



Contract 3047P

Development of the Richmond Sponsorship Program

1. Introduction

The City of Richmond (the “City”) proposes to engage the services of a consulting firm to help with the development of a Sponsorship Program that is primarily focused on the new Richmond Speed Skating Oval.

The objective of this Request for Proposal is to provide the City with qualified proponents capable of carrying out the work herein defined. The subsequent proponent proposals will form the basis for evaluation, interview and selection.

2. Submission Details

Eight (8) copies of each proposal marked “**Development of Richmond Sponsorship Program - Contract 3047P**” addressed to the Purchasing Section, will be received at the Information Counter, Main Floor, Richmond City Hall, 6911 No. 3 Road, Richmond BC V6Y 2C1, until 12 noon, June 8th, 2007 (the “Closing Date”). Submissions received after this time will be returned to the sender.

The City is not under any obligation whatsoever to select a proponent and may cancel this Request for Proposal at any time for whatever reason(s) and without liability to the proponents or anyone else.

All proposals shall remain irrevocable and open for acceptance by the City for 90 days following the Closing Date. Proposals may be withdrawn by written notice provided such notice is received at the office of the City’s Purchasing Section prior to the Closing Date.

All proposals will remain confidential, subject to the City’s obligations under the *Freedom of Information and Protection of Privacy Act* (BC).

Proponents are solely responsible and without recourse to the City for their own expenses in preparing and submitting a proposal and for otherwise participating in the Request for Proposal process.

Any interpretation of, additions to, deletions from, or any other corrections to the Request for Proposal document, will be issued as written addenda by the City of Richmond. It is the sole responsibility of the potential proponents to check with the City of Richmond’s Purchasing Section to ensure that all available information has been received prior to submitting a bid.

No communications or responses from the City in relation to the Request for Proposal may be relied upon by the proponents unless and only to the extent confirmed in writing by an addendum to the Request for Proposal.

The City does not represent or warrant the accuracy or completeness or any information set out in this Request for Proposal. Proponents shall make independent assessments as they consider necessary to verify and confirm the accuracy and completeness of all such information.

3. Enquiries

Clarification of terms and conditions of the proposal process shall be directed to:

Purchasing

Sheryl Hrynyk
Acting Supervisor, Purchasing Section
Business & Financial Svcs Dept
City of Richmond

Telephone: 604-276-4135
E-mail: purchasing@richmond.ca

Technical clarification shall be directed to:

Technical

Lee A. Malleau
Manager, Economic Development
And Sponsorships and Partnerships
Business & Financial Svcs Dept
City of Richmond

Telephone: 604-276-4216
E-mail: lmalleau@richmond.ca

The City and its agents and employees shall not be responsible for any oral representations, statements, assurances, commitments or agreements which proponents receive or believe they may have received from the City. Proponents rely on such representations, assurances, commitments and agreements at their sole risk without recourse against the City, its agents or employees. If proponents wish to rely on such representations, assurances, commitments and agreements, they are solely responsible for ensuring they are incorporated into binding written agreements between the proponent and the City.

4. Project Background

The Sponsorship Program will focus on a multi-purpose sporting and wellness facility (the "Facility") on a prominent waterfront site within the City of Richmond, that will act as the Long-Track Speed Skating Venue for the 2010 Olympic and Paralympic Winter Games.

The long-term vision for the Facility is the creation of an iconic landmark and an outstanding theatre for recreation and high performance sport, health, fitness, wellness,

art and medical sciences. The Facility will ensure a sustainable legacy for sport and for the community, with a significant focus on high performance sport and wellness.

The waterfront site includes the 33,000 square metre Richmond Speed Skating Oval facility and the City Centre Waterfront Park to be located within the 29 acre Olympic precinct site on River Road between No. 2 Road and Hollybridge Road in Richmond.

The Facility is scheduled to be open in October 2008. Prior to the 2010 Olympics, the Facility will be available for a variety of uses including: ice sports such as long track and short track speed skating, hockey, figure skating, dry floor court and indoor field sports on the activity area within the speed skating track and special events, tournaments and exhibitions. During the Olympics, the Facility will be home to a superb, state-of-the-art international long track speed skating oval with seating for 8,000 spectators.

Post Olympics, the Facility will convert to a multipurpose adaptable public facility that will be a gathering place which brings together regional/national/international sport, culture and community in one location.

The Facility has been designed to accommodate sports (recreational to high performance), a community active living and wellness centre, sports medicine and sport sciences center, a community gathering place, rowing training center, special events, commercial uses, a restaurant and other yet-to-be-determined businesses.

