
GRAMBLING UNIVERSITY FOUNDATION, INC.
SOUTHERN UNIVERSITY SYSTEM FOUNDATION



REQUEST FOR PROPOSALS
for
CORPORATE SPONSORSHIP DEVELOPMENT
&
EVENT PLANNING SERVICES

Release Date: June 8, 2017
Due Date: June 30, 2017 @ 12:00 NOON

Contacts:
Mr. Martin Lamell, Grambling University Foundation
Mr. Alfred E. Harrell III, Southern University System Foundation

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I. STATEMENT OF PURPOSE

The Grambling University Foundation, Inc. and the Southern University System Foundation (both hereinafter referred to as the "Foundations") are soliciting proposals from qualified Event Planners to provide creative concepts and services related to all activities, ancillary and otherwise, associated with the 45th (2018) thru 48th (2021) Bayou Classic (hereinafter referred to as the "Classic") as described in this Request for Proposals (RFP).

The successful Proposer must demonstrate its capability to adequately meet the needs of the Foundations with respect to the requirements of this RFP. This RFP contains information and requirements for the Proposer to prepare and to submit proposals for corporate sponsorship development, event planning and management services. Further, with any and all amendments, it contains the only instructions governing the proposal and materials to be included therein. The Proposer must be in a position to commence the rendition of services upon execution of a service contract.

Proposals, including all documents and addenda submitted by each Proposer, should be inclusive of all services and/or equipment that will be required for each listed activity, plus any additional related services and/or equipment the Proposer believes are required to ensure an efficient, flexible and cost effective delivery of services. The services requested herein are an outline of minimum services required by the Foundations. Any change in the costs as a result of any alternative or additional services recommended by the Proposer must be separately identified, clearly supported and approved by the Bayou Classic Coordinators.

II. BACKGROUND INFORMATION

The Foundations were respectively created as private, nonprofit corporations designed to secure financial support for the Southern University System and Grambling State University. Accordingly, they solicit and manage private gifts and donations from alumni associations, friends, corporations, private nonprofit organizations and other foundations to provide academic scholarships and other forms of aid that will assist them in meeting, among other things, their higher education goals and objectives.

Each year since 1974, the institutions represented by the Foundations have participated in a major intercollegiate football game, which is currently played at the Louisiana Superdome in New Orleans, Louisiana. The National Broadcasting Company (NBC) has televised this event since 1980. It is considered to be one of the most celebrated events in the country, annually attracting more than 200,000 fans to the New Orleans metropolitan area while pumping more than fifty (50) million dollars into the local economy.

Consistently held during the Thanksgiving holiday, the Classic boldly and proudly commemorates historically black colleges and universities (HBCUs), academic achievement, tradition, sportsmanship, marching bands, spirit groups, and friendly athletic competition.

III. SCHEDULE OF EVENTS

NO.	ACTIVITY	DATE	TIME (CST)
1.	RFP available to prospective proposers	June 8, 2017	5:00pm
2.	Deadline to receive written inquiries. Questions shall be directed to Alfred Harrell via email at Alfred_Harrell@SUS.edu . The subject line must state: "BAYOU CLASSIC 2017 RFP QUESTIONS" and must be written in all capital letters.	June 15, 2017	5:00pm
3.	Deadline to answer written inquiries	June 22, 2017	5:00pm
4.	Proposal Opening Date: Proposals must be received by: J. Walker & Company 2740 Rue De Jardin Ste. 100 Lake Charles, LA 70605 Attn: Jonald Walker, CPA Phone: 337-478-7902	June 30, 2017	12:00 NOON
5.	Oral presentations with proposers in Baton Rouge, Louisiana	July 19, 2017	TBD
6.	Notification of Intent to Award	August 1, 2017	5:00pm
7.	Contract Execution	August 15, 2017	5:00pm

IV. SCOPE OF WORK

- A. The selected Proposer will be required to provide a list of proposed ideas selected based on cost and media exposure. The foregoing list of events is not exclusive and modifications may be inserted or recommended by the selected Proposer or the Bayou Classic Coordinators. The selected Proposer will be required to provide event management services for events including, but not limited to, the following:**

Bayou Classic Road Show: The no less than five-city tour is designed to provide maximum exposure for the football and marching band programs of each institution to local alumni, local media and local high schools and their coaches. Further, it is conceptually structured to serve as a kickoff to the upcoming football season for each institution and also serve as the beginning of the Bayou Classic media campaign. This ancillary project should be initiated at least five (5) months prior to the scheduled Classic football game.

