



REQUEST FOR SPONSORSHIP (RFS)

For the State of the County Program 2022

I. INTRODUCTION

A. Purpose

The County of San Bernardino (County), Economic Development Department (EDD) mission is to maximize the standards of living of the County's residents, provide economic opportunities to the County's businesses, encourage a competitive environment and position the County as a highly competitive region for business opportunities.

EDD is interested in obtaining sponsors (Sponsors) for the County's State of the County program in October 2021 (Program). This event brings together businesses, citizens and community leaders to "share in the vision." The Program will cover all aspects of the County's social and economic environment and provide information on potential opportunities for the business community. The sponsorships would help defray the costs of the Program. It is anticipated that there will be different levels of sponsorship (Sponsorship) as described in this Request for Sponsorship (RFS).

B. Period of Agreement

The sponsorship which is the subject of this RFS will only be for the Program scheduled to be held in the fall of 2022.

C. Questions

All questions can be addressed to Lisa Brazfield at:

lisa.brazfield@eda.sbcounty.gov

or

(909) 387-4395

D. Correspondence

All correspondence, including RFS responses, are to be submitted to:

Lisa Brazfield, Economic Development Secretary II
San Bernardino County Economic Development
290 North D Street, Suite 600
San Bernardino, CA 92415
lisa.brazfield@eda.sbcounty.gov

E. Deadline

Response to RFS must be received by the County prior to, or by August 19, 2022 at 4:00pm. Responses received after August 19, 2022 may be considered if there is sufficient time to evaluate the response.

II. RFS TIMELINE

Release of RFS	May 24, 2022
Deadline for RFS Response Submittal	4:00 p.m. (PST) on August 19, 2022
Deadline for Sponsorship Contract	4:00 p.m. (PST) on September 19, 2022

III. RFS CONDITIONS

A. Statement Regarding Sponsorship

The County seeks outside organizations for its Program to provide goods, services or donations in exchange for the display of a message acknowledging private support. The Program is a nonpublic forum and the County will exercise sole discretion over who is eligible to become a Sponsor. The County neither seeks nor will it accept Sponsors that manufacture products or take positions inconsistent with local, state or federal law or with County missions, goals or policies. The appropriateness of Sponsorships is described below.

B. County Control of Sponsorship

The Program is a nonpublic forum and the County has the sole discretion to determine the appropriateness of a Sponsorship relationship and it reserves the right to refuse any offer of sponsorship.

Sponsorships from an organization that is engaged in any of the following activities, that has a mission supporting any of the following subject matters will **not** be accepted:

- Promotion of the sale or consumption of alcoholic beverages, or promotion of establishments that are licensed to sell and primarily do sell alcoholic beverages, including bars; provided however, that food service establishments or places of lodging may be Sponsors only when the sale of alcohol is incidental to providing food or lodging
- Promotion of the sale or consumption of tobacco products
- Commentary, advocacy or promotion of issues, candidates and campaigns pertaining to political elections, including political parties or organizations or those that would have the appearance of political purpose
- Depiction in any form of profanity or obscenity, or promotion of sexually oriented products, activities or materials
- Promotion of the exploitation or abuse of children
- Promotion of the sale or use of firearms, explosives or other weapons, or glorification of violent acts
- Promotion or depiction of illegal products, or glorification of illegal products, activities or materials
- Promotion of religious content, including describing or promoting religious belief or containing depiction of religious figures or symbols
- Promotion of racial or sexual prejudice or stereotyping or discrimination, or discrimination on the basis of disability

In addition, the County will **not** accept Sponsorships from any organization:

- That, in the County's sole determination, would compromise the public's perception of the County's impartiality or ability to act in the public's interest
- That, in the County's sole discretion, reflects in a negative manner on the County
- In legal or financial conflict with the County
- Currently engaged in a County procurement, either through a formal or informal public bid or formal or informal Request for Quotes, Qualifications, Proposals or Solicitations (other than this RFS)
- Whose products or services may not be eligible for use at the site of the Program because of any existing agreements of the owner or operator of the site

C. Form of Sponsorship

The County will maintain full editorial control over the placement, content, appearance and wording of Sponsorship affiliations and messages. The County EDA staff will work with organizations selected as Sponsors to determine the appropriateness of the Sponsorship materials. The materials may identify the Sponsor but not promote or endorse the organization or its products or services. **The existence of a Sponsorship Agreement will not constitute County endorsement of a Sponsor or its products or services.**

D. County Permission

Selected Sponsors may not use materials, advertise or communicate the existence of the Sponsorship relationship without the County's written permission. Any unauthorized use of the County name or logo or the unauthorized communication of the existence of the Sponsorship agreement will result in the Sponsorship Agreement becoming null or void, being terminated and will disqualify the organization from future Sponsorships unless the County has determined that eligibility has been restored.

