



**REQUEST FOR QUOTE
FOR
BEVERAGE SPONSORSHIP**

UTAH STATE FAIRPARK

Solicitation Number 01282026-A

SOLICITATION INFORMATION AND SELECTION SCHEDULE

Table of Contents

	Section	Page
Introduction	1	3
General Instructions	2	4
Instructions and General Provisions	3	6
Specifications	4	7
Term of Contract	5	9
Evaluation, Negotiation, and Award	6	10
Fairpark Sponsorship Opportunities	7	11

SECTION 1 - INTRODUCTION

1.1 The Utah State Fair (“FAIR”) is inviting responsible offerors to submit competitive sealed sponsorship proposals to provide on-grounds carbonated soft drink products, bottled water, ready-to-drink teas, and other beverages that are mutually agreed upon and identified in the executed contract (“Products”), and support services. This Request for Proposals does not commit to the awarding of a Contract, nor to pay any costs incurred in the preparation and submission of proposals in anticipation of a Contract. Your proposal is intended to aid FAIR in identifying and selecting a qualified Sponsorship.

1.2 Beverage Exclusivity – Scope and Limitations

For purposes of this Request for Quote and any resulting agreement, beverage exclusivity shall be **limited in scope, category-specific, and subject to FAIR approval.**

Exclusivity granted under this agreement shall apply **only** to the on-site commercial sale and dispensing of beverage categories expressly defined as included herein and shall not extend beyond those categories. Nothing in this RFQ or any resulting agreement shall be interpreted to grant blanket exclusivity over all beverage products.

The beverage categories included within exclusivity are limited to:

- a. Traditional carbonated soft drinks
- b. Bottled water
- c. Ready-to-drink teas
- d. other beverages that are mutually agreed upon

Submit written responses to: Holli Buxton

Utah State Fair
155 North 1000 West
Salt Lake City, Utah 84116
Phone: (801) 538-8400
Holli@utahstatefair.com

SECTION 2 - GENERAL INSTRUCTIONS

2.1 DEADLINE FOR PROPOSALS

Proposals shall be received by FAIR not later than 3:00 p.m. Mountain Standard Time on February 27, 2026. Proposals may be hand delivered during business hours, Monday through Friday, 8:00 a.m. to 3:30 p.m., or delivered via US mail 2026.

2.2 SIGNIFICANT DATES

Opportunity Issued:	February 6, 2026
Written questions/clarifications due on or before:	February 17, 2026
Proposal due date:	February 27, 2026
Oral Presentations:	March 4, 2026
Announcement Date:	March 6, 2026

2.3 ADDRESSEE

All Proposals should be addressed to the following:

Utah State Fair
155 North 1000 West
Salt Lake City, Utah 84116
Attention: Holli Buxton
Holli@utahstatefair.com

2.4 ELECTRONIC MAIL ADDRESS REQUIRED

A large part of the communication regarding this procurement will be conducted by electronic mail (e-mail). Offeror must provide a valid email address to receive this correspondence.

2.5 ORGANIZATION OF RESPONSE

Section 4 of this document is an outline for the bid response. Each item must be answered and the format followed according to the outline.

2.6 EMAIL QUESTIONS REGARDING INTERPRETATION OF THE RFQ AND CONTRACT DOCUMENTS

At any time during this procurement up to February 17, 2026, Offeror may request, in writing via email, a clarification or interpretation of any aspect of the Opportunity. Such written requests shall be made to the above addressee. The proposer making the request shall be responsible for its proper delivery to FAIR.

If it should appear to a prospective Offeror that the performance of the work under the Contract or any of the matters relating thereto, is not sufficiently described or explained in the documents, or that any conflict or discrepancy exists between different parts thereof or with any federal, state or city law, ordinance, rule, regulation, or other standard or requirement, then the proposer shall submit a written (via email) request for clarification to FAIR within the time period specified above. All responses prepared in reply to a request for clarification will be sent to all proposers.

2.7 NOTIFICATION

FAIR intends to complete evaluations in a timely and efficient manner. Qualified Offeror(s) may be selected to prepare oral presentations. FAIR will notify all Offeror(s) in writing of the disposition of their response upon selection of the successful Offeror.

