

# Cypress-Fairbanks I.S.D. (CFISD) Request for Proposal

This invitation includes the following sections:

- SECTION I: General Instructions
- SECTION II: Special Instructions
- SECTION III: Proposal Response Form
- SECTION IV: Representations and Certifications

**INVITATION NO. 11-05-2656RFP**  
(Must appear on Proposer's return envelope)

PROPOSAL TITLE:

**Pridgeon Stadium/Berry Center Complex  
Advertising Opportunities**

PROPOSAL CLOSING TIME/DATE:  
(By Purchasing Department Time Stamp)

Date of Issuance: May 9, 2011  
Opening Date: August 31, 2012

Contact: Kristine Johnston  
Phone: (281) 897-4576  
Fax: (281) 897-4185  
Email: [kristine.johnston@cfisd.net](mailto:kristine.johnston@cfisd.net)

### Proposer's Certification

The undersigned, by his/her signature, represents that he/she is authorized to bind the Proposer to fully comply with the terms and conditions of this Request for Proposal, including all forms and attachments included and/or referenced herein, if accepted within ninety (90) calendar days after solicitation closing.

Firm Name: _____	Telephone: 1-800 - _____
Address: _____	Or _____
City: _____	Fax: _____
State: _____ Zip: _____	Web Address: _____
_____	Email: _____
(Signature of Person Authorized to Sign Proposal)	Date: _____
Printed Name: _____	Title: _____

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## SECTION I – GENERAL INSTRUCTIONS

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### 1. **SCOPE OF SERVICES**

Cypress-Fairbanks Independent School District (CFISD) is seeking to establish an agreement with one or more businesses, public or private organizations or other entities that wish to procure and display advertising at CFISD's Berry Center and Pidgeon Stadium and naming rights at the Berry Center.

### 2. **GENERAL TERMS, CONDITIONS AND REQUIREMENTS FOR SOLICITATIONS**

This solicitation shall be governed by the following documents unless an exception is otherwise taken within this solicitation. Documents are incorporated by reference only, and are not attached as part of this solicitation. A copy may be obtained at by contacting the Purchasing Office.

- 2.1 Terms of the agreement shall commence on a date to be mutually agreed upon and shall continue for a minimum period as described in the specification of each advertising opportunity.
- 2.2 Partner panel copy shall be submitted to CFISD and initial approval before acceptance.
- 2.3 Details as to specifications and copy requirements for the partner's panel face(s) will be supplied on completion of the agreement.
- 2.4 The sponsor panel shall be maintained by CFISD and kept clean during the term of the agreement.
- 2.5 If applicable, partner's panel shall be fully illuminated and displayed at all events, except when deemed inappropriate or prohibited by the rules and regulations outside the CFISD control.
- 2.6 CFISD shall maintain liability and property damage insurance to adequately protect the interest of the partner.
- 2.7 Partner shall be responsible for the cost to produce and install the sign and for making any changes to a sign during the term.
- 2.8 Partner shall pay CFISD for the advertising rights granted, the sum agreed to for each contract year, and /or as per an agreed upon pre-payment schedule.
- 2.9 Partner's first payment shall be due and payable upon execution of the advertising contract.
- 2.10 Partner's payments for successive years are due and payable annually at the beginning of each contract year.
- 2.11 A partner is granted the right to renew this agreement upon negotiated terms and conditions agreed upon by the partner and CFISD.
- 2.12 Renewal notification is due three (3) months prior to the termination date of the agreement.
- 2.13 Partners are accepted on a first committing basis with larger packages having preferences.

### 3. **TERM OF CONTRACT**

Contract(s) created by an award of this Solicitation shall be in effect for a negotiated period of up to ten (10) years from date of award. Contract(s) may be extended for additional increments, with the agreement of both parties. All extensions will be done in writing prior to the end of the current contract. Notwithstanding the following, CFISD reserves the right to terminate any advertising arrangements that conflict with district policy or legislation, including new policy or future legislative action, enacted during the term of the agreement.

### 4. **TYPE OF CONTRACT**

Negotiated procurement.

### 5. **SUBMISSION OF PROPOSALS**

- 5.1. Solicitation Proposal Response Form may be emailed, faxed or mailed. All correspondence must be identified with the Invitation number 11-05-2656RFP and title: **Pidgeon Stadium/Berry Center Complex Advertising Opportunities**

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**SECTION I – GENERAL INSTRUCTIONS (continued)**

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5. **SUBMISSION OF PROPOSALS** (continued)

5.2 Proposals must be returned to the following address:

**Mail:**  
**Cypress Fairbanks Independent School District**  
**Purchasing Department**  
**12510 Windfern**  
**Houston, TX 77064**

**Email:**  
**[kristine.johnston@cfisd.net](mailto:kristine.johnston@cfisd.net)**

**Fax:**  
**281-897-4185 Attn: Kristine Johnston**

6. **PROPOSAL RESPONSE**

- 6.1 CFISD will be accepting proposals for advertising on a continual basis from the issue date of this RFP until closing at 5:00 p.m. on August 31, 2012.
- 6.2 During the RFP open period, CFISD may accept multiple proposals for advertising opportunities listed within the solicitation and/or may accept additional unsolicited offers of advertising, which the district may or may not accept.
- 6.3 CFISD reserves the right to reject any proposal for advertisements or advertisement content that the District considers inappropriate for public display at its facilities (including but not limited to advertising for tobacco, firearms or alcohol).
- 6.4 CFISD shall be the sole judge of acceptable content.

7. **EVALUATION AND AWARD NOTIFICATION**

- 7.1 THIS IS A NEGOTIATED PROCUREMENT, and as such, negotiations may occur during the open period of the RFP.
- 7.2 CFISD may accept multiple proposals from each proposer.
- 7.3 CFISD may elect to negotiate with individual proposers during the open period of the RFP and/or may inform proposers when their proposal has been superceded by a proposal of greater value, for the same advertising space. In this event, proposers would be given the opportunity to submit an additional or modified offer.
- 7.4 As part of the selection process, the District reserves the right to issue a request for Best and Final Offer from one or more proposers.
- 7.5 Award(s) may be made on an incremental basis during the solicitation offering period.
- 7.6 Award(s) may not necessarily be made to the proposer submitting the highest priced proposal. The District shall accept the proposal it deems to be in the best interest of the District. In making that determination, the District will use the following criteria to determine best value: monetary value of offer, contract length and terms, advertising content, any other relevant factor which CFISD identifies as necessary to determine best value.
- 7.7 CFISD reserves the right to accept or negotiate a trade of advertising for services from proposer of equal or greater value.
- 7.8 As proposals are accepted by the District, individual awardees will be notified.
- 7.9 Contact the Berry Center Sales and Marketing Manager at 281-894-3900 for a list of available advertising opportunities.

## SECTION II – SPECIAL INSTRUCTIONS

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CFISD is seeking to establish an agreement with one or more businesses, public or private organizations or other entities that wish to procure and display advertising at CFISD's Berry Center and Pridgeon Stadium and naming rights at the Berry Center.

