

Park City Municipal Corporation

REQUEST FOR PROPOSALS FOR

*Sale of Advertising Space and Program Sponsorship
at the Park City Ice Arena*

NOTICE
REQUEST FOR PROPOSALS
*Sale of Advertising Space and Program Sponsorship
for the Park City Ice Arena*

PROPOSALS DUE: November 27, 2012 @ 5:00 PM

PROJECT NAME: Sale of Advertising Space and Program Sponsorship for the Park City Ice Arena

RFP AVAILABLE: November 15, 2012 @ 8:00 AM

PROJECT LOCATION: 600 Gillmor Way, Park City, Utah 84060

PROJECT DESCRIPTION: Sell advertising space at the Park City Ice Arena and sponsorships to the arena's programs.

PROJECT DEADLINE: 18 months from contract approval

OWNER: Park City Municipal Corporation
P.O. Box 1480
Park City, UT 84060

CONTACT: *Jon Pistey, Arena Operations Manager*
jpistey@parkcity.org; Fax 435-615-5719
All questions shall be submitted in writing no later than
11/23/12 at 5:00 PM.

**Park City reserves the right to reject any or all proposals for any reason.
Furthermore, the City shall have the right to waive any informality or technicality
in proposals received when in the best interest of the City.**

I. Introduction

The Park City Ice Arena is a 46,000 s.f., single sheet community ice sport facility. The facility was opened in February of 2006 as a seasonal operation and began operating year-round in 2008. The Ice Arena accommodates 5 sports: ice hockey, figure skating, speed skating, curling and sled hockey. User groups are the Park City Ice Miners youth hockey organization, The Figure Skating Club of Park City, park City High School varsity and junior varsity hockey, the Park City Curling Club, The Predators women's hockey, and Utah High School Hockey. Our adult hockey league is the largest in Utah, with three different division and 20 teams. We also host regional events, tournaments, corporate parties and outings, public skating and birthday parties, off-ice conditioning and dance classes, with our most high profile event being the Luc Robitaille Celebrity Shootout during the Sundance Film Festival. Our total visitors per year exceeds 100,000 participants and spectators

II. Scope of Project

This project includes the sale of advertising space and program sponsorships to local, regional and/or national sponsors with local interests. The successful applicant will be responsible for developing and maintaining inventory lists, generating new sales, renewing existing contracts, maintaining records for contracts, collecting payments in a timely fashion, working with businesses to produce effective and appropriate advertisements for the space, coordinating production with the signage firms and ensuring payment for goods and services, and communicating with arena Management regarding potential and actual sales and coordinating installation with arena staff. The person or firm selected must obtain a valid Park City Business License before the contract can be approved by City Council. This project will be for an initial 6 month period, and will renew for a period of one year if mutually agreed upon goals are met.

III. Funding

Compensation for advertising and marketing sales will be paid out of the Ice Arena operating budget.

IV. Content of Proposal

Proposals will be evaluated on the criteria listed below.

- 1. Track record of successful advertising sales, preferably in a sports setting*
- 2. Proposed price list and price justification for available inventory*
- 3. Proposed schedule of compensation for sales*
- 4. Proposed sales goals*

5. *Ability to think creatively to generate revenue for the Ice Arena through advertising sales and program sponsorships.*

Proposals should include:

1. *A resume including past sales experience, sales figures and references*
2. *A proposed price list for advertising and program sponsorship opportunities at the Park City Ice Arena*
3. *A schedule of compensation for base pay and commission for sales*
4. *A schedule of yearly sales goals*
5. *A description of how you plan to meet sales goals and be an asset to the Ice Arena.*
6. *Proof of valid driver's license and valid auto insurance.*

Proposals shall be limited to 5 pages.

Park City Municipal Corporation reserves the right to reject any and all proposals for any reason. Proposals lacking required information will not be considered. All submittals shall be public records in accordance with government records regulations ("GRAMA") unless otherwise designated by the applicant pursuant to UCA §63G-2-309, as amended. The award of contract is subject to approval by City Council.

