

COUNTY OF DAVIDSON, NC
REQUEST FOR PROPOSALS

RFP #2608008

Vendor: _____

TITLE: Sports Complex Sponsorships Consulting

USING AGENCY: Parks & Recreation Department

ISSUE DATE: September 9, 2026

ISSUING AGENCY: Support Services Department

Sealed Proposals subject to the conditions made a part hereof will be received until **2:00 p.m., on September 24, 2026** for furnishing services described herein. In the event the County is closed due to inclement weather, this opening will take place on the next business day.

SEND ALL PROPOSALS DIRECTLY TO THE ISSUING AGENCY ADDRESS AS SHOWN BELOW:

<u>DELIVERED BY US POSTAL SERVICE</u>	<u>DELIVERED BY ANY OTHER MEANS</u>
<u>RFP #2608008</u> County of Davidson Support Services Department PO Box 1067 Lexington NC 27293	<u>RFP #2608008</u> County of Davidson Support Services Department 925 North Main Street Lexington NC 27292

Note: The County recommends using an over-night service or hand delivering the RFP response.

Note: The period for ending questions shall be September 18, 2026 at 5 pm.

IMPORTANT NOTE: Indicate firm name, which is County of Davidson. The RFP number, which is above, on the front of each sealed proposal envelope or package, along with the date for receipt of proposals specified above.

Direct all inquiries concerning this RFP to:

Dwayne Childress	Support Services Director	(336) 242-2030
Thomas Marshburn	Parks & Recreation Director	(336) 212-8644
Robert James	Safety & Purchasing Coordinator	(336) 242-2251

No Pre-bid Conference.

It is the offeror's responsibility to assure that all addenda have been reviewed.

1. Overview:

- A. Davidson County, NC (hereinafter referred to as “County”) is seeking qualification statements and service proposals from individuals and/or organizations (hereinafter referred to as “Vendor”) specializing in the consultation and solicitation of corporate naming rights and sponsorships of the Sports Complex located in Southmont, NC.; including but not limited to Overall Naming rights, Sports Plex, Aquatics Center, Pavilion, Water Park & Pool, ten Multi-Purpose Fields (each can be named), eight Baseball Fields (each can be named), six Concession Stands (each can be named), two Disc-Golf Courses (each can be named), four Pickleball Courts, two Tennis Courts, and a Cross Country Course. **These facilities are currently under construction.**
- B. The Vendor will be responsible for development of assets, identifying, negotiating, and finalizing the sale of naming rights, partnerships and or branding opportunities.
- C. The County desires to procure the services of a third-party consultant to evaluate, consult, solicit, secure, and assist in the implementation of sponsorship and naming rights for County -owned Public Facilities (as referenced above) and County events to generate supplemental revenue for selected facilities and events. The Vendor supplying this service must be experienced in these areas.
- D. Services must comply with all applicable local, state, and federal policies, procedures, rules, regulations, codes, and laws. The Vendor must be able to obtain all pertinent permits and licenses and pay all associated local, state, and federal fees, registrations, and taxes as required.
- E. ****No subcontracting will be allowed on this contract. The awarded business must perform 100% of the scope of work.****
- F. As the County has no current policy for naming rights the vendor will be responsible for aiding the County in creating a policy, working with County Legal and Parks & Recreation Department.

1.1 Important Items:

1.1.1 Write the bid number on the outside of the sealed envelope.

1.1.2 The Pre-bid Conference will never start at the jobsite.

DAVIDSON COUNTY INFORMATION

- County Seat: Lexington, NC
- Land Area: 567 sq. miles
- Population: 168,930 (2020 Census)

2. Terms & Conditions:

Notice: The Contract with the successful offeror will contain the following Contract Terms and Conditions. Offerors intending to require additional or different language must include such language with their proposal. Failure to provide offeror's additional Contract terms may result in rejection of the proposal.

2.1 Procedures

The extent and character of the services to be performed by the Contractor shall be subject to the general control and approval of the Director or his/her authorized representative(s). The Contractor shall not comply with requests and/or orders issued by other than the Director or his/her authorized representative(s) acting within their authority for the County. Any change to the Contract must be approved in writing by the Purchasing Agent and the Contractor.

2.2 Contract Period

The Contract shall cover the period from **November 2, 2026 through TBD by mutual agreement.**

2.3 Delays

If delay is foreseen, the Contractor shall give immediate written notice to the Division of Procurement. The Contractor must keep the County advised at all times of the status of the order.

2.4 Delivery Failures

Time is of the essence. Should the Contractor fail to deliver the proper services or item(s) at the time and place(s) specified, or within a reasonable period of time thereafter as determined by the Purchasing Agent, or should the Contractor fail to make a timely replacement of rejected items when so requested, the County may purchase services or items of comparable quality in the open market to replace the rejected or undelivered services or items.

