

CUMBERLAND VALLEY SCHOOL DISTRICT  
6746 CARLISLE PIKE  
MECHANICSBURG PA 17050  
717-697-8261



February 5, 2013

REQUEST FOR PROPOSAL

The Cumberland Valley School District is now accepting proposals for the following:

**Athletic Complex Sponsorship**

**RFP 2013-101**

Sealed proposals will be received by the Cumberland Valley School District in the Administration Office at 6746 Carlisle Pike, Mechanicsburg, PA 17050, in accordance with the specifications available. **Proposals will be received until 2PM EST, March 28, 2013.**

# Instructions to Proposers

Read Carefully

**Instructions:** These instructions apply to all proposals and become a part of the terms and conditions unless proposer takes exception in writing when submitting.

**The School District or CVSD shall mean Cumberland Valley School District.**

**Late Proposals:** Proposals must be in the Administration Office prior to the closing date and time. NO LATE PROPOSALS WILL BE ACCEPTED for any reason. It is the sole responsibility of the proposer to ensure timely delivery of the RFP. CVSD will not be responsible for failure of service on the part of the U.S. Postal Office, courier companies, or any other form of delivery chosen by the proposer.

**Facsimile:** The School District WILL NOT accept fax proposals.

**Acceptance:** The right is reserved to accept or reject any or all of the proposals, waive minor technicalities and to accept the proposal most advantageous for the School District.

**Authorized Signature:** By signing and executing this contract, the proposer certifies and represents to the District that the proposer has not proposed, conferred or agreed to confer any pecuniary benefit or other thing of value for the receipt of special treatment, advantage, information, recipient's decision, opinion, recommendation, vote or any other exercise or discretion concerning this proposal. Proposals must show vendor name and address and be manually signed. Failure to do so will disqualify the proposal. Person signing proposal must show title or AUTHORITY TO BIND HIS/HER FIRM IN A CONTRACT.

**Proprietary Information:** All material submitted to the School District becomes public property and is subject to the Pennsylvania Open Records Act upon receipt. If a proposer does not desire proprietary information in the proposal to be disclosed, each page must be identified and marked proprietary at time of submittal. The School District will, to the extent allowed by law, endeavor to protect such information from disclosure. Failure to identify proprietary information will result in all unmarked sections being deemed non-proprietary and available upon public request.

**Addendum:** If necessary CVSD may issue an addendum(s) for a variety of reasons or to clarify the RFP. Receipt of an Addendum must be acknowledged by signing and returning the Addenda with the proposal if requested or under separate cover prior to the due date. The Addendums containing pricing shall be returned in a sealed envelope marked on the outside with the proposer's name, address, RFP number and due date and time.

Failure to comply with the listed General Conditions may result in disqualification.

**Reservations:** The School District expressly reserves the right to:

1. Extend the opening date and time;
2. Consider and accept alternate proposals, if specified in the documents, when most advantageous to the School District;
3. Waive as an informality, minor deviations from specifications, provided they do not affect competition;
4. Waive any minor informality in any proposal or procedure (a minor informality is one that does not affect the competitiveness);
5. Add additional terms or modify existing terms;
6. Reject or cancel any or all proposals;
7. Reissue any; and/or all proposals.

## CUMBERLAND VALLEY SCHOOL DISTRICT

### PROFILE

Cumberland Valley students have long excelled in academics, the arts, and athletics - the three pillars of a high-quality education. Our vision of *"Soaring to Greatness, Committed to Excellence"* clearly defines who we are, what we do, and our journey together. CV students enjoy the support of an incredibly dedicated faculty and staff who prepare them as lifelong learners in the 21st Century. Long committed to excellence, CV students currently rank academically as the premier district in Central Pennsylvania and in the top five percent in the state. More than 85 percent of our graduates proceed on to post-secondary education, with many enrolling each year in the nation's top colleges and universities. In December 2009, for the third year in a row, the *US News and World Report* identified CV as having one of the highest academically performing high schools in the nation.

Our second pillar of this district is its extensive visual and performing arts education program. Students participate in the band and orchestra from elementary through high school, and they perform in our modern, awe-inspiring Performing Arts Center. For nearly a decade, the American Music Conference has identified CV as among the "Best 100 Communities for Music Education in America." Our art curriculum includes courses offered at every grade level.

