REQUEST FOR INFORMATION: RFI 012 for Advertising in Conjunction with MPS Athletic and/or Recreation Venues

This Request for Information (RFI) consists of 06 pages.

Milwaukee Public Schools (MPS) is soliciting information from vendors in order to create a preferred vendor list for soliciting advertising and sponsorship opportunities for MPS Recreation and Athletic venues and programs.

Responses are requested no later than 11:00 AM Central Time, Tuesday, August 06, 2019.

Only electronic responses will be accepted. Submit all proposals and accessory documents to mpsrfps@milwaukee.k12.wi.us. The subject line of the email should read “Organization Name - RFI 012 Advertising in Conjunction with MPS Athletic and/or Recreation Venues.”

1.0 REQUEST FOR PROPOSAL OVERVIEW

Project Name: RFI 012 Advertising in Conjunction with MPS Athletic and/or Recreation Venues
RFI Release Date: Tuesday, July 09, 2019
RFI Question Due Date: 11:00 AM Central Time, Thursday, July 18, 2019.
RFI Due Date: 11:00 AM Central Time, Tuesday, August 06, 2019.

1.1 Definitions
District: Milwaukee Public Schools.
Proposer/Vendor/Respondent: an individual or firm submitting a response to this RFI.

1.2 Scope of Request
MPS is soliciting responses from vendors in order to create a list of pre-approved professionals and/or organizations who are interested in soliciting sponsorship and naming rights opportunities for MPS athletic and/or recreation venues and programs within the MPS system.

In order to be placed on the preferred vendor list, a vendor must demonstrate that it can deliver the following specifications:

A.) Conduct a review of district amenities/programs to identify potential sponsorship/naming rights opportunities.
B.) Actively solicit paid advertising/sponsorships in conjunction with MPS athletic and/or recreation venues, programs/events, and apparel within the established policy of the MPS Board of School Directors, Administrative Policy 9.08. (See Exhibit A). Examples include paid advertising or sponsorship packages for scoreboards, ballfield fencing, gym walls, t-shirts, etc.
C.) Actively solicit naming rights agreements for various MPS athletic/recreation facilities (e.g., athletic stadiums, ballfields), within the established guidelines of the MPS Board of School Directors, Administrative Policy 9.08.
D.) Vendor will receive a percentage of revenues collected on a quarterly basis to be paid out by MPS according to the commission percentage listed in Exhibit A- the Cost Proposal Worksheet.
E.) If Vendor is accepted and an MOU or contract is issued, Vendor acknowledges that it will be required to maintain accurate and complete financial records of all activities and operations in accordance with generally accepted accounting principles. Vendor agrees that MPS, or its authorized representatives, shall have access to and the right to examine, audit, excerpt, copy or transcribe any pertinent transaction, activity, or records relating to this Contract at mutually convenient places and times up to four times per year. All financial records, timecards and other employment records, and proprietary data and information, shall be kept and maintained by Vendor and shall be made available to MPS during the term of performance and for a period of three years thereafter, unless otherwise required by applicable law. All such material shall be maintained by Vendor at its principal place of business.
F.) MPS reserves the right to reject any proposed advertising or sponsorship recommendations by Vendor. Vendor understands that its role is only to make recommendations to MPS of potential advertisers/sponsors and that the final determination of an award is to be made by MPS.

In the event that an audit is conducted of Vendor specifically regarding the subject matter of this RFI by any Federal or State auditor, or by any auditor or accountant employed by Vendor or otherwise, then Vendor shall file a copy of the audit report with MPS’ Comptroller within thirty days (30) of Vendor’s receipt thereof, unless otherwise provided by applicable Federal or State law or under this Contract. MPS shall maintain the confidentiality of such audit report(s).

Vendor understands the following:
   a) Failure on the part of Vendor to comply with these audit provisions shall constitute a material breach upon which MPS may terminate or suspend all activities resulting from this RFI.
   b) Complete a MOU or contract for any and all services provided.
   c) Report progress and measure outcomes to MPS Recreational Department.

Approved Vendors will remain on the “Approved Advertising/Sponsor Solicitation Vendor List” for three years as long as the Vendor remains in “Good Standing” throughout the duration of the three-year period.

Vendors who don’t remain in “Good Standing” will have their approval status terminated. Vendors who are not in “Good Standing” may be denied the opportunity to apply for reinstatement as an Approved vendor.