2.5 Payment of Taxes

All Contractors located or owning property in Davidson County shall assure that all real and personal property taxes are paid. The County will verify payment of all real and personal property taxes by the Contractor prior to the award of any Contract or Contract renewal.

2.6 Insurance

A. The Contractor shall be responsible for its work and every part thereof, and for all materials, tools, equipment, appliances, and property of any and all description used in connection therewith. The Contractor assumes all risk of direct and indirect damage or injury to the property or persons used or employed on or in connection with the work contracted for, and of all damage or injury to any person or property wherever located, resulting from any action, omission, commission or operation under the Contract.

B. The Contractor and all subcontractors shall, during the continuance of all work under the Contract provide the following:

1. Workers' compensation and Employer's Liability to protect the Contractor from any liability or damages for any injuries (including death and disability) to any and all of its employees, including any and all liability or damage which may arise by virtue of any statute or law in force within the State of North Carolina.
2. Comprehensive General Liability insurance to protect the Contractor, and the interest of the County, its officers, employees, and agents against any and all injuries to third parties, including bodily injury and personal injury, wherever located, resulting from any action or operation under the Contract or in connection with the contracted work. The General Liability insurance shall also include the Broad Form Property Damage endorsement, in addition to coverage for explosion, collapse, and underground hazards, where required.
3. Automobile Liability insurance, covering all owned, non-owned, borrowed, leased, or rented vehicles operated by the Contractor.

C. The Contractor agrees to provide the above referenced policies with the following limits. Liability insurance limits may be arranged by General Liability and Automobile policies for the full limits required, or by a combination of underlying policies for lesser limits with the remaining limits provided by an Excess or Umbrella Liability policy.

1. Workers' Compensation:

Coverage A:	Statutory
Coverage B:	\$100,000
2. General Liability:	
Per Occurrence:	\$1,000,000
Personal/Advertising Injury:	\$1,000,000
General Aggregate:	\$2,000,000
Products/Completed Operations:	\$2,000,000 aggregate
Fire Damage Legal Liability:	\$100,000
GL Coverage, excluding Products and Completed Operations, should be on a Per Project Basis	
3. Automobile Liability:	
Combined Single Limit:	\$1,000,000

D. The following provisions shall be agreed to by the Contractor:

1. No change, cancellation, or non-renewal shall be made in any insurance coverage without a forty-five (45) day written notice to the County. The Contractor shall furnish a new certificate prior to any change or cancellation date. The failure of the Contractor to deliver a new and valid certificate will result in suspension of all payments until the new certificate is furnished.

2. Liability Insurance "Claims Made" basis:

If the liability insurance purchased by the Contractor has been issued on a "claims made" basis, the Contractor must comply with the following additional conditions. The limits of liability and the extensions to be included as described previously in these provisions, remain the same. The Contractor must either:

a. Agree to provide certificates of insurance evidencing the above coverage for a period of two (2) years after final payment for the Contract for General Liability policies. This certificate shall evidence a "retroactive date" no later than the beginning of the Contractor's work under this Contract, or

b. Purchase the extended reporting period endorsement for the policy or policies in force during the term of this Contract and evidence the purchase of this extended reporting period endorsement by means of a certificate of insurance or a copy of the endorsement itself.

3. The Contractor must disclose the amount of deductible/self-insured retention applicable to the General Liability and Automobile Liability. The County reserves the right to request additional information to determine if the Contractor has the financial capacity to meet its obligations under a deductible/self-insured plan. If this provision is utilized, the Contractor will be permitted to provide evidence of its ability to fund the deductible/self-insured retention.

4. The Contractor agrees to provide insurance issued by companies admitted within the State of North Carolina.

5. a. The Contractor will provide an original signed Certificate of Insurance and such endorsements as prescribed herein.

b. The Contractor will provide on request certified copies of all insurance coverage related to the Contract within ten (10) business days of request by the County. These certified copies will be sent to the County from the Contractor's insurance agent or representative.

c. Any certificates provided shall indicate the Contract name and number.

6. The County, shall be named as an "additional insured" on the Automobile and General Liability policies and it shall be stated on the Insurance Certificate with the provision that this coverage "is primary to all other coverage the County may possess." (Use "loss payee" where there is an insurable interest).

7. Compliance by the Contractor with the foregoing requirements as to carrying insurance shall not relieve the Contractor of their liabilities' provisions of the Contract.

E. Precaution shall be exercised at all times for the protection of persons (including employees) and property.

F. The Contractor is to comply with the Occupational Safety and Health Act of 1970, Public Law 91 956, as it may apply to this Contract.

