



**52<sup>nd</sup> DISTRICT AGRICULTURAL ASSOCIATION**

**SPECIFICATIONS FOR  
ADVERTISING & MARKETING SERVICES  
FOR THE SACRAMENTO COUNTY FAIR  
FOR A ONE YEAR PERIOD, WITH FOUR, ONE-YEAR OPTIONS  
2024, 2025, 2026, 2027, 2028**

**RFP NUMBER #2023-03**

**Contact Person:** Matt Cranford, CEO  
**Address:** 1600 Exposition Blvd, Sacramento CA 95815  
**Phone Number:** (916) 263-2975  
**E-Mail:** ceo@sacfair.com  
**Due:** November 7, 2023 by 3:00 PM

Oral communication from fair officers and employees concerning the RFP shall not be binding on the DAA, and shall in no way excuse the bidder of obligations as set forth in the RFP. Only questions concerning the technical requirements of the RFP will be answered

Date Issued: October 16, 2023

**PART I  
DEFINITIONS**

<b>BIDDER</b>	The individual, company, organization or business entity submitting the proposal in response to the Request for Proposal.
<b>EVALUATION &amp; SELECTION COMMITTEE</b>	Hereinafter referred to as "Committee" Committee chosen by fair to evaluate and score proposals received.
<b>F&amp;E</b>	<p>Refers to the <i>Division of Fairs and Expositions</i>, Department of Food and Agriculture, which is a division of the agency of the State of California overseeing the activities of fairs.</p> <p>F&amp;E is located at: 2399 Gateway Oaks Drive, Suite 210 Sacramento, CA 95814</p> <p>F&amp;E's mailing address is: 1220 N Street Sacramento, CA 95814</p>
<b>DGS</b>	<p>Refers to the Department of General Services, State of California.</p> <p>DGS is located at: 707 Third Street West Sacramento, CA 95605 Attention: Office of Legal Services</p>
<b>FORMAT</b>	Refers to both the arrangement of requested information and statements, as well as the packaging and labeling of the proposal. Failure to use the requested format required for submittal of the proposals will be deemed not responsive. Use of the requested format is the proposer's first chance to demonstrate the ability to follow directions.
<b>PASSING BIDDER</b>	The term "passing bidder" as it is used in this document refers to the bidders who have been awarded at least the minimum number of points by the committee on Tier One, the Technical Portion of the proposal. No bidder's financial Proposal will be opened and considered if they have not received sufficient points to be deemed a passing bidder.

**RFP**

Request for Proposal

**RESPONSIVE**

Proposals that are timely, meet the proper format required for submittal of proposals, and provide the required information pursuant to the criteria outlined in the RFP will be considered “responsive”.

**PART II:  
GENERAL INFORMATION**

**A. REQUEST FOR PROPOSALS (RFP)**

The Board of Directors of the 52<sup>nd</sup> District Agricultural Association, Sacramento County Fair, in releasing this RFP, intends to award a contract for a period of one year with four one-year options. The options are to be exercised independently and at the sole discretion of the DAA. Extension may involve renegotiation of certain areas. *(For multi-year contracts, certification of satisfactory performance is required at the end of each year as a justification for continuance of the contact).*

**B. BIDDER RESPONSIBILITY**

Read the Request for Proposal (RFP) very carefully, as the fair shall not be responsible for errors and omissions on the part of the bidder. Carefully review final submittal as reviewers will not make interpretations or correct detected errors in calculations.

**C. DELIVERY OF PROPOSALS**

Pursuant to the law, no proposal shall be considered which has not been received at the designated place, and prior to the closing time, stated in this proposal.

**Proposals must meet the following format requirements to be deemed responsive for DAA consideration:**

- Submitted and received via a delivery service per deadline date and time or emailed to [ceo@sacfair.com](mailto:ceo@sacfair.com).

**RFP #2023-3  
Matt Cranford, CEO  
52<sup>nd</sup> District Agricultural Association  
1600 Exposition Blvd.  
Sacramento CA 95815**

**D. CONTRACT AWARD**

Each bidder's proposal is evaluated and scored by the Committee who utilized the score sheet included in Part V. Small Business Preference is given where applicable. Proposals scoring the required minimum number of points or more will be considered "qualified". Subsequently, the financial proposal bid form accompanying all qualified technical proposals will be opened and Small Business Preference given where applicable.

