

**Beverage & Advertising/Sponsorship  
Request For Proposal  
Hoffman Estates Park District**

PREPARED BY:  
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HOFFMAN ESTATES PARK DISTRICT  
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## HOFFMAN ESTATES PARK DISTRICT

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October 15, 2015

Dear Bidder:

Enclosed you will find the specifications, 2014 Annual Summary of Purchases for **Beverage & Advertising/Sponsorship RFP for the Hoffman Estates Park District**. All pertinent information is included in the attached package. Please look at the specifications to make sure your products conform to the minimum standards. Please copy your proposal and retain one copy for your records.

I look forward to reviewing your bid proposal and working together with you. Should you have any questions or comments please contact me at (847) 781-3679.

Sincerely,

*Brian Bechtold*  
Division Director of Golf Operations

HOFFMAN ESTATES PARK DISTRICT

INSTRUCTIONS FOR PROPOSAL

1. Identification of Contract

The official name and location of the contract shall henceforth be known as:

**Beverage & Advertising / Sponsorship RFP for the Hoffman Estates Park District**

The official name and address of the project owner shall henceforth be known as:

HOFFMAN ESTATES PARK DISTRICT  
1685 West Higgins Road  
Hoffman Estates, IL 60169-2998

Proposal Deadline:           **November 4, 2015**

Committee Approval:       **November 17, 2015**

Board Approval:           **November 24, 2015**

Contract Awarded:         **November 24, 2015**

Commencement of Contract:   Commencement of paperwork shall begin immediately upon notification of award. Actual contract shall commence as soon as possible and shall continue with due diligence until full completion and acceptance.

# **SPECIFICATIONS**

## SUPPLEMENTARY CONDITIONS

### SECTION I – GENERAL

#### 1. Application

The General Conditions and Supplementary General Conditions shall be used in conjunction with and are a part of any and all Sections of the Specifications and all Contracts and Subcontracts that may be made for the completion of the work in all its parts as identified and described in the Contract Documents.

#### 2. Definitions

Owner: The Hoffman Estates Park District, Board of Commissioners, Staff and its appointed Owner's Representative.

Contractor: A firm, corporation or individual with whom the Owner makes a direct Contract for the construction of all or any portion of the work.

The words "approve", "equal to", "as directed", etc., are interpreted and will be taken to mean "to the satisfaction of the Owner." Samples shall be submitted and approvals shall be requested in ample time to avoid any delays should resubmission of an item be necessary.

#### 3. Preparation of Proposal

Before submitting proposal, each bidder shall examine carefully all documents pertaining to the work and visit the sites to verify conditions under which work will be performed.

Submission of proposal will be considered presumptive evidence that the Bidder has visited the site and is conversant with local facilities and difficulties, the requirements of the documents and of pertinent State, County or Local Codes, State of Labor and Material Markets, and has made due allowance in his bid for all contingencies.

Include in bid all costs of labor, material, equipment, allowance, fees, permits, guarantees, applicable taxes (**sales tax does not apply**), insurance and contingencies, with overhead and profit necessary to complete those portions of the work covered by the specifications on which proposal is made, including all trades, without further cost to the Owner. Obtain all permits and arrange for all inspections. Pay all fees, permits and costs incurred.

No compensation will be allowed by reason of any difficulties, which the Bidder could have discovered prior to bidding.

#### 4. Materials

Materials shall conform to the specifications, manufacturer's specifications for all products incorporated into the work, and all applicable standards and guidelines.

##### Equipment List

- 1) Slushy Unit = QTY 1
- 2) Drop-In Dispenser, Post-Mix =QTY 3
- 3) Drop-in 15x22 high performance dispenser =QTY 2
- 4) Bar Gun Units and Ice Chest = QTY 6
- 5) Large Two Door Display Refrigerator - Glass Doors = QTY 5
- 6) Single Glass Door Reach In Cooler Refrigerator = QTY 3
- 7) Glass Front Vendors = QTY 2
- 8) Bottle Vendors =QTY 5

Some specific equipment and materials have been specified for use on this project to establish minimum performance requirements or desired features. To receive consideration of alternate equipment or materials, the Bidder must submit all appropriate product data and receive pre-bid approval from the Owner prior to bid. All materials are subject to the approval by the Owner both before and after incorporation in the project.

All condemned material or work shall be removed from the premises and properly disposed of.

#### 5. Guarantee

All Guarantees and warranties shall be as outlined in the technical specifications. Any shortages of materials shall be the responsibility of the bidder and resolved so as not to cause delays in installation or completion of the project.