G. If an "ACORD" Insurance Certificate form is used by the Contractor's insurance agent, the words "endeavor to" and ". . . but failure to mail such notice shall impose no obligation or liability of any kind upon the company" in the "Cancellation" paragraph of the form shall be deleted.

H. The Contractor agrees to waive all rights of subrogation against the County, its officers, employees, and agents.

2.7 Hold Harmless Clause

The Contractor shall, indemnify, defend, and hold harmless the County from loss from all suits, actions, or claims of any kind brought as a consequence of any negligent act or omission by the Contractor. The Contractor agrees that this clause shall include claims involving infringement of patent or copyright. For purposes of this paragraph, "County" and "Contractor" includes their employees, officials, agents, and representatives. "Contractor" also includes subcontractors and suppliers to the Contractor. The word "defend" means to provide legal counsel for the County or to reimburse the County for its attorneys' fees and costs related to the claim. This section shall survive the Contract.

2.8 Safety

All Contractors and subcontractors performing services for the County are required to and shall comply with all Occupational Safety and Health Administration (OSHA), State and County Safety and Occupational Health Standards and any other applicable rules and regulations. Also, all Contractors and subcontractors shall be held responsible for the safety of their employees and any unsafe acts or conditions that may cause injury or damage to any persons or property within and around the work site area under this Contract.

2.9 Permits

It shall be the responsibility of the Contractor to comply with County ordinances by securing any necessary permits. The County shall not waive any fees involved in securing County permits. Permits should be included in the cost proposal, if necessary. No permits should be required for this work as it is only maintenance and repair.

2.10 Drug-free Workplace

During the performance of this Contract, the Contractor agrees to:

- (i) provide a drug-free workplace for the Contractor's employees;
- (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the Contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition;
- (iii) state in all solicitations or advertisements for employees placed by or behalf of the Contractor that the Contractor maintains a drug-free workplace; and

For the purposes of this section, "drug-free workplace" means a site for the performance of work done in connection with a specific Contract awarded to a Contractor in accordance with this chapter, the employees of whom are prohibited from engaging in the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana during the performance of the Contract.

Local Government Conflict of Interests Act.

2.11 Employment Discrimination by Contractors Prohibited

During the performance of this Contract, the Contractor agrees as follows:

The Contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, status as a service disabled veteran, or any other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of the Contractor. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.

2.12 Substitutions

NO substitutions or cancellations are permitted after Contract award without written approval by the Division of Procurement. Where specific employees are proposed by the Contractor for the work, those employees shall perform the work as long as those employees work for the Contractor, either as employees or subcontractors, unless the County agrees to a substitution. Requests for substitutions shall be reviewed and may be approved by the County at its sole discretion and in writing.

2.13 Workmanship and Inspection

All work under this Contract shall be performed in a skillful and workmanlike manner. The Contractor and its employees shall be professional and courteous at all times. The County may, in writing, require the Contractor to remove any employee from work for reasonable cause as determined by the County. Further, the County may, from time to time, make inspections of the work performed under the Contract. Any inspection by the County does not relieve the Contractor from any responsibility in meeting the Contract requirements.

2.14 Exemption from Taxes

Davidson County is not sales tax exempt. All taxes shall be itemized separately on all invoices. However, no sales tax should be listed on bid response.

2.15 Invoicing and Payment

Contractor shall submit invoices at the end of each calendar month, such statement to include a detailed breakdown of all charges and shall be based on completion of tasks or deliverables and shall include progress reports. Before and after pictures work great for this requirement.

Invoices shall be submitted to:

Davidson County, NC

Attn: Thomas Marshburn

PO Box 1067

Lexington, NC 27293

Or mailed to me.

All such invoices will be paid within thirty (30) days by the County unless any items thereon are questioned, in which event payment will be withheld pending verification of the amount claimed and the validity of the claim. The Contractor shall provide complete cooperation during any such investigation.

2.16 Assignment of Contract

The Contract may not be assigned in whole or in part without the written consent of the Purchasing Agent.

2.17 Termination

Subject to the provisions below, the Contract may be terminated by the County upon thirty (30) days advance written notice to the Contractor; but if any work or service hereunder is in progress, but not completed as of the date of termination, then the Contract may be extended upon written approval of the County until said work or services are completed and accepted.

A. Termination for Convenience

The County may terminate this Contract for convenience at any time in which the case the parties shall negotiate reasonable termination costs.

B. Termination for Cause

In the event of Termination for Cause, the thirty (30) days advance notice is waived and the Contractor shall not be entitled to termination costs.