Kickoff Press Conference: Held the Monday prior to the Classic football game with a celebrity host from 11:00 AM to Noon at the Louisiana Superdome, which highlights head football coaches, student athletes, Bayou Classic Coordinators and the Classic's schedule of events.

Bayou Classic Parade: Held the Thursday (Thanksgiving Day) before the game, from 3:00PM to 5:00PM. The parade's theme should conceptually highlight the Classic and include local high school bands, high school bands from outside the New Orleans area, representatives of the city of New Orleans and other notables.

Coaches' Luncheon: Held at the Hyatt Regency Hotel, in New Orleans, LA, on the Friday before the Classic football game from 12:00 noon to 2:00PM. This is an invitation only event for approximately four hundred (400) participants. This event highlights the leadership achievements of current and former student athletes of each institution.

Super job Fair/College and Recruiting Fair: Held on the Friday before the Classic football game at a New Orleans hotel from 12:00 noon to 5:00PM and features approximately (50) vendors. This event will be coordinated in concert with the two institutions, and open to high school, college and non-traditional students who will be interviewed by prospective employers.

Corporate Reception: Held on the Friday before to the Classic football game at the Louisiana Superdome from 5:00PM to 6:30PM for approximately (400) invitational-only guests. Battle of the Bands and Greek Show: Held on the Friday before the Classic football game at the Louisiana Superdome from 7:00PM to 9:00PM. This event showcases marching bands, fraternities and sororities from Southern University and Grambling State University. Tickets are sold for this event.

Bayou Classic Football Game: Held on the Saturday after Thanksgiving typically from 4:00PM to 7:45PM in the Louisiana Superdome. Nationally televised live by the NBC Sports Network. Tickets are sold to the general public.

Sunday Inspiration/Gospel Program: Held on the Sunday following the Classic football game at a venue to be determined, featuring local gospel groups, clergy and other religious affiliates.

B. The selected Proposer will be specifically further required to develop a marketing program to include media sales, game program sales, ancillary event sales and in stadium sales; develop a strategic marketing plan to capture new audiences attending events and to manage all marketing and advertising efforts including developing print, radio and television ad copy. Additionally, the Proposer will:

1. Develop a plan and criteria for sponsorship levels, placement, execution, collection, and timely reconciliation of funding sources;

2. Solicit and obtain event funding sponsorships;
3. Cultivate local and national media/public relations' exposure;
4. Develop (and/or enhance any existing) official Internet website to secure sponsorships and advertisers;
5. Develop detailed plans for each event listed in Section IV. A of this RFP, including but not limited to:
 - Hiring and payment for entertainment;
 - Food and beverages;
 - Staffing;
 - Staging;
 - Furnishings;
 - Publicity notification/invitation;
 - Registration;
 - Decorations;
 - Vending Management;
 - Security Management;
 - Signage;
 - Parking;
 - Photography and video recording;
 - Safety and Emergency Response Planning;
 - Setup prior to event and;
 - Clean up after the event.
6. Develop site layout for each event;
7. Provide a detailed budget for each event listed in Section IV. A of this RFP, including fixed fees and reimbursable costs;
8. Provide monthly financial reports. Final reconciliation with each institution will take place no later than sixty (60) days following the Classic events. The selected Proposer will use its best effort and negotiation skills to complete sponsorship collections and other funding sources owed to the Classic by March 1st;
9. Provide a timeline for planning and implementing each event;
10. Provide onsite event management by establishing a Bayou Classic office presence in New Orleans, LA no later than thirty (30) days before the Classic events;
11. Obtain and/or assure subcontractors obtain all necessary insurance licenses required for each event, particularly liquor licenses as applicable;
12. Coordinate all requisite insurance coverage; and