Lastly, CV fields 26 varsity athletic teams - 13 boys and 13 girls. Every year, our athletes and teams compete at the regional and state levels, many of which regularly clinch championships. Because our schools are such an integral part of the larger Cumberland Valley community, up to 10,000 loyal fans will arrive on Friday night football games to cheer on their Eagles.

CV is located 12 miles west of Harrisburg, Pennsylvania's state capital. The District covers 106 square miles and encompasses all of Hampden, Silver Spring, Monroe, and Middlesex townships. Our state of the art facilities, infused with 21st Century technology, provide an optimal learning experience for each of our 7,800 students. These facilities include seven elementary schools, two middle schools, and one high school.

#### By the Numbers\*

10	Total Number of Schools
26	Varsity Sports Teams
850	Students involved in band, orchestra, and choral groups
1,305	Students participated in inter-scholastic athletics
7,600	Total Number of Students in the Cumberland Valley School District
46,926	Population within the Cumberland Valley School District
\$56,518	Median household income of the Cumberland Valley School District

\* Numbers are estimates

**CUMBERLAND VALLEY SCHOOL DISTRICT  
ATHLETIC COMPLEX SPONSORSHIP  
RFP# 2013-101**

**1.0 PURPOSE**

- 1.1 The Cumberland Valley School District is interested in receiving proposals from Businesses, Public or Private Organizations, or other entities that wish to procure and display advertising at various District Athletic facilities. The contract shall be a fixed annual price for the term of any agreement created from this proposal.
- 1.2 There are a variety of packages that vary in size and pricing as shown on the Proposal form. Proposals may exceed the minimum pricing as indicated on the Proposal form and will be evaluated by the District prior to acceptance. The packages will be awarded to a single company for all locations or companies who, based on all responses and applying all criteria, is determined by the District to offer the best return for the District.

**2.0 BACKGROUND/DEMOGRAPHIC INFORMATION**

- 2.1 Cumberland Valley School District is a AAAA District with approximately 7,800 students. The District currently has a high school, 2 middle schools and 7 elementary schools.
- 2.2 Cumberland Valley School District has two (2) athletic stadiums, Dome Gymnasium, a natatorium and various athletic facilities at the educational park complex where advertising opportunities are available. All venues are the site of many of the District's athletic events throughout the year and the host of many games, playoffs and tournaments.
- 2.3 Chapman Stadium is an 8,000 renovated seat stadium located at 6746 Carlisle Pike, Mechanicsburg, PA 17050. The facility has been there since the 1960's and was upgraded in 2000. It is estimated that over 75,000 people will attend events at this location this year.
- 2.4 The Eagle's Nest Stadium is a 600 seat stadium located behind Eagle View Middle School located at 6746 Carlisle Pike, Mechanicsburg, PA 17050. The facility was opened in the spring of 2009. We estimate 10,000 participants and spectators utilize the new turf field facility for soccer, lacrosse, field hockey band competitions and youth football. Numerous play-off and State play-off events are held in the stadium.
- 2.5 The High School Dome Gymnasium is a 2500 seat venue located at 6746 Carlisle Pike, Mechanicsburg, PA 17050. The facility was renovated in 2002 with a new scoreboard to be in place by fall of 2011. Approximately 55,000 spectators attend events at this location each year.
- 2.6 Cumberland Valley School District also has a natatorium. The natatorium is located in the Cumberland Valley High School and seats 350 and is host to District 3 and the 14 public state university (PSAC) championship meets. This facility was opened in 2002.

2.7 Advertising opportunities range from displays on fixed advertising panels in the stadiums and on the scoreboard located at the stadium. The District feels this is a great opportunity to advertise products or business services to thousands of potential customers.

2.8 The advertising, however, will not only be for the 7,800 students and 1,100 staff members of the District, but also to countless parents, spectators and others who the District anticipates will visit the Athletic Stadium Complexes. Spectators will include people throughout Central Pennsylvania.

2.9 The District is also interested in advertising opportunities at our high school athletic facilities. The Educational Park Campus also has advertising space available at our tennis courts, soccer field, softball and baseball fields.