C. Termination Due to Unavailability of Funds in Succeeding Fiscal Years

If funds are not appropriated or otherwise made available to support continuation of the performance of this Contract in a subsequent fiscal year, then the Contract shall be canceled.

2.18 Severability

In the event that any provision shall be adjudged or decreed to be invalid, such ruling shall not invalidate the entire Agreement but shall pertain only to the provision in question and the remaining provisions shall continue to be valid, binding and in full force and effect.

2.19 Applicable Laws/Forum

This Contract shall be governed in all respects by the laws of the State of North Carolina. Any judicial action shall be filed in the State of North Carolina, County of Davidson.

2.20 Notices

All notices and other communications hereunder shall be deemed to have been given when made in writing and either (a) delivered in person, (b) delivered to an agent, such as an overnight or similar delivery service, or (c) deposited in the United States mail, postage prepaid, certified or registered, addressed as noted above.

2.21 Licensure

To the extent required by the State of North Carolina or the County of Davidson, the Contractor shall be duly licensed to sell the goods or perform the services required to be delivered pursuant to this Contract.

2.22 Criminal Background Checks

The Contractor shall obtain nation-wide criminal background checks when the county, in its sole discretion, determines it necessary for reasons of security or confidentiality. These background checks, when requested, will be performed at the Contractor's expense.

NOTE: the Contractor will have all employees working at County sites, wear a uniform and have photo identification (frontal face). This identification must be prominently displayed at all times. No one with a felony conviction may be employed under this Contract.

The County reserves the right to require immediate removal of any Contractor employee from County service if it deems unfit for service for ANY reason not contrary to law. This right is non-negotiable and the Contractor agrees to this condition by accepting this Contract. The Contractor should have enough qualified people with current background checks so as to be able to provide a replacement within twenty-four (24) hours. Should a replacement take longer than twenty-four (24) hours, this may be cause for termination of the Contract.

2.23 Confidentiality

The Contractor acknowledges and understands that its employees may have access to proprietary, business information, or other confidential information belonging to the County. Therefore, except as required by law, the Contractor agrees that its employees will not:

- A. Access or attempt to access data that is unrelated to their job duties or authorizations as related to this Contract.
- B. Access or attempt to access information beyond their stated authorization.
- C. Disclose to any other person or allow any other person access to any information related to the County or any of its facilities or any other user of this Contract that is proprietary or confidential. Disclosure of information includes, but is not limited to, verbal discussions, FAX transmissions, electronic mail messages, voice mail communication, written documentation, "loaning" computer access codes and/or another transmission or sharing of data.

The Contractor understands that the County, or others may suffer irreparable harm by disclosure of proprietary or confidential information and that the County may seek legal remedies available to it should such disclosure occur. Further, the Contractor understands that violations of this provision may result in Contract termination. The Contractor further understands that information and data obtained during the performance of this agreement shall be considered confidential, during and following the term of this Contract, and will not be divulged without the Purchasing Agent's written consent and then only in strict accordance with prevailing laws. The Contractor shall hold all information provided by the County as proprietary and confidential, and shall make no unauthorized reproduction or distribution of such material.

I have read, understand and agree with all Terms & Conditions as presented here:

Sign

date

3. Mandatory Requirements:

Scope of Work:

As Amended August 25, 2026

The following items, pending further negotiation of the Scope of Services once a project consultant is selected, are considered required deliverables:

A. Market Analysis

1. Conduct an in-depth analysis of the market, identifying potential naming rights sponsors.
2. Research and assess the value of the naming rights for:
 - a. Overall Naming rights
 - b. Sports Plex
 - c. Aquatics Center
 - d. Pavilion
 - e. Water Park & Pool
 - f. ten (10) Multi-Purpose Fields (each can be named)
 - g. eight (8) Baseball Fields (each can be named)
 - h. six (6) Concession Stands (each can be named)
 - i. two (2) Disc-Golf Courses (each can be named)
 - j. Pickleball Courts
 - k. Tennis Courts
 - l. (1) Cross Country Course
 - m. Ensuring competitive pricing for each.
3. A written assessment report summarizing County facility evaluations for sponsorship and naming right feasibility as well as estimated or recommended value for naming rights agreements and other sponsorships or revenue generating activities.
4. Written summaries of partner meetings/proposals and recommendations regarding partners for naming rights agreements and other sponsorship awards.
5. Development of assets to share with potential bidders. County to review and provide feedback on final draft prior to release.

B. Naming Rights and Other Asset Sales Strategy

1. Develop a comprehensive sales and marketing strategy targeting potential naming rights partners as well as sponsors for individual events. Focus efforts on both regional and national brands. Soliciting and coordinating meetings with potential sponsors and partners to discuss opportunities.
2. Work with County to develop sponsorship catalog with guidelines, expectations, and price and value points representing facilities.
3. Identify industries, companies, or brands that align with the venue's values, audience, and exposure.
4. Meeting with the County and selected partner(s) as necessary to negotiate terms of naming rights and other potential sponsorship agreements.

