SCOPE OF SERVICES

The City is seeking responses to this RFP for services from firms/individuals that are experienced, responsible, capable, and most qualified in municipal advertising and sponsorship programs to serve as the City's consulting firm ("Contractor"). The City intends to hire the most qualified contractor for providing Advertising and Sponsorship Services. The City's screening and Selection Committee shall evaluate Submittals based on professional expertise in the services outlined in this Scope of Services.

1.   City of Riverside Staff Role

The Advertising and Sponsorship Program will be a collaborative effort between the Contractor's team and City staff. The City has mobilized for this effort and identified in-house "teams" that will serve as advisors throughout the project. Each team includes a designated Sponsorship Liaison (department head or senior manager) and additional staff members with expertise relating to the assets to be sponsored. Other stakeholders may be included at the discretion of the Sponsorship Liaisons.

The City anticipates the substantial engagement of all departments managing assets subject to an Advertising and Sponsorship Program, under the direction of the City Manager's office.

2.   Existing Advertising and Sponsorship Policies and Practices

The Contractor will be expected to review and analyze existing advertising and sponsorship policies, practices, and recent history in order to recommend and implement a coordinated and effective program. The Contractor will make recommendations with respect to existing standards as well as making recommendations for updates, new policies, procedures within the first 6 months.

3.   Anticipated Phases and Elements of Services

PHASE I – ASSET INVENTORY AND VALUATION

A wide range of assets is available for an Advertising and Sponsorship Program in several City departments. Examples include, but are not limited to:

    a. Vehicles/Equipment;
    b. Events;
    c. Facilities (large-scale naming opportunities; short-term or long-term);

d. Places and spaces (smaller-scale naming opportunities);
e. Marketing, marquees, and reader boards; and
f. Programs, outreach, and services

During Phase I, the Contractor will conduct market research to develop valuations for each asset. A minimum of five comparable markets will be identified for each asset and/or asset category. Markets will be deemed comparable if they are similar to the City of Riverside in size, demographic and social character, economic base, and city asset array.

PHASE II – PROGRAM IMPLEMENTATION

Consultant will develop a comprehensive advertising and sponsorship program with realistic goals and a detailed implementation plan and timetable. The implementation plan may include a ranking of assets or asset categories based on valuation, the likely success of negotiations, or other criteria.

The implementation plan will include a database of current and prospective sponsors and their capacity for advertising and sponsorship partnerships. Examples of categories of potential sponsors include:

a. Financial Services
b. Retail
c. Medical
d. Higher Education
e. Manufacturing
f. Service Industries

It is expected that the database of prospects will include corporate entities with business interests in Riverside, whether they are headquartered in Riverside or elsewhere. The database should be presented in such a way that the City might analyze the prospects according to varying criteria; for example, all corporate entities that do or do not fund arts and culture, or that do or do not fund festivals and events.

The program implementation plan will include templates for negotiated agreements, sample partner benefit packages, sample City benefit packages, and all aspects of large and small advertising and sponsorship agreements. Sample partner benefits might include naming opportunities (long-term and short-term), advertising space, and/or premium event participation. The program implementation plan will anticipate hard and soft costs that will be incurred by the City to fulfill sponsor benefits, including City staff time, costs to fabricate signage, advertising placement, event presence, and similar. Benefits the City seeks in pursuing the Advertising and Sponsorship Program include direct funding

support, in-kind donations of goods or services that the City actively uses, volunteer hours, cross-promotion, use of sponsors' networks for communications, and similar.

In close communication with City liaisons and advisors, the program implementation plan will address program limits and prohibitions within the context of the City's strategic priorities and values. The plan will address response strategies when one party perceives breach of a sponsorship agreement, as well as description of the circumstances that might constitute a breach.

The Contractor is expected to gain knowledge of the community and to be sensitive to its diverse constituencies. The Contractor is expected to engage the community, conduct audience testing when feasible, and create mechanisms for public feedback. Bilingual, culturally appropriate communication strategies are essential to the success of the program.

PHASE III – TRANSITION PLAN

It is anticipated that the Contractor's Scope of Services be completed within a three-year period. At that time, and depending upon the success of the Contractor in achieving established goals, it may be the intention of the City to bring the management and implementation of an ongoing Advertising and Sponsorship Program in-house. The program may be under a Project Manager overseeing either a centralized or a dispersed program, according to the Contractor's recommendation. The final phase of the Scope of Services is to define a detailed transition plan to assume internal implementation of a continued Advertising and Sponsorship program to be rooted in the relevant City departments.

TIMELINE

Policy & Procedure Recommendation and Phase I – Complete in First 3-6 months

Phase II – Complete within first 6-12 months

Phase III – Complete within 36 months