2.10 Additional information concerning the District may be obtained at [www.cvschools.org](http://www.cvschools.org)

2.11 Appendix A – Provides information regarding each proposed location for advertising.

### **3.0 PERFORMANCE PERIOD**

The term of this agreement will commence upon School Board approval. Contract(s) created by an award of this proposal shall be in effect for a negotiated period. Cumberland Valley School District reserves the right to terminate any advertising arrangements that at any time conflict with District policy or legislation, including new policy or future legislative actions, enacted during the term of the agreement.

### **4.0 GENERAL INFORMATION**

#### **4.1 Point of Contact**

The following individual shall provide clarification of the specifications for this RFP:

Michael M. Willis  
Director of Business and Support Services  
6746 Carlisle Pike  
Mechanicsburg PA 17050  
717-506-3312  
[mwillis@cvschools.org](mailto:mwillis@cvschools.org)

Each proposer shall carefully examine all documents and any and all addenda or other revisions, and be thoroughly familiarized with all requirements prior to submitting a proposal. Should a proposer find discrepancies and/or ambiguities in, or omissions from the documents, or should the proposer be in doubt as to the meaning, the proposer shall, at once, in any event not later than 72 hours prior to the proposal date, submit to Michael Willis a written request or email request to [mwillis@cvschools.org](mailto:mwillis@cvschools.org) for interpretation or correction thereof. The proposer submitting the request will be responsible for its prompt delivery. Any oral communication by the contact person or designee concerning the RFP is not binding and shall in no way modify the RFP or the obligation of Cumberland Valley School District, proposer or contractor.

#### 4.2 Ownership of Responses

All responses become the property of Cumberland Valley School District. Responses may be reviewed by any person after selected contractor(s) and Cumberland Valley School District entered into a contract and/or upon award by the Cumberland Valley School Board. Cumberland Valley School District reserves the right to use any and all information and materials presented in reply to this RFP. Disqualification of a vendor does not eliminate this right.

#### 4.3 Pre-agreement Costs

Cumberland Valley School District is not liable for any cost incurred by any responding contractor prior to signing an agreement.

### 5.0 EVALUATION AND AWARD NOTIFICATION

5.1 Cumberland Valley School District may accept one proposal for all advertising venues or multiple proposals from each entity proposing.

**5.2 Cumberland Valley School District may elect to negotiate with individual proposals for those advertising spaces where there is steep competition in order to give each vendor the opportunity to submit a proposal offer of greater value. Thus, the District may request a Best and Final Offer from one or more vendor(s).**

5.3 Award(s) may not necessarily be made to the vendor submitting the highest priced proposal. The District shall accept the proposal it deems to be in the best interest of the District. In making that determination, the District will use the following criteria to determine the best value: monetary value of the offer, contract length and terms, advertising content and any other relevant factor with Cumberland Valley School District identifies as necessary to determine the best value.

5.4 As proposals are accepted by the District, the individual awardees will be notified.

### 6.0 PAYMENTS

6.1 Payments will be made on a lump-sum basis, submitted with a signed agreement, and, in advance of advertising display. Advertiser/Sponsor shall pay Cumberland Valley School District the agreed upon sum for each additional year by August 1<sup>st</sup> of each year.

6.2 Checks shall be made payable to the Cumberland Valley School District and shall be forwarded to the Business Office, 6746 Carlisle Pike, Mechanicsburg, PA 17050.

### 7.0 SUBMISSION OF ADVERTISING COPY AFTER AWARD NOTIFICATION

7.1 It is Cumberland Valley School District's desire to have advertisement space completed on each of the scoreboards to allow maximum advertising exposure during the Cumberland Valley School District's football and fall sports season.

7.2 In order to allow for preparation Cumberland Valley School District and placement of panels, advertising copy must be submitted to the Business Office as soon as possible after award notification. If an Advertiser fails to respond timely, Cumberland Valley School District makes no guarantee of placement of advertising. New advertising will be added as events allow.