C. Prospecting and Outreach

1. Utilize existing relationships and networks to target qualified prospects.
2. Engage with C-level executives and decision-makers to initiate discussions on partnership opportunities.

D. Negotiations and Deal Structuring

1. Lead negotiations with prospective naming rights and sponsor partners, structuring the best possible agreement for the venue.
2. Ensure that the deal aligns with financial goals and brand integrity of both parties.
3. Participating in County staff or public meetings and workshops as necessary to support the recommendations thereof.

E. Sponsorship Activation and Management

1. Provide guidance on activation strategies for the naming rights or sponsor partner to maximize engagement with the community and event attendees.
2. Work with staff to manage the fulfillment of sponsor obligations, ensuring smooth execution.
3. Provide strategic guidance on activation plans for both naming rights and partners.

F. Legal and Contractual Support

1. Assist in drafting and finalizing the naming rights agreement, including all legal and contractual obligations.

G. Post-Sale Support and Evaluation

1. Monitor the success of the sponsorship after the sale and ensure compliance with contract terms.
2. Provide ongoing consulting on maximizing the partnership's value over time.
3. Providing guidance and oversight during implementation and activation of the agreements, including but not limited to, production, vinyl banners, building signage, etc.

H. Sponsorship Policy

1. Assist in drafting and finalizing the naming rights policy.
2. This may require several rounds meetings with two different boards, i.e., Parks & Recreation Board and Facilities Committee.
3. Some of the elements within policy:
 - a. Scope
 - b. Proposal Guidelines
 - i. Font
 - ii. Size
 - iii. Colors
 - iv. Graphics
 1. Size
 2. Font
 3. Color
 - c. Asset Inventory
 - d. Eligibility Criteria
 - e. Valuation Framework
 - f. Brand Alignment
 - g. Exclusion Zones
 - h. Authority Matrix
 - i. Due Diligence
 - j. Exclusivity Clauses
 - k. Termination Clauses
 - l. Fund Allocation

4. Scored Mandatory Requirements:

4.1 Submission of Proposals

Before submitting a proposal, **read the ENTIRE solicitation** including the Contract Terms and Conditions. Failure to read any part shall not relieve the Contractor of its contractual obligations. Technical and Price proposals must be submitted at the same time. The Price proposal shall be submitted on the Request for Proposal pricing forms if provided. Include other information as requested or required. Proposals must be received by the Division of Procurement PRIOR to the specified date and time on the acceptance requirements.

4.2 Questions and Inquiries

Questions and inquiries, both verbal and written, will be accepted from any and all offerors. The Division of Procurement is the sole point of contact for this solicitation unless otherwise instructed herein. Unauthorized contact with other County staff regarding the RFP may result in the disqualification of the offeror. Inquiries pertaining to the Request for Proposal must give the RFP number, title, and acceptance date. Material questions will be answered in writing with an Addendum. It is the responsibility of all offerors to ensure that they have received all addendums. Addendums can be downloaded from www.co.davidson.nc.us

4.3 Completion

Proposal must show number of calendar days required to complete the project or services under normal conditions. Failure to state completion time obligates offeror to complete the project according to the County's schedule. Unrealistically short or long completion promised may cause proposal to be disregarded.

4.4 Firm Pricing for County Acceptance

Proposal pricing must be firm for County acceptance for a minimum of ninety (90) days from proposal receipt date. "Discount from list" proposals are not acceptable unless requested.

4.5 Unit Price

Quote unit price on quantity specified and extend and show total. In case of errors in extension, unit prices shall govern.

4.6 Quotations to be F.O.B. Destination - Freight Prepaid and Allowed

Any goods to be delivered to a County location shall be coordinated with the Contract Administrator prior to delivery. Such goods shall be delivered F.O.B. Destination, freight prepaid, and allowed. COD deliveries shall be denied. The cost of freight, insurance, and all other delivery related costs shall be included in the cost of performing the work proposed in the price proposal.

4.7 Proprietary Information

Trade secrets or proprietary information submitted by an offeror in connection with this solicitation shall not be subject to disclosure under the North Carolina Freedom of Information Act. However, pursuant to North Carolina § 132-1.2 Confidential Information, the offeror must invoke the protections of this section prior to or upon submission of the data or other materials, and must clearly identify the data or other materials to be protected and state the reasons why protection is necessary. Failure to abide by this procedure may result in disclosure of the offeror's information. Offerors shall not mark sections of their proposal as proprietary if they are to be part of the award of the contract and are of a "Material" nature.