13. Coordinate all requisite activities with the city of New Orleans and related constituencies.

C. Relationship, Retention and Development

1. University President, Chancellor, Bayou Classic Committees and Foundation Leadership
2. Current Corporate Sponsors
3. Superdome/SMG Management
4. NBC Sports
5. Mayor's Office in New Orleans (LA), Baton Rouge (LA) and Grambling (LA)
6. Louisiana Legislative Black Caucus

V. MINIMUM CRITERIA FOR PROPOSER

A. The Proposer must have, at a minimum, the following qualifications and experience:

- Five (5) years of current experience in event management and event coordination services for large scale invitational events, public events and/or multiple day events with varying attendance both in quantity and target audiences;
- Three (3) years of experience in communications or public relations or an equivalent combination of education and experience;
- Current experience in soliciting and obtaining event funding sponsorships from corporate, nonprofit organizations, or state agencies;
- Demonstrated experience in vendor management;
- Demonstrated experience in event management, sponsorship acquisition, broadcast television, Internet and other forms of event production, promotion and distribution for multicultural markets and specifically Historically Black Colleges and Universities ("HBCUs");
- Demonstrated ability to access and work with major New Orleans city government event planning personnel, related entities and individuals;
- Ability to provide quick and effective responses in crisis situations involving events; and
- Ability to communicate effectively.

Desirable qualifications include previous experience in both conceptualizing and creating sports and entertainment events.

Each Proposer must supply documented proof of its financial condition to the Foundations. This includes providing financial statements certified by a public accountant or annual

reports covering the two (2) most recent fiscal years, or other such documents that will allow the Foundations to assess the financial viability of the Proposer. The Proposer may be requested to provide additional financial information, as the Foundations, in their discretion, deem necessary.

B. Other Requirements

The Proposer must provide and maintain during the tenure of any contract with the Foundations appropriate insurance coverage in the limits required by law. The requisite insurance coverage should include at a minimum, workers compensation, general liability, errors and omissions, automobile liability and excess liability insurance.

C. Processing Fee

Each Proposer shall furnish a processing fee in the amount of FIVE HUNDRED DOLLARS AND NO/100 (\$500.00) in the form of a certified or cashier's check made payable to: J. Walker & Company. Proposals submitted without the processing fee will not be considered. This fee is non-refundable.

VI. TERM OF CONTRACT

The term of any contract resulting from this solicitation shall be for a period of two (2) years from the effective date of its execution in written form and may be renewed by mutual written approval of the Foundations and the selected Proposer for one (1) additional two (2) year period. The contractual agreement will cover the 2018 and 2019 Bayou Classics.

No mark-ups or hidden expenses shall be added to any vendor's invoice that is to be paid by the selected Proposer and reimbursed through the contractual agreement with the Foundations.

The selected Proposer will be required to abide by all terms and conditions for billings and contracting imposed by the Foundations, in accordance with the laws of the state of Louisiana.

VII. CONTRACTUAL TERMS AND CONDITIONS

This RFP will become part of any contract initiated by the Foundations and will be incorporated by reference into and become a part of the final negotiated contract. Further, the Foundations reserve the right to contract for all or a partial list of services offered in the proposal. The selected Proposer shall submit any exceptions or exact contract deviations that it wishes to negotiate within seven (7) days of being awarded the contract. If the contract negotiations cannot be completed within twenty (20) days of being awarded the contract or if the selected Proposer fails to sign a contract within thirty (30) days of being awarded the contract, the Foundations may elect to cancel the award and award the contract to the next -highest-ranked Proposer.

