



October 13, 2025

City of Lacey
Sponsorships and Naming Rights
Request for Proposal
Parks, Culture and Recreation Department

The City of Lacey is seeking qualification statements and service proposals from individuals and/or organizations (hereinafter referred to as "Vendor") specializing in the consultation and solicitation of naming rights and sponsorships of public facilities and amenities.

All proposals received shall be subject to evaluation by City staff. The evaluation shall be made for the purpose of selecting the proposal that most clearly meets the RFP requirements. Certain businesses or individuals may be selected for interviews based on City staff's evaluation of the proposals. The successful Vendor should anticipate that a service agreement would commence on or about January 5, 2026.

Proposals will be evaluated based on the company's experience providing services of this type, and estimated revenues that the City could receive. Interested companies should submit a services approach and identify those individuals, along with their expertise, that will be assigned to the services. Examples of relevant work are required, and should showcase the quality, breadth, and approach used in prior services provided.

Proposals must be received via email at the address below no later than Friday, October 31, 2025, by 5:00 p.m. No postmarks or in-person delivery will be accepted.

The City of Lacey assumes no obligations of any kind for expenses incurred by any respondent to this solicitation.

All questions relating to this RFP should be addressed by email to Recreation Manager Sue Falash at sue.falash@cityoflacey.org no later than 5:00 p.m. on Wednesday, October 22, 2025. All answers to questions, which in the opinion of the City warrant a written reply or RFP addendum, will be posted and distributed by the same means the original RFP. The City will not respond to questions received after the deadline.

Sue Falash
Parks, Culture and Recreation Department
Email: Sue.falash@cityoflacey.org

420 College Street SE
Lacey WA 98503

I. Project Summary:

The City desires to procure the services of a third-party consultant to evaluate, consult, solicit, secure, and assist in the implementation of sponsorship and naming rights for City-owned facilities and amenities in order to generate supplemental revenue for selected facilities and amenities. The Vendor supplying this service must be experienced in these areas. Services must comply with all applicable local, county, state, and federal policies, procedures, rules, regulations, codes, and laws. The Vendor must be able to obtain all pertinent permits and licenses and pay all associated local, county, state, and federal fees, registrations, and taxes as required. The successful Vendor must be fully insurable to City established levels and terms of coverage, name the City of Lacey as an additional insured on commercial general liability policies, and keep in effect all required coverages during the term of the Sponsorship and Naming Rights agreement. The Vendor must follow all City of Lacey Sponsorship and Naming Rights policies.

II. SCOPE OF SERVICES

The following items, pending further negotiation of the Scope of Services once a project consultant is selected, are considered required deliverables:

1. A written assessment report summarizing City facility evaluations for sponsorship and naming right feasibility as well as estimated or recommended value for naming rights agreements and other sponsorships or revenue generating activities.
2. Development of a solicitation to share with potential responders. City to review and provide feedback on final draft prior to release.
3. Soliciting and coordinating meetings with potential sponsors and partners to discuss opportunities.
4. Written summaries of partner meetings/proposals and recommendations regarding partners for naming rights agreements and other sponsorship awards.
5. Meeting with the City and selected partner(s) as necessary to negotiate terms of naming rights and other sponsorship agreements.
6. Participating in City staff or public meetings and workshops as necessary to support the recommendations thereof.

III. ANTICIPATED TIMELINE

All proposals must be received by the specified deadline.

The following represents the RFP Schedule. The City reserves the right to alter this schedule at any time.

INTENDED SELECTION SCHEDULE

RFP Issue Date	Monday, October 13, 2025
Proposals Submission Deadline	5:00 p.m. Friday, October 31, 2025
Interviews (if needed)	TBD
Negotiations with finalist	Friday, November 14, 2025
Final Review of Contract	Friday, November 21, 2025

IV. General Criteria for Evaluating Qualifications

1. Understanding the Objectives and Scope of Services: Refers to the understanding of the City of Lacey's needs and expected deliverables. Emphasis shall be placed on stated techniques to secure revenue for City owned facilities via sponsorships and naming rights. Proposals should include strategies for:
 - a. Research and development of knowledge and understanding of local and regional markets with regard to sponsorships and naming rights
 - b. Communicating benefits of sponsorships and naming rights for City owned facilities and amenities to staff, residents, and potential partners
 - c. Assessment and valuation of potential sponsorships and naming rights at various City-owned facilities.
 - d. Solicitation to potential sponsors.
 - e. Sponsorship and naming rights negotiations that represent the City's best interests in terms of revenue and longevity.
 - f. Sponsorship and naming right agreement development.
 - g. Support in the implementation of sponsorship or naming right agreements.
2. Professional Qualifications: The experience of the principal parties will be evaluated based on relevant experience in providing services for sponsorships and naming rights for municipal facilities and executing deliverables as outlined in the Scope of Services. At a minimum, please provide:
 - a. Professional Vendor's name, address, and telephone number(s).
 - b. Name, qualifications and experience of key personnel available for this project.
 - c. Recent list of references and complete work(s) similar in nature.
 - d. Special qualification statement that identifies specific qualifications which might make the Vendor or key personnel uniquely qualified to provide the requested services.
3. Cooperative Process and Commitment: This refers to the understanding, expression, and historical experience that demonstrates cooperation between a municipality and Vendor. Additional consideration will be given to the proposal that represents a commitment to providing the City of Lacey with a successful plan for sponsorships and naming rights for City facilities that are in the City's best interest.
4. Cost Proposal: Proposals should include:
 - a. Base fee for services and revenue schedule.
 - b. Commission on the naming rights and sponsorships revenue, if not included in the base fee for services.
 - c. Any additional costs for materials or services related to the scope of work and required deliverables.

