



MANSFIELD INDEPENDENT SCHOOL DISTRICT  
PURCHASING DEPARTMENT  
1920 N. Main Street  
Mansfield, Texas 76063  
(817) 299-6090

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July 29, 2006

**REQUEST FOR PROPOSAL**

The Mansfield Independent School District is now accepting proposals for the following:

**Athletic Complex Advertising**

**RFP #06-107**

Sealed proposals will be received by the Mansfield Independent School District in the Office of the Purchasing Agent, MISD Operations Complex, 1920 North Main Street, Mansfield, Texas 76063, in accordance with the specifications available. **Proposals will be received until ALL SPACES ARE ACCOMMODATED.**

# 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 MISD shall mean Mansfield Independent School District.**

**Late Proposals:** Proposals must be in the Purchasing 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. MISD 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 to 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 FIRM IN A CONTRACT.

**Proprietary Information:** All material submitted to the School District becomes public property and is subject to the Texas 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. The final decision as to what information must be disclosed, however, lies with the Texas Attorney General. Failure to identify proprietary information will result in all unmarked sections being deemed non-proprietary and available upon public request.

**Addendum:** 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 should 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 proposal; and/or

**MANSFIELD INDEPENDENT SCHOOL DISTRICT  
ATHLETIC COMPLEX ADVERTISING  
RFP# 06-107**

**1.0 PURPOSE**

- 1.1 The Mansfield Independent 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 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 the 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**

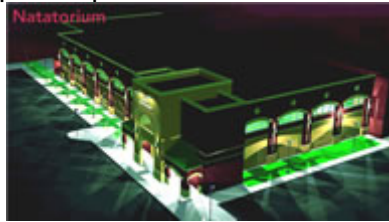
- 2.1 Mansfield ISD is a growing District with approximately 28,000 students. The District currently has three (3) 5A high schools with a fourth high school expected to open August 2007. The District also has one (1) career tech academy, one (1) alternative school, five (5) middle schools, five (5) intermediate schools and eighteen (18) elementary schools.
- 2.2 Mansfield ISD has two (2) athletic stadiums both having artificial turf, a natatorium and various athletic facilities at the three current high schools where advertising opportunities are available. Both of the stadiums are the site of many of the District's athletic events throughout the year and the host of many football play-off games, soccer play-off games and tournaments.
- 2.3 Mansfield Stadium is an 11,000 seat stadium located at 3700 East Broad Street, Mansfield, TX 76063. The facility is scheduled to open September 2006. This is a new facility that can handle play-off games and is expected to attract more events. It is estimated that over 40,000 people will attend events at this location this year.



- 2.4 R.L. Anderson stadium is a 9,800 seat stadium located at 1016 Magnolia Street, Mansfield, TX 76063. The facility has been there since 1960's and was upgraded in 1996.



- 2.5 Mansfield ISD also has a new natatorium. The natatorium is located at 1001 North Holland Road, Mansfield, TX 76063 and seats 960. This facility is new and is scheduled to open September 2006.



- 2.6 Advertising opportunities range from displays on fixed advertising panels within the stadiums to video commercials and spots on video replay systems on the scoreboard located at the new stadium. The District feels this is a great opportunity to advertise products or business service to thousands of potential customers.
- 2.7 The advertising, however, will not only be for the 28,000 students and 3,000 staff members of the District, but also to countless parents, spectators and others who the District anticipates will visit the Athletic Stadium Complexes. Some of the spectators will include people from the UIL districts that we are aligned with as well as other DFW area school districts.
- 2.8 The District is also interested in advertising opportunities at our high school athletic facilities. Each high school is equipped with a Main Gym with stadium style seating, softball and baseball fields.
- 2.9 Additional information concerning the District may be obtained at [www.mansfieldisd.org](http://www.mansfieldisd.org).

### **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. Mansfield ISD reserves the right to terminate any advertising arrangements that at any time conflict with District policy or legislation, including new policy or future legislative action, 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:

Shelley Freeman, Purchasing Agent  
Purchasing Department  
1920 N. Main Street  
Mansfield, TX 76063  
817-473-5605  
[freesh@mansfieldisd.org](mailto:freesh@mansfieldisd.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 Purchasing a written request or email request to [freesh@mansfieldisd.org](mailto:freesh@mansfieldisd.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 MISD, proposer or contractor.

#### 4.2 Ownership of Responses

All responses become the property of Mansfield ISD. Responses may be reviewed by any person after selected contractor(s) and Mansfield ISD have entered into a contract and/or upon award by the MISD School Board. Mansfield ISD 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

Mansfield ISD is not liable for any cost incurred by any responding contractor prior to signing an agreement.

