



**Request for Proposal (“RFP”)
For
Ice Arena Advertising Services**

This RFP is being issued by:
Minneapolis Parks and Recreation Board
2117 West River Road
Minneapolis, MN 55411

Date RFP Issued: August 1, 2019

Deadline to submit proposal: August 29, 2019 at 4:00pm CST

REQUEST FOR PROPOSAL ICE ARENA ADVERTISING

THE OPPORTUNITY

The Minneapolis Park and Recreation Board (MPRB) invites proposals from companies, individuals and associations interested in entering into an agreement for the right to sell ice arena advertising space at Parade and Northeast Ice Arenas. The successful contractor will be responsible for the overall management of an advertising program at the ice arenas including marketing, administration and management.

The Minneapolis Park and Recreation Board is seeking a three-year agreement with the successful proponent. Over 250,000 players, participants and spectators frequent the arenas year-round.

Advertising spaces include the following: Zamboni Wrap, Dasher boards, wall panels, digital signage boards and bathroom stall posters. For any space not identified, please include information regarding what other spaces you would like sales rights to and a proposed cost to advertisers for those spaces. **See ATTACHMENT B for more information.**

FACILITIES

Parade Ice Garden: 600 Kenwood Parkway, Minneapolis, MN 55403: Two full sheets of ice and one studio rink. Facility is open seven days a week year-round for open skating, pro's ice, hockey games, practices and tournaments, figure skating events and recreational programming.

Northeast Ice Arena: 1306 Central Avenue NE, Minneapolis, MN 55413: One full sheet of ice used seven days a week during September through March for hockey practices, games and tournaments as well as recreational programming. During the other months ice is removed and synthetic turf put down for rentals.

SCOPE

The contractor shall provide the following services for the Minneapolis Park and Recreation Board as part of administering advertising for the Ice Arenas (but not limited to):

1. Develop pricing for advertisements
2. Develop a sales plan for marketing and execution of sales, as well as a business plan that addresses recordkeeping procedures and form necessary based on best practices
3. Coordinate with advertisers for the design, design approval, invoicing/money collection, and record keeping for advertising sales
4. Produce durable and aesthetic advertising in a form and design acceptable to the Minneapolis Park and Recreation Board, obtaining approval of all advertising designs prior to printing
5. Demonstrate a basic understanding of sales, marketing and administering an advertising program
6. Designate a single point of contact for the Ice Arena Manager
7. Develop replacement plan when problems with appearance and/or safety caused by normal use of the arenas by patrons
8. Establish methods of contact for prospective advertisers to communication with the contractor regarding potential sales and questions
9. Establish business relationship with advertisers and printers

10. There are no restrictions on the type of products or services being advertised, but the advertiser is encouraged to refrain from liquor and tobacco products in keeping with the family friendly recreational image and healthy activities that the Athletics, Aquatics and Ice Arenas Department promotes, particularly to youth. Ads must be submitted for approval before being installed. The MPRB reserves the right to accept or reject any advertising design or copy proposal.
11. The advertiser, sponsor, agent or representative, is responsible at their own cost to provide the advertising copy to the Ice Arena Manager for approval, with the cost of installation to be taken on by the Ice Arenas. The only exception is the installation of the Ice Resurfacer advertising which is the responsibility of the advertiser.
12. The size for the advertising panels shall be pre-determined by the Ice Arena Manager together with suitability of materials, colors and other advertising particulars.
13. Advertising fees must be submitted and approved by the Ice Arena Manager.
14. A timeline of an advertising period will be agreed upon with the contractor and the Ice Arena Manager.
15. Any requests for reduction in fees would be directed to the Ice Arena manager for approval.

PROPOSALS

The Minneapolis Park and Recreation Board invites firms or individuals to submit one electronic copy and 3 copies of the proposal. Proposals will be received by August 29, 2019 by 4:00pm CST.

The packets shall be submitted and addressed to MPRB, Mimi Kalb, Director of Athletics, Aquatics and Ice Arenas, 2117 West River Road, Minneapolis, MN 55411. Submit electronic copy of proposal to Mimi Kalb: mkalb@minneapolisparcs.org. No late proposals will be accepted.

Proposals must contain sufficient detail to support the project being processed. Incomplete submissions may not be considered.

A template for the proposal format is included as **Attachment A** – please use this format in your submission.

EVALUATION OF THE PROPOSALS

A committee comprised of MPRB staff will evaluate all the proposals and will provide their recommendation on a preferred proponent to the Minneapolis Park and Recreation Board. The final decision on entering into an agreement will be made by the Minneapolis Park and Recreation Board.

1. Overall benefit to the organization
2. Quality of the proposal
3. Innovative consideration which would enhance the facility
4. Ability to perform required services
5. Profit sharing and fee structure
6. Experience and approach
7. Proposal terms

While revenue to the MPRB is clearly a very important factor, the MPRB will select a contractor using all of the criteria above.

PROPOSAL PRESENTATIONS

The committee may request a meeting with the proponent to clarify the proposal. An agenda of specific interest points identified by the Board may be provided to respondents prior to the meeting presentation date.

SCHEDULE

Listed below are the dates and times by which stated actions must be taken or completed. If the Board determines, in its sole discretion, that it is necessary to change any of these dates and times it will issue an Addendum to this RFP.