The selected Proposer will be expected to enter into a contract provided by the Foundations. Under no circumstances is a selected Proposer to submit its own standard contractual terms

and conditions as a response to this RFP. Negotiations may begin with the announcement of the selected Proposer.

A. Contracting Parties

The parties to the contract or contractual amendments shall be:

1. The Foundations and;
2. The selected Proposer and its parent or holding company, and subsidiary or affiliate performing significant services under the contract, whether such services are provided directly or indirectly.

B. Prime Contractor Responsibilities

The selected Proposer will be required to assume responsibility for all services offered under the contract whether or not it produces them by services rendered by a subcontractor. Furthermore, the Foundations will consider the selected Proposer to be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract.

C. Non Assignability

Neither the benefits nor the contract will be assigned or delegated by the selected Proposer either in whole or in part in any other manner without the prior written consent of the Foundations. Failure to receive prior written consent can result in cancellation of the contract.

D. Continuation of Personnel

The selected Proposer's key personnel assigned to the contract may not be replaced without the written consent of the Foundations or its representative. Such consent shall not be unreasonably withheld or delayed provided an equally qualified replacement is offered.

In the event that any Foundations' or selected Proposer's personnel become unavailable due to resignation, illness or other factors, excluding assignment to a project outside the contract, either party shall be responsible for providing an equally qualified replacement in time to avoid delays to a predetermined work plan. Each University President/Chancellor, at his/her sole discretion, may assign a committee or individual to coordinate deliverables with the selected proposer.

E. Acceptance of Deliverables

The Foundations will be the sole judge of the acceptability of all products and services delivered under the contract. All deliverables will be incorporated into the contract.

F. Contractor Requirements

If the selected Proposer is a corporation not incorporated under the laws of the State of Louisiana, then it must obtain a certificate of authority pursuant to La. R.S. 12:3031 et seq. from the Louisiana Secretary of State. It should further provide written assurance to the Foundations from its legal counsel, that it is not prohibited (from doing business in Louisiana by its articles of incorporation, bylaws or the laws of the state in which it is incorporated to perform the services required under the final contract.

G. Insurance Requirements

Before commencing work, the selected Proposer shall obtain at its own cost and expense the following insurance from companies authorized in the State of Louisiana, with an A.M. Best rating of A-VI or higher and shall provide evidence of such insurance to the Foundations, as required. The policies or certificates thereof shall provide that thirty (30) days prior to cancellation notices of same shall be given to the Foundations by return receipt requested, for all of the following stated insurance policies. All notices shall name the other party and identify the agreement or contract number.

1. Workers' Compensation-Statutory-in compliance with the Compensation law of the state. Exception: Employers Liability is to be \$1,000,000 when work is to be over water and involves maritime exposure. (A.M. Best's rating requirement mentioned may be waived for workers compensation coverage only).
2. Commercial General Liability Insurance with a minimum limit of \$1 million per occurrence/\$2 million aggregate for bodily injury and property damage. This insurance shall include the following coverage:
 - a. Premises-Operations
 - b. Broad Form Contractual Liability
 - c. Products and Completed Operations
 - d. Use of Contractors and Subcontractors
 - e. Personal Injury
 - f. Broad Form Property Damage
3. Automobile Liability Insurance with a minimum limit of \$1 million per occurrence/\$2 million aggregate for bodily injury and property damage unless otherwise indicated in the contract specifications. This insurance shall include for bodily injury and property damage the following coverage:
 - a. Owned automobiles
 - b. Hired automobiles
 - c. Non-owned automobiles
4. Performance Bond

The successful Proposer will be notified by letter to secure a Performance and/or Payment Bond equal to the contract sum, from a surety or insurance company currently on the U.S. Department of the Treasury Financial Management Service list of approved bonding companies which is published annually in the Federal Register, or by a Louisiana domiciled insurance company with at least an A-Rating in the latest printing of the A.M. Best's Key Rating Guide or by an insurance company that is either domiciled in Louisiana or owned by Louisiana residents and is licensed to write surety bonds.