### 5.0 EVALUATION AND AWARD NOTIFICATION

5.1 Mansfield ISD may accept multiple proposals from each entity proposing.

5.2 Mansfield ISD 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 which MISD 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 Mansfield ISD the agreed upon sum for each additional year by September 1st of each year.

6.2 Checks shall be made payable to the Mansfield Independent School District and shall be forwarded to the Business Office, 605 E. Broad Street, Mansfield, Texas 76063.

## **7.0 SUBMISSION OF ADVERTISING COPY AFTER AWARD NOTIFICATION**

- 7.1 It is Mansfield ISD's desire to have advertisement space completed on each of the scoreboards to allow maximum advertising exposure during the MISD football season.
- 7.2 In order to allow for preparation and placement of panels, advertising copy must be submitted to the Mansfield ISD Athletic Department Office as soon as possible after award notification. If an Advertiser fails to respond timely, MISD make 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 Mansfield ISD for initial approval before acceptance.
- 8.2 Initial decoration and installation of advertising panels to be at the expense of Mansfield ISD.
- 8.3 The advertising panels shall be maintained and kept clean during the entire term of the agreement by Mansfield ISD.
- 8.4 Advertiser/Sponsor's panel on the scoreboard shall be illuminated and displayed at all times of operation, except when deemed inappropriate or prohibited by rules and regulations outside the Mansfield ISD's control.
- 8.5 Mansfield ISD 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 Mansfield ISD 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 signs and 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 MISD 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

### 9.1 Fixed Panel on Scoreboard (Jumbotron) at Mansfield Stadium

The scoreboard has four (4) 7'8"x10' illuminated flat sheet advertising panels, two (2) each are located on either side of the scoreboard.

### 9.2 Rotating Ad Panel on Scoreboard (Jumbotron) at Mansfield Stadium

The scoreboard has two (2) 5'x7' illuminated rotating advertising panels, each of which will accommodate six (6) different advertisers.

### 9.3 Fixed Panel on Scoreboard at Natatorium

There are two (2) scoreboards, each having four (4) 4'x5' non-lighted flat sheet advertising panels. There are two (2) panels on each side of the scoreboards.

### 9.4 Advertising on Video Replay System at Mansfield Stadium

Advertisement appears as instant replay sponsor before instant replay is run on video screen. Ads are sold for each quarter of the game. There are typically 5 to 10 replays per quarter. Ad will appear for approximately 3 seconds before replay begins and 2 seconds at end of replay.

### 9.5 Fixed Panel Signs (High School Athletic Softball and Baseball Fields)

Advertisers must provide sign. Sign size maximum is 4'x8' with a minimum of 12" lettering. Sign to be installed on the outfield fences of the softball and baseball fields. Maximum of four (4) spots available.

### 9.6 Fixed Panel on Scoreboard at Main Gyms

Each high school main gym's scoreboard has up to three (3) advertising spots that can fit in a 9'x3' section. Sizes may be adjusted to fit location. Advertiser must provide assigned District's Representative with a copy of the art work for approval prior to production.

### 9.7 Fixed Panel on Scoreboard at High School Athletic Softball and Baseball Fields

Each high school field's scoreboard has up to three (3) advertising spots that can fit in a 25'x6' section. Sizes may be adjusted to fit location. Advertiser must provide assigned District's Representative with a copy of the art work for approval prior to production.

### 9.8 LED Message Board

Advertisement appears on message board during the game. The ad will appear approximately four (4) times; however, the exact number of times is negotiable. Ad will appear for approximately 3-10 seconds.

### 9.9 Miscellaneous Advertising Options

Advertiser may propose other advertising opportunities that are not listed above. MISD 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.

## Proposal Response Form

The Proposer is responsible for completing the following information per the above conditions. Proposer may propose on one or more advertising spaces. Offers will be accepted for any combination.

