportunities.

Pre-proposal Conference

A pre-proposal conference will not be conducted for this project. Participating firms are responsible for familiarizing themselves with all aspects of the RFP prior to submitting a proposal.

Questions (Reference PROPOSAL INFORMATION Item 2)

All questions must be submitted to the Fairgrounds Director, Mark A Danner, Tel: 303-271-6600, Fax (303) 271-6606, e-mail: mdanner@jeffco.us or in person at the Jefferson County Fairgrounds, 15200 West 6th Avenue, Golden, Colorado 80401.

Questions and/or clarifications will be accepted only by the Fairgrounds Director.

Proposal Instructions

Submittal requirements are outlined in the Proposal Submittal Section Checklist. Place all required copies in an envelope bearing the return address of the participating firm and mark as follows:

Proposal Number: 8129J-FR

Project Title: Fairgrounds Sponsorships/Advertising/Naming Rights

Proposal Due Date: Open ended

Proposals will be processed on a "first in" basis.

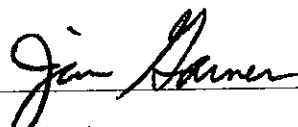
Deliver Proposal To

Jefferson County Fairgrounds
15200 West 6th Avenue
Golden, Colorado 80401
Attn: Mark A Danner

Contract

The successful firm(s) will be required to execute an agreement with Jefferson County in a form which will include all of the negotiated terms, conditions, and any approved exceptions to this Request for Proposal. The agreement will be developed and negotiated between your firm and the Jefferson County Fairgrounds and to be approved by the Jefferson County Attorney.

The County of Jefferson, Colorado, reserves the right to reject any or all proposals or portions thereof, to waive any informalities or irregularities in the proposals received which are inconsequential or immaterial in nature, and to negotiate agreements in total or in part, whichever, in its judgment best serves the interests of the Jefferson County Fairgrounds and your firm.


Jim Garner
Director of Purchasing

7/29/08
Date

100 Jefferson County Parkway • Suite 4530 • Golden, Colorado 80419-4530 • (303)271-8585 FAX (303)271-8598

REQUEST FOR PROPOSAL

Jefferson County Fairgrounds

15200 West 6th Avenue (6th & Indiana)

Golden, Colorado 80401

<http://fairgrounds.jeffco.us>

(Sponsorships/Naming Rights/Advertising)

1. INTRODUCTION

The Jefferson County Fairgrounds is a leader in the events business and currently hosts several hundred events annually, including rodeos, horse shows, dog shows, banquets, receptions, bull ridings, corporate picnics, tradeshow, RV and Vehicle sales, fairs, conferences, stall rentals, RV site rentals, and much more. Along with these hundreds of events, our visitation exceeds 400,000 people on an annual basis. Additionally, there are 65,000 vehicles daily, (almost 24,000,000 annually), that drive by the Fairgrounds. We have come to realize that the opportunity exists to enter into mutually beneficial agreements with the corporate/private world to combine our highly visited and visible facilities with corporations needs for highly visible and high impact impression advertising and/or opportunities to associate your company name with given targeted Fairgrounds buildings, signs, electronic message boards, banners, web-site links, etc. The potential for a mutually beneficial relationship can be gained from the level of exposure for targeted companies from the active level of events, promoters, participants, and spectators that visit the Fairgrounds on an on-going basis annually. (Enclosed in this RFP packet is general information about the Jefferson County Fairgrounds, and pictures of several types of events and customers hosted annually at the Fairgrounds).

The Fairgrounds is seeking to enter into agreements with businesses, firms, corporations, etc; who are interested in gaining exposure to a wide spectrum of the population that attend Fairgrounds events and/or view our highly visible electronic message board along 6th Avenue Freeway. This program can include corporate facility sponsorships, facility naming rights, advertising opportunities, sponsorships, in-kind services, and/or products. This RFP provides the opportunity for your business to officially communicate your interest in entering into such an agreement with the Jefferson County Fairgrounds. Interested parties should contact the Jefferson County Fairgrounds Director, Mark A Danner, to discuss specific interest and possibilities for your business.

Contact information:

Mark A Danner

Director

Jefferson County Fairgrounds

15200 West 6th Avenue

Golden, Colorado 80401

303-271-6600

mdanner@jeffco.us

2. OBJECTIVE OF THIS REQUEST FOR PROPOSAL

The objective of this request for proposal is as follows:

- A. To collect information necessary to begin communication and/or negotiations with the intent to enter into mutually beneficial sponsorship/advertising/naming rights agreements between the Jefferson County Fairgrounds and interested corporations, businesses, firms.

3. QUALIFICATION CRITERIA

To be considered, the following minimum qualifications must be met and/or addressed:

- A. You must provide a detailed description of the name and type of your business, your business mission, purpose/philosophy, years in business, and location of your business, to include the completed: **Statement of Interest and Qualifications** document, included in this RFP.
- B. Your firm must be able to designate an authorized representative, (high level position), to serve as lead contact to the Fairgrounds.
- C. Submit a one page statement as to why your business is interested in entering into a mutually beneficial agreement concerning sponsorship, naming rights, advertising, etc. with the Jefferson County Fairgrounds.

