



REQUEST FOR PROPOSAL

Request for Proposal (RFP):	Naming Rights Sponsorship: Centennial Stadium
Deadline:	5.00pm Friday 28 th August 2020
Lodgement Details:	Email: manager@centennialstadium.com.au

1. REQUEST BRIEF

1.1 INTRODUCTION

Centennial Stadium Inc. are seeking a venue naming rights partner to take on the inaugural naming rights sponsorship of Centennial Stadium.

The sponsorship presents a significant opportunity for a suitable organisation to grow their brand and marketing reach throughout Albany and the wider Great Southern region and would suit:

- An iconic National or Western Australian brand
- A brand already well established within the region wishing to grow their market share
- A brand that is new to the region wishing to establish themselves within a new market
- A brand or organisation wishing to demonstrate their commitment to Regional Australia and community participation in sport
- A business wishing to reinforce a 'bricks and mortar' brand position

The closing date and time for the RFP is 5.00pm, Friday 28 August 2020 Western Standard Time.

Interested parties will need to submit a brief proposal addressing the criteria outlined in this document.

Please note: Centennial Stadium Inc makes no commitment to entering into an agreement following the Request for Proposal process.

1.2 BACKGROUND INFORMATION

General information on the Stadium and proposal is included in the attached document "CSI Naming Rights Prospectus.pdf" Please request a copy of this document if not received.

1.3 THE PROCESS

The timetable below is indicative only and Centennial Stadium Inc reserves the right to change the timetable at its absolute discretion.

Steps	Dates
Release of Request for Proposal	4 August 2020
Site inspections	As requested
Closing date for proposal	28 August 2020
Negotiation Period	31 August to 11 September 2020
Tender Awarded subject to City of Albany Approvals	14 September 2020

Respondents should return a brief proposal including the following information:

1. Name, position and contact details of respondent
2. Information about the organisation/brand that would be seeking naming rights
3. Brief statement addressing selection criteria (outlined in section 1.5 of this document)
4. Statement outlining benefits the respondent is seeking through the proposed sponsorship

Proposals will be reviewed and submissions that align with selection criteria will be contacted for further information in order to progress initial negotiations.

1.4 ATTACHMENTS

Attachment 1 Centennial Stadium Naming Rights Partner Prospectus document

2. CONDITIONS OF RESPONDING

2.1 REQUEST DOCUMENTS

This Request for Proposal is comprised of the following parts:

- (a) Part 1 – Request Brief (read and keep this part);
- (b) Part 2 – Conditions of Responding (read and keep this part); and
- (c) Part 3 – Respondent's Proposal (complete and return this part).

2.2 HOW TO PREPARE YOUR PROPOSAL

- (a) Carefully read all parts of this document.
- (b) Ensure you understand the Requirements.
- (c) Complete and return the Respondents Proposal (Part 3) in all respects and include any supporting documentation.
- (d) Make sure you have signed the Proposal and responded to all of the Selection Criteria.
- (e) Lodge your Proposal before the Deadline.

2.3 CONTACT PERSONS

Respondents requiring further information should contact:

Name:	David Steytler	David Flick
Telephone:	0409 889 211	0407 321 998

Email: **manager@centennialstadium.com.au**

2.4 SITE INSPECTION

Site inspections may be arranged by persons interested in lodging a request for proposal by contacting David Steytler or David Flick (see above contact information).

Attendance at a site inspection is not mandatory, but highly recommended.

2.5 EVALUATION PROCESS

Your Proposal will be evaluated using information provided and on your response to the Selection Criteria.

The following evaluation methodology will be used in respect of this Request for Proposal:

- (a) Proposals are checked for completeness and compliance. Proposals that do not contain all of the information requested (e.g. completed Respondents Proposal and Attachments) may be excluded from evaluation.
- (b) Proposals are assessed against the Selection Criteria.
- (c) The most suitable Respondents may be short-listed and may also be required to clarify the Proposal.
- (d) Referees may also be contacted prior to the selection of the successful Respondent.
- (e) The successful Tender will be subject to approval by the City of Albany as the owner of the building and landlord to Centennial Stadium Inc.

2.6 SELECTION CRITERIA (REFER TO SECTION 3.2)

Your Proposal will be evaluated based on information provided.