If a contract is awarded, it shall be granted to the bidder who submits the highest scored proposal. A **Notice of Proposed Award** will then be posted for five (5) working days at the fair administration office. In addition, a copy of the notice will be mailed or faxed to each bidder.

A contract award is not final until the time for posting Notice of Award has expired and/or protests filed, if any, have been withdrawn or rejected by the Department of General Services.

**E. TENTATIVE SCHEDULE**

RFP Released	<u>October 16, 2023</u>
Proposals due at Fair's Administration Office no later than 3:00 pm.	<u>November 1, 2023</u>
Interview, if necessary, to clarify proposals (Interviews are not public; but may be recorded)	<u>November 7, 2023</u>
Contract Award*	<u>November 8, 2023</u>
Notice of Proposed Award posted	<u>November 16, 2023</u>
Date award to be final if no protest received	<u>November 22, 2023</u>
Proposed Contract Commences	<u>December 1, 2023 through November 30, 2024</u>

**F. SMALL BUSINESS PREFERENCE**

State law allows certified small business (SB) and microbusiness (MB) firms and non-small businesses who subcontract with a certified SB/MB firm(s) for at least 25% of the net bid price, to receive a 5% bidding preference on applicable state *solicitations*. The effect of the preference is to help SB/MB be more competitive in the bid process, thereby enhancing state contract awards directly or indirectly to SB/MB. The preference is only used for computation purposes to determine the winning bidder, the actual bid amount.

If claiming the 5% small business preference and you are a SB or MB, or if your application is on file with Office of Small Business and DVBE Services (OSDS), or if you are claiming the preference as a non-small business subcontracting with certified SB/MB, list the small businesses you commit to subcontract with for a commercially useful function in the performance of the contract. The list of sub-contractors shall include:

Name  
Address  
Phone Number  
Description of work to be performed  
Dollar amount or percentage per sub-contractor

Also include the sub-contractor's certification or indicate if application(s) are on file with OSDS. If you are Certified Small Business, you must include a copy of your certification letter with your bid package in order to be eligible for the 5% preference.

### **Certification Application**

To apply, access the online Small Business Certification Application (STD. 813), or to receive a hard-copy form by mail, e-mail [osdchelp@dgs.ca.gov](mailto:osdchelp@dgs.ca.gov) or call (800) 559-5529 or (916) 375-4940.

A **complete** certification application package must be received by the OSDS no later than 5 p.m. of the bid due date. The certification effective date will be the date the application is properly received and deemed **complete** by the OSDS. Incomplete application submittals will delay the certification status and may result in loss of the five (5) percent preference eligibility. For more information, email [osdchelp@dgs.ca.gov](mailto:osdchelp@dgs.ca.gov) or call (916) 375-4940.

You may mail, **hand-deliver or express-mail** your package to:

Office of Small Business and DVBE Services (OSDS)  
ATTN: BDD Unit  
707 3rd Street, 1st Floor, Room 1-400  
West Sacramento, CA 95605

### **G. BIDDER/CONTRACTOR STATUS FORM**

All *bidders* must complete, sign and submit the form in response to the RFP. Failure to comply will deem the bidder non-responsive. The Fair reserves the right to verify the information on the "**Bidder/Contractor Status Form**" at the time of the bid. If the bidder is a corporation, the form must include the title of the person signing, i.e., corporate officer status, and a copy of the corporate resolution authorizing the signing of the form must be

attached. If a partnership, the signing partner must indicate whether a limited or general partner.

**H. DVBE REQUIREMENTS - BIDS TOTALING OVER \$10,000 (APPLICABLE)**

The State has established state contract participation *goals* for Disabled Veteran Business Enterprises (DVBE) 3% (issued by the Department of General Services).

If the bid exceeds \$10,000, the bidder must comply with DVBE requirements by either (i) meeting the goals or (ii) demonstrating a Good Faith Effort. To fulfill these requirements, the enclosed DVBE Attachments are made part of this RFB. **Bidders failing to meet DVBE requirements will be considered non-responsive and ineligible for contract award.**

*If applicable*, the DVBE documentation forms must be included with the bid package.