In addition, a surety or insurance company that is currently licensed to do business in the State of Louisiana shall write any performance and/or payment bond furnished.

The Performance and Payment Bond must be received within ten (10) days from the date of notification of intent to award.

If the Performance and Payment Bond is not received within this period of time, Foundations reserve the right to award to the next acceptable proposal, or to reject all proposals and re- advertise, whichever is in the best interest of the Foundations.

H. Order of Precedence

In the event of any inconsistent or incompatible provisions, the final contract (excluding the RFP and the submitted proposal) shall take precedence, followed by the provisions of the RFP, and then followed by the terms of the submitted proposal.

I. Default

The selected Proposer may be declared in default should it fail to observe the terms of the final contract, enter into or declare bankruptcy, fail to progress in accordance with the schedule or fail to complete the contract within the contractual period.

J. Discrimination Clauses

The selected Proposer agrees to abide by the requirements of the following as applicable: Title VI and VII of the Civil Rights Act of 1964, as amended by the Equal Opportunity Act of 1971, Federal Executive Order 11246, the Federal Rehabilitation Act of 1973, as amended, the Vietnam Era Veteran's Adjustment Assistance Act of 1974, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1975, and the requirements of the Americans with Disabilities Act of 1990.

The selected Proposer further agrees not to discriminate in its employment practices, and will render services under the final contract without regard to race, color, religion, sex, sexual orientation, national origin, veteran status, political affiliation, or disabilities. Any act of discrimination committed by the selected Proposer or failure to comply with these statutory obligations when applicable shall be grounds for termination of the contract.

K. Litigation

The selected Proposer shall notify the Foundations within ten (10) days if it, any subsidiary, principal owner (10% or more) or affiliate becomes involved as either a plaintiff or defendant in any litigation related to this project.

L. Force Majeure

Neither party shall be responsible for delays or failure in performance resulting from acts of God, strikes, riots, lockouts, acts of war or epidemics.

M. Monitoring

The Foundations shall have the right to free and uninhibited access to the selected Proposer's premises to inspect, monitor, or evaluate the work being performed. Furthermore, the Foundations shall have the right to such access without prior notice to the selected Proposer.

N. Omissions

In the event the Foundations or the selected Proposer discover any material omission in the provisions of the final contract which is believed to be essential to the successful performance of the contract, each may so inform the other in writing and upon approval of all parties, include such omission as an addendum to the final contract.

O. Renegotiation

In the event the laws of the State of Louisiana or the United States, or the rules, regulations, and guidelines of any agency of the state or federal government should be amended or judicially interpreted so as to render infeasible the fulfillment of the final contract on the part of either party, then the appropriate provisions of the contract shall be negotiated in good faith by the Foundations and the selected Proposer in accordance with state and federal law and regulations.

P. Warranty Against Brokers Fees

The selected Proposer shall warrant that it has not employed any company or person other than a bona fide employee working solely for it or a company regularly employed as its marketing agent to solicit or secure the final contract. The selected Proposer shall also warrant that it has not paid or agreed to pay any company or person other than the bona fide employee working solely for it as its marketing agent any fee, commission, percentage, brokerage fee, gifts, or any other consideration contingent upon or resulting from the award of the final contract.

Q. Warranty to Comply with State and Federal Law and Regulations

The selected Proposer shall warrant that it will comply with all Louisiana state laws and regulations and all pertinent federal laws regulations, as they exist at the time of the final contract or as subsequently amended.

R. Warranty of Removal of Conflict of Interest

The selected Proposer shall warrant that its officers, members, or employees presently have no interest and shall not acquire any interest, direct or indirect, in what would conflict with or compromise in any manner or degree the performance of the contracted services. The selected Proposer further warrants that in the performance of the final contract, it shall periodically inquire of its officers, members and employees concerning such interests. Any such interests discovered shall be promptly presented in detail to the Foundations. The selected Proposer shall warrant that it shall remove any material conflict of interest prior to signing the final contract.