The Facility will be the most significant Olympic infrastructure remaining after the Olympics, physically representing the role Canada played as the host for the Winter Olympics in 2010. It will, however, be owned and operated by the City as a sporting center with special national significance.

The City is prepared to engage with a number of naming and non-naming partners at the Facility post-2010, and is in the process of developing detailed programs that will facilitate the sponsorship process. The search for the most appropriate partners is of paramount importance



to the City, and for the Facility which provides a unique long-term opportunity with generous exposure and consumer connection in a strategic Pacific Northwest location.

5. Project Goals (Mandatory Requirements)

The Selected Proponent will be required to work closely with City staff to develop a comprehensive Sponsorship Program that will focus primarily on the Facility, but will also include options that may bundle service contracts throughout the City.

The Sponsorship Program will include a focused and forward-thinking implementation plan, and the Selected Proponent will provide ongoing support and guidance to the City through the various implementation stages. The opportunity exists for the Selected Proponent to become the 'consultant of record' for the City throughout some of the critical Sponsorship Program phases that will be implemented over the next 3 to 5 years.

Sponsorship partnerships will be sought throughout three key periods of time for the Facility, and each period of time will have unique aspects that will guide the type of partner, the level of activation, and duration of each of the partnership arrangements. The three periods of time are:

1. Pre-Games, current to December 2009;
2. Game-Time, December 2009 to (approx) June 2010; and
3. Post-Games, June 2010 and beyond.

The City's Sponsorship Program will focus on the following phases, parts of which the consultant will be expected to include in their proposal and help develop: (though not be limited to):

1. Research and Planning:

- Consumer research (psychographic/demographic analyses);
- Product and comparative analysis;
- Development of naming rights strategy/ies;
- Development of non-naming rights strategy/ies.

2. Selling and Communication:

- Develop information and messaging tools;
- Launch naming rights campaign;
- Launch non-naming rights campaign;
- Shortlist and evaluate naming and non-naming candidates (through a values-matching filter).

3. Negotiations and Contracts:

- Develop sponsorship/partnerships agreement templates;
- Support and complete negotiations.

4. Benchmarking and Performance Measurement (ROI):

- Develop quantification mechanisms, environmental scans, exposure valuation systems and ROI tools for the activation programs.

5. Announcements:

- Public announcement campaigns for naming and non-naming partners;

6. Launching and Activation—Pre-Games:

- Activation of official sponsors;
- Activation of non-naming and pre-operational partners;
- Activation of titling sponsors for special event properties.

7. Planning for Game-Time:

- Develop final vision for Richmond Pavilion;
- Develop program for national houses as part of the Game-time Pavilion;
- Develop corporate partners Pavilion programs for Game-time.

8. Launching and Activation—Post-Games:

- Activation of Post-games naming rights programs;
- Activation or re-engagement of non-naming programs;
- Full activation of benchmarking and performance measurement programs.

6. Scope of Work, Methodologies and Pricing

For the purposes of this Request for Proposal, the Selected Proponent will be required to develop an effective and comprehensive Sponsorship Program that includes the project goals outlined in section 5 (the (“Project Goals”) and the following specific tasks (collectively, the “Work”):

- Develop a comprehensive profile of full-time, part-time and occasional users for the Facility in order to target and evaluate sponsors;
- Conduct an overall valuation assessment of the Facility taking into account the unique nature of the center and its relationship to the Olympics;
- Develop a thorough naming rights strategy that will include a detailed inventory of sponsorable products, activation options and opportunities both inside and outside the Facility—and that also could include the bundling of additional City-wide options such as technology and financial services;
- Develop a thorough non-naming rights strategy that will include a detailed inventory of sponsorable products, activation options and opportunities both inside and outside the Facility—and that could include the bundling of additional City-wide options;
- Provide a complete inventory and value of all sponsorable assets (naming and non-naming) as individual entities and/or strategically bundled assets within the site;
- Identify all benefits, both tangible and intangible, that can be offered by the City in return for sponsorships, agreements and/or naming rights;
- Identify issues and/or challenges that may impede maximizing revenue potential within the current environment;

- Recommend realistic sponsorship sales goals with qualifiers and identification of sponsor fulfillment strategies to acknowledge contributions;
- Develop and prioritize a strategic target list of sponsors in all categories relevant to the Facility and the City;
- Develop a strong sales and negotiation approach and position for the City;
- Develop a partnership agreement template;
- Work with City staff to develop strategic information and marketing tools required to promote and sell the Sponsorship Program; and
- Provide ongoing advice, direction and recommendations to the City with respect to the sponsorship and partnership opportunities related to this project.