**I. HISTORY AND GENERAL BACKGROUND INFORMATION**

The Sacramento County Fair will be celebrating its 88<sup>th</sup> year in 2024. In recent years Sacramento County Fair has been faced with many challenges that will require a new, well planned approach to presenting the fair to the public. It is the desire of the Board of Directors of the 52<sup>nd</sup> DAA to select an experienced, successful and all-inclusive Public Relations, Advertising and Marketing Firm or Manager that will present a comprehensive marketing program along with communication strategies for growing community support and provide a positive public image for the Sacramento County Fair.

The 52<sup>nd</sup> District Agricultural Association, Sacramento County Fair, is seeking proposals from all interested and qualified parties for Marketing, Advertising and Public Relations/Communication Services for the Sacramento County Fair, including but not limited to overall marketing strategies for the annual fair, fair event advertising, fair event public relations and fair-time special event planning and coordination.

**J. RECYCLED CONTENT CERTIFICATION, CIWMN #74; PRODUCT CATEGORIES, CONTENT REQUIREMENTS AND PROCUREMENT MANDATES (APPLICABLE)**

The Fair requires that the contractor certify in writing under penalty of perjury, the minimum, if not the exact, percentage of recycled content, both post-consumer waste and secondary waste as defined in the Public Contract Code, Sections 12161 and 12200, in materials, goods, or supplies offered or products used in the performance of this agreement, regardless of whether the product meets the required recycled product percentage as defined in the Public Contract Code. Contractor may certify that the product contains zero recycled content. **If applicable, bidders failing to meet the Recycled Requirements will be considered non-responsive and ineligible for contract award.**

**K. INSURANCE**

The Bidder awarded the contract shall provide a Certificate of Insurance. The General Liability Insurance Certificate must include:

- **Insurance Certificate** – Must be a signed original certificate of insurance (the Acord form is acceptable).
- **List as Additional Insured** – The following language must be used: "That the State of California, the 52nd District Agricultural Association, Sacramento County, their agents, directors, officers and employees are made additional insured, but only insofar as the operations under this contract are concerned."
- **Coverage** - \$1,000,000 for other contracts for which liability insurance is required by the State of California.
- **Cancellation Notice** – A statement by the insurance company that it will not cancel said policy or policies without giving **30 days** prior written notice to the named certificate holder.
- **Producer** – Name and address of insurance agency.
- **Insured** – Name and address of contractor; this should be the same name that is used on the contract.
- **Certificate Holder** – Sacramento County Fair, 52nd District Agricultural Association, 1600 Exposition Blvd. Sacramento, CA 95815
- **Workers Compensation Insurance** - Appropriate Workers Compensation Insurance is required for any Bidder with employees.



## PART III

### RULES GOVERNING COMPETITION & TECHNICAL EVALUATION

#### A. RFP REQUIREMENTS AND CONDITIONS

##### 1. Errors

If a bidder discovers any ambiguity, conflict, discrepancy, omission, or other error in this RFP, the fair shall be immediately notified of such error in writing addressed to the contact person listed on the cover page and request modification or clarification of this document. **Modifications by the Fair**, if any, will be made in writing by way of an addendum issued pursuant to paragraph 2 below. **Clarifications by the Fair**, if issued, will be given by written notice to all parties to whom the Fair had sent notice of the RFP and to persons or entities who have requested to be given notice of any modification or notices.

##### 2. Addendum

If necessary, the fair will modify the RFP prior to the date set for submission of final proposals, by issuance of an addendum to all parties who have been furnished notice of the RFP for bidding purposes. **All bidders should inquire from the contact person listed on the cover sheet whether any addenda have been issued prior to submitting a proposal in response to the RFP.**

##### 3. Definitions

The use of "shall", "must" or "will" indicates a **mandatory** requirement or condition in this RFP. Failure to include such mandatory requirements or conditions will result in the disqualification of a proposal.

The words "should" or "may" indicate a **desirable** attribute or condition, but are permissive in nature and may affect the score the proposal receives.

