



2012 World Choir Games Request for Proposal – Sponsor Signage

Summary

The 2012 World Choir Games is accepting proposals for specific products and services required to assist with planning and event operations for the World Choir Games to be held in Cincinnati, Ohio July 4-14, 2012. The purpose of this RFP is to notify businesses of the vendor opportunity, provide a fair evaluation for all candidates and to provide candidates with details of the product(s) and/or service(s) in need.

Proposal Guidelines

This is an open and competitive process. Proposals must be received by **February 28, 2012** to be considered.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

For submission instructions, please see Exhibit A. General inquiries can be sent by email in PDF and Word format to: info@2012worldchoirgames.com.

Contract Terms & Timeline

This RFP is only valid for 2012 World Choir Games; Event dates are July 4 – July 14, 2012. Actual product/service need dates may vary from February 1, 2012 through July 31, 2012.

The WCG staff will evaluate all Responses received to determine the most advantageous Response(s) to the WCG | 2012. Responses not conforming to requirements may be eliminated at the WCG | 2012's sole discretion. The remaining submissions will be evaluated based on the criteria described in Exhibit A.

Purpose/Description/Objective

Purpose of this request is to secure products and/or services to be used at the 2012 World Choir Games on a short-term temporary contract basis. See Exhibit A for detailed information on the requested product /service.

WCG/COC has a policy that small and minority-owned business concerns will have the maximum practicable opportunity to participate in the performance of contracts with WCG/COC, including the performance of subcontracts with WCG/COC prime contractors. Accordingly, Contractor hereby agrees that it will assist WCG/COC by making reasonable commercial efforts to carry out such policy (a copy will be provided with contract), to the fullest extent consistent with efficient contract performance.

Organization Overview

The 2012 World Choir Games is an international event that will take place July 4-14, 2012 in Cincinnati, Ohio. The program will be made up of the world championships in twenty-three (23) musical categories with approximately 20,000 participants from more than 70 nations. More info can be found at the official 2012 World Choir Games website: <http://www.2012worldchoirgames.com>



2012 World Choir Games Request for Proposal – Sponsor Signage - Exhibit A

Summary

The 2012 World Choir Games (WCG) is accepting submissions for ***SPONSOR SIGNAGE (INCLUDING MANAGEMENT, PRODUCTION, INSTALLATION AND DEINSTALLATION IF POSSIBLE)*** to be used at the World Choir Games to be held in Cincinnati, Ohio July 4-14, 2012.

Timeframe

WCG is in need of outlined products/services for the following dates:

Begin date: May 1, 2012 (begin process with creative team to develop), June 18, 2012 (installation begins)
End Date: July 15, 2012 (De-installation occurs)

Role of Provider

The 2012 World Choir Games (WCG) is seeking a provider for:

Production of indoor and outdoor Sponsor signage at multiple venues.

Venues include Duke Energy Convention Center, US Bank Arena, School for Creative and Performing Arts, Music Hall, Masonic Center, The Aronoff, Christ Church and Cathedral Basilica.

Because the event takes place in multiple venues with different types of signage opportunities and restrictions we are seeking a vendor with capacity to produce and/or outsource a complete package of static sponsor signage elements.

RFP should include types of signage available for indoor and outdoor applications, plans and capacity for managing, executing and/or coordinating installation and de-installation.

We would like for the Provider to make site visits to assess signage opportunity and limitations of each space and generate a proposal of recommendations that meet budget, design standards, quality and consistency requirements. Provider would work directly with Director of Sponsorship Sales and Fulfillment.

The WCG graphic design team will provide creative to production house. Provider will be expected to demonstrate ability to color match with consistency on different types of materials. Specs on file type and delivery methods should be provided in RFP. Vendor should also include information about timing requirements, pre-press proofs and on-site press proofing process. Please include information on color and scaling accuracy especially as it related to various types of signs, structures and materials.

Items Needed*

Vendor will perform site visits at each venue and meet with facility manager to determine most appropriate signage placements for spaces available and to coordinate with facility manager on flexibility and limitations of installation.

Examples of signage may include but are not limited to:

- A-frame
- Fabric or Vinyl Banners
- Feather Banners
- Pole Banners
- Digital banner options
- Window Clings

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Signs may include anywhere from 1-30 sponsor logos and/or a list of 250+ names. Some signs may be ordered in bulk quantities. Please include price-breaks for bulk orders if applicable.

Quantities*

Quantities will be determined at a later date. COC requests that bulk and individual pricing be provided. Prices should include unique/single print creative per type as well as multiple or bulk quantity orders.

Response & Submission Instructions

Respondents shall prepare their Response in the format specified in this section, and shall include the following requested documents in their Response:

- Response Letter
- Description of requested Item(s) and/or Service(s) with pricing
 - Please outline what pieces of the RFP you are submitting for and pricing of each (You may submit for one or all of these):
 - Management
 - Supply/Production
 - Installation/De-installation
- Timeline and Production Schedule
- References and Event experience

Responses shall be concisely written and the Response Letter shall be signed by an authorized signing officer of the Respondent, and shall indicate name, title, and contact information.

One (1) electronic (PDF) version and one (1) read/writeable Word version of the complete proposal shall be submitted and delivered to WCG by email to Carey Rennekamp at crenekamp@2012worldchoirgames.com.

Deadline for submission is **2/28/2012**.

** Please note that items and quantities are simply estimates to be used as a guideline for pricing purposes. Exact quantities and products will be finalized upon completion of the contract.*