#### 6. Insurance

- a. General: All such insurance shall be purchased only from companies licensed and duly authorized by the Department of Insurance of the State of Illinois to do business in Illinois and to write the types of insurance policies as herein specified. Insurance companies must have a minimum policy holder's rating of A+ and a financial rating of AAAAA as stated in the latest edition of Best's Insurance Guide.

The insurance coverages must be maintained by the Contractor and the Subcontractor until all work is completed by the Contractor and accepted by the Owner. If the policy is written on claims made basis, then the Contractor shall purchase such additional insurance as may be necessary to provide specified coverage to the District for a period of not less than five (5) years from the completion of the work.

- b. Automobile Liability: Contractor shall obtain at his expense and keep in force at all times during the performance of the work, Comprehensive Automobile Liability Insurance

providing for bodily injury, personal injury and property damage, limits of an amount not less than \$500,000 per occurrence and \$1,000,000 per annual aggregate.

- c. General Liability Insurance: Contractor shall obtain at his expense and keep in force at all times during the performance of the work, Comprehensive General Liability Insurance providing for bodily injury, personal injury and property damage, limits of not less than \$1,000,000 per occurrence and \$1,000,000 annual aggregate.

## 7. Cancellation of Contract

If the Contractor or any of his Sub-contractors shall, in the judgment of the Hoffman Estates Park District, be unable to carry on the work satisfactorily, or if the Contractor or any of his Sub-contractors shall violate any of the provisions of this contract, or in case of bankruptcy of the Contractor, or failure of the Contractor to pay for supplies or workmen, or a work-stoppage, or a failure by the Contractor to provide sufficient workmen or sufficient material for the job, the Owner may serve written notice upon the Contractor and his Surety of his intention to terminate the Contract, and, if within seven (7) days after the service of such notice, the Contractor or the Sub-contractor or the Surety have not proceeded to carry on the work in accordance with this Contract and to the satisfaction of the Owner, this Contract shall cease and terminate and the Owner shall have the right to take over the work and prosecute the same to completion by Contract for the account and at the expense of the Contractor and the Surety; and the Contractor and Surety shall be liable to the Owner for any excess costs occasioned by the Owner thereby, and in such event the Owner may take possession of and utilize in completing the work such materials, appliances, and

plants as may be on the site of the work and necessary therefore; provided, however, that in the event the Owner determines that the failure of the Contractor, Sub-contractor or Surety to carry on the work in accordance with this Contract has resulted in an emergency which will require that the Owner take over the work immediately, to avoid loss or waste of a substantial part of the work already performed, the Owner may immediately take over the work and prosecute the same at the expense of the Contractor and Surety to the extent necessary to avoid damage, and may prosecute the same at the expense of the Contractor and Surety to the extent necessary to avoid damage, and may prosecute the same to completion at the expense of the Contractor and the Surety unless within seven (7) days after the services of the above described notice, the Contractor, Sub-contractor or Surety has proceeded to carry on the work in accordance with this Contract and to the satisfaction of the Hoffman Estates Park District.

## 8. Illinois Prevailing Wage Provision

The Contractor and /or supplier doing work on the project and **on the owner's premises** shall comply with the Illinois Prevailing Wage Ordinance adopted by the Hoffman Estates Park District. The provision states that all labor required to complete the project will be paid at no less than the prevailing rate determined by the Illinois Department of Labor.

The Contractor and each subcontractor is required to provide at the time of pay request or at least once monthly, a copy of a certified payroll of labor used in conjunction with the project(s). The certification shall include each worker's name, address, telephone number (when available), Social Security Number, classification(s), and the occupation of all laborers, workers and mechanics employed by the Contractor and each subcontractor in conjunction with the project(s). The records shall also show the actual hourly wages paid in each pay period to each employee and the number of hours worked each day and in each workweek by each employee. While participating on a park project, each contractor's payroll records shall include the starting and ending times of work each day for each employee.

Should there be no request for payment presented to Hoffman Estates Park District, the Contractor shall submit the certified payroll records monthly either by mail or electronically to the Hoffman Estates Park District.

The certified payroll shall be accompanied by a statement by the Contractor or subcontractors which avers: such records are true and accurate; the hours by rate paid to each worker is not less than the general prevailing wages as required by the Prevailing Wage Act; and the Contractor or subcontractor is aware that the filing of a certified payroll that he/she knows to be false is a Class B misdemeanor. The Hoffman Estates Park District shall accept any reasonable submission by the Contractor that meets the requirement of the Prevailing Wage Act.