Location	Description	Minimum Offer	Offer
<b>Mansfield Stadium (See diagram for panel location)</b>			
A	7'8"x10' Scoreboard Panel – fixed panel.	\$20,000/year for 3 years	
B	7'8"x10' Scoreboard Panel – fixed panel.	\$20,000/year for 3 years	
C	7'8"x10' Scoreboard Panel – fixed panel.	\$20,000/year for 3 years	
D	7'8"x10' Scoreboard Panel – fixed panel.	\$20,000/year for 3 years	
E1	5'x10' Scoreboard Panel – rotating panel	\$5,000/year for 3 years	
E2	5'x10' Scoreboard Panel – rotating panel	\$5,000/year for 3 years	
E3	5'x10' Scoreboard Panel – rotating panel	\$5,000/year for 3 years	
F1	5'x10' Scoreboard Panel – rotating panel	\$5,000/year for 3 years	
F2	5'x10' Scoreboard Panel – rotating panel	\$5,000/year for 3 years	
F3	5'x10' Scoreboard Panel – rotating panel	\$5,000/year for 3 years	
	Advertising on Video Replay System	Minimum price is \$200 per quarter. Advertiser must purchase replays for at least one (1) season. 1 Quarter x \$200 x 10 Games = \$2,000 per season	
<b>Natatorium (2 Scoreboards)</b>			
F1	4'x5' Scoreboard Panel – fixed panel.	\$2,500/year for 3 years	
F2	4'x5' Scoreboard Panel – fixed panel.	\$2,500/year for 3 years	
F3	4'x5' Scoreboard Panel – fixed panel.	\$2,500/year for 3 years	
F4	4'x5' Scoreboard Panel – fixed panel.	\$2,500/year for 3 years	
G1	4'x5' Scoreboard Panel – fixed panel.	\$2,500/year for 3 years	
G2	4'x5' Scoreboard Panel – fixed panel.	\$2,500/year for 3 years	
G3	4'x5' Scoreboard Panel – fixed panel.	\$2,500/year for 3 years	
G4	4'x5' Scoreboard Panel – fixed panel.	\$2,500/year for 3 years	

Location	Description	Minimum Offer	Offer
<b>High School Athletic Facilities</b>			
MHS Main Gym – Spot 1	Fixed Panel Sign (High School Athletic Facilities) Advertisers must provide sign.	\$2,000/year for 3 years	
MHS Main Gym – Spot 2	Banners (High School Athletic Facilities) Advertisers must provide banner. Banner size: 3'x9'.	\$2,000/year for 3 years	
MHS Main Gym – Spot 3	Banners (High School Athletic Facilities) Advertisers must provide banner. Banner size: 3'x9'.	\$2,000/year for 3 years	
MHS Softball	Fixed Panel Sign Advertisers must provide sign. Sign size: 4'x8'.	\$1,500/year	
MHS Baseball	Fixed Panel Sign Advertisers must provide sign. Sign size: 4'x8'.	\$1,500/year	
SHS Main Gym – Spot 1	Fixed Panel Sign (High School Athletic Facilities) Advertisers must provide sign.	\$2,000/year for 3 years	
SHS Main Gym – Spot 2	Banners (High School Athletic Facilities) Advertisers must provide banner. Banner size: 3'x9'.	\$2,000/year for 3 years	
SHS Main Gym – Spot 3	Banners (High School Athletic Facilities) Advertisers must provide banner. Banner size: 3'x9'.	\$2,000/year for 3 years	
SHS Softball	Fixed Panel Sign Advertisers must provide sign. Sign size: 4'x8'.	\$1,500/year	
SHS Baseball	Fixed Panel Sign Advertisers must provide sign. Sign size: 4'x8'.	\$1,500/year	
THS Main Gym – Spot 1	Fixed Panel Sign (High School Athletic Facilities) Advertisers must provide sign.	\$2,000/year for 3 years	
THS Main Gym – Spot 2	Banners (High School Athletic Facilities) Advertisers must provide banner. Banner size: 3'x9'.	\$2,000/year for 3 years	
THS Main Gym – Spot 3	Banners (High School Athletic Facilities) Advertisers must provide banner. Banner size: 3'x9'.	\$2,000/year for 3 years	
THS Softball	Fixed Panel Sign Advertisers must provide sign. Sign size: 4'x8'.	\$1,500/year	

Location	Description	Minimum Offer	Offer
THS Baseball	Fixed Panel Sign Advertisers must provide sign. Sign size: 4'x8'.	\$1,500/year	
<b>Miscellaneous</b>			
	Unsolicited Offer of Advertising. Describe in detail or attach a different sheet.	Negotiable	
R. L. Anderson Stadium Only	LED Message Board	\$350/per game	

# Mansfield Independent School District

## Cover Sheet

**RFP #06-107**

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: \_\_\_\_\_  
Typed

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

DATE: \_\_\_\_\_

If unable to respond to this proposal and you wish to continue to receive invitations, please return this sheet to the following address:

Mansfield Independent School District  
Purchasing Department  
1920 N. Main Street  
Mansfield, Texas 76063