

	<p style="text-align: center;">CITY OF HOUSTON FINANCE DEPARTMENT Q24617 NOTICE OF REQUESTION FOR INFORMATION</p>	<p style="text-align: center;">STRATEGIC PURCHASING DIVISION 901 Bagby, Concourse Level Houston, Texas 77002</p>
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The City of Houston Finance Department is considering innovative ideas and options for increasing sponsorship of City activities and programs. The City recognizes that sponsorships play an important role in supporting our community, and the City would like greater direct support of our activities and programs from charitable giving.

There is no central sponsorship area or central program, goals or objectives for sponsorship activities today in the City. We believe we may need to engage an outside firm to develop program and policies as well as evaluate organizational positioning and resource requirements.

Our goals and objectives are to create a self-sustaining fundraising group within the City to solicit and collect sponsorships that promote the attractiveness of the City of Houston as a place to visit and/or live, celebrate the heritage of the City of Houston and its environs, and/or enrich the character and quality of life of its citizens with new or enhanced services or refurbished facilities.

This Request for Information (RFI) is an opportunity to present your ideas and expertise in designing and implementing a sponsorship programs. We are seeking ideas for designing and implementing a sponsorship program that includes, but is not limited to, the following:

- Support of increased services (e.g., additional library hours, expanded immunization programs, after-school programs, recreational programs, etc.).
- Refurbishment of City facilities.
- Event sponsorship, specifically within the community festivals and events field.

Please review the RFI and if you believe that your firm can provide recommendations to enhance the overall character and quality of life of the citizens of Houston, please submit information that you believe would be helpful to us in potentially developing a statement of work/requirement to be utilized in a future solicitation to assist us in this effort. . I. All information provided and expenses incurred shall be at "NO COST" to the City. Please present your Firm's Name, Contact Person, Address, Telephone No., Fax and E-mail Address, and direct it to Stephanie Bell-Williams by one of the methods below, and by deadline : **4:00 p.m. CST May 31, 2013.**

E-mail (Preferred Method): stephanie.bell-williams@houstontx.gov

Mail: Stephanie Bell-Williams
City of Houston
Finance Department
611 Walker, 10th Floor #1027
Houston, TX 77002

BACKGROUND

A recent survey of sponsorship activities in the City found:

- Sponsorships fund programs in fifteen departments.
- Sponsorships range in value from \$100 to \$300,000 cash value and up to \$3 million in in-kind value (KTRK TV/ABC-13 Freedom Over Texas coverage).
- Sponsors include commercial and not-for-profit entities.
- Sponsorships cover both special events and City programs and services. Limited donations directly to City for facility construction or maintenance.
- Sponsorships are largely coordinated by staff that have other operational job duties.
- No central clearinghouse for sponsors or sponsorships
 - What opportunities there are citywide
 - Prioritization of needs citywide
 - Who has been solicited
- No guidelines or standards for sponsorships
 - Acquiring
 - Valuing: cash, in-kind, volunteers
 - Recognizing sponsors or level of donation
 - Signage
 - Media
 - Website
 - Mayoral or Council Recognition

We expect one or more of the following outcomes from our efforts to improve sponsorship acquisition and management at the City:

- Recognize distinction between special events sponsorship and underwriting of City operations, programming, and facilities.
- Provide central, citywide coordination of sponsorships to enhance program for City and sponsors alike.
- Add value to sponsors by recognizing total donations to the City in our sponsorship programs.
- Prioritize sponsorship opportunities citywide.
- Expand recognition of sponsors, but avoid permanent outdoor signage as part of the sponsorship program.
- Add dedicated resources to promote sponsorships.

All ideas and comments shall be reviewed and considered.