4.8 Authority to Bind Firm in Contract

Proposals MUST give full firm name and address of offeror. Failure to manually sign proposal may disqualify it. Person signing proposal will show TITLE or AUTHORITY TO BIND THE FIRM IN A CONTRACT. Firm name and authorized signature must appear on proposal in the space provided on the pricing page. Those authorized to sign are as follows:

If a sole proprietorship, the owner may sign.

If a general partnership, any general partner may sign.

If a limited partnership, a general partner must sign.

If a limited liability company, a "member" may sign or "manager" must sign if so specified by the articles or organization.

If a regular corporation, the CEO, President or Vice-President must sign.

Others may be granted authority to sign but the County requires that a corporate document authorizing him/her to sign be submitted with proposal.

4.9 Preparation and Submission of Proposals

A. All proposals shall be signed in ink by the individual or authorized principals of the firm.

B. All attachments to the Request for Proposal requiring execution by the firm are to be returned with the proposals.

C. Any technical and price proposals are to be returned and submitted in same sealed container. The face of the container shall indicate the RFP number, time and date of public acceptance, and the title of the proposal, found on this cover sheet.

D. Requests for extensions of this time and date will not be granted, unless deemed to be in the County's best interest. Offerors mailing their proposals shall allow for sufficient mail time to ensure receipt of their proposals by the Division of Procurement by the time and date fixed for acceptance of the proposals. Proposals or unsolicited amendments to proposals received by the County after the acceptance date and time will not be considered. Proposals will be publicly accepted and logged in at the time and date specified above.

E. Each firm shall submit **one (1) original and six (6) copies** of their proposal to the County's Division of Procurement as indicated on the cover sheet of this Request for Proposal. The original proposal shall be clearly marked.

4.10 Withdrawal of Proposals

A. All proposals submitted shall be valid for a minimum period of ninety (90) calendar days following the date established for acceptance.

B. Proposals may be withdrawn on written request from the offeror at the address shown in the solicitation prior to the time of acceptance.

C. Negligence on the part of the offeror in preparing the proposal confers no right of withdrawal after the time fixed for the acceptance of the proposals.

4.11 County Furnished Support/Items

The estimated level of support required from County personnel for the completion of each task shall be itemized by position and man days. This requirement from the offeror must be outlined in the response to the RFP, titled as County responsibilities.

4.12 Subcontractors

Offerors shall include a list of all subcontractors with their proposal. Proposals shall also include a statement of the subcontractors' qualifications. The County reserves the right to reject the successful offeror's selection of subcontractors for good cause. If a subcontractor is rejected the offeror may replace that subcontractor with another subcontractor subject to the approval of the County. Any such replacement shall be at no additional expense to the County nor shall it result in an extension of time without the County's approval.

4.13 References

All offerors should include with their proposals, a list of at least three (3) current references for whom comparable work has been performed. This list shall include company name, person to contact, address, telephone number, e-mail address, and the nature of the work performed. Offeror hereby releases listed references from all claims and liability for damages that may result from the information provided by the reference.

4.14 Late Proposals

LATE proposals will be returned to offeror UNOPENED, if RFP number, acceptance date and offeror's return address is shown on the container.

4.15 Rights of County

The County reserves the right to accept or reject all or any part of any proposal, waive informalities, and award the contract to best serve the interest of the County.

4.16 Prohibition as Subcontractors

No offeror who is permitted to withdraw a proposal shall, for compensation, supply any material or labor to or perform any subcontract or other work agreement for the person or firm to whom the contract is awarded or otherwise benefit, directly or indirectly, from the performance of the project for which the withdrawn proposal was submitted.

4.17 Proposed Changes to Scope of Services

If there is any deviation from that prescribed in the Scope of Services, the appropriate line in the scope of services shall be ruled out and the substitution clearly indicated. The County reserves the right to accept or reject any proposed change to the scope.

During the project or work, if there is a need for a change in the scope of work this shall be controlled by a scope change authorization form, this is attached.

4.18 Miscellaneous Requirements

A. The County will not be responsible for any expenses incurred by an offeror in preparing and submitting a proposal. All proposals shall provide a straight forward, concise delineation of the offeror's capabilities to satisfy the requirements of this request. Emphasis should be on completeness and clarity of content.

B. Offerors who submit a proposal in response to this RFP may be required to make an oral presentation of their proposal. The Division of Procurement will schedule the time and location for this presentation.

C. Selected contents of the proposal submitted by the successful offeror and this RFP will become part of any contract awarded as a result of the Scope of Services contained herein. The successful offeror will be expected to sign a contract with the County.