A scoring system will be used as part of the assessment of the qualitative criteria. Unless otherwise stated, a response to one of these criteria which provides all the information requested in the Request for Proposal will be assessed as satisfactory and will, in the first instance, attract an average score. The extent to which the Proposal demonstrates greater or lesser satisfaction of each of these criteria will result in a score greater or less than the average. The aggregate score of each Proposal will be used as one of the factors in the final assessment of the Request for Proposal.

Score	Description
0	Inadequate or non-appropriate offer, many deficiencies, does not meet criterion (did not submit any documentation to support claims)
1	Between 0 and 2
2	Marginal offer, some deficiencies, partly meets criterion
3	Between 2 and 4
4	Fair offer, few deficiencies, almost meets criterion
5	Between 4 and 6
6	Good offer, no deficiencies, meets criterion
7	Between 6 and 8
8	Very good offer, exceeds criterion
9	Between 8 and 10
10	Outstanding offer, greatly exceeds criterion

2.6.1 Compliance Criteria (Refer to Section 3.2.1)

These criteria are detailed within Part 3 of this document and will not be point scored. Each Proposal will be assessed on a Yes/No basis as to whether the criterion is satisfactorily met. An assessment of "No" against any criterion may eliminate the Proposal from consideration.

2.6.2 Qualitative Criteria (Refer to Section 3.2.2)

Qualitative Criteria	
1.	Value of Investment
2.	Term of Offer
3.	Venue Compatibility

In determining the most advantageous Proposal, the Evaluation Panel will score each Respondent against the qualitative criteria above and as detailed within Part 3 of this document.

NOTE: It is essential that Respondents address each qualitative criterion.

Information that you provide addressing each qualitative criterion will be point scored by the Evaluation Panel. Failure to provide the specified information may result in elimination from the evaluation process or a low score.

2.7 LODGEMENT OF OFFERS AND DELIVERY METHOD

The Proposal must be lodged by the Deadline. The Deadline for this Request for Proposal is **5.00pm Friday 28 August 2020**.

The Proposal is to be emailed to the Tender email address: manager@centennialstadium.com.au.

2.7.1 Incomplete or Non-conforming Proposals

Centennial Stadium Inc may give the Respondent the opportunity to provide, clarification of their Proposal in any respect, before final consideration of all Proposals received, provided that Centennial Stadium Inc in sole discretion considers such variation to be justified.

2.7.2 Rejection of Proposals

A Proposal may be rejected without consideration of its merits in the event that:

- (a) it is not submitted before the Deadline; or
- (b) it is not submitted at the place specified in the Request; or
- (c) it fails to comply with any other significant requirements of the Request.

2.7.3 Acceptance of Proposals

Unless otherwise stated in this Request for Proposal, Proposals may be for all or part of the Requirements and may be accepted by Centennial Stadium Inc either wholly or in part. Centennial Stadium Inc is not bound to accept any or all Proposals submitted. The acceptance of a Proposal does not oblige Centennial Stadium Inc to enter into an agreement.

2.7.4 Disclosure of Contract Information

Documents and other information relevant to the contract may be disclosed when required by law under the *Freedom of Information Act 1992* or under a Court order.

2.7.5 Proposal Validity Period

All Offers shall remain valid and open for acceptance for a minimum period of ninety days from the Deadline, or such other period as may be mutually agreed in writing between the Respondent and Centennial Stadium Inc.

2.7.6 Respondents to Inform Themselves

Respondents shall be deemed to have:

- examined the Request for Proposal and any other information available in writing to Respondents for the purpose of submitting a Request for Proposal;
- examined all further information relevant to the risks, contingencies, and other circumstances having an effect on their Proposal which is obtainable by the making of reasonable enquiries;
- satisfied themselves as to the correctness and sufficiency of their Proposals;
- acknowledged that Centennial Stadium Inc may enter into negotiations with a chosen Respondent and that negotiations are to be carried out in good faith; and
- satisfied themselves they have a full set of the Request for Proposal documents and all relevant attachments.

2.7.7 Alterations

The Respondent shall not alter or add to the Request for Proposal documents unless required by these General Conditions of Responding.

Centennial Stadium Inc will issue an addendum to all registered Respondents where matters of significance make it necessary to amend the issued Request for Proposal documents before the Deadline.

