

STATE OF LOUISIANA

Louisiana Department of Transportation And Development

Request for Information / Pre-Proposal Oral Presentation (RFI)

For

Marketing and Management of DOTD's Assets

For Advertising - Sponsorship

RFI Number 300001663

On-site presentation and submittal of RFI response

on or about week of **March 10, 2014 – March 14, 2014**

NOTE: This Request for Information/Pre-Proposal Oral Presentation (RFI) is solely for information and planning purposes and does not constitute a solicitation. This information will be reviewed and discussed by the state agency and may result in the advertisement of a formal and competitive Request for Proposal for any or all of the services included in the RFI.

Only information which is in the nature of legitimate trade secrets or non-published financial data may be deemed proprietary or confidential. Any material within a response to this RFI identified as such must be clearly marked and will be handled in accordance with the Louisiana Public Records Act, R.S. 44:1-44 and applicable rules and regulations. Any response marked as confidential or proprietary in its entirety may be rejected without further consideration or recourse.

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GENERAL INFORMATION

1.1 Background

The Louisiana Department of Transportation and Development (DOTD) is looking for ways to defray their current operating expenses by allowing sponsorship and advertising opportunities for some of the DOTD assets. DOTD is seeking information from qualified consultants capable of administering all aspects of Marketing and Management of DOTD's Assets for Advertising and Sponsorship. In accordance with Louisiana Administrative Code, Title 70, Part III, Sections 801-809. The information from a consultant shall include, but is not limited to, marketing the program, finding and contracting with sponsors, fabrication, installation, and maintaining signage for the sponsors and advertisement and overall management of all sponsors.

1.2 Purpose of RFI

The purpose of this Request for Information/Pre-Proposal Oral Presentation (RFI) is to obtain information from qualified consultants who are interested in providing all aspects of Marketing and Management of DOTD's Assets for Advertising and Sponsorship Programs. DOTD seeks to develop an Request for Proposals (RFP) for the purpose of selecting one (1) consultant to market, obtain sponsors, and manage all aspects of DOTD's assets. The following is a list of DOTD's assets that may be available for sponsorship, including but not limited to; Ferries, Ferry Terminals, Toll Plazas & Gantries, Rest Areas, Acknowledgement Highway Signage, Traffic Camera Feeds, Unique Roads & Bridges, Scenic Areas, Co-Branding of DOT and Sponsor Vest/Uniforms, 511 Signage, Maintenance Vehicles and selected Buildings.

This RFI is issued as a means of discovery and information gathering *to determine interest in the program and the most beneficial way to structure the sponsorship opportunities*. It is for planning purposes only, and should not be construed as a solicitation for services or a request for proposal (RFP) nor should it be construed as an obligation on the part of the DOTD to contract for these services. **This RFI is not a means of pre-qualifying vendors for any subsequently issued RFP related to this RFI.**

1.3 Project Overview

The intent of this RFI is to allow each consultant to **participate in an on-site oral presentation** on their company's background, experience in advertising and sponsorship, a list of current DOT client's and recommendations for the best way to structure this type of program.

Consultants will also be asked to provide their thoughts on overall interest in this program and potential annual revenue amounts that might be anticipated. DOTD is looking for ways to defray their current operating expenses with this advertising and sponsorship program.

ADMINISTRATIVE INFORMATION

2.1 RFI Coordinator

Interested Consultants in participating in the oral presentation **must** provide the email address, phone number and contact person's name and **number of persons attending**, for the purpose of scheduling the presentation. Presentations will be at DOTD Headquarters, Annex Building, 1201 Capitol Access Road, Baton Rouge LA 70802-4338.

Confirmations of interest in participating in oral presentation should be submitted as in the following instructions for submitting written question.

Written questions regarding RFI requirements must be submitted by email to contractservices@la.gov addressed to the RFI Coordinator as listed below.

Mr. Alan Dale, P.E.
Consultant Contract Services Administrator
1201 Capitol Access Road, Room 405-T
Baton Rouge, LA 70802 4438 or
Post Office Box 94245
Baton Rouge, Louisiana 70804 9245
Telephone: (225) 379 1989
contractservices@la.gov

This RFI is available in electronic form at
<http://webmail.dotd.state.la.us/AgreStat.nsf/WebView?OpenPage>

2.2 RFI Inquiries

The DOTD will consider written inquiries and requests for clarification of the content of this RFI received from potential proposers. Written inquiries must be received by 3:00 p.m. CST on the date specified in the Schedule of Events. DOTD's email computer server clock will be considered the official time/date on email inquiries. The DOTD reserves the right to modify the RFI should a change be identified that is in the best interest of the DOTD.