2.8 ORAL PRESENTATIONS

Following evaluation of written proposals, Offeror(s) may be requested to offer oral presentations to FAIR. Failure to comply with such request will disqualify Offeror from bid process. Selection is at the sole discretion of the FAIR and a contract may be awarded based on the initial proposals received.

SECTION 3 - PROPOSAL INSTRUCTIONS AND GENERAL PROVISIONS

UTAH STATE FAIR

1. PROPOSAL PREPARATION: (a) Failure to examine drawings, or carefully read all instructions and specifications will be at offeror's risk. (b) All prices and notations must be in ink or typewritten. No erasures permitted. Errors may be crossed out and corrections printed in ink or typewritten adjacent and must be initialed in ink by person signing quotation. (c) Price each item separately. Unit price shall be shown and a total price shall be entered for each item offered. The unit price will govern if there is an error in the extension. (d) Prices quoted must be firm for 2026 year and subsequent prices must be mutually agreed on. (e) Delivery of services as proposed is critical and must be adhered to.

2. SUBMITTING THE PROPOSAL: (a) The proposal must be signed in ink, sealed, and if mailed, mailed in a properly addressed envelope to the UTAH STATE FAIR, 155 North 1000 West, SLC, UT 84116. The "Request Number" and "Due Date" must appear on the outside of the envelope. (b) Proposals, modifications, or corrections received after the closing time on the "Due Date" will be considered late and treated accordingly. Your proposal will be considered only if it is submitted on the forms provided by the Fair. **FAIR will accept quotes via email. Emailed quotes are submitted at the sole option and risk of the vendor and must be responsive to all conditions and specifications included in the request.** (c) No charge for delivery, drayage, express, parcel post, packing, cartage, insurance, license fees, permits, costs of bonds, or for any other purpose will be paid by FAIR unless specifically included in the proposal and accepted by the FAIR. (d) All purchases are subject to the Purchasing and Procurement Policies as adopted by the Utah State Fair. (e) By signing the proposal the offeror certifies that all information provided is accurate; that he/she offers to furnish materials/services for purchase in strict accordance with the requirements of this proposal including all terms and conditions; that prices quoted may not be withdrawn for a period of 120 days from proposal due date.

3. BONDS: FAIR has the right to require a bid or proposal bond, payment bond and/or a faithful performance bond from the offeror in an amount not to exceed the amount of the contract.

4. PROPRIETARY INFORMATION: Suppliers are required to mark any specific information contained in their proposal which is not to be disclosed to the public or used for purposes other than the evaluation of the proposal. Each request for nondisclosure must be accompanied by a specific justification explaining why the information is to be protected. Pricing and service elements of any proposal will not be considered proprietary. All material becomes the property of the FAIR and may be returned only at the FAIR's option. Proposals submitted may be reviewed and evaluated by any persons at the discretion of the FAIR.

5. SAMPLES: Samples, brochures, etc., when required, must be furnished free of expense to the FAIR and if not destroyed by tests may, upon request made at the time the sample is furnished, be returned at the offeror's expense.

6. AWARD OF CONTRACT: (a) The contract will be awarded with reasonable promptness, by written notice, to the offeror whose proposal is determined to be the most advantageous to the FAIR, taking into consideration price and evaluation factors set forth in the opportunity. The contract file shall contain the basis on which the award is made. (b) The FAIR can reject any and all proposals. And it can waive any informality, or technicality in any proposal received, if the FAIR believes it would serve the best interest of the FAIR. (c) Before, or after, the award of a contract, the FAIR has the right to inspect the offeror's premises and all business records to determine the offeror's ability to meet contract requirements. (d) Proposals will not be available for public review. Proposals will be seen only by authorized staff and those selected to evaluate them.