E. Modifications

The County reserves the right to seek clarification on any Sponsorship proposal, issue addenda or amendments to this RFS.

F. Proposal Submission

To be considered, all proposals must be submitted in the manner set forth in this RFS.

G. Incurred Costs

This RFS does not commit the County to pay any costs incurred by Sponsors in the preparation of a proposal in response to this request and Sponsors each agree that it will bear all costs incurred in the preparation of the response.

H. Negotiations

The County reserves the right to negotiate any conditions in connection with this RFS or any Sponsorship Agreement that results from this RFS.

I. Acceptance or Rejection of Proposals

This RFS does not commit the County to award any Sponsorships. THE COUNTY RESERVES THE RIGHT TO ACCEPT OR REJECT ANY AND ALL SPONSORSHIP OFFERS.

J. Formal Agreement

In the case of this RFS, Sponsor will be required to enter into a formal agreement ("Sponsorship Agreement") with the County. The form of the Sponsorship Agreement is attached hereto as Attachment "A." In submitting a response to this RFS, Sponsor will be deemed to have agreed to each clause in the Sponsorship Agreement unless the proposal identifies an objection and County agrees to a change of language in writing. The County will only agree to non-substantial changes in any contract without further Board of Supervisors approval.

Failure to raise any objections to the contract language at the time of submittal of a response to this RFS will result in a waiver of objection to any of the contract language.

K. Final Authority

The final authority to award a Contract rests solely with the Chief Executive Officer or the Interim Director of EDD.

IV. **SPONSORSHIP LEVELS**

Platinum Sponsors - \$25,000 each

- Acknowledgment as a Platinum Sponsor during formal presentation opportunity to show a video which cannot exceed 60 seconds in length, all creative provided by sponsor
- Digital logo placed throughout event
- Digital signage of video loop during reception
- High-visibility inclusion of logo in all event material
- Full page advertorial about your company in event program (content to be provided by sponsor)
- Dedicated eblast following event to all attendees
- Digital export of attendee contact information
- Web information link with sponsor logo on the Economic Development Department's website – www.selectsbcounty.com
- 12 event registrations with sponsor ribbon
- 8 VIP Delegate registration (VIP Legislation Reception)
- 8 tickets to hosted private Sponsor dinner with the County Board of Supervisors and key staff

Gold Sponsors - \$18,500 each

- Acknowledgment as a Gold Sponsor during networking areas of show a video which cannot exceed 30 seconds in length, all creative provided by sponsor
- High-visibility inclusion of logo at in all event materials
- Half page advertorial about your company in event program
- Digital export of attendee contact information
- Web information link with sponsor logo on the Economic Development Department's website – www.selectsbcounty.com
- 10 event registrations with sponsor ribbon
- 6 tickets to hosted private Sponsor dinner with the County Board of Supervisors and key staff

Silver Sponsors - \$12,500 each

- Acknowledgment as a Silver Sponsor during formal presentation
- High-visibility inclusion of logo in all event material
- Digital export of attendee contact information
- Web information link with sponsor logo on the Economic Development Department's website – www.selectsbcounty.com
- 6 event registrations with sponsor ribbon
- 4 tickets to hosted private Sponsor dinner with the County Board of Supervisors and key staff

Bronze Sponsors - \$6,500 each

- Acknowledgement as a Bronze Sponsor during formal presentation
- High-visibility inclusion of logo in all event materials
- Company logo placed on service ware for reception
- Web information link with your logo on Economic Development's website – www.selectsbcounty.com
- 4 event registrations with sponsor ribbon
- 2 tickets to hosted private sponsor dinner with the County Board of Supervisors and key staff

In-kind Sponsors

- Acknowledgement as an in-kind Sponsor during formal presentation
- High-visibility inclusion of logo in all event materials
- Company logo placed on service ware for reception
- Web information link with your logo on Economic Development's website – www.selectsbcounty.com
- 2 event registrations with sponsor ribbon
- 1 ticket to hosted private sponsor dinner with the County Board of Supervisors and key staff

- A. Sponsors may offer to provide in-kind services to the County for the Program. The County, at its sole discretion may elect to accept such in-kind services.**

*** * * END OF THIS SECTION *****