Overriding Objectives and Guiding Principles

The Selected Proponent will be required to implement the following global objectives in performing the Work:

- Guide the City in establishing a highly successful Sponsorship Program that will have long-term benefits for both the City and its sponsoring partners;
- Engage in innovative thinking around partnership opportunities, and energetic thinking in the development of a complete inventory of sponsorable assets within the context of the Facility and related city-wide opportunities;
- Think outside the general rules of sponsorship business in developing the Sponsorship Program, including the development of such tasks as a corresponding list of the value of tangible and intangible benefits to be offered by the City in return for sponsorship and naming rights;
- Provide critical guidance on brand protection and other issues and strategies related to the Olympics, the International Olympic Committee, the Canadian Olympic Committee, the Local Organizing Committee (VANOC) and other related organizations associated with the Olympic Games;
- Make strategic recommendations for the future;
- Help the City develop dynamic materials and messaging required to support the Sponsorship Program that is consistent with other City-wide positions on branding, marketing, messaging, etc.;
- Provide advice and recommendations to the City keeping in mind that there is an opportunity to become the City's 'consultant of record' through the process.

Methodologies and Mandatory Pricing

The proposal should provide a detailed description of the methodologies to be employed in carrying out of the Work, including the estimated number of workshops, meetings, research and focus sessions, open houses (if any), etc., to be carried out in association with the Work.

Pricing—Please Note Carefully**A. Advanced Research and Comparative Analysis;**

- Consumer research and focus groups, including demographics and psychographics and user profiles, etc;
- Building on work already conducted, carry out a comparative facilities analysis and overall asset valuation;

B. Development of Naming Sponsorship Program;

- Valuation of naming options, major and minor (sub-naming options);
- Inventory and valuation of activation options;
- Targeted list of naming sponsors and partners during the two applicable time periods below, including an assessment tool that can measure for ‘best fit’:
 - Pre-games;
 - Post-games;
- Develop sales and negotiation approach and help develop a communication strategy to launch the program, including key materials such as agreement templates and information materials;
- Identify all benefits that can be offered by the City in return for sponsorships, agreements and/or naming rights, including sponsorship fulfillment programs;
- Guide the City through the launch and implementation of the program, including advising on negotiations and agreements where appropriate;

C. Development of Non-naming Sponsorship Program;

- Inventory and valuation of all non-naming options including:
 - Suppliers and vendors;
 - VIK partners and contributors;
 - Other partners;
- Targeted list of non-naming sponsors and partners during the two applicable time periods below, including an assessment tool that can measure for ‘best fit’:
 - Pre-games;
 - Post-games;
- Identify all benefits that can be offered by the City in return for sponsorships, agreements and/or naming rights, including sponsorship fulfillment programs;
- Develop sales and negotiation approach and help develop a communication strategy to launch the program, including key materials such as agreement templates and information materials;
- Guide the City through the launch and implementation of the program, including advising on negotiations and agreements where appropriate;

D. Benchmarking and Performance Measurement

- Develop quantification mechanisms, environmental scans, exposure valuation systems and ROI tools for the activation programs;

All of these components must include implementation plans with estimated costs. Please note that proponents are asked to make any additions to the scope of Work, where it is felt to be appropriate and provide separate pricing for such additions, if any.

Proponents are advised that the City may elect to proceed with one, more than one or all of these priced components at its sole discretion without liability to the proponent, the City or to anyone else.

The Selected Proponent will be paid according to the submission requirements and contractual agreement discussed in section 16.

PLEASE NOTE: The City is not prepared to enter into an agreement whereby a commission fee is paid to the Selected Proponent.

7. Deliverables of the Work

The Selected Proponent shall deliver the Work product in the following formats:

- A formal report of the Work product, with clear demonstration that it has achieved all of the Project Goals.
- Two (2) hard copies of the formal report and one (1) electronic copy in original software format (not PDF).
- Three (3) presentations with appropriate multi-media tools and information adapted to a variety of audiences.
- All background and resource lists, and any applicable database in original software format (unless otherwise mutually agreed), minutes of meetings and workshop results, survey summaries and analyses, etc.

8. City Provided Items

The City shall provide to the Selected Proponent(s) background information which includes, but is not limited to:

- Preliminary draft of the Oval Business Plan;
- *Oval Neighbourhood Storyline* - Destination and Development Program;
- Information about the Facility and its construction;
- Drawings and other illustrations of the Facility (including multi-media information and communication pieces).
- Preliminary valuation of the Richmond Speed Skating Oval property.

The City does not warrant and is not responsible in any way for the scope, completeness, appropriateness or accuracy of the City provided items. Use or reliance by the Selected Proponent on any and all of the City provided items shall be at the Selected Proponent's sole risk and without recourse against the City, its agents or employees.