7. ANTIDISCRIMINATION ACT: The offeror agrees to abide by the provisions of the Utah Antidiscrimination Act, Title 34 Chapter 35, U.C.A. 1953, as amended, and Title VI and Title VII of the Civil Rights Act of 1964 (42 USC 2000e), which prohibit discrimination against any employee or applicant for employment, or any applicant or recipient of services, on the basis of race, religion, color, or national origin; and further agree to abide by Executive Order No. 11246, as amended, which prohibits discrimination on the basis of sex; 45 CFR 90 which prohibits discrimination on the basis of age, and Section 504 of the Rehabilitation Act of 1973 or the Americans with Disabilities Act of 1990, which prohibits discrimination on the basis of disabilities. Also offeror agrees to abide by Utah's Executive Order, dated June 30, 1989, which prohibits sexual harassment in the workplace. The offeror further agrees to furnish information and reports to the FAIR, upon request for the purpose of determining compliance with these statutes. This contract may be canceled if the offeror fails to comply with the provisions of these laws and regulations. **OFFEROR MUST INCLUDE THIS PROVISION IN EVERY SUBCONTRACT OR PURCHASE ORDER RELATING TO PURCHASES BY THE FAIRPARK TO INSURE THAT SUBCONTRACTORS AND VENDORS ARE BOUND BY THIS PROVISION.**

SECTION 4 - SPECIFICATIONS

1. Exclusivity, Approved Exceptions, and Enforcement

The successful Offeror acknowledges and agrees that beverage exclusivity under this agreement is category-specific, limited in scope, and subject to FAIR approval and enforcement protocols. Exclusivity shall apply only to the beverage categories expressly included in the executed contract and shall be limited to on-site commercial sales through concessionaires, vending equipment, and other approved points of purchase. Exclusivity shall not extend to non-commercial distribution, sampling, or promotional activity approved by FAIR.

The following activities and circumstances shall not be considered violations of beverage exclusivity:

- a. Sampling or distribution by FAIR-approved sponsors, exhibitors, or partners within excluded beverage categories
- b. Product distribution within VIP areas, artist hospitality, athlete support areas, media areas, or staff operations
- c. Beverage products provided for medical, accessibility, or safety purposes
- d. Educational exhibits or demonstrations approved by FAIR

The Offeror shall cooperate with FAIR staff and concessionaires to ensure compliance with exclusivity requirements. FAIR shall retain final authority in interpreting category definitions and resolving disputes related to exclusivity.

2. Experience with Similar Event Venues

List facilities/venues at which offeror has provided similar service with names and telephone numbers of managers who can be contacted regarding the Offeror's performance at such facilities/organizations.

3. Sustainability

Provide overview of your sustainability programs along with any new packaging solutions that you're currently working on, and what actions you are taking to minimize single use plastics. Describe measurable sustainability commitments, including packaging materials, waste diversion strategies, and reporting metrics to be shared annually with FAIR.

4. Service and Staffing

Provide beverage distribution plan for the annual Utah State Fair event and other major events to include hours of operation and frequency of delivery to FAIR's concessionaires.

5. Cost

- a. Submit price list of products and supplies (including cups, CO2) for concessionaires not to exceed the Offeror's lowest national account price list or approved equal. Describe how Offeror will support FAIR's existing concessionaires during product transition, including communication timelines, equipment installation, staff training, and contingency planning during peak attendance days.
- b. Submit price list of products and supplies for FAIR administration and internal operations not to exceed the Offeror's lowest national account price list or approved equal.

6. Equipment, Maintenance & End-of-Term Removal

Provide a comprehensive beverage equipment and distribution plan for the annual Utah State Fair event and year-round Fairpark operations. Service and repair are the responsibility of the

Offerer.

The plan shall include, at a minimum:

- a. The number of vending machines offered for Fairpark use (minimum of four [4]), including proposed locations and the gross sales revenue percentage to be returned to FAIR
- b. A minimum number of glass-front beverage merchandisers to be provided for FAIR administrative and operational use during the annual Utah State Fair (minimum of eight [8]).
- c. All fountain equipment, glass merchandisers, vending machines, and beverage dispensing equipment proposed as part of the agreement

For all equipment proposed, the Offeror shall clearly identify:

- a. Installation, service, and maintenance procedures, including guaranteed maintenance response times during the annual Utah State Fair
- b. Replacement or contingency plans in the event of equipment failure during peak operations
- c. Removal obligations at contract expiration or termination
- d. Condition standards for all equipment upon removal

7. Sponsorship Fee

State the dollar amount Offeror will pay the FAIR for annual pouring, sponsorship and exclusive marketing rights for the annual Utah State Fair and other Fairpark events and festivals.