## **2014 Annual Summary of Purchases**

Items purchases include all items for Bridges of Poplar Creek Country Club, Seascope Aquatics Center and Ice Box concession stand at Triphahn Center and Ice Arena.

Product	Cases Purchased
12oz Ounce Cans	
20oz Bottles Carbonated	318
20oz Bottled Water	141
20oz Flavored Bottled Water	
20oz Sports Drink Bottle	455
16oz Energy Drink Cans	
5 Gallon Post Mix Bag In Box	322
3 Gallon Premium Post Mix Bag In Box	177
2014 Total Cases/Bag In Box	1,413
2013 Total Cases/Bag In Box	1,762

**OPTION A**

**Price Schedule**

Product	Price	Rebates Available
12oz Ounce Cans		
20oz Bottles Carbonated		
20oz Bottled Water		
20oz Flavored Bottled Water		
20oz Sports Drink Bottle		
16oz Energy Drink Cans		
5 Gallon Post Mix Bag In Box		
3 Gallon Premium Post Mix Bag In Box		

Supplies	Price	Rebates Available
12oz Cups		
16oz Cups		
20oz Cups		
24oz Cups		
12oz Lids		
16oz Lids		
20oz Lids		
24oz Lids		
CO2 Containers (Please supply cylinder sizes)		

## OPTION B

# Sponsorship

Item	Annual Weeks	Annual Value*	Proposal Offer
Marquee Advertising	52 (x4 Marquees)	\$96,000	\$
Youth Sports Sponsor & Marquee Signage	52 (x8 Marquees)	\$84,000	\$
Signage at Facilities	52 (x4 Facilities)	\$24,000	\$
Bridges of Poplar Creek GPS	28 (85 Carts)	\$12,500	\$
1/2 Page Ad per Quarterly Program Guide	52 (4 Seasonal Guides)	\$3,200	\$
	<b>Market Value* =</b>	<b>\$219,700</b>	

\*Market Value refers to current pricing being charged for items listed separately. HEPD will consider providing advertisements and promotions at lesser amount if items are bundled. Please submit your proposal amount in the proposal offer column above.

### Advertising and Promotional Support

#### Marquee Advertising:

- Advertising (artwork of vendor’s choice) will be displayed on both sides of two (2) of Hoffman Estates Park District’s digital marquee signs. Advertisements will show for a duration of ten (10) seconds every ninety (90) seconds.
- Advertisements will be shown on the Triphahn Center and Vogelei Park marquee signs, both located in Hoffman Estates.
- Vendor will be named as the official Hoffman Estates Park District Youth Sports Sponsor (incl. baseball, softball, t-ball, volleyball, and basketball) and the vendor logo will be displayed at all four (4) Park District facility marquee signs (totaling 8 marquee sign sides) as the “Presenting Sponsor” of youth sports:
  - Triphahn Center
  - Vogelei Park
  - Bridges of Poplar Creek Country Club
  - Willow Recreation Center

#### Youth Sports Presenting Sponsor:

- As the official Hoffman Estates Park District Youth Sports Presenting Sponsor, vendor will be able to market through the following channels:
  - Marquees (both sides) at Triphahn Center, Vogelei Park, Bridges of Poplar Creek Country Club, and Willow Recreation Center
  - HEPD Website and Youth Sports Pages
    - ☐ Impressions: 200,000 hits; 112,346 users
  - Biweekly eblast

- Impressions: 15,000 sent; 19% open rate; 11% click through
- Internal Digital Signage at Triphahn Center, Willow Recreation Center, and Prairie Stone Sports & Wellness Center
- Lobby Posters
- Quarterly Program Guide: Youth Sports Pages
  - Impressions: 28,000 households; 52,398 residents
  - Online impressions: 8,662 hits; 4,060 users

Signage at Facilities:

- Two (2) banners will be displayed in the gym at each of our recreation facilities:
  - Triphahn Center
  - Willow Recreation Center
  - Prairie Stone Sports & Wellness Center
- One (1) banner will be displayed at Seascapes Family Aquatic Center during in-season months
- Vendor logo on Triphahn Center lobby banner

Advertising at Bridges of Poplar Creek Country Club:

- Vendor advertisement displayed on golf cart GPS (85 carts used by approximately 25,000 riding golfers per season)

½ Page Ad per Quarterly Program Guide:

- Vendor will have the opportunity to provide an advertisement to be placed in the Hoffman Estates Park District quarterly program guide four (4) times per year.
- Programs are distributed for spring, summer, fall, and winter months.
- Programs reach approximately 28,000 households per quarter