##### 4. Grounds for Rejection of the Proposal

A proposal **shall** be rejected if:

- It is received at any time after the exact time and date set for receipt of bids as stated in Part II.
- The firm has submitted multiple bids in response to this RFP without formally withdrawing other bids.

A proposal **may** be rejected if:

- It is not prepared in accordance with the required format or information is not submitted in the format required by this RFP.
- It contains false or misleading statements or references that do not support attributes or conditions contended by the bidder. (The proposal shall be rejected if, in the opinion of the fair, such information was intended to mislead the fair in its evaluation of the proposal and the attribute, condition or capability of requirement of this RFP.)
- It is unsigned.

**5. Right to Reject Any or All Proposals**

It is the policy of the fair not to solicit proposals unless there is a bona fide intention to award a contract. However, the fair reserves the right to reject any or all proposals or to cancel the RFP at any time during the process.

**6. Protests**

A bidder may file a protest against the awarding of the contract. The protest **must** be filed with the fair and the Department of General Services (DGS), Legal office at:

Department of General Services (DGS)  
707 Third Street  
West Sacramento, CA 95605  
Attention Office of Legal Services

The protest **must** be received prior to the expiration of five (5) working days from notice of proposed award being posted and, in no event, later than 5 p.m. on the fifth working day after the notice of proposed award was posted in a public place at the Fair's Administration Office. Upon the expiration of this posting period, if no protest is filed, the contract is awarded.

**IN ADDITION**, within five (5) working days after filing the protest, the protesting bidder shall file with the DAA and DGS Legal Office a full and complete written statement specifying the grounds for the protest.

**PLEASE NOTE:** *Failure to file (i) notice of protest by the conclusion of the fifth working day after notice of intention to award a contract has been posted and (ii) a complete detailed written statement within five (5) calendar days of filing the protest stating grounds for protest will result in the protester's protest being deemed untimely and grounds for protest waived. Protests shall be limited to the grounds contained in Public Contract Code, Section 10345.*

**B. OTHER INFORMATION**

**1. Disposition of Proposals**

All materials submitted in response to this RFP will become the property of the DAA. All proposals, evaluations and scoring sheets shall be available for public inspection at the conclusion of the committee scoring process and announcement of intent to award. If an individual requests copies of these documents, the DAA will assess a fee to cover duplicating costs. Documents may be returned only at the DAA's option and at the bidder's expense. One copy of each bidder's proposal shall be retained for official fair files.

**2. Confidentiality of Proposals**

The DAA will hold the contents of all proposals in confidence until issuance of the "Notice of the Proposed Award"; once issued and posted, no proposal will be treated as confidential.

**3. Modification or Withdrawal of Proposals**

Any proposal, which is received by the DAA before the time and date set for receipt of proposals may be withdrawn or modified by written request of the bidder. However, in order to be considered, the modified proposals **must** be received by the time and date set for receipt of proposals in Part II.

A bidder cannot withdraw or modify a proposal after the due date and time for receipt of proposals and, further, a bid cannot be "timed" to expire on a specific date. For example, a statement similar to "This proposal and the cost estimate are valid for 60 days" is non-responsive to the RFP, and shall on that basis be rejected.

## PART IV

### STATEMENT OF WORK TO BE PERFORMED AND CONTRACT TERMS AND CONDITIONS

The Work Statement describes the work to be performed by the bidder who is awarded the contract and the Terms and Conditions which shall be deemed to be incorporated and will become a part of any contract awarded pursuant to this RFP. The contract awarded pursuant to this RFP will also contain the Standard Contract Terms and Conditions and will be incorporated and made a part of the contract. All terms and conditions are fixed and non-negotiable.

#### **Review Process:**

The proposals will be reviewed by an evaluation committee. If deemed necessary, finalists will be selected for verbal presentations to be given **November 7, 2023**. The Board of Directors will award the contract to successful proposer **November 8, 2023**.

The successful proposer will be required to execute a contractual agreement (Standard Agreement Form 213), which shall be binding upon the 52nd District Agricultural Association and approval required.

