



## The Sacramento City Unified School District serves the residents of the City of Sacramento. Founded in 1849, the City of Sacramento is the oldest incorporated city in California with an estimated population of 486,189 in 2010. The 2011-12 student K-12 enrollment for SCUSD is approximately 47,500. This enrollment number includes all charter schools.

Located in Sacramento County, SCUSD is the 12<sup>th</sup> largest school district in the State of California in terms of student enrollment. The district provides educational services to the residents in and around the City of Sacramento. The district operates under the jurisdiction of the

ndependently from the County Office, but is still subject to certain County oversight issues, such as the review

A Board consisting of seven members governs SCUSD. Their responsibility is to represent the voters of the district in policy making and budgetary decisions as provided by the laws of the State of California. Board members serve four-year terms and may be re-elected. The district appoints one student Board member per year to serve one year as the voice of the students.

Pursuant to Board Policy, SCUSD desires to receive proposals from various businesses who are interested in managing Advertising/Sponsorship Program Services for SCUSD. SCUSD seeks p

achieving the programs objectives of generating new revenue streams for SCUSD using advertising support and sponsorship of its various physical assets. SCUSD invites experienced, highly motivated and creative advertising companies that can demonstrate a successful track record of establishing and maintaining revenue producing programs with similarly sized school districts or companies to submit proposals. Proposers are encouraged to be creative in utilizing the available space to accomplish the goals as outlined in the RFP. Proposers are also encouraged to be creative and innovative in proposing an advertising program that best meets lable space for advertising/sponsor signage will be

determined by the individual site location. The program consists of developing, constructing, installing, operating, maintaining, and selling the sponsored advertising space.

SCUSD defines the elements within the advertising program as including, but not limited to, flat-screen video monitor systems, various mass media communication devices, artwork, free-standing displays, wall-mounted displays, interior and exterior spaces in school buses and exterior spaces on other vehicles, and other similar advertising for the purpose of promoting or displaying the products or services of various industries, manufacturers, companies, agencies or persons.

Creating sponsorship opportunities at school sites can pose a unique set of challenges. It is critical that any advertising program be respectful of the educational environment throughout SCUSD and look for sponsorships that are consistent with a safe and appropriate school climate.

Interested firms are invited to submit one original signed proposal and four (4) hard copies. The proposal shall be made in the format provided and the complete proposal, together with any and all additional materials, shall be enclosed in a sealed envelope addressed and delivered no later than 4:30 p.m. on Monday, May 7, 2012 to the following address:

Sacramento City Unified School District Contracts Office 5735 47<sup>th</sup> Avenue Sacramento, CA 95824

The sealed envelope shall be marked on the outside lower left corner with the words Advertising/Sponsorship Program Services RFP

ensure that their proposal is received prior to the scheduled closing time for receipt of proposals.

- A. Describe the methods which will be utilized to obtain sponsors for this program.
- B. Describe the process of how sales are generated based on the advertisement and how this would be collected and processed. Describe your reporting technique and samples.
- C. Provide a summary of your understanding of the challenges in educational marketing.
- D. Outline any additional services that could be utilized under this contract.

Note: Any subcontracting of work must be completely disclosed in this proposal.

In order for proposals to be considered, said proposal must be clear, concise, complete, well organized and demonstrate both Proposers qualifications, and its ability to follow instructions. The quality of answers, not length of responses or visual exhibits is important in the proposal.

The proposal shall be organized in the format listed below. Respondents shall read each item carefully and answer each of the following items accurately to ensure compliance with District requirements.

## Submit a brief summary

services to be provided, and capability to comply with all terms and conditions of the RFP. fax number and telephone number of the responding firm. Include a contact person and corresponding e-mail address. The summary shall state that the proposal shall be valid for a 60-day period and that the staff proposed is available immediately to work on this project. The person authorized by the firm to negotiate a contract with the District shall sign the summary.

This section should provide information regarding the size, location, nature of work performed, years in business, and the approach that will be used in meeting the needs of the District. Please also include:

- 1. Size of organization.
- 2. Number of years engaged in these types of services, including operation under other firm names.
- 3. Number of staff employed by your firm.
- 4. Resumé and background information of the staff that will be assigned to this project.
- 5. Current copy of your firms occupational license.
- 6. State under what other or former name(s) the Proposer is currently operating under or has operated under.

Provide cost for services rendered. Commission structure and any other flat rates.

Firms submitting proposals are advised that all proposals will be evaluated to determine the individual/firm deemed most qualified to meet the needs of the District. The selection criteria will include, but not be limited to, the items listed below:

Demonstrated understanding and responsiveness to the Request for Proposals

Experience of firm and personnel named in the proposal