D. The County reserves the right to reject any and all proposals received by reason of this request, or to negotiate separately in any manner necessary to serve the best interests of the County. Offerors whose proposals are not accepted will be notified in writing.

4.19 Notice of Award

A Notice of Award will be posted on the County's web site (www.co.davidson.nc.us).

4.20 W-9 Form Required

Each offeror shall submit a completed W-9 form with their proposal. In the event of contract award, this information is required in order to issue purchase orders and payments to your firm. A blank copy of this form can be downloaded from <http://www.irs.gov/pub/irs-pdf/fw9.pdf>.

4.21 E-Verify Affidavit

Each offeror shall submit a completed E-Verify Affidavit form with their proposal. This form must be notarized to be accepted, failure to submit this form shall be cause for rejection of proposal as non-responsive.

I have read, understand and agree with all Scored Mandatory Requirements as presented here:

sign

date

5. Desirables:

As Amended August 25, 2026

A. ** 30 page maximum, (if front and back 15 pages) using not less than a 12-point font, excludes any section dividers (*blank or title only*) **

1. Page count does not include:

- i. Section 2
- ii. Section 4
- iii. Section 6
- iv. E-verify

B. Understanding the Objectives and Scope of Services/Approach:

1. Refers to the understanding of the County's needs and expected deliverables. Emphasis shall be placed on stated techniques to secure revenue for County -owned facilities via sponsorships and naming rights. Proposals should include strategies for:
2. Research and development of knowledge and understanding of local and regional markets with regard to corporate sponsorships and naming rights.
3. Communicating benefits of sponsorships and naming rights for County -owned facilities to staff, citizens, and potential partners.
4. Assessment and valuation of potential sponsorships and naming rights at various County-owned facilities.
5. Solicitation to potential sponsors.
6. Sponsorship and naming right negotiations that represent the County's best interests in terms of revenue and longevity.
7. Sponsorship and naming right agreement development.
8. Support in the implementation of sponsorship or naming right agreements.
9. Provide a detailed outline of how your firm would approach selling the naming rights, including the sales strategy, target companies, and anticipated timeline.

C. Professional Qualifications:

1. The experience of the Vendor will be evaluated based on relevant experience in providing services for sponsorships and naming rights for the Sports Plex and executing deliverables as outlined in the Scope of Services. At a minimum, please provide:
 - a. Professional Vendor's name, address, and telephone number(s).
 - b. Name, qualifications and experience of key personnel available for this project (name the team).
 - c. Recent list of references and complete work(s) similar in nature.
 - i. Include key clients and measurable results.
 - ii. Client name, email, and phone number.
2. Special qualification statement that identifies specific qualifications which might make the Vendor or key personnel uniquely qualified to provide the requested services.
3. Highlight past experience in selling naming rights or high-value sponsorships, particularly in sports.
4. Demonstrate reach to national brands outside of the area.

D. Cooperative Process, Commitment, and Performance Metrics:

1. This refers to the understanding, expression, and historical experience that demonstrates cooperation between a County and the Vendor. Additional consideration will be given to the Proposal that represents a commitment to providing the County with a successful plan for sponsorships and naming rights for County facilities that are in the County's best interest.
2. Explain how your firm measures the success of its sales efforts and the benchmarks it uses to evaluate partnership opportunities.

E. Cost Proposal/Fee Structure:

1. Base fee for services (retainer).
2. Commission on the naming rights and sponsorships revenue, if not included in the base fee for services.
3. Any additional costs for materials or services related to the scope of work and required deliverables.
4. Provide a comprehensive breakdown of the fee structure, including any upfront costs, commissions, or other compensation models.
5. How long have you been in business?

6. Pricing:

Proposal Page
Sport Complex Sponsorships Consulting Services
Bid #2608008

<u>Amount</u>	<u>Item</u>	<u>Unit Cost</u>	<u>Extended</u>
1 each	Sponsorship Policy (Section 3, H)		\$_____
12 each	Retainer (billed monthly)	\$_____	\$_____
_____%	Commission from contracted Sponsorships		\$_____
	Total:	\$_____	

Total amount recognized for this RFP \$6,980,000.00.

The undersigned certifies that their service being bid will meet or exceed the minimum specifications as presented in the attached bid package.

Company Name

Telephone Number

Company Address

Date

Officer Signature

Officer Print/Title

7. Evaluation:

The criteria set forth below will be used in the receipt of proposals and selection of the successful offeror. The County Proposal Analysis Group (PAG) will review and evaluate each proposal and selection will be made on the basis of the criteria listed below. The offerors submitting proposals shall include with that proposal statements on the following:

A. Experience: 25%

1. Experience with similar projects, appropriate resources allocated to the project, client references, and ability to provide multilevel assets in sponsorship retention.
2. Demonstrated success in securing naming rights or large sponsorship deals, particularly in sports.

