

EVALUATION CRITERIA
RFP L-28-17 – DEVELOPMENT & IMPLEMENTATION OF A CITYWIDE CORPORATE MARKETING & SPONSORSHIP PROGRAM

VENDOR NAME: Ink link

<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
<p>1 Experience and Qualifications of the Firm and Project Team:</p> <p>Experience and qualifications of the firm in successfully developing and implementing corporate marketing and/or sponsorship programs. Firms with experience in providing corporate sponsorship program services to governmental entities to include but not limited to state or local governments, school districts, universities or colleges may receive a higher score than those firms whose experience is solely with the private sector.</p> <p>Experience and qualifications of the proposer's project team members – especially as they relate to governmental entities <u>corporate sponsorship programs</u> - who will be instrumental in conducting the <u>Marketing Asset Inventory</u>, writing the Sponsorship Policy, developing a Strategic Plan for marketing the City's assets and in activating the Strategic Plan.</p>	0-40	<u>20</u>
<p>2 Approach to Executing the Scope of Work & Methodology:</p> <p>How effectively the proposal fully describes the planned approach to executing the requested scoped items for Phase I and Phase II, as well as responsiveness to describing potential approach for maximizing opportunities for the Pier Parking Garage and the Amphitheater.</p>	0-35	<u>17</u>
<p>3 Community/City Commission Sensitivity</p> <p>How effectively the proposal maximizes the sponsorship return to the City, while being sensitive to typical community and City Commission preferences and priorities.</p>	0-25	<u>10</u>
Total	0-100	<u>47</u>

List the reasons for this evaluation (justify the rating/scoring):

- 1) Good marketing + P.R. experience, but lack of corporate sponsorship qualifications/experience. Business has 5 yrs. in operation
- 2) Approach described generically
- 3) Ink link has creative sustainable marketing for private (food) industry referenced clients.

Gambal King 4-19-17 Sandra S. King
Signature of Evaluator Date Printed Name

EVALUATION CRITERIA
RFP L-28-17 – DEVELOPMENT & IMPLEMENTATION OF A CITYWIDE CORPORATE MARKETING & SPONSORSHIP PROGRAM

VENDOR NAME: Superlative

<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
<p>1 Experience and Qualifications of the Firm and Project Team:</p> <p>Experience and qualifications of the firm in successfully developing and implementing corporate marketing and/or sponsorship programs. Firms with experience in providing corporate sponsorship program services to governmental entities to include but not limited to state or local governments, school districts, universities or colleges may receive a higher score than those firms whose experience is solely with the private sector.</p> <p>Experience and qualifications of the proposer's project team members – especially as they relate to governmental entities corporate sponsorship programs - who will be instrumental in conducting the Marketing Asset Inventory, writing the Sponsorship Policy, developing a Strategic Plan for marketing the City's assets and in activating the Strategic Plan.</p>	0-40	<u>40</u>
<p>2 Approach to Executing the Scope of Work & Methodology:</p> <p>How effectively the proposal fully describes the planned approach to executing the requested scoped items for Phase I and Phase II, as well as responsiveness to describing potential approach for maximizing opportunities for the Pier Parking Garage and the Amphitheater.</p>	0-35	<u>35</u>
<p>3 Community/City Commission Sensitivity</p> <p>How effectively the proposal maximizes the sponsorship return to the City, while being sensitive to typical community and City Commission preferences and priorities.</p>	0-25	<u>25</u>
Total	0-100	<u>100</u>

List the reasons for this evaluation (justify the rating/scoring):

- 1) Extensive experience/qualifications to include attorneys, accountants. Business has 23 yrs. experience, delivering \$ 2 Bill. in Naming Rights.
- 2) RFP outlined a very specific methodology providing sample agreements/valuation reports spot on.
- 3) Demonstrated specific successes in Gov. sector.

Sandra S. King
Signature of Evaluator

4-19-17
Date

Sandra S. King
Printed Name

EVALUATION CRITERIA
RFP L-28-17 – DEVELOPMENT & IMPLEMENTATION OF A CITYWIDE CORPORATE MARKETING & SPONSORSHIP PROGRAM

VENDOR NAME: The Superlative Group

<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
<p>1 Experience and Qualifications of the Firm and Project Team:</p> <p>Experience and qualifications of the firm in successfully developing and implementing corporate marketing and/or sponsorship programs. Firms with experience in providing corporate sponsorship program services to governmental entities to include but not limited to state or local governments, school districts, universities or colleges may receive a higher score than those firms whose experience is solely with the private sector.</p> <p>Experience and qualifications of the proposer's project team members – especially as they relate to governmental entities corporate sponsorship programs - who will be instrumental in conducting the Marketing Asset Inventory, writing the Sponsorship Policy, developing a Strategic Plan for marketing the City's assets and in activating the Strategic Plan.</p>	0-40	<u>40</u>
<p>2 Approach to Executing the Scope of Work & Methodology:</p> <p>How effectively the proposal fully describes the planned approach to executing the requested scoped items for Phase I and Phase II, as well as responsiveness to describing potential approach for maximizing opportunities for the Pier Parking Garage and the Amphitheater.</p>	0-35	<u>35</u>
<p>3 Community/City Commission Sensitivity</p> <p>How effectively the proposal maximizes the sponsorship return to the City, while being sensitive to typical community and City Commission preferences and priorities.</p>	0-25	<u>25</u>
Total	0-100	<u>100</u>