### 1. **BACKGROUND AND DEMOGRAPHICS**

- 1.1. The Cypress-Fairbanks Independent School District is undertaking a marketing campaign that will give potential advertisers the opportunity to market their products or services to not only the 107,000 students, 12,000 staff members of the district, but also to countless parents, spectators, and others who the district anticipates will visit the Berry Center and Pridgeon Stadium.
- 1.2. Advertising opportunities will range from naming rights for the field, arena, theater and entrances as well as displays on fixed advertising panels within the stadium complex to video commercials and spots on video replay systems for the scoreboard and marquee.
- 1.3. The Berry Center is located at 8877 Barker Cypress Road, Cypress, TX 77433. Over 32,000 vehicles pass the site and marquee each day.
- 1.4. Pridgeon Stadium is located at 11355 Falcon, Houston, TX 77064.
- 1.5. The Berry Center stadium has an 11,000-seat capacity. The Berry Center arena has a 9,500 seat capacity, the theater has a 450 seat capacity and a 16,000 square foot conference center. The Berry Center has a 4,000 car capacity lot with four convenient entrances. The complex has easy access from Hwy. 290 and I-10 and conveniently located adjacent to Lone Star College Cy-Fair and near restaurants and hotels.
- 1.6. The field at Pridgeon Stadium and at Berry Center are used for the district's high school's athletic events, as well as, play-off games, invitational tournaments, band festivals and University Interscholastic League band marching contests. The arena will host selected basketball/volleyball/soccer games and graduations for the district's 10 high schools as well as community sponsored events, national touring concerts and family shows. Over 500,000 people attend events at our facilities each year.
- 1.7. The district feels this is a great opportunity to advertise products or business services to thousands of potential customers including the lucrative teenage market. Teenagers not only represent a large market group with money to spend today but have the potential to become loyal life long customers.
- 1.8. See attached information sheets for area demographics, tentative event schedule and sample of ad panels.

### 2. **SCOREBOARD FACTS**

- 2.1. During spectator events, research indicates spectators look at the scoreboard after almost every play.
- 2.2. On average, male spectators look at the scoreboard 44 times per quarter or 176 times per game.
- 2.3. Female spectators look at the scoreboard 29 times per quarter or 116 times per game.

### 3. **MARQUEE EXPOSURE**

- 3.1. Texas Department of Transportation estimates 32,000 cars a day travel Barker-Cypress Road.

### 4. **DESCRIPTION OF ADVERTISING OPTIONS**

The Berry Center has the opportunity for naming rights and placement of signage for the following locations:

- 4.1 Football field with seating for 11,000 is used for 26 regular season football games, approximately 9 playoff football games, 20 regular season soccer games, plus other types of events. Signage would be located above the press box as well as in both end zones. Minimum price is \$150,000 per year with a 10-year contract or \$200,000 per year with a 5-year contract.

## SECTION II – SPECIAL INSTRUCTIONS (continued)

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### 4. DESCRIPTION OF ADVERTISING OPTIONS (continued)

- 4.2 Arena with seating for 9,500 is used for high school sporting events, church services, concerts and family entertainment. There are approximately 380,000 people who attend events in the arena each year. Signage would be located above the Zone with an identical sign mirrored on the opposite side. There would also be signage above the two entrance doors on the floor level from the atrium.

Minimum price is \$150,000 per year with a 5-year contract.

- 4.3 Theater with seating for 450 people is used for a variety of events ranging from performances and recitals to corporate meetings. There are approximately 15,000 people who attend an event in the theater yearly. Signage would be located above the entrance to the theater, where not only attendees would see it, but also those attending arena and conference center events.

Minimum price is \$50,000 per year with a 10-year contract.

- 4.4 Entrances – In addition to providing opportunities for three of our public spaces we will also consider bids for nine entrances to the Berry Center. Prices are based on volume and street visibility.

#### Arena

- a. Entrances to Conference Center from Lot C. Minimum price is \$75,000 per year with a 5-year contract and includes signage above 2 doors.
- b. Entrance 1 – \$15,000 per year with a 10-year contract
- c. Entrance 2 – \$100,000 per year with a 5-year contract and includes signage above 2 doors.
- d. Entrance 3 – \$50,000 per year with a 5-year contract
- e. Entrance 4 – \$15,000 per year with a 10-year contract

#### Stadium

- a. Entrance 5 – \$60,000 per year with a 5-year contract
- b. Entrance 6 – \$45,000 per year with a 5-year contract
- c. Entrance 7 – \$35,000 per year with a 5-year contract
- d. Entrance 8 – \$45,000 per year with a 5-year contract

### 4.5 ADVERTISING ON VIDEO REPLAY SYSTEM – Berry Center and Pridgeon Stadium

Advertisement appears as instant replay sponsor before instant replay is run on video screen during football games. Ads are sold for each quarter of the game. There are typically 5-10 replays per quarter. Ad will appear for approximately 3 seconds before replay begins and 2 seconds at end of replay. Client may choose specific games at Berry Center or Pridgeon Stadium.

Minimum price is \$200 per quarter. Advertiser must purchase replays for at least one (1) season. Rate will be pro-rated based on home games left for the season.

1 Quarter x \$200 x 10 Games = \$ 2,000 per Season

**SECTION II – SPECIAL INSTRUCTIONS (continued)**

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4. **DESCRIPTION OF ADVERTISING OPTIONS** (continued)

4.6 **MARQUEE ADVERTISING – Berry Center**

Berry Center marquees are located on Barker-Cypress and on West Road. It is estimated that approximately 32,000 cars per day will travel past these marquees. Ads will appear for 5-10 seconds of advertising which is displayed every 1-2 minutes.

Marquees are in operation from 5:00 a.m. to 1:00 a.m. daily.

Minimum price: 6 month term \$300 x 6 mos. = \$1,800

Minimum Yearly Price: \$ 3,000.

4.7 **STADIUM REPLAY BOARDS – Berry Center and Pridgeon Stadium**

Three ad sizes available:

- a. 5'6" x 8'9" backlit panels to the left and right of replay board. 4 per stadium.  
Minimum price per year for a 3-year period Berry Center: \$9,000  
Minimum price per year for a 3-year period Pridgeon Stadium: \$3,500
- b. 4'9" x 16' backlit sign, center, above the game clock. 1 sign available.  
Minimum price per year for a 3-year period Berry Center: \$13,500  
4'9" x 8' backlit sign, center, above the game clock. 2 signs available.  
Minimum price per year for a 3-year period Pridgeon Stadium: \$4,000
- c. 4'x8'9" tri-vision front lit sign. Total of 6 signs per stadium. Ads appear for 1 minute every 3 minutes.  
Minimum price per year for a 3-year period Berry Center: \$4,500  
Minimum price per year for a 3-year period Pridgeon Stadium: \$2,000

4.8 **ARENA SCOREBOARD ADVERTISING – Berry Center**

Two ad sizes available.

- a. 4'1"x4'8" backlit signs on the outer edge of the scoreboard. Total of 4 signs  
Minimum price per year for a 3-year period: \$ 9,000
- b. 1'6"x6' scrolling panels on the bottom of the scoreboard. Total of 6 signs.  
Minimum price per year for a 3-year period: \$ 5,500

4.9 **BANNER ADVERTISING – Berry Center and Pridgeon Stadium**

Advertiser must provide banner no larger than 8 ft. x 2 ft. Banner is subject to approval and limited to hanging in designated areas.

Minimum price for a 3-month period: \$2,000

5. **PAYMENT TERMS**

Payments are due upon execution of the contract, and/or as per an agreed upon pre-payment schedule.

**SECTION II – SPECIAL INSTRUCTIONS (continued)**

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6. **SUBMISSION OF ADVERTISING COPY AFTER AWARD NOTIFICATION**

Advertising copy must be submitted to the Cypress-Fairbanks I.S.D. Berry Center office as soon as possible after award notification. If an Advertiser fails to respond in a timely manner, CFISD makes no guarantees of placement date of advertising. Installation of ad to be scheduled based on event schedule.

**PROPOSAL RESPONSE FORM**

The proposer is responsible for completing the following information per the previous conditions. Proposer may propose on one or more advertising spaces. Offers will be accepted for any combination.