NOTE: In addition to the above information, firms are encouraged to provide additional data further outlining their interest in this program. Also to be considered will be corporate values that are acceptable to Jefferson County, ie; (integrity, community minded, financial responsibility, environmentally involved). Firms with implied or otherwise obvious association with pornography or is offensive to any political, religious, or any protected class of society will not be considered. Preference will be given to those firms that can show a tie to the Fairgrounds vision and/or mission and to long term agreements, (5 years plus). Firms failing to meet or provide answers to the above qualifications will be disqualified from the selection process.

4. SELECTION CRITERIA

All submittals will be evaluated in the following categories.

- A. Compatibility of your business mission, and/or purpose /philosophy to the mission of the Jefferson County Fairgrounds. (Determined by the Fairgrounds Director)
- B. Evaluation of your one page interest statement.
- C. Negotiations that are deemed favorable and acceptable to the Jefferson County Fairgrounds and your firm(s).

5. METHOD OF AWARD

Firms that demonstrate interest, are deemed by the Fairgrounds Director to be compatible with the mission and philosophy of the Fairgrounds, engage in discussion and negotiations, and are deemed to provide the most advantageous deal to the Fairgrounds, (financial, match of philosophy and values, agreement to negotiated terms in contract), will be considered for agreements. The selection process may include a request for additional information. Contracts will be entered into as proposals are submitted, negotiations materialize, and a mutually beneficial agreement(s) are developed. Proposals will be accepted on an on-going basis and the Jefferson County Fairgrounds Director will determine if and when to close the proposal submittal process.

The County reserves the right to enter into agreements with firms who demonstrate the best ability to fulfill the requirements of this Request for Proposal, and to reject any and all proposals that do not meet the mandatory requirements or are deemed by the County to not be a good fit organizationally based on negotiations. The County will not pay for any information herein requested, nor is it liable for any costs incurred by participating firms relating to this request for proposal.

STATEMENT OF INTEREST AND QUALIFICATIONS

SUBMITTAL INSTRUCTIONS:

- A. COMPLETE the information requested below. Use the form provided.
- B. ATTACH a detailed response for all requested information as required. Format your submittal according to the numerical sequence of the outline provided.
- C. READ AND SIGN the signature page.
- D. Submit one (1) original and one (1) copy of all information requested herein, including all attachments, to the Jefferson County Fairgrounds per the contact information listed in the RFP document.

1. Submitted by: (Name of firm) _____

- ☐ Corporation
- ☐ Partnership
- ☐ Individual
- ☐ Joint Venture
- ☐ Other (specify)

a. Office location _____

b. Contact person _____ Phone number _____

E-mail address: _____

2. If your organization is a corporation, please provide the following:

a. Date of incorporation: _____

b. Incorporated in the state of: _____

c. Chief Executive's name: _____

d. Title: _____

3. If your organization is a partnership of individuals, please provide the following:

a. Date of organization: _____

b. Name of owner(s) and ownership participation: _____

c. Chief Executive's name: _____

d. Title: _____

4. Are any lawsuits; Federal, State or local tax liens; or any potential claims or liabilities pending against you, your firm, or the officers of the firm at this time? ____ Yes
____ No. If yes, please explain.

Has your corporation ever filed for bankruptcy or corporate protection under applicable Federal or State Laws in the last seven (7) years?
____ Yes ____ No. If yes, please explain.

5. Number of years your organization has provided your services and/or products:
Years _____
6. Number of years your organization has been doing business under the name stated above: ____ Years
7. If the duration stated in item 5 and 6 above are not equal, please list other business names and type of services provided during the period which differs:
8. Number of people in your organization: _____
9. What are your specialties?

10. Attach a copy of any business license, if applicable
11. Will your firm designate an authorized representative to serve as the lead contact to the Fairgrounds?
Yes _____ No _____
12. Provide the name of your firm's authorized *contract* representative:

The undersigned hereby authorizes and requests any person, firm, or corporation to furnish any information requested by the county in verification of the recitals comprising this statement of Provider's qualifications.

COMPANY NAME: _____

Company Authorized Signer: (Print) _____

(Signature) _____

Title: _____ Date: _____

Notary

State of _____)

County of _____)

_____ being duly sworn, deposes, and says that he/she is the _____
(Company Authorized Signer) (Title)

of _____, and that the answers to the foregoing questions and all statements therein
(Company Name)

contained are true and correct.