There will be no relationship (contract award) between the District and a preferred vendor.

Inclusion on the preferred vendor list does not guarantee services. MPS will be free to work with any vendor on the preferred vendor list.

2.0 ABOUT MILWAUKEE PUBLIC SCHOOLS

The Milwaukee Public Schools (MPS) network of facilities encompasses more than 150 schools, fifty-two (52) active use playfields, and 4 athletic stadiums. In addition to its primary purpose of educating more than 75,000 students, the district also manages a comprehensive youth/high school athletic program and citywide recreation program. Athletic and recreation activities are held at school sites and playfields located throughout the City of Milwaukee.

In 2009 the Milwaukee Board of School Directors approved Administrative Policy 9.08 which provides the opportunity to allow for paid advertising within district buildings and upon district premises. With recent additions of new athletic stadiums and the desire to seek additional funding to support district athletic and recreation programs, MPS is seeking interest from Vendors to assist in the securing of advertising and sponsor opportunities.

Vendors must be able to provide evidence of financial support, assets, and organization to provide the products and services required in this RFI. The District may consider evidence of financial and technical qualifications in making the determination of qualifying for the pre-approval list.

Vendors must state their pricing on a percentage basis per advertising/sponsor agreement secured. Travel and other out-of-pocket costs attributable to the vendor should be included in the vendor’s rate. Payments must be tied to deliverables, which should be clearly identified. MPS does not pay in advance for services.

It is expected that successful vendors will establish a strong partnership with MPS Recreation. As a strong partner, successful vendors will need to become fully acquainted with the business of MPS: Educating Milwaukee's children.

3.0 INSTRUCTIONS TO THE VENDOR

3.1 Communication/Questions
Vendors are expected to raise any questions, or additions they have concerning the RFI as soon as they become aware of them. Any questions or requests for clarification must be directed in writing to mpsrfps@milwaukee.k12.wi.us and must be received no later than 11:00 AM Central Time, Thursday, July 18, 2019. The subject line of the email must be
labeled “RFI 012 – Advertising in Conjunction with MPS Athletic and/or Recreation Venues.” The only contact allowed with MPS staff in regards to this RFI is through mpsrfps@milwaukee.k12.wi.us. Any additional information or clarifications that are provided to one respondent will be provided to all respondents in the form of an addendum posted to the MPS portal at http://mps.milwaukee.k12.wi.us. Vendors are responsible for checking this site for any addenda that may be issued.

3.2 Submission of the Response
MPS is not responsible for communications that are undelivered or fail to be received due to technical difficulties. Vendors must deliver responses electronically to mpsrfps@milwaukee.k12.wi.us by 11:00 AM Central Time, Wednesday, July 31, 2019.

4.0 RESPONSE FORMAT AND CONTENT

Responses are to be formatted in the form and sequence described in Section 4. Elaborate proposals, (i.e., expensive artwork) beyond that sufficient to present a complete and effective response are not necessary or desired.

4.1 Vendor Response

Section 1: Company Information

a) Please provide the following information:
   - Company Name:
   - URL:
   - Physical Address:
   - Phone:
   - Contact Individual Name:
   - Contact Individual Email:
   - Contact Individual Phone:
   - Years in Business:

b) Attach your firm’s W9 in this section.

Section 2: Capabilities

a) Please provide a thorough description (2-3 paragraphs) of the respondent’s company including the history of the organization.

b) Please provide an in-depth description of the experience of the vendor in soliciting advertising and sponsorship agreements.

c) Please provide brief resumes and relevant work experience of all team members who would be assigned to work on the project.

d) Please provide at least two specific client references, including the names and contact information of the individual(s) your organization would propose MPS contact. MPS reserves the right to contact or visit any party listed as a reference. MPS also reserves the right to use other sources to obtain information about respondent’s experience.

Section 3: Additional Information

Include any information respondent would like to address from §1.2.

Section 4: Brochures

Include any brochures in this section.
ADMINISTRATIVE POLICY 9.08
ADVERTISING IN THE SCHOOLS

(1) It is the policy of the Board to allow paid advertising within district buildings and upon district premises, but only in accordance with the conditions provided herein. The Board recognizes that the funds that the schools and the District may derive from such paid advertising will benefit the district, its schools, students, employees, programs and the community.