<b>Panel No.</b>	<b>Description</b>	<b>Minimum Offer</b>	<b>Offer</b>
1.0	<b>Naming Rights</b> Berry Center Football Field	Minimum price is \$150,000 per year for a contract of 10-years or \$200,000 per year for a contract of 5-years.	\$
2.0	<b>Naming Rights</b> Berry Center Arena	Minimum price is \$150,000 per year for a contract of 5-years.	\$
3.0	<b>Naming Rights</b> Berry Center Theater	Minimum price is \$50,000 per year for a contract of 10-years.	\$
4.0	<b>Naming Rights</b> Conference Center Entrances (two entrances with dual signs)	Minimum price is \$75,000 per year for a 5-year contract.	\$
5.0	<b>Naming Rights, Arena</b> Entrance One	Minimum price is \$15,000 per year for a 10-year contract.	\$
6.0	<b>Naming Rights, Arena</b> Entrance Two	Minimum price is \$100,000 per year for a 5-year contract.	\$
7.0	<b>Naming Rights, Arena</b> Entrance Three (two entrances with dual signs)	Minimum price is \$50,000 per year for a 5-year contract.	\$
8.0	<b>Naming Rights, Arena</b> Entrance Four	Minimum price is \$15,000 per year for a 10-year contract.	\$
9.0	<b>Naming Rights, Stadium</b> Entrance Five	Minimum price is \$60,000 per year for a 5-year contract.	\$
10.0	<b>Naming Rights, Stadium</b> Entrance Six	Minimum price is \$45,000 per year for a 5-year contract.	\$
11.0	<b>Naming Rights, Stadium</b> Entrance Seven	Minimum price is \$35,000 per year for a 5-year contract.	\$
12.0	<b>Naming Rights, Stadium</b> Entrance Eight	Minimum price is \$45,000 per year for a 5-year contract.	\$
13.0	<b>Video Replay Advertising</b> Advertisement appears as instant replay sponsor before instant replay is run on video screen. Ads are sold for each quarter of the game. There are typically 5-10 replays per quarter. Ad will appear for approximately 3 seconds before replay begins and 2 seconds at end of replay.	Minimum price is \$200 per quarter.  1 Quarter x \$200 x 10 Games = \$ 2,000 per Season	\$



<b>Panel No.</b>	<b>Description</b>	<b>Minimum Offer</b>	<b>Offer</b>
<b>14.0</b>	<b>Marquee Advertising</b> Marquees are located at Berry Center on Barker Cypress Rd. and on West Rd. Approximately 32,000 cars per day travel past the marquee. Ads will appear for 5 seconds of advertising which is displayed every 1-2 minutes. Marquee is in operation from 5:00 a.m. to 1:00 a.m. daily.	Minimum price: \$300 per month, minimum 6-month term. \$300 x 6 mos. = \$1,800  Minimum 12-month contract Yearly Price: \$3,000.	\$
<b>15.0</b>	<b>Stadium Scoreboard Advertising</b> a. 5'6" x 8'9" backlit panels to the left and right of replay board. Total 4 per stadium.	Minimum price per year for a 3-year period: Berry Center: \$9,000 Pridgeon Stadium: \$3,500	\$
	b. 4'9" x 16' backlit sign, center, above the game clock. 1 available at Berry Center stadium.	Minimum price per year for a 3-year period: Berry Center: \$13,500	\$
	c. 4'9"x 8' backlit sign, center, above the game clock. 2 available at Pridgeon Stadium	Minimum price per year for a 3-year period: Pridgeon Stadium: \$4,000	\$
	d. 4' x 8'9" tri-vision front lit sign. Total of 6 per stadium.	Minimum price per year for a 3-year period: Berry Center: \$4,500 Pridgeon Stadium: \$2,000	\$
<b>16.0</b>	<b>Arena Scoreboard Advertising</b> a. 4'1"x 4'8" backlit signs on the outer edge of the scoreboard. Total of 4 available.	Minimum price per year for a 3-year period: \$9,000	
	b. 1'6"x 6' scrolling panels on the bottom of the scoreboard. Total of 6 available.	Minimum price per year for a 3-year period: \$5,500	
<b>17.0</b>	<b>Banner Advertising</b> Advertiser must provide banner to specification. Banner location to be noted in contract. Banner size 8' x 2'	Minimum price for a 3-month period: \$2,000.00	
<b>18.0</b>	Unsolicited offer of Advertising. Describe in detail – or attached separate sheet.		

**SECTION IV – REPRESENTATIONS AND CERTIFICATIONS**

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**Felony Conviction Notification**

State of Texas Legislative Senate Bill No. 1, Section 44.034, Notification of Criminal History, Subsection (a), states “a person or business entity that enters into a contract with a school district must give advance notice to the district if the person or owner or operator of the business entity has been convicted of a felony.” The notice must include a general description of the conduct resulting in the conviction of a felony.

Subsection (b) states “a school district may terminate a contract with a person or business entity if the district determines that the person or business entity failed to give notice as required by Subsection (a) or misrepresented the conduct resulting in the conviction. The district must compensate the person or business entity for services performed before the termination of the contract.

**This notice is not required of a publicly held corporation.**

I, the undersigned for the firm named below, certify that the information concerning notification of felony convictions has been reviewed by me and the following information furnished is true to the best of my knowledge.

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**Please select one choice below:**

- A. My firm is a publicly held corporation; therefore, this reporting requirement is not applicable.
- B. My firm is not owned or operated by anyone who has been convicted of a felony.
- C. My firm is owned or operated by the following individuals who has/have been convicted of a felony.

Name of individual(s): \_\_\_\_\_

\_\_\_\_\_

Details of conviction(s): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date of conviction(s): \_\_\_\_\_

**Name of Vendor:** \_\_\_\_\_  
(Please type or print)

**Name of Company Official:** \_\_\_\_\_  
(Please type or print)

**Signature of authorized agent:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Note: This form must be executed and submitted with Bid Form.**

## Conflict of Interest Questionnaire Requirement

The Texas Senate passed House Bill No. 914, adding Chapter 176 to the Local Government Code, and imposing new disclosure and reporting obligations on vendors and potential vendors to local government entities beginning on January 1, 2006. This requirement includes school districts.

You are required to complete the online Form CIQ, Conflict of Interest Questionnaire prior to the bid opening date.

The form and instructions can be found on our website under the tab “Conflict of Interest”, [www.cfisd.net/bids.htm](http://www.cfisd.net/bids.htm).

***Note: This form must be executed electronically and must be completed each and every school year. CFISD must have one on file with a date of June 1, 2010 or after.***

**Certificate of Residency**

The State of Texas passed a law concerning non-resident contractors. This law can be found in Texas Government Code under Chapter 2252, Subchapter A, [www.capitol.state.tx.us/statutes/gv.toc.htm](http://www.capitol.state.tx.us/statutes/gv.toc.htm). This law makes it necessary for the CFISD to determine the residency of its bidder. In part, this law reads as follows:

“Section: 2252.001

(3) ‘Non-resident’ bidder refers to a person who is not a resident.

(4) ‘Resident bidder’ refers to a person whose principal place of business is in this state, including a contractor whose ultimate parent company or majority owner has its principal place of business in this state.

Section: 2252.002

A governmental entity may not award a government contract to a nonresident bidder unless the nonresident underbids the lowest proposal submitted by a responsible resident bidder by an amount that is not less than the amount by which a resident bidder would be required to underbid the nonresident bidder to obtain a comparable contract in the state in which the nonresident’s principal place of business is located.”

I certify that \_\_\_\_\_  
(Name of company bidding)

is, under Section: 2252.001 (3) and (4), a \_\_\_\_\_ Resident Bidder \_\_\_\_\_ Non-resident Bidder

If Non-resident Bidder is checked, does your “residence state” require bidders whose principal place of business is in Texas to under-bid vendors whose residence state is the same as yours by a prescribed amount or percentage to receive a comparable contract?