#### **A. SCOPE OF WORK**

1. Contractor/Manager will coordinate various marketing, advertising and public relations projects as directed by Fair. It is understood that some additional duties may be necessary throughout the course of the contracted period and will be expected to be performed by the Contractor/Manager at a mutually agreed upon budget. Additionally, it is understood that various programs identified in the contract may be adjusted and reviewed for Scope of Work during annual strategic planning sessions.
2. Contractor/Manager shall remain an independent contractor defined as a person/entity who, in rendering services, exercises independent employment and is under the control of the Fair for whom services are performed only with respect to the result of the work and not as to the means by which it is accomplished.
3. Contractor shall have the full discretion to act in a manner that will reasonably bring about the results sought by the Fair.
4. The contract shall be for a period of 1-year beginning January 1, 2024 and ending December 31, 2024, with four 1-year options for 2025, 2026, 2027, and 2028, that may be exercised following an evaluation of the previous year's performance.

## **B. DUTIES**

For ease of review - section B1 below provides a category overview of the Duties covered in the Scope of Work, with section B1 – 6 providing the detail breakout of oversight and/or management for each. Oversight Duties will include but not be limited to the following:

### **1. FAIR-TIME EVENT**

#### **A. Responsible for the planning, budgeting and oversight of the following Sacramento County Fair activities including:**

1. Fair Creative Development
2. Fair Event Advertising
3. Fair Event Media Buying and Creative Traffic
4. Fair Event Entertainment
5. Fair Event Public Relations
6. Fair Event Special Events including:
  - a. Media Day

### **2. ADMINISTRATIVE**

#### **A. Department**

1. Maintain organized electronic documents and provide them to Fair to retain electronic copy on server.
2. Prepare contracts and advertising agreements with all media in the Sacramento County Fair name.

#### **B. Accountability**

1. Submit monthly reports to CEO briefing current status on active jobs
2. Seek physical sign-offs for approvals for all major advertising, public relations and material expenses for job related activities
3. Representative from contracted firm/manager to attend or conference call into staff meetings during key Fair planning periods when required

#### **C. Budgeting/Billing**

1. Responsibilities include annual budgeting and management of communications department starting with 2024 budget of \$120,000
2. Annual reconciliation of Communications Department expenditures
3. Passing on any agency commissions to DAA

### **3. FAIR EVENT MARKETING, ADVERTISING & PR**

#### **A. Theme & Creative Direction**

1. Collaborate with Executive Team on development of the annual theme for the Fair and application in creative elements, including advertising.

## **B. Advertising**

1. Media Buy
  - A. Oversee and manage media buys and creative traffic direct and/or with assigned agents for:
    - 1) Print
    - 2) Online
    - 3) TV
    - 4) Radio
    - 5) Outdoor
    - 6) Community Trade
    - 7) Special Outreach, non-traditional advertising (if applicable)
  - B. Qualified advertising agencies to pass on industry-standard commission to Sacramento County Fair.
2. Creative Development
  - A. Oversee and manage creative design with Assigned Agents for:
    - 1) Print
    - 2) Online
    - 3) TV
    - 4) Radio
    - 5) Outdoor
3. Sponsorships
  - A. Incorporate sponsors in appropriate paid and trade advertising as directed by the CEO and Sponsorship Representative
  - B. Support value-added opportunities for sponsorship inclusion in appropriate special events and public relations
4. Public Relations
  - A. Oversee and manage internal and external public relations including:
    - 1) Press Kit
      - I. Research, write and edit all content for press kit (media policy, entertainment, corporate backgrounder, story ideas)
      - II. Distribute to targeted regional media electronically.
    - 2) Daily Schedules
      - I. Oversee and manage creation and production of Daily Schedules.
      - II. Oversee in-house printing of Daily Schedules.
    - 3) Media Outreach
      - I. Develop a strategic media outreach plan tied to the annual Fair to provide maximized pre-Fair and Fair-time coverage. This may or may not include advance meetings.

- II. Coordinate interview opportunities whether onsite or via phone and prepare Fair Management on talking points.
- III. Provide onsite support for key media opportunities during the Fair.
- 4) Press Releases
  - I. Develop press releases as needed to support strategic media outreach.
- 5) Media Clippings
  - I. Monitor media clippings during annual Fair event and provide a clippings packet post-Fair to Fair Management and Board.