(a) No advertising may be placed in or used by the District or a school unless such advertising is paid advertising as defined herein and approved in accordance with this policy.

(b) No paid advertising shall be construed as or constitute an endorsement by the Board, District, or school of any product, service, activity, program, or organization, and the District reserves the right to reject any paid advertising.

(c) “Paid advertising” is defined as the payment of money or other economic benefit to the District for promoting the sale of any product, service, activity or program to the community by the District’s placing a sign, display, advertisement, banner, etc., on district property or placing an advertisement in a district program, yearbook, or newspaper.

(2) Subject to the approvals herein, paid advertising may be allowed on MPS athletic facilities, stadiums, baseball fields, gymnasiums, auditoriums, program pamphlets, school publications or any other venue where such paid advertising would be directed primarily to members of the public.

(a) There shall be no paid advertising in the classrooms or in any other venue where such paid advertising would be principally directed at MPS students.

(b) There shall be no paid advertising on the exterior of a building, or that involves the erection of an apparatus on school grounds, or that involves the anchoring of signage into a physical wall without the prior written approval of the Director of Facilities and Maintenance.

(c) There shall be no billboards or signage on the top of MPS buildings.

(3) Paid advertising may take the form of ads in programs, yearbooks, or newspapers; fixed signage; banners; or sponsorship of an academic or athletic event(s) or team(s).

(4) All paid advertising must meet the following criteria:

(a) No paid advertising shall promote hostility, disorder, or violence.

(b) No paid advertising shall attack, demean, ridicule or disparage based upon membership in any group identified in the District’s non-discrimination policies.

(c) No paid advertising shall be libelous.

(d) No paid advertising shall be allowed that is not age-appropriate to the students attending the institution.

(e) No paid advertising shall endorse a political cause, political activity, political party, or candidate for political office or position.

(f) No paid advertising shall promote the use of drugs, alcohol, tobacco, firearms or promote gambling.

(g) No paid advertising shall be inconsistent with the District’s nutrition guidelines and the District’s school wellness policy.

(h) All paid advertising signage must comply with all applicable city building codes.

(i) The use in the schools of curriculum–related material and school supplies bearing the name of a business, publisher, or manufacturer shall not be construed as advertising under this policy.
(j) The distribution of awards for students donated by a commercial enterprise and approved by the principal shall not be construed as paid commercial advertising within the meaning of this policy.

(k) No paid advertising shall advance or endorse any religious organization.

(l) No paid advertising shall conflict with the Board’s mission, policies, Board-adopted Legislative Agenda, or the District’s curriculum or instructional program.

(m) No paid advertising shall adversely affect the District’s reputation or image.

(n) No paid advertising shall promote soda, candy, chips, or other junk food or foods designated by the USDA or other federal agency as “foods of minimal nutritional value.”

(o) No paid advertising shall promote private K-12 schools or K-12 schools chartered by chartering agencies other than MPS.

(5) All paid advertising must be documented by a contract signed on MPS’s side by both (a) the principal or administrator in charge; and (b) the Superintendent’s designee. All advertisements must be approved by the principal or administrator in charge before being displayed, which decision must be viewpoint-neutral in light of the purpose served by the school.

(6) No paid advertising contract shall be of duration of more than one year without prior Board approval.

(7) This policy is intended solely to sell paid advertising to raise revenue to defray costs and expressly does not create a public forum for public expression.

(8) This policy does not affect Administrative Policy 5.01(6), the Naming of School Facilities.

(9) Decisions of the principal or administrator in charge to allow or disallow paid advertising may be appealed to the Superintendent or his designee, whose decision shall be final.

History: Revised 3-29-95, 9-30-04, 6-29-06, 2-26-09


Cross Ref.: Admin. Policy 4.05 School Nutrition Management
Admin. Proc. 4.05 School Nutrition Management
Admin. Policy 4.06 Vending Machines
Admin. Policy 4.07 Student Nutrition & Wellness Policy
Admin. Proc. 4.07 Student Nutrition & Wellness Procedures
Admin. Policy 7.06 Health Education
Admin. Policy 7.07 Physical Education
Admin. Proc. 7.07 Physical Education
Admin. Proc. 7.22 School Fund-raising Activities
Admin. Policy 9.08 Advertising in the Schools
Admin. Policy 9.11 School Governance Councils