Yes  No If yes, what is the amount or percentage? \_\_\_\_\_

My or Our principal place of business under Section: 2252.001 (3) and (4), is in the city of

\_\_\_\_\_ in the state of \_\_\_\_\_.

\_\_\_\_\_  
(Signature of authorized company representative)

\_\_\_\_\_  
(Print name)

\_\_\_\_\_ Title \_\_\_\_\_ Date

**Note: This form must be executed and submitted with Bid Form.**

**Resident Bidder Form**

If you or your company own real or personal property within Cypress-Fairbanks I.S.D. boundaries, please provide the address(es) and HCAD tax account number(s). If none, please indicated under item B.

A.	Address	HCAD Tax Account Number
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____
9.	_____	_____
10.	_____	_____

List additional account numbers on a separate page.

Additional accounts are listed  Yes  No

B. There is no real or personal property located in Cypress-Fairbanks I.S.D. boundaries to report.

**Signature of Authorized Agent** \_\_\_\_\_ **Date** \_\_\_\_\_

I, the undersigned for the firm named below, certify that the information concerning notification of real or personal property located within Cypress-Fairbanks I.S.D. boundaries is true to the best of my knowledge and have completed either item A or B above.

**Vendor (Company)**  
**Name** \_\_\_\_\_

**Signature of Authorized Agent** \_\_\_\_\_ **Date** \_\_\_\_\_

**Note: This form must be executed and submitted with Bid Form.**

**Bid Acknowledgment Form**

Having carefully examined the Notice to Bidders, General Conditions, Special Conditions, Specifications, Bid Form, and Bid Acknowledgment Form, the undersigned Bidder's Agent hereby proposes and agrees to furnish goods and/or supplies in strict compliance with the specifications at the prices quoted. The Bidder affirms that, to the best of his knowledge, the bid has been arrived at independently and is submitted without collusion with anyone to obtain information or gain any favoritism that would in any way limit competition or give them an unfair advantage over other bidders in the award of this bid.

The following items must be reviewed, completed and returned with this proposal response in order to consider a recommendation of goods and/or services proposed. Please initial that each is included.

\_\_\_\_\_ Felony Conviction Notification

\_\_\_\_\_ Certification of Residency

\_\_\_\_\_ Conflict of Interest Questionnaire completed online\*

\_\_\_\_\_ Resident Bidders Form

**\*(Note: This must be on file dated after June 1, 2010).**

Firm Name

\_\_\_\_\_

*Mail Bid to Address*

\_\_\_\_\_

City, State, Zip

\_\_\_\_\_

Phone Number

\_\_\_\_\_

Fax Number

\_\_\_\_\_

*Mail Purchase Order To*

\_\_\_\_\_

City, State, Zip

\_\_\_\_\_

Phone Number

\_\_\_\_\_

Fax Number

\_\_\_\_\_

*Remit to Address*

\_\_\_\_\_

City, State, Zip

\_\_\_\_\_

Phone Number

\_\_\_\_\_

Fax Number

\_\_\_\_\_

E-Mail Address

\_\_\_\_\_

Website Address

\_\_\_\_\_

**Signature of Bidder**

\_\_\_\_\_

**Printed Signature**

\_\_\_\_\_

**Position with Company**

\_\_\_\_\_

**Signature of Company Official**

\_\_\_\_\_

**No Proposal Notification**

**Please complete this page *only* if submitting a no proposal response and return prior to the proposal opening date.**

**Check Below:**

- 1. We have chosen not to submit a proposal for the reason listed below but wish to remain on the vendor list.  
\_\_\_\_\_  
\_\_\_\_\_
- 2. The products/services we represent should be listed in another category.  
(Specify) \_\_\_\_\_
- 3. We wish to be removed from the vendor list for the reason listed below.
- 4. \_\_\_\_\_  
\_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Attention:** \_\_\_\_\_

**Proposal Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

***Purchase Order***

**Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone Number:** (\_\_\_\_) \_\_\_\_\_ **Fax Number:** (\_\_\_\_) \_\_\_\_\_

**E-Mail Address:** \_\_\_\_\_

**Typed Name and Title:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Mail to:** Kristine Johnston, Director of Purchasing, Cypress-Fairbanks Independent School District, P.O. Box 692003, Houston, TX 77269-2003, or deliver to the Windfern Administrative Annex, 12510 Windfern Road, Houston, TX 77064.

Failure to return this No Proposal Notification or an actual proposal response will result in the removal of your company name from the vendor list.

Thank you for your assistance.