B. Qualifications: 25%

1. Expertise and experience of the team members THAT WILL BE ASSIGNED to the project.

C. Fee Structure: 25%

1. Assessment of the overall fees on a comparative basis to the other proposals.
2. Retainer
3. Commissions

D. Understanding of Scope: 25%

1. Refers to the understanding of the County's needs and expected deliverables. Emphasis shall be placed on understanding of County asset and development of its inventory to secure revenue for County owned facilities via sponsorships and naming rights.

=100% Total

*Failure to return E Verify will be grounds for rejection of bid

The PAG will collectively develop a composite preliminary rating which indicates the group's collective ranking of the highest rated proposals in a descending order. The PAG may then conduct interviews with only the top ranked offerors, usually the top two (2) or three (3) depending upon the number and quality of the proposals received.

SCOPE CHANGE AUTHORIZATION

Project:

Project Manager:

Project #:

Date Prepared:

Page:

Date Revised:

1. The following changes in the scope of the work are hereby authorized.

2. The effect of these changes in scope is as follows:

- a.) Cost –
- b.) Schedule –
- c.) Function –
- d.) Other –

3. The reason for these changes in the scope of the work is as follows:

4. Revised project budget \$_____

5. Revised project completion date:

6. Project manager's comments:

This extra work is subject to the terms and conditions of the contract executed for this project date: _____

This work will not be initialed until this form has been signed and returned by the owner.

Distribution:

Owner () Contractor ()

Principal-in-charge () File ()

Project Manager () _____ ()

Recommended _____
Date:

Approved _____
Date:

[illegible]

I, _____ (the individual attesting below), being duly authorized by and on behalf of _____, (hereinafter "Contractor") after first being duly sworn hereby swears or affirms as follows:

- This the ____ day of _____, 20__.

Signed and sworn to before me, this the ____ day of _____, 20__.

My commission expires: _____

*Failure to return E Verify will be grounds for rejection of bid.

Note: These facilities, amounts and terms have been approved by the Board (June 2025), however they can be changed based on the needed Sponsorship Policy.

Available Facility Sponsorships

Facility	Quantity	Amount	Term
Overall Naming	1	\$5 Million	10 Years
Aquatics Center	1	\$1 Million	10 Years
Community Center	1	\$500,000	10 Years
Pavilion	1	\$15,000	5 Years

Facility	Quantity	Amount	Term
Multi-Purpose Field 1 (Championship/Turf)	1	\$75,000	5 Years
Multi-Purpose Field 2 (Turf)	1	\$50,000	5 years
Multi-Purpose Field 3 (Turf)	1	\$50,000	5 Years
Multi-Purpose Field 4	1	\$10,000	3 Years
Multi-Purpose Field 5	1	\$10,000	3 Years
Multi-Purpose Field 6	1	\$10,000	3 Years
Multi-Purpose Field 7	1	\$10,000	3 Years
Multi-Purpose Field 8	1	\$10,000	3 Years
Multi-Purpose Field 9	1	\$10,000	3 Years
Multi-Purpose Field 10	1	\$10,000	3 Years

Facility	Quantity	Amount	Term
Baseball Field 1 (Championship/Turf)	1	\$50,000	5 Years
Baseball Field 2	1	\$10,000	3 Years
Baseball Field 3	1	\$10,000	3 Years
Baseball Field 4	1	\$10,000	3 Years
Baseball Field 5	1	\$10,000	3 Years
Baseball Field 6	1	\$10,000	3 Years
Baseball Field 7	1	\$10,000	3 Years
Baseball Field 8	1	\$10,000	3 Years
*Concession Stand 1	1	\$10,000	3 Years
*Concession Stand 2	1	\$10,000	3 Years
*Concession Stand 3	1	\$10,000	3 Years
*Concession Stand 4	1	\$10,000	3 Years
*Concession Stand 5	1	\$10,000	3 Years
*Concession Stand 6	1	\$10,000	3 Years

Facility	Quantity	Amount	Term
Disc-Golf Course 1	1	\$10,000	3 Years
Disc-Golf Course 2	1	\$10,000	3 Years
Pickleball Court 4 Courts	1	\$10,000	3 Years
Tennis Court 1 & 2	1	\$5,000	3 Years
Cross Country Course	1	\$5,000	3 Years

1. Name branding will appear on promotional material.
2. First right of refusal for active sponsors at the end of sponsorship term at current market value.
3. *Added by Purchasing Director as a placeholder to spur conversation about other expanded opportunities for sponsorships, these may or may not make into the final policy.