5. Photography

- A. Coordinate photography for key events during the annual Fair by the official Fair photographer as budget permits.
- B. Coordination of photo release forms for photo use in Fair advertising and promotion.

**5. FAIR EVENT SPECIAL EVENTS**

**A. Oversee and manage planning, marketing and execution of Fair-time special events, entertainment, and publicity for the following:**

- 1. Media Day at the Fair

**6. CORPORATE AND FAIR EVENT SOCIAL MEDIA**

**A. Social Media**

- 1. Collaborate with Social Media Coordinator on posts and content creation.

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## PART V

### EVALUATION, SELECTION, AND SCORING PROCESS

Each proposal shall be evaluated for responsiveness to the fair's needs as described in this RFP. This part describes the process the fair will follow when evaluating and scoring proposals and awarding the contract, if any is awarded, and contains the exact scoring criteria to be used. During the evaluation and selection process, the Committee may wish to interview a bidder for clarification purposes only. The bidder will not be allowed to ask questions concerning other bidders, but only to respond to clarification questions from the Committee. The bidder cannot change proposals after the time and date designated for receipt.

#### A. EVALUATION AND SELECTION PROCESS

1. Following the deadline for receipt of proposals as stated in Part II, each proposal will be examined to determine if
  - submittal (receipt) was by the deadline time and date; and
  - the physical format requirements were met.  
**This is not a public review.**
2. Technical proposals that meet the submittal format requirements, as stated in the previous paragraph, will be submitted to the Committee for
  - review of the technical proposal,
  - confirmation that the information is presented in the format required by the RFP, and
  - all required documentation is included and correct.

Proposals that do not present the information in the format required may be rejected as non-responsive.

**This is not a public review.**

3. The DAA reserves the right to verify any references and employment experiences referenced or disclosed in this proposal or to ascertain the accuracy of information presented. Misinformation or inaccuracy is grounds for disqualification or receipt of a lower score.
4. The Committee will evaluate each proposal that meets the format requirements of preceding paragraph two, and assign points for the technical proposal.  
**This is not a public review.**



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5. The Committee may request interviews of the bidder for clarification of proposals. Following any interviews, the proposal may be re-scored.  
**This is not a public review.**
6. Certified small business bidders, who have included in their proposal a copy of their Small Business Certification Approval Letter, shall be granted a preference of five (5%) percent.
7. Selection of the bidder is based on the financial proposal bid form of the qualifying technical proposals.
8. Contract award is heard and formally approved at the next Board Meeting. All bidders will be notified of the results.

**B. SCORING PROCESS**

The following information must be provided by the bidder in order for the RFP to be scored. Failure to provide requested information will result in rejection of the proposal. Be as detailed as possible in descriptions.

**SCORING CRITERIA AND ITEMS TO BE SCORED**

**TOTAL SCORE IS 100 POINTS**

	<b><u>SCORE</u></b>
<b>1. Experience and Previous Performance.....</b>	<b>(55 points)</b>
a. Summary of experience in the same or similar operation (fairs or festivals) over the past 5 years	20 _____
b. List of 1-2 references with letters of recommendation pertaining to public relations experience	5 _____
c. List personal and organizational familiarity with local media decision makers	5 _____
d. Summary of experience in overseeing the development and execution of a strategic advertising campaign, including TV, Print, Radio, Outdoor, Transit and web-based mediums	10 _____
e. List of 1-2 references with letters of recommendation pertaining to advertising management experience	5 _____
f. Demonstrate your experience in managing departmental budgets of over \$100,000 (procedures, reporting, etc.)	5 _____
g. Provide sample promotional materials, press kit, corporate Background bios, etc.	5 _____

**Experience and Previous Performance Total Score: \_\_\_\_\_**

<b>2. Marketing.....</b>	<b>(30 points)</b>
a. Summary of experience in the area of planning, budgeting and general operation of Public Relations/Advertising	20 _____
b. Summary of experience in the area of theme development and execution.	10 _____

**Marketing Total Score: \_\_\_\_\_**

- 3. Staff Experience..... (8 points)**
- a. Provide information on all full time, in-house staff members including years of service with your company, experience working with large fairs or festivals, public relations, media and marketing. 8 \_\_\_\_\_