9. Ownership of Work Product

The Selected Proponent will irrevocably and unconditionally convey, sell, transfer and assign, to the City all right, title, benefit, interest, claim and demand in and to the Work product and all intellectual property rights in the Work product and will waive all moral rights it may have in the Work product in favour of the City.

10. Confidentiality

The proponents shall at all times hold confidential all information and data received from the City in connection with the Request for Proposal ("Information") except insofar as such Information is required to be disclosed by law or court order, is in the public domain or becomes part of the public domain through no fault of the proponent or in respect of which the proponent can demonstrate that it was lawfully in possession prior to its disclosure by the City pursuant to the Request for Proposal.

Subject to this section 10, the proponents shall not use or disclose (except as and only to the extent necessary for the preparation of its proposal and, if awarded to the proponent, for the performance of the Work), any Information to anyone without the City's written approval.

11. Project Schedule

The Work is to be completed on or before September 30, 2007, with Work commencing as soon as possible after the agreement between the City and the Selected Proponent discussed in section 16 is concluded. A project schedule is to be submitted with the proposal.

12. Proposal Submissions

All proponents are required to provide the following information with their submissions, and in the order that follows:

- A corporate profile of their firm outlining its history, philosophy and target market.
- A detailed listing of sponsorship/naming and non-naming rights marketing industry expertise. The Selected Proponent must:
- be knowledgeable about the North American and international sponsorship industries;

- be able to provide critical guidance on brand protection and other issues and strategies related to the Olympics, the International Olympic Committee, the Canadian Olympic Committee, the Local Organizing Committee (VANOC) and other related organizations associated with the Olympic Games. As such, the proponent must be able to demonstrate significant experience in dealing with Olympics-related issues concerning sponsorship;
 - possess excellent research and interview skills, and have superior skills in organizing, facilitating and summarizing community forums related to sponsorship strategy development and action planning;
 - be proficient in developing complete and comprehensive naming and non-naming rights strategies with dedicated action plans; and
 - have experience in working successfully with members of municipal government.
- A description of the proponent's understanding of the Project Goals and vision, and how these will be achieved.
 - A detailed project methodology explaining each project task including what will be expected of both the consultant and the City with respect to each task.
 - Team Composition – a complete listing of all key personnel who will be assigned to this project. This will include their relevant experience, qualifications for this project, roles and responsibilities, leadership, etc., in addition to their availability for this project.
 - If, a proponent requires a change to any personnel named in the proposal, the proponent shall notify the City within five (5) business days in writing. Such notification shall clearly identify the proposed substitution and include sufficient documentation to demonstrate that the proposed substitute has, overall, comparable or better qualifications, experience and ability in comparison to the original person.
 - The proponent shall provide such further documentation as may be requested by the City at its sole discretion to satisfy itself as to the qualifications, experience and ability of the proposed substitute. If the proposed substitute is not acceptable to the City, the proponent shall propose an alternate substitute.
 - A detailed proposal of what will be delivered by the proponent, including the expected outcome and benefits to the City.
 - A complete definition of the process that will be employed to meet the objectives of this project, e.g., approach to be taken, feasibility and market study, etc.
 - A detailed schedule of all activities, including milestones, project meetings, interim reports and progress reports required for this project.
 - Provision of a pricing methodology complete with a time allotment for each identified task you propose to employ to carry out the Work, which shall form the basis for payments to the Selected Proponent. Supplement this with a schedule of

fees for staff to be assigned to the project. These rates shall be the basis for adjustments to the value of the contract in the event that the scope of work varies from that proposed.

- A minimum of three (3) client references from projects of a similar size and scope.

13. Media Releases and Public Disclosure

The Proponents or the Selected Proponent shall not issue or disseminate any media release, public announcement or public disclosure that relates to the Request for Proposal or the Work, or any matters related thereto, without the prior written consent of the City.

14. Restrictions on Communications between Proponents

A proponent and proponent team members shall not discuss or communicate, directly or indirectly, with any other proponent (including any proponent team member of such other proponent), any information whatsoever regarding the preparation of their proposal. Proponents shall prepare and submit proposals independently without any connection, knowledge, comparison or information, or arrangement, direct or indirect, with any other proponent (including any proponent team member of such other proponent).

15. Conflict of Interest

If proponents, prior to or following submission of a proposal, discover any perceived, potential or actual conflicts of interest or any existing business relationships they may have with the City, the proponent shall promptly disclose the conflict to the City in writing.

Proponents shall also, in their proposal, disclose perceived, potential and actual conflicts of interest, and any existing business relationships they may have with the City.

