

CHICAGO ZOOLOGICAL SOCIETY

REQUEST FOR PROPOSAL (RFP) FOR

SPONSORSHIP SALES AGENCY

The Chicago Zoological Society (CZS) seeks a sponsorship sales agency. The goal is to increase our partnership marketing sales results through identification, solicitation, and sales via new partners; the sponsorship sales agency will serve as an extension of the in-house Partnership Marketing team.

This document outlines the Society's guidelines for your responses. The Proposal must be received no later than **Friday, February 10, 2017 by 5:00 pm CST**. All questions and responses to the RFP must be addressed to:

Linda Crouchelli
Director of Partnership Marketing
Chicago Zoological Society
3300 S. Golf Road
Brookfield, Illinois 60513
708-688-8385
Linda.crouchelli@czs.org

Organizational Overview and Highlights

The Chicago Zoological Society (CZS) is a private non-profit organization that operates Brookfield Zoo on land owned by the Forest Preserve District of Cook County. Opened to the public in 1934, Brookfield Zoo has been a Chicago-area family destination for more than 80 years. Brookfield Zoo is the largest suburban attraction in Cook County, both in size and visitation. The 216-acre Zoo annually welcomes over two million visitors from the diverse Chicago metropolitan area. The zoo is open 365 days a year.

The Chicago Zoological Society's mission is to inspire conservation leadership by connecting people with wildlife and nature. We strive to provide people of all ages and backgrounds with opportunities to learn about and care for the natural world.

This year, Brookfield Zoo will present Dinos and Dragons. This temporary exhibit will serve as our peak season attendance driver and will provide an opportunity to secure sponsor support.

Project Description

The contracted agency will work closely with our in-house Partnership Marketing team to increase our sponsorship sales efforts and reach through the generation of marketing revenue.

Main objectives include:

- Working in tandem with the CZS Partnership Marketing team to generate sponsorship revenue of \$1,100,000

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- Identifying partners who align with the mission of CZS
- Generating meetings with new partners in a critical 60-day window
- Generating new revenue to support the summer campaign
- Securing and closing five-figure and six-figure marketing partnerships
- Identification of multi-year agreements

Agency should have demonstrated experience and documented successes in closing five-figure to six-figure deals and have access to contacts from a wide and deep list of potential partners. Experience with destination attractions and/or non-profit organizations is helpful.

Proposal Contents

To ensure consistent proposals amongst all submitting agencies, please include detailed information regarding all of the following topics:

1. Introduction page about your agency.
2. Provide names and background highlights of each proposed CZS agency team member.
3. Detail sales capabilities.
4. List key clients and major categories handled by agency.
5. List previous work with non-profits, cultural institutions, and attractions.
6. Outline your fee and commission structure including:
 - a. Monthly retainer fee, if applicable.
 - b. Minimum commitment contractual time period, if applicable.
 - c. Commission structure on cash, if applicable.
 - d. Commission structure on in-kind, if applicable.
 - e. Performance clauses, if applicable.
 - f. Commission fee structure on renewals, in the event the agency contract is expired or the relationship is terminated.
 - g. Travel and meeting cost stipulations, if applicable.
7. Outline sales structure and selling cycle including:
 - a. Model for working with clients throughout sales cycle.
 - b. An overview of negotiation process.
 - c. An overview of working with in-house staff.
 - d. Non-compete clauses.
8. Other:
 - a. Submit, no more than five, samples of sponsorship successes.
 - b. Submit, no more than five, client testimonials to support agency's success.
 - c. Identify annual agency revenue.

Timeline

- February 10, 2017: RFPs received by CZS

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- Week of February 24, 2017: Notification of agencies for interviews
- Week of March 6, 2017: Interviews with agencies at Brookfield Zoo
- Week of March 20, 2017: Agency selection
- April 1, 2017: Official project start

Required Proposal Response Format and Deadline

The proposal must be received no later than Friday, **February 10, 2017 by 5:00 pm CST**. Proposal should be e-mailed or mailed as a single PDF file (or link to PDF). If your agency is mailing your proposal, please provide four copies.

Proposals should be sent to:

Linda Crouchelli
Director of Partnership Marketing
Chicago Zoological Society
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Brookfield, Illinois 60513
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CZS Reservation of Rights

CZS reserves the right to reject any or all proposals, without explanation, to waive irregularities and to accept a proposal which, in CZS' sole judgment, is in the best interest of CZS.

MBE/WBE/DBE/8(a)

The Chicago Zoological Society is committed to ensuring that certified minority-owned business enterprises (MBE), women-owned business enterprises (WBE), disadvantaged business enterprises (DBE), and U.S. Small Business Administration 8(a)-certified (8(a)) firms are afforded opportunities to compete for and participate in the Chicago Zoological Society's purchasing activities. If your company is certified as an MBE, WBE, DBE or 8(a) company, please send your current certification with your response to this RFP.