V. Evaluation and Process:

The initial evaluations will be based on the content of the written proposals. Final award may be determined by interview.

1. Expressed understanding of the objectives and scope of services and effectiveness of execution strategies (25%);

2. Assessment of the proposed project team and/or firm for qualifications, experience with similar projects, appropriate resources allocated to the project, references (25%);
3. Demonstration of past cooperation with municipalities and commitment to protecting and enhancing City of Lacey interests (20%);
4. Assessment of the overall fees on a comparative basis to the other proposals (30%).

Additional Evaluation Considerations

1. Interviews with top ranked Vendors may be held to clarify and review proposal and qualifications.
2. The City reserves the right to award the contract to the Vendor whose offer provides the overall greatest value to the City. The award may not be determined by price alone.
3. Contract negotiations related to the scope of work may proceed following selection of the apparent successful proposal, if necessary.
4. The content of this RFP and the successful Vendor's proposal will become integral parts of the contract, but may be modified by the provisions of the contract.
5. If a contract, for any reason, cannot be negotiated, another Vendor may be selected.
6. Any protest regarding the evaluation, recommendation or award of proposals shall be filed no later than five (5) calendar days after the electronic notification of award has been sent.

VI. Proposal Submittal and Preparation Costs:

The Vendor shall certify by signing and returning this Request for Proposal (RFP) that it has reviewed and is familiar with all requirements contained therein. The City will not be responsible for, nor incur, any cost associated with the submittal or preparation of this RFP.

VII. Contract Agreement Provisions

The contents of this RFP, for the successful Vendor, may become contractual obligations if the City of Lacey wishes to execute a contract based on the submitted proposal. Failure of the successful Vendor to accept these obligations contractually, in an agreement, purchase order, contract, or similar instrument may result in cancellation of any agreement and such Vendor may be removed from future RFP solicitations.

VIII. Insurance Provisions

The successful Vendor must carry at a minimum, the following insurance, in such forms and with such carriers who have a rating, which is satisfactory to the City:

- a. Workers' compensation and employer's liability insurance in amounts sufficient pursuant to the laws of the State of Washington;
- b. Commercial general liability insurance with sponsors and property owners listed as additional insured of \$5,000,000 (per occurrence) general liability
- c. Automobile liability insurance with combined single limits of liability not less

than \$2,000,000 for bodily injury, including personal injury or death and property damage to cover transportation.

The City shall be named as additional insured on all such insurance policies, with the exception of workers' compensation coverage(s). Contractor shall provide a certificate of insurance and a copy of additional insured endorsement concurrent with the execution of a contract with the City, evidence such coverage and, at City's request, furnish the City with copies of all insurance policies and with evidence of payment of premiums or fees of such policies.

IX. Interviews

City staff will review all Proposals and may require the vendor appear before a selection committee for an interview.

X. Contract Award

The City of Lacey reserves the right to accept, reject, or request changes in any and all proposals. The City of Lacey will work closely with the selected Vendor to develop or refine a detailed scope of work outlining the responsibilities of the Vendor and the City. The City is not liable for any costs incurred by the Vendor prior to contract issuance.

XI. Addenda to the Request for Proposals

In the event that it becomes necessary to revise any part of this RFP, addenda will be published on the City of Lacey website at www.laceyoflacey.org. The City reserves the right to change submission date(s) for any reason, including an addendum or supplement to the RFP.

XII. Late Proposals

Late Proposals will not be accepted. It is the responsibility of the interested parties to ensure that the Proposal arrives prior to the stated deadline.

XIII. Response Material Ownership

The material submitted in response to the RFP becomes the property of the City of Lacey and will only be returned at the City's option. Responses may be reviewed by any person after the final selection has been made. The City of Lacey has the right to use any or all ideas presented in reply to this request. Disqualification of a Vendor does not eliminate this right.

XIV. Acceptance of Proposal Content

The contents of the Proposal of the successful Vendor may become contractual obligations if the City of Lacey wishes to execute a contract based on the submitted proposal. Failure of the successful Vendor to accept these obligations in a contract may result in cancellation of the award.

XV. Reference Checks

The City of Lacey reserves the right to contact any reference, or any persons or organizations listed in the documents for information which may be helpful to the

City in evaluating the Vendor's previous performance.
XVI. Public Records

The information submitted to the City in connection to an RFP may be considered a record subject to public review under RCW 42.56

I have read, understand, and will comply with all of the conditions of this RFP, as it applies to my company responsibilities, as noted and quoted in the above proposal information.

Authorized Individual Signature: _____ Date: _____

Print Above Name: _____

Individual/Company Name: _____

Email Address: _____

Address (Street and/or P.O. Box): _____

City: _____ State: _____ ZIP: _____

Telephone: _____