Date/Time	Action
August 2, 2019	Request for Proposal released
August 29, 2019 at 4:00pm CST	Proposal Due Date
August 30, 2019	Evaluation of Proposals
If needed, TBD	Proposal Presentations to MPRB
October 2 or 16, 2019	Recommendation of award
October 2 or 16, 2019	Recommendations Presented Admin/Finance Committee
October 2 or 16, 2019	Final Board Action Full Board
By October 31, 2019	Contract Executed

DATES ARE TENTATIVE AND SUBJECT TO CHANGE WITHOUT NOTICE.

BOARD RIGHTS

The MPRB may reject any or all responses to this request or accept a response in whole or in part. The MPRB also reserves the right to cancel the solicitation process without penalty, if circumstances prevent the process from being completed.

PROPOSAL VALIDITY PERIOD

Any submitted proposal, shall in its entirety, remain a valid proposal for twelve (12) months after the proposal submission date.

DISPOSITION OF PROPOSALS

All proposals become the property of the MPRB and the MPRB shall have the right to use all ideas, and/or adaptations of those ideas, contained in any proposal received in response to this RFP. Any parts of the proposal or any other material(s) submitted to the MPRB with the proposal that are copyrighted or expressly marked as "confidential", "proprietary", or "trade secret", will be exempted from the "open records disclosure requirements". The MPRB's selection or rejection of a proposal will not affect this exemption.

INDEPENDENT PARTIES

Except as expressly provided otherwise in the contract resulting from this RFP, if any, the MPRB and the Proposer shall remain independent parties and neither shall be an officer, employee, agent, representative or co-partner of, or a joint venture with, the other.

PERFORMANCE INVESTIGATIONS

August 1, 2019

As part of its evaluation process, the MPRB may make investigations to determine the ability of the Proposer to perform under the response of this RFP. The Board reserves the right to REJECT any proposal if the Proposer fails to satisfy the MPRB that it is properly qualified to carry out the obligations under the response of this RFP.

INTEREST OF MEMBERS OF BOARD

The Proposer agrees that no member of the governing body, officer, employee or agent of the MPRB shall have any interest, financial or otherwise, direct or indirect, in the contract resulting from this RFP.

EMPLOYEE INVOLVEMENT/ COVENANT AGAINST CONTINGENT FEES

Proposer hereby certifies that, to the best of its knowledge and belief, no individual employed by the Proposer or subcontracted by the Proposer has an immediate relationship to any employee of the MPRB who was directly or indirectly involved in any way in the procurement of the contract, if any, resulting from this RFP or goods or services thereunder. Violation of this section by Proposer shall be grounds for cancellation of such contract. The Proposer also warrants that no person or selling agency has been employed, engaged or retained to solicit or secure any contract resulting from this RFP or any advantage hereunder upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, or in exchange for any substantial consideration bargained for, excepting that which is provided to the Proposer's bona fide employees or to bona fide professional commercial or selling agencies or in the exercise of reasonable diligence should have been known by the MPRB to be maintained by the Proposer for the purpose of securing business for Proposer. In the event of the Proposer's breach or violation of this warranty, the MPRB shall, subject to Proposer's rights, have the right, at its option, to annul any contract resulting from this RFP without liability, to deduct from the charges otherwise payable by the MPRB under such contract the full amount of such commission, percentage, brokerage, or contingent fee, and to pursue any other remedy available to the MPRB under such contract, at law or in equity.

DATA PRACTICES

The Proposer agrees to comply with the Minnesota Government Data Practices Act and all other applicable state and federal laws relating to data privacy or confidentiality. The Proposer shall immediately report to the contract monitor any requests from third parties for information relating to this agreement. The MPRB agrees to promptly respond to inquiries from the Proposer concerning data requests. The Partner agrees to hold the MPRB, its officers, department heads and employees harmless from any claims resulting from the Proposer's unlawful disclosure or use of data protected under state and federal laws.

ATTACHMENT A - PROPOSAL FORMAT

Please note that proposals are not limited to the items below. Any additional information pertinent to the proposal should be included.

Executive Summary
Sales plan for marketing and execution of advertising sales
Description of the benefits to the facility and youth (innovation and enhancements)
Proposal terms for advertising, pricing and maintenance plan for advertisements
Proposed fee structure or proposed profit sharing model for sales generated for advertising in the Northeast Ice Arena and Parade Ice Garden
Financial Projections – Years 1 to 5 and payment and billing terms in addition to record keeping procedures
Resume (if individual proponent) or: Company/Organization Profile, and References: <ul style="list-style-type: none">• Company information: Complete contact information, company name, years of experience• Profile: An overview of services and relevant experience; include any team member you intent to work with• Three relevant references: Client name, contact person, phone number, project description, project duration and results
Sample of proposed sales agreement
Other information

ATTACHMENT B – ADVERTISING SPACES

Advertising spaces include the following: Zamboni Wrap, Dasher boards, wall panels, digital signage boards and bathroom stall posters. For any space not identified, please include information regarding what other spaces you would like sales rights to and a proposed cost to advertisers for those spaces.

Space	Details	Location
Zamboni wrap	3 Zambonis	2 at Parade, 1 at Northeast
Board advertising	48 boards in North 21 boards in South 14 boards in Studio Northeast boards – various sizes and quantities	3 rinks at Parade, 1 at Northeast
Wall advertising	60 spaces in North Rink 28 spaces in Northeast	North Rink and Northeast
Digital signage board	2 screens	Parade
Bathroom advertising	12 spaces available	Parade