S. Taxes

The selected Proposer hereby agrees that the responsibility for the payment of all taxes from the funds it receives under the final contract shall be its obligation in accordance with its duly assigned Federal Tax Identification Number.

T. Termination for Cause

The Foundations may terminate the contract for cause based upon the failure of the selected Proposer to comply with the terms and/or conditions of the contract, provided that the Foundations shall give the selected Proposer written notice specifying the specific contractual failure. If within thirty (30) days after receipt of such notice, the selected Proposer shall not have corrected such failure or, in the case of failure which cannot be corrected, begun in good faith to correct said failure and thereafter proceeded diligently to complete the correction, then the Foundations may, at their option, place the selected Proposer in default and the contract shall terminate on the date specified in such notice. The selected Proposer may exercise any rights available to it under Louisiana law to terminate for cause upon the failure of the Foundations to comply with the terms and conditions of the final contract, provided that the selected Proposer shall give the Foundations written notice specifying the Foundations' failure and a reasonable opportunity to cure the defect.

U. Termination for Convenience

The Foundations may terminate the contract at any time by giving thirty (30) days written notice to the selected Proposer. The selected Proposer shall be entitled to payment for deliverable in progress; to the extent work has been performed satisfactorily.

V. Ownership

All record reports, documents and other material delivered or transmitted to the selected Proposer by the Foundations shall remain the property of the Foundations, and shall be returned by the selected Proposer to the Foundations, at the selected Proposer's expense, at termination or expiration of the final contract. All record materials related to the final contract and/or obtained or prepared by the selected Proposer in connection with the performance of the services contracted for herein shall become the property of the Foundation and shall, upon request, be returned by the selected Proposer to the Foundations, at the selected Proposer's expense, at termination or expiration of the contract.

VIII. REQUIREMENTS FOR PROPOSAL PREPARATION

A. Proposal Response Format

Proposals submitted for consideration should follow the format and order of presentation described below:

1. Cover Letter: The cover letter should exhibit the Proposer's understanding and approach to the event project(s). It should contain a summary of the Proposer's ability to perform services described in the RFP and confirm that the Proposer is willing to perform those services and enter into a contract with the Foundations.

By signing the letter and/or the proposal, the Proposer certifies compliance with the signature authority required in accordance with R.S. 39:1594 (Act 121). The person signing the proposal must be:

- A current corporate officer, partnership member, or other individual specifically authorized to submit a proposal as reflected in the appropriate records on file with either the Louisiana Secretary of State or the state where the Proposer is incorporated; or
- An individual authorized to bind the company as reflected by a corporate resolution, certificate or affidavit; or
- Other documents indicating authority which is acceptable to the Foundations.

The cover letter should also:

- Identify the submitting Proposer and their federal tax identification number; and
 - Identify the name, title, address, telephone number, fax number, and email address of each person authorized by the Proposer to contractually obligate the Proposer.
2. Table of Contents: Organized in the order cited in the format contained herein.

3. Proposer's Relevant Corporate Experience: The Proposer should provide an organizational chart displaying its overall structure. The proposal shall indicate the record of prior successful experience of the Proposer in implementing the type of services sought in this RFP. Proposers should include the number and description, giving inclusive dates, of similar projects successfully completed. Proposers should include statements specifying the extent of responsibility on the projects and a description of the project's scope and similarity to the scope of work outlined in this RFP.

Proposers should also give at least two (2) customer/client references for all projects completed in a previous twenty-four (24) month period. References should include the name and telephone number of each contact person. A statement of the Proposer's involvement in any litigation that could affect the scope of work delineated in this RFP should also be included.

4. Proposer's Personnel Qualifications: The purpose of this item is to evaluate the qualifications of the staff to be assigned to the events listed in Section IV. A of this RFP. Resumes of key personnel proposed shall include:
 - a. Length of experience with Proposer;
 - b. Previous experience in implementation of similar projects described in detail; and
 - c. Educational backgrounds.