The City reserves the right to waive any and all perceived, potential or actual conflicts, whether arising out of existing business operations or otherwise.

16. Working Agreement

The Selected Proponent will enter into a contract for services with the City based upon the information contained in this Request for Proposal and the Selected Proponent's proposal and any modifications thereto.

The City will provide a form of agreement to be entered into by the Selected Proponent and the City. The form of agreement will be prepared by the City and will reflect the information contained in this Request for Proposal and, to the extent determined by the City, the terms of the Selected Proponent's proposal. The form of agreement will be subject to minimal amendment only.

Proponents may include their standard terms of engagement in their proposal for consideration by the City.

If it appears to the City, in the City's sole opinion, that the agreement may not be executed by the Selected Proponent, the City may at its sole discretion and without liability immediately terminate all further negotiations and attempts to finalize the agreement with the Selected Proponent and select another proponent.

17. Evaluation Criteria

Proposals shall be evaluated to determine the best value offered to the City against conformance to the following criteria (though not necessarily in this order of priority):

- Understanding of project objectives/outcomes and vision
- Project Methodology
- Team Composition – Experience and Qualifications of those staff to be assigned to the project.
- Project Deliverables
- Value for Money
- References
- Interview (if required)

Final selection will not necessarily be based solely on price, but will be based on how the proponent and its proposal can achieve the objectives of the Work..

Proponents should be aware that the City may elect to award one or more of the components to a proponent, and that more than one proponent may be engaged to carry out specialized elements of the Work..



Note: Receipt of this completed form will assist us in calling for future bids. Please complete and submit this form prior to the closing date and time as shown on the Request for Quotation/Proposal/Tender form.
Please remember to include Quotation/Proposal/Tender No. at right.

Quotation/Proposal/Tender No.

3047P

A Quotation/Proposal/Tender is not being submitted for the following reason(s):

- | | | | |
|--------------------------|---|--------------------------|---|
| <input type="checkbox"/> | We do not manufacture/supply the required goods/services | <input type="checkbox"/> | Cannot obtain raw materials/goods in time to meet delivery requirements |
| <input type="checkbox"/> | We do not manufacture/supply to stated specifications | <input type="checkbox"/> | Cannot meet delivery requirements |
| <input type="checkbox"/> | Specifications are not sufficiently defined | <input type="checkbox"/> | Cannot quote/tender a firm price at this time |
| <input type="checkbox"/> | Insufficient information to prepare quote/proposal/tender | <input type="checkbox"/> | Insufficient time to prepare quote/tender. |
| <input type="checkbox"/> | Quantity too small | <input type="checkbox"/> | We are unable to competitively quote/tender at this time. |
| <input type="checkbox"/> | Quantity too large | <input type="checkbox"/> | We do not have facilities to handle this requirement |
| <input type="checkbox"/> | Quantity beyond our production capacity | <input type="checkbox"/> | Licensing restrictions (please explain) |
| <input type="checkbox"/> | Cannot meet packaging requirements | <input type="checkbox"/> | Agreements with distributors/dealers do not permit us to sell directly. |
| <input type="checkbox"/> | Cannot handle due to present plant loading | <input type="checkbox"/> | Other reasons or additional comments (please explain below) |

I / We wish to quote / tender on similar goods / services in future <input type="checkbox"/> Yes <input type="checkbox"/> No	Authorized Company Official – Signature and Title	Date
This space for City of Richmond Comments	Firm Name	
	Address	
	City	
	Province	Postal Code
	Telephone Number	

Distribution List

Advertised On:

**BC Bid
City Website**

June 5, 2007
File: 02-0775-50-3047/Vol 01

Business & Financial Services Department
Finance Division
Telephone: 604-276-4218
Fax: 604-276-4162

To Those Parties Receiving Document
3047P - Development of the Richmond
Sponsorship Program

Dear Sir/Madame:

Re: Addendum #1

The following are responses to questions received by the City:

- Q1. Has the City of Richmond in the past contracted with any outside firm or individual to work on all or part of the contents/materials/work referred to in the RFP 3047P?
- no the city has not;
- Q.2 Is there any firm/individual currently hired to implement any of the contents/work referred to in the RFP 3047P: now or in the future?
- there is no outside firm currently contracted to carry out any of these activities, implementation will be determined based on the resulting plan from this work;
- Q.3 Please advise, under section 5, numbers 1-8, which "parts" the consultant is expected to include in its proposal?
- the scope of work that the consultant is expected to submit for is identified in Section 6, Parts A through D.

Yours truly,

Sheryl Hrynyk
Acting Supervisor

SAH:sah