# NAMING RIGHTS

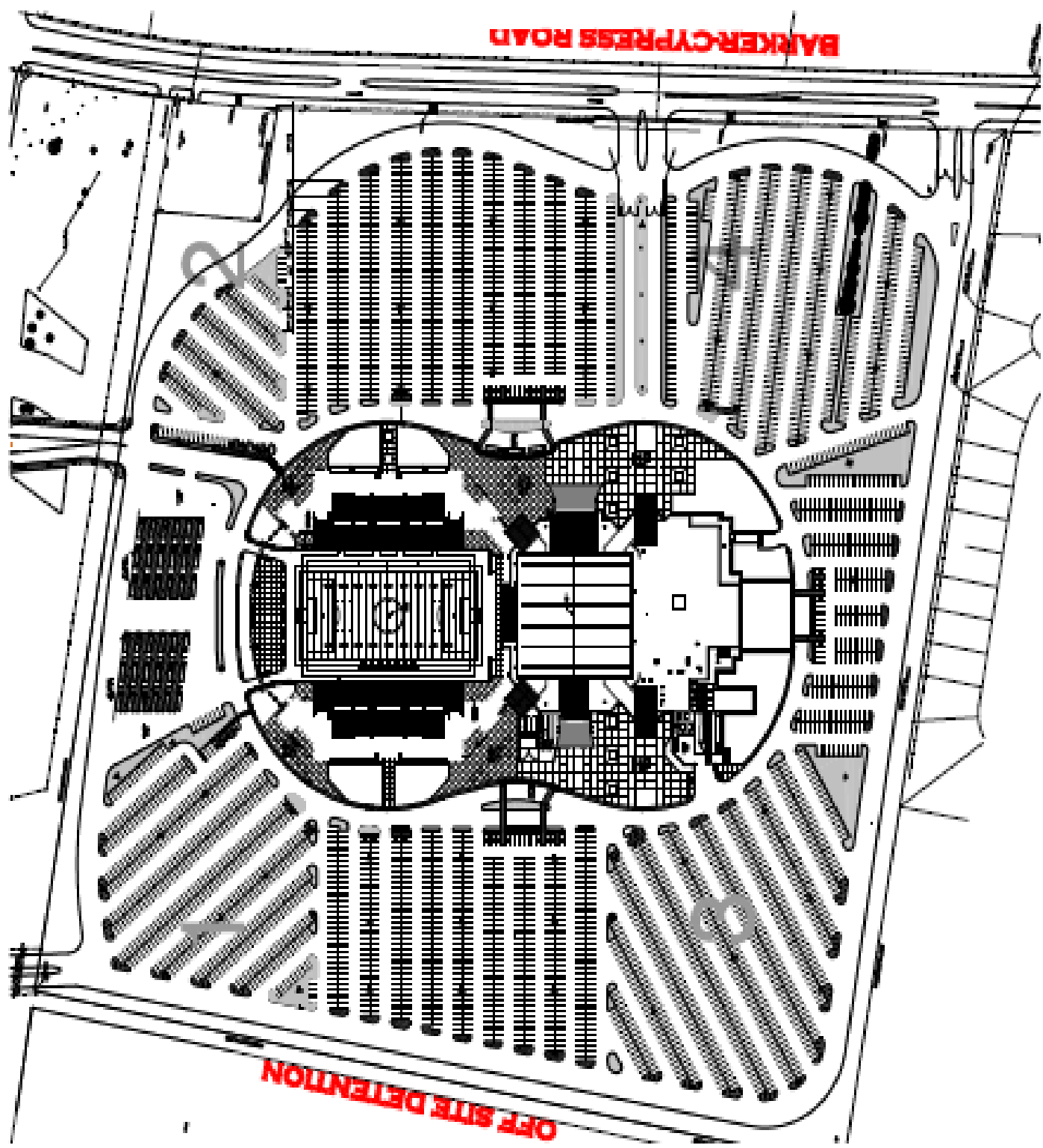


**ARENA ENTRANCES**  
**STADIUM ENTRANCES**



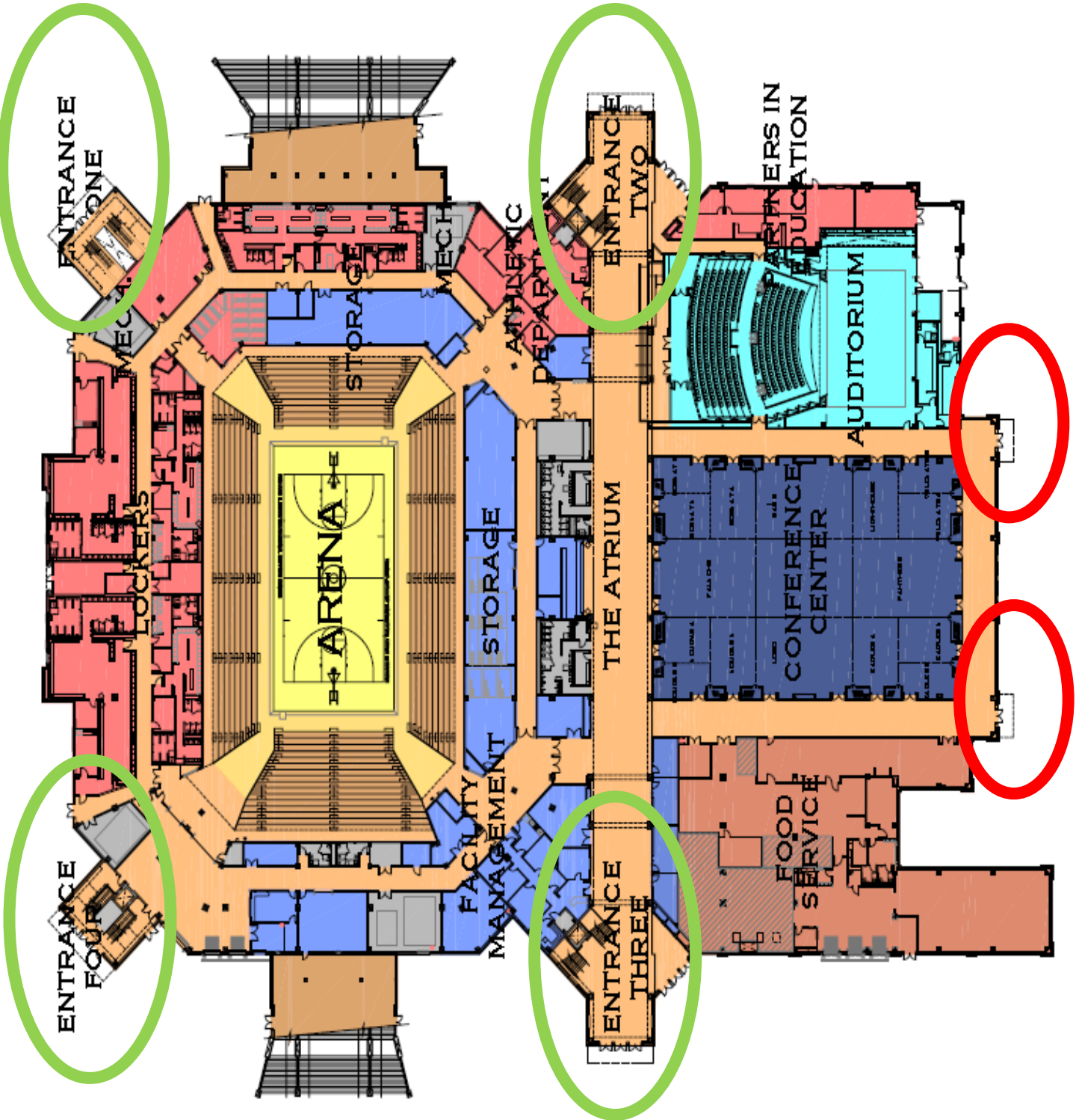
BERRY CENTER  
*everything under the stars*