## **8.0 GENERAL REQUIREMENTS**

- 8.1 Advertiser/Sponsor panel copy shall be submitted to Cumberland Valley School District for initial approval before acceptance.
- 8.2 Initial decoration and installation of advertising panels to be at the expense of Cumberland Valley School District.
- 8.3 The advertising panels shall be maintained and kept clean during the entire term of the agreement by Cumberland Valley School District.
- 8.4 Advertiser/Sponsor's panel on the scoreboard shall be illuminated (unless noted otherwise) and displayed at all times of operation, except when deemed inappropriate or prohibited by rules and regulations outside the Cumberland Valley School District.
- 8.5 Cumberland Valley School District shall maintain liability and property damage insurance to adequately protect the interest of the vendor.
- 8.6 Vendor shall be responsible for the original copy and for making any copy changes to a panel during the term, including all labor costs associated with replacing the decorated face.
- 8.7 Cumberland Valley School District reserves the right to reject any proposal for advertisements or advertisement content that the District considers inappropriate for public display at school owned facilities (including but not limited to advertising for tobacco, firearms or alcohol).
- 8.8 All banners must be manufacture quality and appeal to the dignity and character of the District. Signs will be produced at the expense of the vendor. Signs must be maintained in quality condition. Signs falling below the District standard will be removed and the company may supply a new sign.
- 8.9 Cumberland Valley School District will be the sole authority on acceptability of advertising content, marketing components, including facility structure or other merchandising items distributed or displayed as a component of the advertising offer.



## **9.0 DESCRIPTION OF ADVERTISING OPTIONS**

**(Note all dimensions listed below are approximate and final signage may vary slightly)**

### **9.1 Chapman Stadium**

- Stadium Name Rights Sign (1) –36'x3' illuminated flat sheet advertising pane.
- Scoreboard (2)-9'x3' illuminated flat sheet advertising panes.
- Scoreboard (2)-7'9"x5'5" illuminated flat sheet advertising panes.
- Concession stands (2)-32" x 16' non-illuminated flat sheet advertising panes
- Press box/Fence- front (6)-2'8"x4' non-illuminated flat sheet advertising

### **9.2 Chapman Stadium-LED Message Board**

- Advertisement appears on message board during the game. **The ad will appear approximately four (4) times; Advertisement will appear for approximately 3-10 seconds for 1 game only**
- Advertisement appears on message board during the game. **The ad will appear approximately four (4) times; Advertisement will appear for approximately 3-10 seconds for 5 to 6 games per year.**

### **9.3 Eagle View Stadium**

- Stadium Name Rights Sign (1)- 24x5' illuminated flat sheet advertising pane
- Scoreboard (1) 30'x2' illuminated flat sheet advertising panes.
- Scoreboard (2) 15'x2' illuminated flat sheet advertising panes.

### **9.4 High School Dome Gymnasium**

1. Name Rights Sign (1 )-20'x3' non- illuminated flat sheet advertising pane

### **9.5 Natatorium**

1. Name Rights Sign (1) - 18'x8' illuminated flat sheet advertising pane.

### **9.6 High School Softball**

1. Name Rights Sign (1)-16'x2' non- illuminated flat sheet advertising pane
2. Scoreboard (1) 2'x8' illuminated flat sheet advertising panes.

### **9.7 High School Baseball**

1. Name Rights Sign (1)-24'x2' non- illuminated flat sheet advertising pane
2. Scoreboard (1)-8'x2' illuminated flat sheet advertising panes.

### **9.8 High School Tennis Courts**

1. Name Rights Sign (1)-10'x2' non-illuminated flat sheet advertising pane

### **9.9 High School Soccer Field**

1. Name Rights Sign -Scoreboard (1)-10'x2' illuminated flat sheet advertising panes.

**10.0 Miscellaneous Advertising Options** – Advertiser may propose other advertising opportunities that are not listed above. Cumberland Valley School District will consider any proposal that is within the scope of the facility advertising standards. Fees for such unsolicited offers will be negotiated, based on individual content.

# CUMBERLAND VALEY SCHOOL DISTRICT

Cover Sheet

RFP 2001-101

I {We} are proposing in accordance with the general conditions and established specifications.

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

FEDERAL TAX ID # \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

ADDITIONAL INFORMATION \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

(Printed)

AUTHORIZED SIGNATURE: \_\_\_\_\_

(Signed)

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This Cover Sheet and the Proposal Response Form shall be the sealed proposals that will be received by the Cumberland Valley School District in the Administration Office at 6746 Carlisle Pike, Mechanicsburg, PA 17050, in accordance with the specifications available.

**Proposals will be received until 2PM EST, March 28, 2013**

**\*\*\*Cumberland Valley School District may elect to negotiate with individual proposals for those advertising spaces where there is steep competition in order to give each vendor the opportunity to submit a proposal offer of greater value. Thus, the District may request a Best and Final Offer from one or more vendor(s).**