

# Solicitation for Pouring Rights Partnership

Questions must be e-mailed to Kevin Contardo at: [kevin.contardo@spectrarp.com](mailto:kevin.contardo@spectrarp.com) by November 8, 2021.

The purpose of this notice will serve as a partnership / sponsorship opportunity to enter into an exclusive Sponsorship and Beverage Pouring Rights Agreement with Kentucky Venues. Under the Kentucky Venues brand, two major convention and exhibition facilities - the Kentucky Exposition Center and the Kentucky International Convention Center - serve regional, national, and international clients. Governed by the Kentucky State Fair Board, Kentucky Venues also produces signature events: the Kentucky State Fair, World's Championship Horse Show, National Farm Machinery Show, Championship Tractor Pull, North American International Livestock Exposition and North American Championship Rodeo. From agriculture to technology, auto to entertainment, and athletics to livestock, Kentucky Venues has the facility, capacity and service to make any event a success.

Kentucky Venues is seeking proposals from qualified suppliers to provide exclusive services for the sale, distribution and merchandising of non-alcoholic beverages in a Beverage Procurement program. The Pouring Rights Partner will be expected to provide high-quality products, state-of-the art equipment, high quality and responsive maintenance for the routine care and replacement of equipment, on-going marketing, and financial support to drive sales and customer satisfaction, as well as a well-trained, courteous, and professional staff to meet the needs of Kentucky Venues' visitors, clients, and food and beverage concessionaire.

## **Key components of a response to this notice would be the following:**

- Annual sponsorship support / cash investment
- Annual marketing support amount (cash value)
- Annual complimentary beverage support amount (cases)
- Indicate the preferred length of agreement (term)
- Preferred list of beverages to be initially offered / sold
- Pricing structure for product purchasing (through food and beverage concessionaire)
- Commission structure on vending machines and beyond, where applicable
- Employee vending machine pricing structure

## **Timeline for responses and other key dates:**

- Notice of Sponsorship Opportunity – October 28, 2021
- Deadline for Receipt of Questions to [kevincontardo@spectrarp.com](mailto:kevincontardo@spectrarp.com) .— November 8, 2021
- Deadline for Kentucky Venues to Respond to Questions – November 22, 2021

- Proposals Due - December 17, 2022
- Disclosure of Award -- January 7, 2022
- Agreement Begins -- February 14, 2022

**Pouring Rights Agreement Evaluation Criteria:**

Selection of a successful contractor will be determined in committee by evaluation of several factors outlined below and will be a **grand total of 250 points**. This contract will be awarded to the company receiving the highest overall score based on the selection criteria, and who is responsive and responsible to all other terms and conditions of this proposal.

**A. FINANCIAL CONSIDERATION - 130 points**

1. Preliminary Evaluation and assignment of tentative rating points.
2. Final Evaluation and assignment of final rating points.

Vendor should address each item listed as point scoring criterion in this section to be assured a complete evaluation. The factors which will be evaluated are vendor's:

TOTAL FINANCIAL VALUE .....	130 pts
a. Product variety and cost.....	20 pts
b. Vending commission .....	30 pts
c. Financial Considerations plus other incentives.....	80 pts
<ul style="list-style-type: none"> <li>• Highest financial consideration (exclusive rights compensation and any other cash compensation value...), plus OTHER INCENTIVES- (such as donated products, sponsorships fees amenities, etc. While these will be considered they must equate to monetary value...)</li> <li>• Product variety and cost delineated.</li> <li>• Vending Commission: Percentage of gross revenue from coolers located in each building less monthly taxes. (Net commission percentage % to Kentucky Venues)</li> </ul>	

**B. BEVERAGE POURING OPERATION - 30 points**

- How well did bidder address the “Beverage Pouring Operations” request for information?

**C. FIRM’S REPUTATION AND STABILITY - 20 points**

- Company History

- Relevant experience, qualifications, and success with programs of this type
- Resources available

**D. CONTRACT ADMINISTRATION, COMMUNICATION, AND REPORTING PLAN - 30 points**

- Plan for successful program implementation and continuous performance with concessionaire.
- Reporting Requirements: Accurate, thorough, and user-friendly reporting tools and controls.
- Monthly/Quarterly Commission Reports. How will this information be captured and can all be readily available to Kentucky Venues, please provide detail. With each monthly commission report the following information must be clearly identified by heading “title” and with concomitant data.
  - Equipment types by building name/location
  - Product Name (Specific)
  - Cooler location (Building Name)
  - Volume sold by location, brand and package
  - Beverage price per brand and package
  - Number of coolers in this building
  - Cooler number for each machine in the building
  - Total amount of gross revenue collected
  - Total commission paid this location
  - Maintaining look and modern feel of all points of sale

**E. OVERALL PROPOSAL RESPONSE - 40 points**

- \* Was information well organized with easily identifiable requested information?