

Kentucky Venues

Beer Sponsorship Opportunity Notice

The purpose of this notice will serve as a sponsorship/partnership opportunity to enter into a Sponsorship and Beverage Pouring Agreement with Kentucky Venues. Under the Kentucky Venues brand, two major convention and exhibition facilities - the Kentucky Exposition Center and the Kentucky International Convention Center - serve regional, national, and international clients. Governed by the Kentucky State Fair Board, Kentucky Venues also produces signature events: the Kentucky State Fair, World's Championship Horse Show, National Farm Machinery Show, Championship Tractor Pull, North American International Livestock Exposition and North American Championship Rodeo. From agriculture to technology, autos to entertainment, and athletics to livestock, Kentucky Venues has the facility, capacity and services to make any event a success.

Kentucky Venues is seeking proposals from qualified suppliers to provide services for the sale, distribution and merchandising of alcoholic (beer) beverages in a Beverage Procurement program. Strong partnerships are essential to the continued success of Kentucky Venues and its facilities. The sponsor cannot represent itself as a "preferred beer" or a "beer of choice". The sponsor will be expected to provide high-quality products, state-of-the art equipment, high quality and responsive maintenance for the routine care and replacement of equipment, on-going marketing, and financial support to drive sales and customer satisfaction, as well as a well-trained, courteous, and professional staff to meet the needs of Kentucky Venues' visitors, clients, and concessionaire (Levy).

Key components of a response to this notice would be the following:

- Annual sponsorship support / cash investment
- Annual marketing support amount (\$value...)
- Annual complimentary beverage support amount (cases)
- Indicate the preferred length of agreement (term)
- Preferred list of beverages to be initially offered / sold
- Pricing structure for product purchasing (through Levy)

Timeline for Responses and Other Key Dates:

- Notice of Sponsorship Opportunity –January 21, 2022
- Deadline for Receipt of Questions to the Notice –February 4, 2022 **(Note: Questions should be e-mailed to Kevin Contardo at: kevin.contardo@spectraxp.com)**
- Deadline for Kentucky Venues to Respond to Questions –February 18, 2022
- Proposals Due – March 4, 2022

-Disclosure of Award -- March 18, 2022

-Agreement Begins -- April 1, 2022

Beer Sponsorship Agreement Evaluation Criteria:

Selection of a successful contractor will be determined in committee by evaluation of several factors outlined below and will be **a grand total of 250 points**.

A. FINANCIAL CONSIDERATION

1. Preliminary Evaluation and assignment of tentative rating points.
2. Final Evaluation and assignment of final rating points.

Vendor should address each item listed as point scoring criterion in this section to be assured a complete evaluation. The factors which will be evaluated are vendor's:

TOTAL FINANCIAL VALUE	130 pts
a. Product variety and cost.....	20 pts
b. Financial Considerations plus other incentives.....	80 pts
c. Sales Commission.....	30 pts

Elements

- Highest financial consideration (exclusive rights compensation and any other cash compensation value...), plus OTHER INCENTIVES- (such as donated products, sponsorships fees amenities, etc. While these will be considered they must equate to monetary value...)
- Product variety and cost delineated.
- Sales Commission: Percentage of gross revenue from coolers located in each building less monthly taxes. (Net commission percentage % to Kentucky Venues)

B. BEVERAGE POURING OPERATION 30 pts

Elements

- How well did bidder address the "Beverage Pouring Operations" request for information?

C. FIRM'S REPUTATION AND STABILITY 20 pts

Elements

- Company History
- Relevant experience, qualifications, and success with programs of this type
- Resources available

D. CONTRACT ADMINISTRATION, COMMUNICATION, AND REPORTING PLAN..... 30 pts

Elements

- Plan for successful program implementation and continuous performance with concessionaire.
- Reporting Requirements: Accurate, thorough, and user-friendly reporting tools and controls.
- Monthly/Quarterly Commission Reports. How will this information be captured, and can all be readily available to Kentucky Venues, please detail here.

With each monthly commission report the following information must be clearly identified by heading “title” and with concomitant data.

- Full service with the monthly commissions shall be a report that captures the info . below:

- Equipment types by building name/location
- Product Name (Specific...)
- Cooler location (Building Name)
- Volume sold by location, brand and package
- Beverage price per brand and package
- Number of coolers in this building
- Cooler number for each machine in the building
- Total amount of gross revenue collected
- Total commission paid this location
- Maintaining look and modern feel of all points of sale

E. OVERALL PROPOSAL RESPONSE..... 40 pts

Elements

- Was information well organized with easily identifiable requested information?

AWARD: This contract will be awarded to the company receiving the highest overall score based on the selection criteria, and who is responsive and responsible to all other terms and conditions of this proposal.

Statement of Sponsorship:

This sponsorship opportunity is being issued by the Kentucky State Fair Board/Kentucky Venues in accordance with KRS 45A.097. The Kentucky State Fair Board/Kentucky Venues is an agency of the Commonwealth of Kentucky. As such, it must comply with applicable state laws, regulations and procedures as they relate to donations, sponsorships, procurement and other acquisitions. All sponsorships must be in compliance with KRS 45A.097.

An award of sponsorship shall not constitute an “official endorsement” of a particular company by the Commonwealth of Kentucky as the sole vendor of choice.

An entity that has a business or regulatory relationship with the Kentucky State Fair Board/Kentucky Venues, and who is not lobbying or attempting to influence matters of that agency, may be considered for a sponsorship opportunity only if there is a clear benefit to the Commonwealth of Kentucky, or the sponsorship promotes economic development or tourism in the Commonwealth.