Subscribed and sworn before me this _____ day of _____, 2008

Notary public: _____

Address: _____

My commission expires: _____

PROPOSAL SUBMITTAL SECTION

(see Response Requested section below)

Company Information

Company Name: _____ EIN: _____

Company Name as filed with the Secretary of State, if corporate entity: _____
(Colorado Secretary of State Website, for reference purposes, is <http://www.sos.state.co.us/>)

Phone Number: _____ Fax Number: _____

Company Address: _____

Authorized Signature: _____

Printed Name and Title: _____

E-mail Address: _____

Date: _____

Authorized Representative

Indicate the name of the Authorized Representative who will be assigned to this project:

(please print) _____

Submittal Checklist

The following documents are to be returned with your proposal.

PLACE A CHECK BY EACH ITEM SUBMITTED

1. ☐ Submit **ONE (1)** original and **ONE (1)** copy of ALL INFORMATION requested herein, including all attachments, unless otherwise indicated.
2. ☐ Completed, signed and notarized Statement of Interest and Qualifications (SOQ). In order to properly process proposals, all forms must be completed according to instructions and on the forms provided herein (or in the identical format).
3. ☐ This completed and signed Proposal Submittal Section.
4. ☐ Exceptions sheet, if applicable.
5. ☐ Submit attachments as follows:

_____ RFP, Section 3, Item A.	Detailed description of your firm
_____ RFP, Section 3, Item C	One page statement of your interest
_____ SOQ, Item 10	copy of any business license, if applicable

PROPOSAL SUBMITTAL SECTION

6. ☐ Insurance

Firms that will conduct physical business on the Fairgrounds site shall be required to furnish the County with certificates of insurance for types and limits as detailed in Attachment "A" prior to performing any activity on this project. Jefferson County, Colorado shall be the Certificate Holder and shall be named as Additional Insured.

Please note, evidence of insurance is not required at this time.

Indicate your ability to comply with the following requirements:
The County shall be added as an Additional Insured to all liability policies:
Yes ☐ No ☐

Your property and liability insurance company is licensed to do business in Colorado:
Yes ☐ No ☐

Indicate the name of your property and liability insurance company here:

Name: _____

Your property and liability insurance company has an AM Best rating of not less than B+ and/or VII:
Yes ☐ No ☐

7. ☐ Complete the Acknowledgement of Receipt of Addenda below, if applicable.

Note: Be advised that the successful firm, if a corporate entity, will be required to provide evidence of current good standing with the Colorado Secretary of State..

Award

The firm(s) which is/are selected will be that/those which best serve the interests of Jefferson County and will be given the first right to negotiate an agreement acceptable to the County. In the event that an agreement satisfactory to the County cannot be reached, the County may enter into contract negotiations with one or more of the remaining qualified firms.

Exceptions

Print the words "no exceptions" here _____ if there are no exceptions taken to any of the terms, conditions, or specifications of these proposal documents or contract. If there are exceptions taken to any of the terms, conditions, or specifications of these proposal documents or contract, they should be clearly stated on a **separate sheet of paper**, attached to this sheet and returned with your proposal. (Reference **PROPOSAL INFORMATION Item 7.**)

Acknowledgment of Receipt of Addenda

Your acknowledgment of any addendum issued for this RFP shall be noted by signing below. This will serve as your acknowledgment that these clarifications/revisions have been taken into consideration during the preparation of your proposal.

Addendum Number: _____	Date: _____	Acknowledged by: _____
Addendum Number: _____	Date: _____	Acknowledged by: _____
Addendum Number: _____	Date: _____	Acknowledged by: _____

ATTACHMENT A

	INSURANCE REQUIREMENTS -	
I	Prior to the commencement of any work the vendor assigned the Contract/Purchase Order shall forward certificates of insurance to the department specified in the award document.	Required
II	Certificates must indicate they apply to Jefferson County, CO as the certificate holder.	Required
III	Insurance - Minimum requirement	
	Commercial General Liability - on an Occurrence Form (including premises/operations/ independent contractors; product and completed operations.) The policy must not exclude or reduce any coverage for mobile equipment, Broad Form property damage; personal injury; blanket contractual; explosion, collapse, and underground (X,C,U) coverages. Personal injury coverage must have the employee exclusion deleted. Combined single limit for Bodily Injury and Property Damage.	Required \$500,000/ occurrence \$500,000 aggregate
	All deductibles or self-insured retentions (SIRs) in excess of \$5,000 must be listed on the certificate of insurance	Required
	The insurance requirements specified by the county shall remain in effect for the full term of the contract and/or agreement and any extension thereof. Updated Certificates of Insurance shall be sent to the county during the full term of the contract and/or agreement and any extension thereof.	Required
	The county reserves the right to reject any insurer it deems not financially acceptable on insurance industry resources. Property and liability insurance companies shall be licensed to do business in Colorado and shall have an A.M. Best rating of not less than B+ and/or VII. Additionally the county reserves the right to reject any insurance with relatively large deductibles or self-insured retentions (SIRs), deemed by the county to pose too high a risk based on the size of the contractor, financial status or rating of the contractor, or based on the size or type of the project and the exposure.	Required
IV	Any deviations below the standards given above must be approved by Jefferson County Risk Management	Required