**Staff Experience Total Score: \_\_\_\_\_**

- 4. Compliance with RFP..... (7 points)**
- a. Follow format 2 \_\_\_\_\_
- b. Information presented in order and manner requested 2 \_\_\_\_\_
- c. All questions answered 2 \_\_\_\_\_
- d. All requested data supplied 1 \_\_\_\_\_

100 POINTS POSSIBLE

**Compliance with RFP Total Score: \_\_\_\_\_**

**TOTAL COMBINED SCORE: \_\_\_\_\_**

**PART VI:**

**MANDATORY FORMAT AND CONTENT REQUIREMENTS**

**A. INTRODUCTION**

This part provides instructions to the bidder regarding the mandatory proposal format and content requirements. The bidder must remember that:

- All bids submitted must follow the proposal format instructions;
- All information must be presented in the order and the manner requested;
- All questions must be answered; and
- All requested data must be supplied.

Proposals not following the required format will be deemed non-responsive and will be rejected.

**B. PROPOSAL FORMAT AND CONTENT**

Each proposal must be prepared and received in a hardcopy or via email by the due date and time.

**Section I**

1. Cover letter
2. Table of Contents
3. Dated and signed "Bidder/Contractor Status Form";
4. Copy of the "OSBCR" Small Business Certification Approval Letter", if bidder is claiming small business preference and has already received certification letter.
5. Bidder must provide all information/documentation requested in part V, B (necessary to the scoring process).

**Section II - Information to be provided by proposer**

1. Complete attached "Financial Proposal Bid Form", which must be completed and signed by authorized representative.
2. Attach client references with letters of recommendation, complete with name, address and telephone number.

## **PART VII: FORMS SECTION**

### **A. FORMS TO BE COMPLETED AND SUBMITTED BY BIDDER**

- Contractor Status Form, completed and signed
- Technical Bid Form
- DVBE attachments for bids totaling over \$10,000, completed and returned if applicable.
- Small Business Documentation if applicable
- Recycled Content Certification Form CIWMD #74 (mandatory, if applicable).
- Content Requirement for Procurement Mandates (mandatory, if applicable).

### **B. DOCUMENTS TO BE COMPLETED TO DAA**

- Notice of Proposed Award (after proposed award is determined)

### **C. DOCUMENTS THAT ARE PART OF THE CONTRACT TO BE AWARDED**

- Standard Agreement
- Standard Contract Terms and Conditions (SCTC)
- Insurance Requirements

**BIDDER/CONTRACTOR STATUS FORM**

Page 1 of 2

Contractor's Name \_\_\_\_\_ County \_\_\_\_\_  
*(full business name)*

Address \_\_\_\_\_ Federal Employer ID No. \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_  
*(principal location of business)*

**STATUS OF CONTRACTOR PROPOSING TO DO BUSINESS** *(Please Check One)*

Individual                       Partnership                       Corporation

**Individual** *(Please Check One)*       Resident                       Non-Resident

If a sole proprietorship, state the true full name of sole proprietor: (i.e., John Roe Smith; not J. Roe Smith or not John R. Smith)

\_\_\_\_\_

**Partnership** *(Please Check One)*       General Partnership       Limited Partnership

If a partnership, list each partner identifying whether limited partner(s), stating their true full name and their interest in the partnership:

\_\_\_\_\_

\_\_\_\_\_

**Corporation**

Location and date of Incorporation:

\_\_\_\_\_

If not a California Corporation in good standing, please state the date the corporation was authorized to do business in California: \_\_\_\_\_

***Current Officers***

President \_\_\_\_\_ Vice President \_\_\_\_\_

Secretary \_\_\_\_\_ Treasurer \_\_\_\_\_

**BIDDER/CONTRACTOR STATUS FORM (CONT'D)**

Page 2 of 2

**All Must Answer** *(Please Check One)*

Are you subject to Federal Backup Withholding?  Yes  No

**Fictitious Name** *(Please Check One)*  Yes  No

If contractor is doing business under a fictitious business name and will be performing under the fictitious name, please attach a clearly legible copy of the current fictitious filing.