2.7.8 Ownership of Proposals

All documents, materials, articles and information submitted by the Respondent as part of or in support of a Proposal shall become upon submission the absolute property of Centennial Stadium Inc and will not be returned to the Respondent at the conclusion of the Proposal process PROVIDED that the Respondent shall be entitled to retain copyright and other intellectual property rights therein, unless otherwise provided by the Contract.

2.7.9 Attempts to Influence

If a Respondent, whether personally or by an agent, canvasses any of the members of Centennial Stadium Inc's Board or Management with a view to influencing the acceptance of any Respondent, then regardless of such canvassing having any influence on the acceptance of such Proposal, Centennial Stadium Inc may at its discretion omit the Respondent from consideration.

2.7.10 Identity of the Respondent

The identity of the Respondent is fundamental to Centennial Stadium Inc. The Respondent shall be the person, persons, corporation or corporations named as the Respondent in Part 3.

3. RESPONDENT'S PROPOSAL

3.1 RESPONSE FORM

TO: The Board, Centennial Stadium Inc

FROM:

Group/Company Name
(Block Letters)

Address:

Postal Address:

ABN/GST Status:

ACN (if any):

Telephone No:

Facsimile No:

E-mail:

Website (if any):

In relation to Request for Proposal **Naming Rights Sponsorship: Centennial Stadium**, I/we agree that I am/we are bound by, and will comply with:

- This Request for Proposal and its associated attachments, all in accordance with the Conditions of Responding contained in this Request for Proposal signed and completed.
- All Proposals shall remain valid and open for acceptance for a minimum period of ninety days from the date of the Request for Proposal closing unless extended on mutual agreement between the City and the Respondent in writing.
- There shall be no cost payable by the City towards the preparation of this Proposal irrespective of its outcome.

Dated this: _____ day of _____ 20__

Signature of authorised signatory of Respondent: _____

Name of authorised signatory (BLOCK LETTERS): _____

Position: _____

Telephone Number: _____

Authorised signatory Postal address: _____

Email Address: _____

PART 3
COMPLETE AND RETURN THIS PART

3.2 SELECTION CRITERIA**3.2.1 Compliance Criteria**

Please select with a yes or no whether you have complied with the following Compliance criteria:

Description of Compliance Criteria	
Compliance with the Conditions of Responding contained in this Request for Proposal.	Yes / No

Please ensure that you have answered every question below:

Identification of Respondent	
Organisation Profile and Referees	
Are you a business?	Yes / No
<p>If yes, please include details of your ABN Number, Registered Entity Name, Contact Person's name and contact details inclusive of phone and email address.</p> <p>If companies are involved, attach a current ASIC company extract search including the latest annual return.</p>	
Are you an organisation or incorporated body not otherwise defined as a business?	Yes / No
<p>If yes, please include details of your Constitution/Rules of Association, Registered Entity Name, Contact Person's name and contact details inclusive of phone and email address (please include copies of relevant documentation):</p>	
Agents and Trusts	
Are you acting as an agent for another party or as the trustee of a trust?	Yes / No
<p>If Yes, please provide:</p> <p>(a) Agent details including name and address;</p> <p>(b) The name of the trust; and</p> <p>(c) The names and addresses of beneficiaries.</p>	
Conflict of Interest	
Will any actual or potential conflict of interest arise if you are awarded the sponsorship, or is any such conflict of interest likely to arise during the term of the agreement?	Yes / No
<p>If yes, please provide details and the way in which any conflict will be dealt with.</p>	

PART 3
COMPLETE AND RETURN THIS PART

Financial Details	
Do you have the financial resources to meet the sponsorship obligations?	Yes / No
If yes, please provide a financial profile for your organisation and list financial referees.	
Are you presently able to pay all your debts in full as and when they fall due?	Yes / No
Are you currently involved in litigation?	Yes / No

3.2.2 Qualitative Criteria

Before responding to the following Qualitative criteria, Respondents must note the following:

- All information relevant to your answers to each criterion are to be contained within your Proposal;
- Respondents are to assume that the evaluation panel has no previous knowledge of your organisation, its activities or experience;
- Respondents are to provide full details for any claims, statements or examples used to address the qualitative criteria; and
- Respondents are to address each issue outlined within a Qualitative criterion.

Qualitative Criteria	
1.	Value of Investment
2.	Term of Offer
3.	Venue Compatibility

Please address each of the Qualitative Criteria individually as a separate document.

Please note that successful tenders will be subject to approval by the City of Albany as owner of the building and in relation to local planning approvals and related policies.