Park City reserves the right to cancel or modify the terms of this RFP and/or project for any reason preceding contract award and reserves the right to accept or reject any proposals submitted pursuant to this request for proposals. Park City will provide respondents written notice of any cancellation and/or modification. Furthermore, the City shall have the right to waive any informality or technicality in proposals received when in the best interest of the City.

V. Selection Process

Proposals will be evaluated on the factors listed in Section IV, Content of Proposal, above.

The selection process will proceed on the following schedule:

- A. Any questions shall be submitted in writing to Jon Pistey, Arena Operations Manager via fax (435-615-5719) or email: jpistey@parkcity.org. Questions must be submitted by 5:00PM on November 23, 2012.
- B. Proposals will be received by Park City prior to 5:00PM on November 27, 2012, at the Front Desk of the Ice Arena, located at 600 F.J. Gillmor Way, Park City, UT, 84060. Proposals shall be addressed to the attention of Jon Pistey, Arena Operations Manager.

- D. Proposals will be opened at 10:00AM on November 28, 2012, at the Park City Ice Arena, located at 600 F.J. Gillmor Way, Park City, UT, 84060.
- E. The Selection Committee will contact the successful person or firm no later than November 29, 2012 at 5:00PM.
- F. It is anticipated that City Council will vote on the contract award on December 20, 2012.

Park City reserves the right to change any dates or deadlines.

VI. Selection Criteria

- A. Resume and reference checks.
- B. Price list: visual appeal, readability, clarity of options and price structures.
- C. Compensation Plan
- D. Sales Goals
- E. Plan and rationale for meeting sales goals and how the sales person or firm will be an asset to the Park City Ice Arena.
- F. Proof of valid drivers' license and auto insurance.
- G. The nature and extent of requested changes to the City's standard contract.

Note: Cost may not be the sole deciding factor.

The selection committee will be comprised of: Jon Pistey, Arena Operations Manager; Jason Glidden, Arena Business Development Manager; Amanda Noel, Front Desk Supervisor

VII. Park City Municipal Standard Service Provider Agreement

The successful proposal will be required to enter into Park City's Professional Service Agreement, in its current form, with the City. A draft of the Agreement is attached to this RFP. If there is a conflict between the written and numerical amount of the proposal, the numerical amount shall supersede.

VIII. Information to be submitted

To be considered, 3 copies of the proposal must be addressed to the attention of Jon Pistey, Arena Operations Manager and received at the Park City Ice Arena Front

Desk, 600 F.J. Gillmor Way, Park City, UT 84060 no later than November 15, 2012 at 5:00PM. Proposals will be valid for one week after the submittal deadline.

IX. Preparation of Proposals

A. Failure to Read. Failure to Read the Request for Proposal and these instructions will be at the offeror's own risk.

B. Cost of Developing Proposals. All costs related to the preparation of the proposals and any related activities are the sole responsibility of the offeror. The City assumes no liability for any costs incurred by offerors throughout the entire selection process.

X. Proposal Information

A. Equal Opportunity. The City will make every effort to ensure that all offerors are treated fairly and equally throughout the entire advertisement, review and selection process. The procedures established herein are designed to give all parties reasonable access to the same basic information.

B. Procurement Policy. Park City's policy, subject to federal, state and local procurement laws, is to provide reasonable attempts to support Park City businesses by purchasing goods and services through local vendors and service providers.

C. Proposal Ownership. All proposals, including attachments, supplementary materials, addenda, etc., shall become the property of the City and will not be returned to the offeror.

D. Rejection of Proposals. The City reserves the right to reject any or all proposals received. Furthermore, the City shall have the right to waive any informality or technicality in proposals received when in the best interest of the City.

No proposal shall be accepted from, or contract awarded to, any person, firm or corporation that is in arrears to the City, upon debt or contract or that is a defaulter, as surety or otherwise, upon any obligation to the City, or that may be deemed irresponsible or unreliable by the City. Offerors may be required to submit satisfactory evidence that they have the necessary financial resources to perform and complete the work outlined in this RFP.