**Kentucky Venues**

**Notice of Presenting Rights Sponsorship Opportunity**

**World’s Championship Horse Show**

The purpose of this notice will serve as a sponsorship opportunity to enter into a Presenting Rights Sponsorship Agreement with Kentucky Venues specific to the World’s Championship Horse Show.

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 has an annual impact of more than $350 million on Kentucky’s economy.

Kentucky Venues is currently seeking a cash sponsor for the World’s Championship Horse Show. The exciting and prestigious World’s Championship Horse Show is held annually at the Kentucky Exposition Center in conjunction with the Kentucky State Fair and crowns world champion Saddlebreds, Hackney Ponies and Road Horses in different divisions. The show attracts spectators and competitors from across the world and includes over 2,000 horses competing for more than $1 million in awards. By aligning yourself with Kentucky Venues, your business will receive incredible exposure and name recognition to local, national and international visitors as a sponsor of the World’s Championship Horse Show. For more information, please visit our website at [www.wchorseshow.com](http://www.wchorseshow.com).

Kentucky Venues is presently seeking proposals from a company or companies to enter into a Presenting Rights Sponsorship program for the World’s Championship Horse Show. The sponsor will be expected to provide a high-quality brand image, on-going marketing, and financial support to meet the needs of Kentucky Venues’ visitors, clients, and employees. The Preventing Event Sponsor (only one available) will receive on-site promotion during the World’s Championship Horse Show, together with prominent recognition written “Presented by….” in all printed and digital materials (including social media integration across all platforms) related to the event.

Kentucky Venues and the World’s Championship Horse Show is an ideal platform to market your product and/or services and to extend your name to a national and international audience in the equine and agribusiness industries.

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

-Annual sponsorship support / cash investment

-Indicate the preferred length of agreement (term)

**Timeline for Responses and Other Key Dates:**

-Notice of Sponsorship Opportunity – May 17, 2022

-Deadline for Receipt of Questions to the Notice – May 20, 2022 **(Note: Questions should be e-mailed to Kevin Contardo at: kcontardo@oakviewgroup.com)**

-Deadline for Kentucky Venues to Respond to Questions – May 27, 2022

-Proposals Due – June 10, 2022

-Disclosure of Award – June 24, 2022

-Agreement Begins – June 30, 2022

**Presenting Rights 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. Brand Goals ................................................................................50 pts

b. Financial Considerations plus other incentives...................................... 80 pts

Elements

• Highest financial consideration (branding 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…)

B. PRESENTING RIGHTS SPONSORSHIP VALUE ............................................................................. 30 pts

Elements

• How well did bidder address the “Presenting Rights Sponsorship Value” 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.

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.

The purpose of this document is to solicit responses from one or more individuals or companies to sponsor Kentucky Venues and the World’s Championship Horse Show.

Potential sponsors and opportunities will be evaluated to determine the “best value” for the Commonwealth of Kentucky as described in KRS 45A.070 as follows: (1) Financial value to Kentucky Venues and the World’s Championship Horse show and may be monetary, trade, or in-kind; and (2) Enhancement of the Kentucky Venues and the World’s Championship Horse Show guest experience.

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.