Any and all questions directed to the RFI Coordinator shall be deemed to require an official response.

Official responses to each of the questions presented by the proposer shall be posted on the DOTD Consultant Contract Services Website at:

<http://webmail.dotd.state.la.us/agrestat.nsf/WebAddendums?OpenPage> as an Addendum to the RFI by the deadline shown in the Schedule of Events.

Only the RFI Coordinator has the authority to officially respond to proposer's questions on behalf of the DOTD. Any communications from any other individuals are not binding to the DOTD.

2.3 Schedule of Events

<u>Activity/Event</u>	<u>Date</u>
Public notice of RFI	January 14, 2014
Deadline for receipt of Written inquiries and confirmation interest in oral presentations	February 13, 2014
Issue responses to Written inquiries	February 24, 2014
On-site presentation and written response submittal of RFI	March 10, 2014 – March 14, 2014 (on or about)

An invitation to participate in oral presentation will be sent out by email to interested Consultants and the schedule for presentations will be coordinated by Mr. Robin Wright.

Louisiana Department of Transportation and Development reserves the right to deviate from this Schedule of Events.

2.4 Response Content

- Background/Experience. The consultant must describe the following: experience as a prime contractor, qualification and experience of key personnel to be assigned to the Program, and experience with similar programs.
- Be familiar with all requirements of both Federal and State laws which apply to the sponsorship program.
- Respondent may include any additional information that is relevant to this request for information or consultants qualifications

2.4.1 Executive Summary

This section should serve to introduce the information relative to the program. It should include administrative information including, at a minimum, responder's contact name and phone number, email address and any other pertinent contact information.

2.4.2 Corporate Background and Experience

The responder should give a brief description of the company including a brief history, corporate structure and organization and number of years in business. Responders should also describe their experience with projects of this type with other states or corporate/governmental entities of comparable size and diversity.

2.4.3 Approach and Methodology

The responder should provide approach and methodology recommended to determine interest in program and sponsorship opportunities. Best practices garnered from previous experience with marketing, advertising and management skills with sponsorship programs.

2.4.4 Summary of Anticipated Interest and Revenue Potential

The responder may provide their opinion of the potential range of annual revenue that might be generated from sponsorships with DOTD assets which are to be considered for sponsorship.

2.4.5 Presentation Content and Format

The on-site presentation will be at DOTD facilities in Baton Rouge at the date noted. Each respondent will be provided additional details regarding the exact time and location by email.

The presentation requirements will be as follows:

- Each presentation shall be a maximum of 90 minutes and should include an informal presentation.
- The format of the informal presentation shall be at the respondents choosing and may include powerpoint, handouts, or whatever media is desired by the respondent to clearly present the desired information and facilitate discussion.
- In addition to the general items described above, the presentation should also address each of the following items:
 - Describe in detail at least 2 similar sponsorship programs and lessons learned from them.
 - Describe the types of sponsors that may be interested in sponsoring some portion of the DOTD assets.
 - What process would likely be used to advertise for and locate those sponsors.
 - For the DOTD assets listed in section 1.2, which of these do you feel would generate the most interest and revenue?
 - Beyond those assets listed in section 1.2, are there other known DOTD assets that you feel would be viable sponsorship opportunities?
 - Are there any assets listed that should not be considered and why.
 - Are there any specific technologies that should be used or would be beneficial to this type of program?
 - What process should be used to evaluate the revenue potential for each sponsorship opportunity?
 - Approximately how long would it take to locate and contract with sponsors for the types of assets listed in section 1.2?
 - What information on each asset is needed to obtain sponsorship for these assets?

- Please provide payment structure for the program?
- Please provide sponsorship estimated timeframes that would generate the most interest.

Response Instructions

3.1 Response

For this RFI shall be defined as a combination of an on-site presentation (and open discussion) as well as a written document outlining the items requested in **2.4 Response Content**.

3.2 Additional Instructions and Notifications to Responders

3.2.1 RFI Addenda/Cancellation

The DOTD reserves the right to revise any part of the RFI by issuing an addendum to the RFI at any time. Issuance of this RFI, or subsequent addendum, (if any) does not constitute a commitment by the DOTD to issue an RFP or any other process resulting in award of a contract of any type or form. In addition, the DOTD may cancel this informal process at any time, without penalty.

3.2.2 Ownership of Response

The materials submitted in response to this request shall become the property of the DOTD.

3.2.3 Cost of Preparation

The DOTD shall not be liable for any costs incurred by responders associated with developing the response, preparing for discussions (if any) or any other costs, incurred by the responder associated with this RFI.