The adequacy of personnel for the proposed event planning teams will be evaluated on the basis of project tasks, allocation of staff, professional skill mix and level of involvement of personnel. Personnel should be identified if possible, and should be the individuals who will work directly on the proposed events. Percentage of time, work-hours committed or other identification of the proposed level of effort must be submitted.

The proposal shall also provide evidence that sufficient managerial effort, supporting staff/personnel, other equipment, resources and space will be committed to the timely and successful completion of the proposed events.

5. Innovative Concepts: Presentation of innovative concepts, if any, for consideration.
6. Project Schedule: Detailed schedule of implementation plan. This schedule is to include implementation actions, timelines, responsible parties, etc. for all events delineated in Section IV. A of this RFP.
7. Financial Proposal: Proposer's management fees and other costs, if any, shall be submitted. Prices proposed shall be firm for the duration of the contract with the exception of amendments mutually agreed upon by all parties. This financial proposal shall include any and all costs the Proposer wishes to have considered in the contractual arrangement with the Foundations.

B. Number of Response Copies:

Each Proposer must submit two (2) clearly marked original copies, signed in ink, and eight (8) additional copies of the proposal, and one (1) compact disk (CD) containing an Adobe PDF version of the entire proposal, as well as one (1) redacted copy, if applicable. This original shall be retained for incorporation by reference into any contract resulting from this RFP. The original proposal shall be signed by those company officials or agents duly authorized to sign proposals or contracts on behalf of their respective organizations. A certified copy of a board resolution granting such authority should be submitted if Proposer is a corporation.

The Proposer shall submit these items in a sealed package, clearly marked on the front of the package: "Corporate Sponsorship Development and Event Planning Services".

C. Legibility/Clarity

Each proposal shall be typewritten, single spaced and submitted on 8 ½ x 11 inch white paper with original placed inside a three (3) ring binder and each copy to be securely fastened or bound in a more economical fashion (e.g. heat bond, spiral bond, etc.). Unnecessarily elaborate brochures, artwork, bindings, visual aids, expensive paper or other materials beyond that sufficient to present a complete and effective submission is not required. Font size shall be no less than 12-point type. All pages shall be numbered and printed two-sided. Margins shall be no less than 1" around the perimeter of each page. A proposal may not exceed fifty (50) pages in length. Electronic files, websites, or URLs shall not be submitted in lieu of the printed proposal.

Each proposal must include the sections in the sequence listed in Section VIII. A 1-7 of this RFP and each section and attachments must be indexed and divided by tabs and indexed on a Table of Contents page. Failure to meet the above conditions may result in disqualification of the proposal or may negatively affect scoring.

Responses to the requirements of this RFP in the formats requested are desirable with all questions answered in as much detail as practicable. The Proposer's response is to demonstrate an understanding of the requirements. Proposals prepared simply and economically, providing a straightforward, concise description of the Proposer's ability to meet the requirements of the RFP is also desired. Each Proposer is solely responsible for the accuracy and completeness of its proposal.

Any cost or expense incurred by the Proposer that is associated with the preparation of the proposal, if any, or during any phase of the selection process, shall be borne solely by the Proposer.

D. Confidential Information, Trade Secrets and Proprietary Information

The designation of certain information as trade secrets and/or privileged or confidential proprietary information shall only apply to any technical portions of the proposal. The cost proposal will not be considered confidential under any circumstance. Any proposal

copyrighted or marked as confidential or proprietary in its entirety may be rejected without further consideration or recourse.

The Proposer must clearly designate that part of the proposal that contains a trade secret and/or privileged or confidential proprietary information as "confidential" in order to claim protection, if any, from disclosure. The Proposer shall mark the cover sheet of the proposal with the following legend, specifying the specific sections(s) of the proposal, which are sought to be restricted in accordance with the conditions of the legend:

“The data contained on pages_____ of the proposal have been submitted in confidence and contain trade secrets and/or privileged or confidential information and such data shall only be disclosed for evaluation purposes, provided that if a contract is awarded to this Proposer as a result of or in connection with the submission of this proposal the Foundations shall have the right to use or disclose the data therein to the extent provided in the contract. This restriction does not limit the Foundations' right to use or disclose data obtained from any source, including the Proposer, without restrictions.”