**BARKER-CYPRESS ROAD**



**OFF SITE DETENTION**

# ARENA



# STADIUM

ENTRANCE  
SEVEN

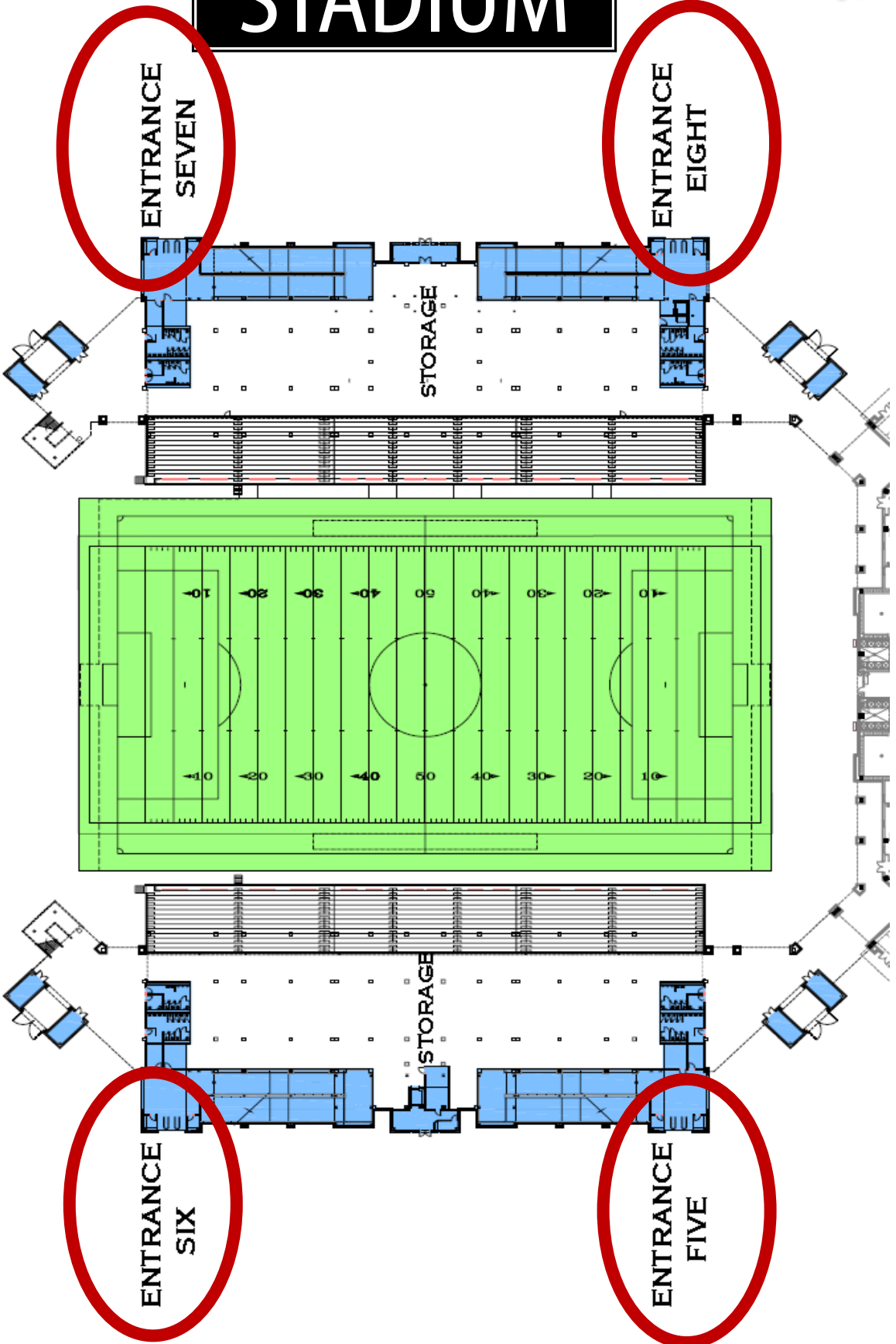
ENTRANCE  
EIGHT

STORAGE

STORAGE

ENTRANCE  
SIX

ENTRANCE  
FIVE



# ENTRANCE NAMING RIGHTS

There are nine entrances to the Berry Center.  
Prices are based on volume and street visibility.

## Arena

Entrance One: \$15,000 per year with a 10 year contract

Entrance Two: \$100,000 per year with a 5 year contract

Entrance Three: \$50,000 per year with a 5 year contract

Entrance Four: \$15,000 per year with a 10 year contract

Conference Center Entrances: \$75,000 per year with a 5 year contract. Includes signage above two doors

## Stadium

Entrance Five: \$60,000 per year with a 5 year contract

Entrance Six : \$45,000 per year with a 5 year contract

Entrance Seven: \$35,000 per year with a 5 year contract

Entrance Eight: \$45,000 per year with a 5 year contract

# ENTRANCE ONE



**\$15,000 per year investment**  
**10 year contract**

# ENTRANCE TWO



**\$100,000 per year investment**

**5 year contract**

Dual signage included on the east and southeast doors.

# ENTRANCE THREE



**\$50,000 per year investment**  
**5 year contract**

# ENTRANCE FOUR



**\$15,000 per year investment**  
**10 year contract**



# ENTRANCE FIVE



**\$60,000 per year investment**  
**5 year contract**

# ENTRANCE SIX



**\$45,000 per year investment**  
**5 year contract**

# ENTRANCE SEVEN



**\$35,000 per year investment**  
**5 year contract**

# ENTRANCE EIGHT

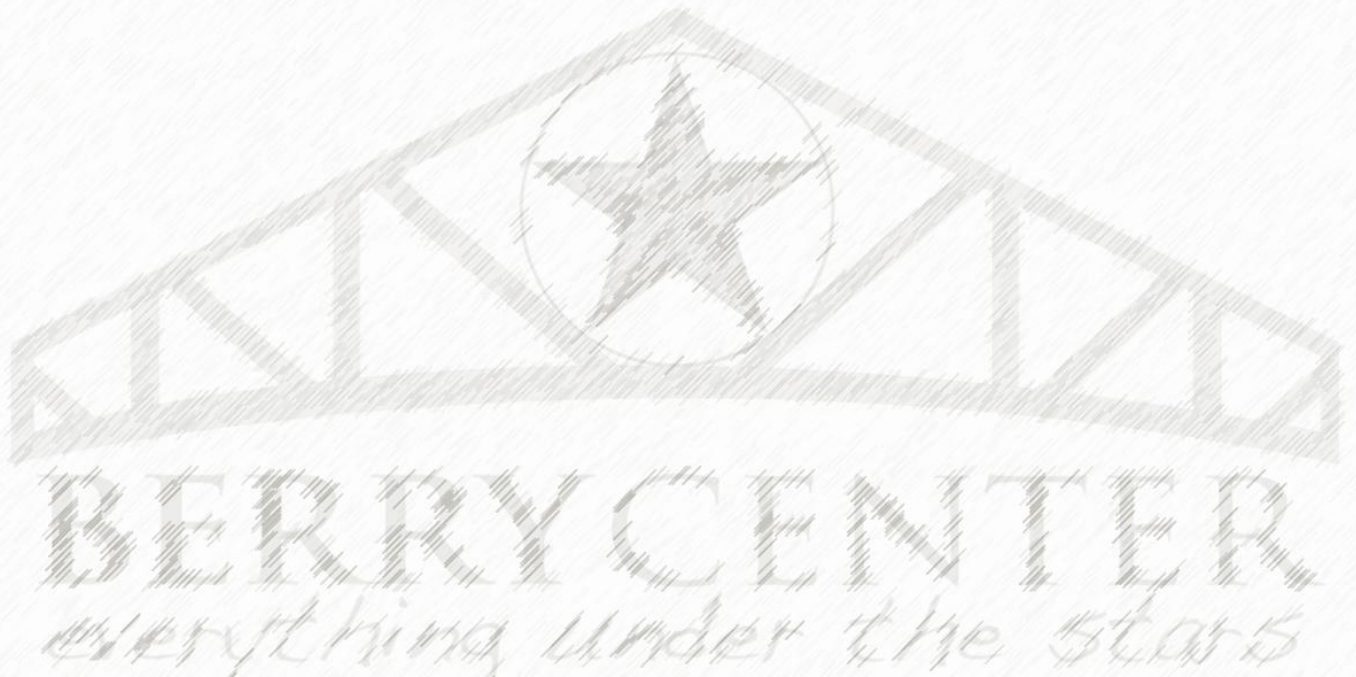


**\$45,000 per year investment**  
**5 year contract**

# CONFERENCE ENTRANCES



**\$75,000 per year investment**  
**5 year contract**



# **NAMING RIGHTS**

**FOOTBALL FIELD**

# PRIMARY REASONS FOR JOINING THE CORPORATE PARTNERSHIP PROGRAM

- Association
- Excitement
- Permanency
- Positive Image Advertising
- Immediate Marketing Impact
- Coverage
- Community Commitment
- Demographics
- Entertainment Value
- Networking Business Opportunities
- Captive Audience Exposure



# GENERAL TERMS AND CONDITIONS

- Term of the agreement shall commence on a date to be mutually agreed upon and shall continue for a minimum of twelve (12) months.
- Sponsor's panel copy shall be submitted to the Berry Center for initial approval before acceptance.
- Details as to specifications and copy requirement for the sponsor's panel face(s) will be supplied on completion of the agreement.
- Sponsor's panel(s) shall be maintained by CFISD and kept clean during the term of the agreement
- Sponsor's panel(s) shall be fully illuminated as applicable and displayed at all events, except when deemed inappropriate or prohibited by the rules and regulations outside the CFISD control.
- CFISD shall maintain liability and property damage insurance to adequately protect the interest of the sponsor.
- Sponsor shall be responsible for the cost of the original copy and for making any copy changes to a panel during the term, including all labor costs associated with replacing the decorated face.
- Sponsor shall pay CFISD for the advertising rights granted, the sum agreed to for each contact year, and/or as per an agreed upon pre-payment schedule.
- Sponsor's first payment shall be due and payable upon execution of the advertising contact.
- Sponsor's payments for succeeding years are due and payable annually at the beginning of each contract year.
- Sponsor is granted the right to renew this agreement upon negotiated terms and conditions agreed upon by the sponsor and CFISD.
- Renewal notification is due three (3) months prior to the termination date of the agreement.
- Sponsors are accepted on a first committing basis, with larger packages having preference.