**Small Business Preference** *(Please Check One)*

Are you claiming preference as a small business in reference to this bid package?

Yes  No

If yes, the bidder is required to submit a copy of the "OSBCR's Small Business Certification Approval Letter" with the "Technical Proposal" package.

Your small business ID number: \_\_\_\_\_

**Pending Litigation or Hearings** *(Please Check One)*

Are any civil or criminal litigation or administrative hearings currently pending against the bidder's organization, owners, officers or employees?  Yes  No

If yes, please state the case number, agency or court where pending and status of litigation or hearing:

The DAA reserves the right to verify the information provided on this form by the bidder during the bid process.

I declare under penalty of perjury that the above information is true and correct and that I am authorized to sign this status form on behalf of the bidder/contractor.

\_\_\_\_\_  
(Print Name)

\_\_\_\_\_  
(Signature)

\*\* If this status form is not completely filled out, signed and submitted with bidder's response to the bid process, the bid will be rejected as non-responsive.\*\*

**TECHNICAL BID FORM**

BIDDER'S NAME:

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FAIR: 52nd District Agricultural Association, Sacramento County Fair

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The undersigned declares under penalty under the laws of the State of California that the matters set forth in this "Technical Bid Form" and all attachments thereto and enclosures therewith, if any, are true.

The undersigned hereby bids and agrees to furnish all equipment, apparatus, labor, supplies, and other facilities and incidentals necessary and/or required to perform all work required for the above-named Fair in the manner and time prescribed in the RFP and such addenda thereto as may be issued prior to bid opening date (please complete acknowledgements of receipts below) and all other contract documents as defined in the Standard Agreement Bidder hereby acknowledges receipt of all Addenda to this Request for Proposal by completing the following:

Addenda No. \_\_\_\_\_ Bidder's initials \_\_\_\_\_ Received and  
acknowledged

Addenda No. \_\_\_\_\_ Bidder's initials \_\_\_\_\_ Received and  
acknowledged

Addenda No. \_\_\_\_\_ Bidder's initials \_\_\_\_\_ Received and  
acknowledged

Each "Technical Bid Form" submitted shall include the items below:

1. All Attachments Appropriate numbered
2. Other

Name: \_\_\_\_\_

Date: \_\_\_\_\_



**FINANCIAL PROPOSAL BID FORM**

**Page 1 of 2**

**INFORMATION:** The 52nd District Agricultural Association, Sacramento County Fair, is seeking proposals from all interested and qualified parties for Public Relations/Communication Services for the Sacramento County Fair for a one-year period with four 1-year options, 2024, 2025, and 2026.

**PROPOSAL:** Scope of work shall include, but not limited including but not limited to overall marketing strategies for the annual fair, fair event advertising, fair event public relations and fair-time special event planning and coordination, as well as strategic guidance on corporate branding.

**Proposer:** \_\_\_\_\_

Total Amount Bid for 1-Yr. Period 2024 \_\_\_\_\_

Total Amount Bid for 4, 1 Yr. Options 2025 \_\_\_\_\_

2026 \_\_\_\_\_

2027 \_\_\_\_\_

2028 \_\_\_\_\_

**FINANCIAL PROPOSAL BID FORM**  
**(Page 2 of 2)**

Are you claiming preference as a small business? \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, the bidder must submit OSMB=S Small Business Certification Approval Letter with the technical proposal package.

**All bidder's must fill in** the following information and sign this form in order for the "Financial Proposal Bid Form" to be considered.

\_\_\_\_\_  
FIRM NAME

\_\_\_\_\_  
TELEPHONE NUMBER

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY/ZIP CODE

\_\_\_\_\_  
TAXPAYER IDENTIFICATION NUMBER

Bidder certifies to the DAA that bidder has thoroughly familiarized self with the DAA facilities and accepts all reasonable disclosed risks in submitting this proposal that a prudent review of the facility would have revealed.

By its signature on this proposal form, the bidder certifies that he/she has read and understood the RFP package including the information regarding bid protests. Further, bidder certifies that the information provided by the bidder is accurate, true and correct, and not intended to mislead the DAA in any manner.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
TITLE