Further, to provide further protection, each page containing such data shall be specifically identified and marked "CONFIDENTIAL".

If a proposal contains confidential information, a redacted copy should be submitted along with that proposal. If a redacted copy is not submitted with the proposal, the Proposer will be required to submit such a copy within forty-eight (48) hours of notification by the Foundations. When submitting a redacted copy, it should be labeled as-"REDACTED COPY"-to avoid having this copy reviewed by an evaluation/selection team member. The redacted copy should also clearly indicate which proposal section or information has been removed.

IX. PROPOSAL SUBMISSION

All proposals must be received on or before 12:00 Noon Central Standard Time (CST) on Wednesday, June 30, 2017 at the address listed below. Proposals submitted prior to the above time and date may be modified provided such modifications are sealed and received prior to the time and date for submission of proposals. Any proposal or modification received after this time shall not be considered, and will be returned unopened to the Proposer. Further, it should be noted by the Proposer that delivery to a post office box address in a timely manner does not guarantee its receipt by the deadline for submission. Therefore, Proposers should strive for early submission to avoid the possibility of rejection for late arrivals.

Proposals may be mailed through the U.S. Postal Service to:

J. Walker & Company
2740 Rue De Jardin Ste. 100
Lake Charles, LA 70605
Attn: Jonald Walker, CPA
Phone: 337-478-7902

Proposals may be delivered by hand or courier service to:

J. Walker & Company
2740 Rue De Jardin Ste. 100
Lake Charles, LA 70605
Attn: Jonald Walker, CPA
Phone: 337-478-7902

Proposer is solely responsible for ensuring that its courier service provider makes inside deliveries to the above-cited physical location. The Foundations are not responsible for any delays caused by the Proposer's chosen means of proposal delivery.

Proposer is solely responsible for the timely delivery of its proposal. Failure to meet the proposal's opening date and time shall result in rejection of the proposal.

Proposals sent by facsimile or email will not be accepted.

X. EVALUATION AND AWARD PROCESS

The Foundations will conduct a comprehensive, fair and impartial evaluation of all proposals received in response to the RFP. The evaluation of each proposal will be accomplished by an evaluation/selection team, designated by the Foundations, who will determine which proposals are most responsive to this RFP, taking into consideration proposed pricing and evaluation factors set forth below.

At the time of proposal opening, each proposal will be checked for the presence or absence of required information in conformance with the submission requirements of this RFP.

Proposals that contain false or misleading statements, or which provide references that do not support an attribute or condition claimed by the Proposer, may be rejected.

Award, if made, will be to the highest scoring responsive proposal. If a tie occurs, the most competitive cost proposal will be the determining factor.

Evaluation criteria and points awarded will include the following:

- A. Qualification and Experience as an Event Planner35 points
- B. Qualification and Experience of Assigned Personnel25 points

C. Responsiveness to the Scope of Work20 points
D. Proposed Compensation20 points
E. Small Business Entrepreneurship (SBE) Certification¹ 10 points
Maximum Total Possible Points 110 points

¹Proposers, not including the Proposer's subcontractors that meet the requirements of the Small Business Entrepreneurship (SBE) program (Hudson Initiative), as defined by Act 440 of the Louisiana 2005 Regular Legislative Session can receive a ten percent (10%) allowance to the total evaluation of points pursuant to this enactment upon proof of SBE certification accompanying their response. SBE Proposers will receive the ten percent (10%) allowance regardless of the fact the additional allowance could bring their total to over 100 points. Additional material concerning the SBE program can be located at <http://doa.louisiana.gov/osp/se/se.htm>.