# DEMOGRAPHICS

## Cypress -Fairbanks ISD

Houston MSA population:  
5,728,193

Cypress- Fairbanks population:  
732,564

### Ethnic Breakdown (Sept. 15, 2010)

African American	16.0 %
Asian	8.0%
Hispanic	43.0%
Native American	.4%
Anglo	33.0%

### Number of Campuses and Student Enrollment (Sept. 15, 2010)

High Schools	11	30,178
Middle Schools	16	23,902
Elementary Schools	52	52,054
Special Program Facilities	4	0*

\*students coded to their home campus

Over 500,000 people will attend  
events at the Berry Center

# SCHEDULE OF EVENTS

## The Berry Center and Ken Pridgeon Stadium event schedule includes:

All varsity football games and selected basketball, volleyball, and soccer games for CFISD high schools:

- Cy-Fair
- Cypress Creek
- Cypress Falls
- Cypress Lakes
- Cypress Ranch
- Cypress Ridge
- Cypress Springs
- Cypress Woods
- Jersey Village
- Langham Creek

### Graduation Ceremonies:

- All CFISD high schools
- Lone Star College
- DeVry University
- Alief ISD

### CFISD Fine Arts Events:

- Band
- Choir
- Orchestra
- Drama

### Family Shows including:

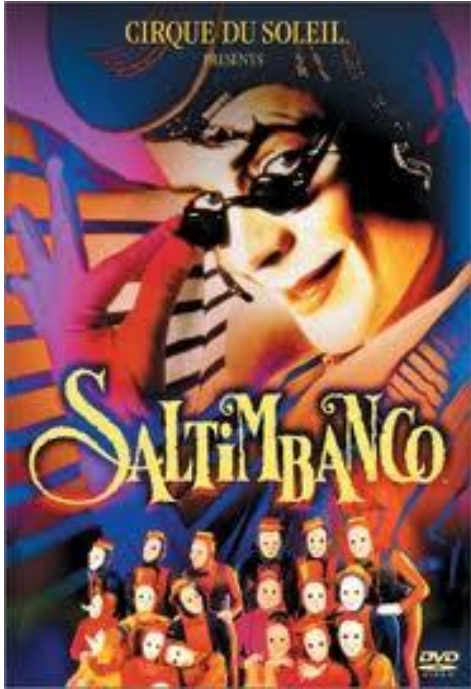
- Cirque du Soleil
- Theatrical Performances
- Nationally Touring Concerts
- Trade Shows and Conventions

KSBJ SPECIAL EVENTS PRESENTS  
**NEWSBOYS**  
 THE BORN AGAIN EXPERIENCE  
 A NIGHT FOR THE CITY TO SERVE THE CITY



**ON SALE NOW** Special Events 893-KSBJ TicketSource

WITH **KUTLESS** AND **DISCIPLE** April 28th 7PM | BERRY CENTER



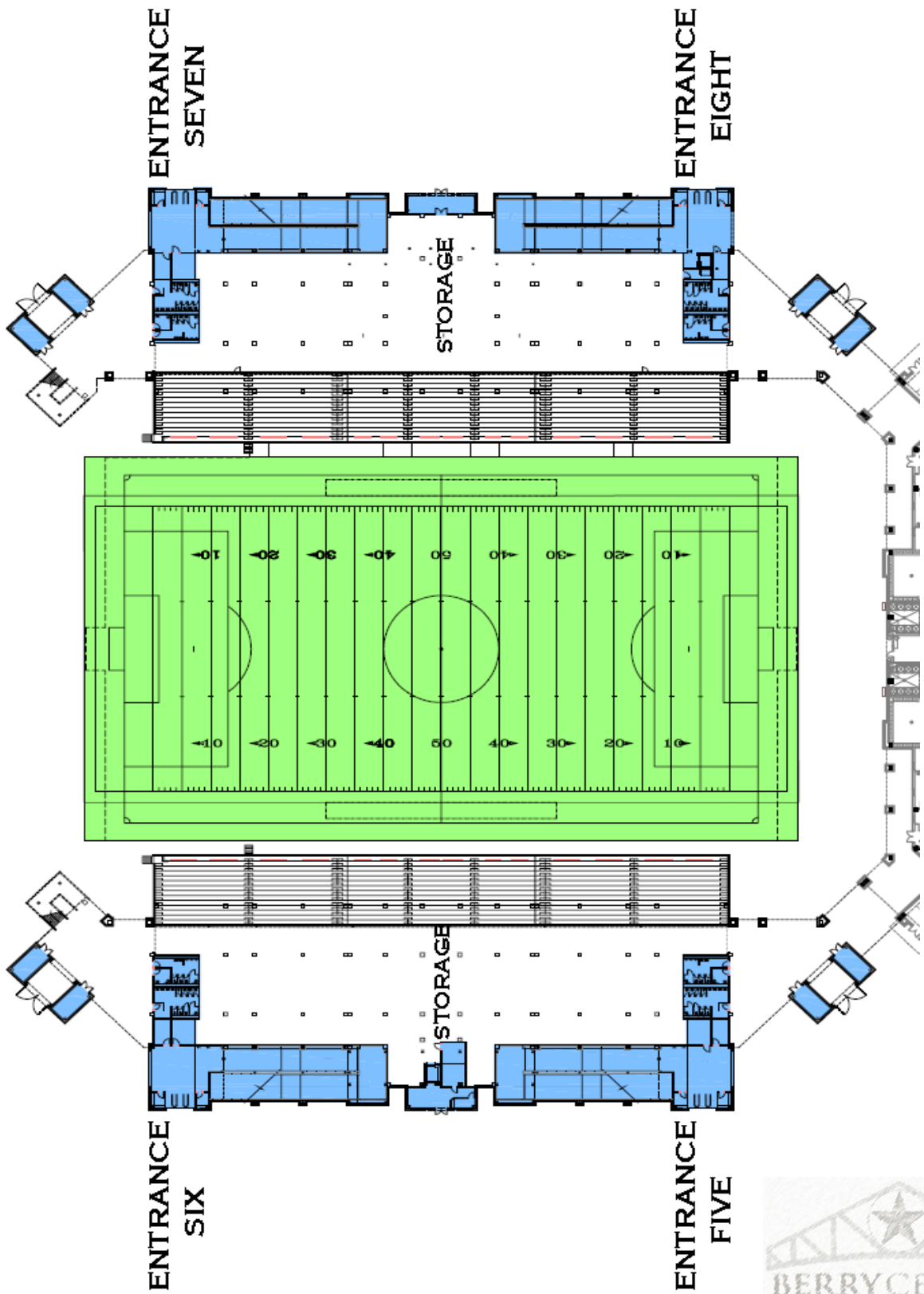
November 19 & 20

KSBJ Special Events Presents  
**WINTERWONDERSLAM**  
 AWAKE TONIGHT TOUR



**TOBY MAC & SKILLET**

# STADIUM



# FOOTBALL FIELD NAMING RIGHTS

The football field provides seating for 11,000 fans during the football season's 26 regular season games and approximately 9 playoff football games, 20 regular season soccer games plus other types of events.

5-year contract: \$200,000 per year

10-year contract: \$150,000 per year


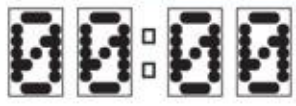
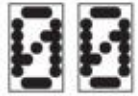






# FOOTBALL FIELD



# STADIUM REPLAY BOARD

**CYPRESS-FAIRBANKS**  
INDEPENDENT SCHOOL DISTRICT

<b>A</b>		<b>A</b>
<b>A</b>		<b>A</b>
<b>C</b>	<b>B</b>	<b>C</b>
HOME		VISITOR
	T.O.L.	T.O.L.
 DOWN	 TO GO	BALL ON  QTR. 

