



CITY OF SAN ANTONIO

FINANCE DEPARTMENT – PURCHASING DIVISION

ADVERTISEMENT INFORMATION ONLY

Request for Proposals (RFP): COMMERCIAL SPONSORSHIP PROGRAM

Solicitation Number: 6100001150

Description: The City of San Antonio Convention, Sports, and Entertainment Facilities Department (“City”) is seeking Proposals from qualified and experienced firms (“Respondents”) to develop and possibly implement a Commercial Sponsorship Program (“Program”) for the commercial marketing rights and business opportunities of the Henry B. Gonzalez Convention Center, including the Lila Cockrell Theatre, and the Alamodome. The Program should identify opportunities and strategies that will maximize revenue and value for these venues from commercial sponsorships, advertising, marketing partnerships, and naming rights, while capitalizing on, as well as being sensitive to, the unique ethnic, cultural and historical characteristics of San Antonio.

Applicable Product Categories: 91876, 91501, 91807

Date Issued: February 27, 2012

Pre-Submittal Conference: A Pre-Submittal Conference will be held at Henry B. Gonzalez Convention Center, Administrative Offices, Conference Room 1, located at 200 East Market Street at the intersection of Market and Alamo Streets at 10:30 a.m., Central Time, on March 5, 2012. The Pre-Submittal Conference will also be broadcast via Teleconference Bridge. Attendees wishing to attend via teleconference must email a request to the Staff Contact Person identified in the Restrictions on Communications Section. Respondents are encouraged to prepare and submit their questions in writing 3 calendar days in advance of the Pre-Submittal Conference in order to expedite the proceedings. City’s responses to questions received by this due date may be distributed at the Pre-Submittal Conference and posted with this solicitation. Attendance at the Pre-Submittal Conference is optional; however the ability to call in and listen to the Pre-Submittal Conference is highly encouraged.

Staff Contact Person: Toscha Dickerson, Procurement Specialist III, Toscha.Dickerson@sanantonio.gov

To view this solicitation, go to <https://supplierservice.sanantonio.gov/irj/portal>. If you have not completed the City’s SAePS Vendor Registration, you must do so in order to view the solicitation and submit a response.

TO REGISTER: You will need to complete the vendor registration by accessing the SAePS Vendor Registration at http://www.sanantonio.gov/purchasing/SAePS_intro.aspx. Questions regarding registration may be submitted to the SAePS Hotline at: (210) 207-0118 or by email at: saeps@sanantonio.gov.

Note: After you have successfully registered, you will need to send an email to the staff contact person requesting to be added to the solicitation vendor distribution list.