Sponsorship fee will be in the form of a one-time cash payment upon the successful execution of the agreement and a cash payment each subsequent year of this agreement throughout the duration of the agreement. Payment shall be made at the discretion of the FAIR.

Offeror may propose alternative sponsorship fee structures, including escalators tied to attendance, gross sales, or contract year.

8. Sponsorship Benefits

In return for the annual sponsorship fee cash payment, FAIR will provide Offeror marketing and sponsorship rights recognition as mutually agreed on. Marketing and sponsorship rights recognition may or may not include naming rights, title sponsorship, venue naming rights, etc., the level of which to be mutually agreed upon and determined based on annual sponsorship fee cash payment dollar amount.

9. On-Site Promotional Considerations for Use by FAIR

Describe proposed supplies and merchandise such as shirts, caps, windbreakers, raincoats, pole banners, umbrellas, patio umbrellas, trash receptacles, trash receptacle signage wraps, canopies, etc. These items may have the Sponsor's brand and trademark logos on them.

10. Promotional Items and Advertising Benefits

- a. Off-Site Attendance Building Activities – Describe proposed off-site promotion and advertising programs, including in-store retail display, end-cap displays and/or signage on delivery trucks owned by Offeror, throughout the State of Utah.
- b. On-Site Revenue Generating and Advertising Support – Describe proposed supplies and merchandise to create revenue generating opportunities for the FAIR.
- c. On-Site Promotional Considerations used by Concessionaires – Describe proposed trademark advertising materials to be provided to FAIR's concessionaires.

11. Product Allowance / Product Support

Offeror shall describe any product allowance, complimentary product, or in-kind beverage support proposed as part of this sponsorship, including but not limited to beverages provided at no cost to FAIR for use in operations, VIP hospitality, staff support, artist hospitality, media areas, promotions, or special events.

Offeror shall clearly identify:

- a. Types of products included
- b. Estimated quantities or annual allotments
- c. Intended use cases or restrictions, if any
- d. Whether unused product may be carried over year to year

Product allowances and in-kind support shall be considered as part of the overall value of the proposal but shall not replace or reduce the required sponsorship fee unless expressly stated by the Offeror.

FAIR reserves the right to allocate complimentary product at its discretion among FAIR-operated functions and events.

12. Number of Points of Purchase

- a. Arena: 4-concessnion stands arena occupancy 10,250
- b. North & south Food Court; 13 -15 points of purchase.
- c. Number of Fair time points of purchase 55 combined single serve & fountain
- d. All food trucks, tents and points of purchase for non-fair events

13. Annual Attendance

1,000,000+ visits to the Fairpark annually. Attendance figures are historical estimates only and do not constitute a guarantee of volume or revenue.

SECTION 5 - TERM OF CONTRACT

5.1 TERM OF CONTRACT

The term of this Contract (if offered) shall be as follows:

Base Period

3 year

- Beginning April 01, 2026
- Concluding December 31, 2028

First Option Period (if exercised by FAIR)

2 year

- Beginning January 1, 2029
- Concluding December 31, 2030

Additional options may be exercised solely at the discretion of FAIR.

SECTION 6 – EVALUATION, NEGOTIATION AND AWARD

6.1 EVALUATION, NEGOTIATION AND AWARD

Proposals will be evaluated based on the specific responses to all individual items, with consideration given to how they relate to: the Offeror's qualifications, proven expertise and experience in the industry, overall marketing support, quality of management of staff, and customer service philosophy; as well as financial considerations, proposed equipment levels, and completeness of the response. FAIR reserves the right to consider all elements entering into determining the qualifications of the Offeror, and to accept or reject any or all bids and any part or parts of any bid. FAIR reserves the right to accept or reject any proposal as determined to best serve the needs of the FAIR. After evaluation of the RFQ responses, agencies may be selected to make oral presentations. Selection is at the sole discretion of the FAIR and a contract may be awarded based on the initial proposals received.