 <b>CALDWELL</b> COMPANIES	 TOWNE LAKE
7'9.5"	7'9.5"
15'7"	
16'	
4'9"	
5'	

# STADIUM REPLAY BOARDS

## A

Scoreboard (4 total)

\$9,000 per year

5'6" x 8'9"

Left and Right of Video Board (backlit sign)

## B

Scoreboard (1 total)

\$13,500 per year

4'9" x 16'

Center below video board (backlit sign)

## C

Scoreboard (6 total)

\$4,500 per year


4' x 8'9"

3 sided rotating panel (front lit display)



# PRIDGEON SCOREBOARD

## CYPRESS-FAIRBANKS INDEPENDENT SCHOOL DISTRICT

<b>A</b>		<b>A</b>
<b>A</b>		<b>A</b>
<b>C</b>	<b>B</b>	<b>C</b>
HOME	<div style="font-size: 2em; font-family: monospace;">00:00</div>	VISITOR
<div style="font-size: 2em; font-family: monospace;">00</div>	T.O.L.	T.O.L.
DOWN	TO GO	BALL ON
		QTR.

 <p style="font-weight: bold; font-size: 1.2em;">CALDWELL COMPANIES</p>	
7'9.5"	7'9.5"
15'7"	
16'	
	4'9"
	5'

# PRIDGEON STADIUM

## A

Scoreboard (4 total)

\$3,500 per year

5'6" x 8'9"

Left and Right of Video Board (backlit sign)

## B

Scoreboard (1 total)

\$4,000 per year

4'9" x 16'

Center below video board (backlit sign)

## C

Scoreboard (6 total)

\$2,000 per year

4' x 8'9"

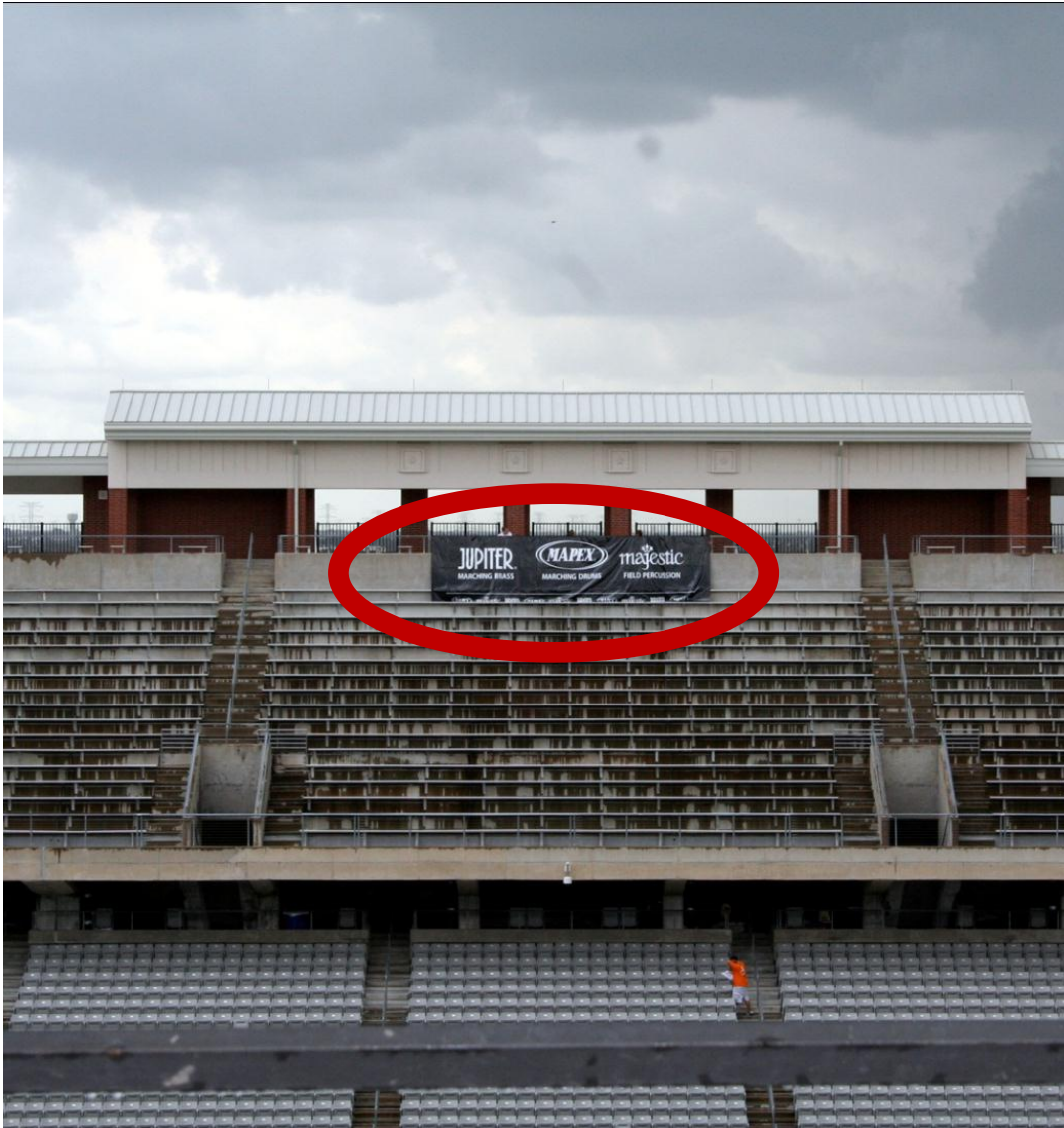
3 sided rotating panel (front lit display)

# BANNER ADVERTISING



**MINIMUM PRICE \$2,000  
PER 3 MONTH CAMPAIGN**

# BANNER ADVERTISING



# MARQUEE ADVERTISING

THE BERRY CENTER MARQUEE SIGNS ARE  
LOCATED ON BARKER-CYPRESS & ON WEST RD.

APPROXIMATELY 32,000 VEHICLES TRAVEL PAST  
THE TWO BERRY CENTER MARQUEE SIGNS PER DAY.

THAT'S A MINIMUM OF 160,000 VEHICLES PER WEEK!

ADS WILL APPEAR FOR FIVE  
SECONDS EVERY TWO MINUTES

MINIMUM COMMITMENT:  
\$1,800 PER SIX MONTHS  
\$3,000 PER YEAR

# MARQUEE ADVERTISING



# INSTANT REPLAY

ADVERTISE DIRECTLY TO CY-FAIR FANS AS THE INSTANT REPLAY SPONSOR.

- ADS ARE SOLD FOR EACH QUARTER OF THE GAME
- 5-10 REPLAYS PER QUARTER
- AD WILL APPEAR BEFORE AND AFTER REPLAY
- CHOOSE SPECIFIC GAMES AT BERRY CENTER OR PRIDGEON STADIUM



MINIMUM PRICE IS \$200 PER QUARTER, WITH A COMMITMENT OF AT LEAST ONE SEASON.

ONE QUARTER X \$200 X TEN GAMES = \$2,000 PER SEASON



# INSTANT REPLAY

CYPRESS-FAIRBANKS  
INDEPENDENT SCHOOL DISTRICT

A		A
A		A
C		C
HOME	00:00	VISITOR
00	T.O.L.	T.O.L.
DOWN	TO GO	BALL ON
		QTR.

		4'9"
CALDWELL COMPANIES	TOWNE LAKE	5'
7'9.5"	15'7"	7'9.5"
16'		