List the reasons for this evaluation (justify the rating/scoring):

Highly experienced and qualified corporate marketing and sponsorship program company. Extensive government experience. Company understood City's goals and objectives of this procurement.

Phyllis A. Korab
Signature of Evaluator

Date

PHYLLIS A. KORAB
Printed Name

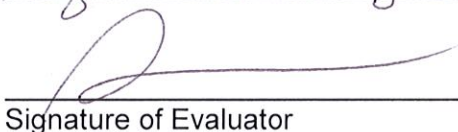
EVALUATION CRITERIA
RFP L-28-17 – DEVELOPMENT & IMPLEMENTATION OF A CITYWIDE CORPORATE MARKETING & SPONSORSHIP PROGRAM

VENDOR NAME: Link Link

<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
<p>1 Experience and Qualifications of the Firm and Project Team:</p> <p>Experience and qualifications of the firm in successfully developing and implementing corporate marketing and/or sponsorship programs. Firms with experience in providing corporate sponsorship program services to governmental entities to include but not limited to state or local governments, school districts, universities or colleges may receive a higher score than those firms whose experience is solely with the private sector.</p> <p>Experience and qualifications of the proposer's project team members – especially as they relate to governmental entities corporate sponsorship programs - who will be instrumental in conducting the Marketing Asset Inventory, writing the Sponsorship Policy, developing a Strategic Plan for marketing the City's assets and in activating the Strategic Plan.</p>	0-40	<u>20</u>
<p>2 Approach to Executing the Scope of Work & Methodology:</p> <p>How effectively the proposal fully describes the planned approach to executing the requested scoped items for Phase I and Phase II, as well as responsiveness to describing potential approach for maximizing opportunities for the Pier Parking Garage and the Amphitheater.</p>	0-35	<u>15</u>
<p>3 Community/City Commission Sensitivity</p> <p>How effectively the proposal maximizes the sponsorship return to the City, while being sensitive to typical community and City Commission preferences and priorities.</p>	0-25	<u>15</u>
Total	0-100	<u>50</u>

List the reasons for this evaluation (justify the rating/scoring):

While this company has an understanding of marketing, they lack depth and understanding for a project such as this. Their experience is related to restaurant marketing campaigns rather than city-wide sponsorship and naming rights strategies.


Signature of Evaluator

4/19/17
Date

Sharon West McCormick
Printed Name

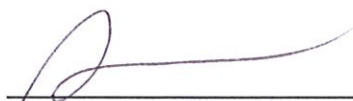
EVALUATION CRITERIA
RFP L-28-17 – DEVELOPMENT & IMPLEMENTATION OF A CITYWIDE CORPORATE MARKETING & SPONSORSHIP PROGRAM

VENDOR NAME: Superlative

<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
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<p>3 Community/City Commission Sensitivity</p> <p>How effectively the proposal maximizes the sponsorship return to the City, while being sensitive to typical community and City Commission preferences and priorities.</p>	0-25	<u>25</u>
Total	0-100	<u>100</u>

List the reasons for this evaluation (justify the rating/scoring):

In each category, this company clearly exhibited a full understanding of the needs of Pompano Beach and showcased their depth of understanding in sponsorship/naming rights related to city owned assets.


Signature of Evaluator

4/19/17
Date

Sharon West-McCormick
Printed Name

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VENDOR NAME: Ink Link

<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
<p>1 Experience and Qualifications of the Firm and Project Team:</p> <p>Experience and qualifications of the firm in successfully developing and implementing corporate marketing and/or sponsorship programs. Firms with experience in providing corporate sponsorship program services to governmental entities to include but not limited to state or local governments, school districts, universities or colleges may receive a higher score than those firms whose experience is solely with the private sector.</p> <p>Experience and qualifications of the proposer's project team members – especially as they relate to governmental entities corporate sponsorship programs - who will be instrumental in conducting the Marketing Asset Inventory, writing the Sponsorship Policy, developing a Strategic Plan for marketing the City's assets and in activating the Strategic Plan.</p>	0-40	<u>10</u>
<p>2 Approach to Executing the Scope of Work & Methodology:</p> <p>How effectively the proposal fully describes the planned approach to executing the requested scoped items for Phase I and Phase II, as well as responsiveness to describing potential approach for maximizing opportunities for the Pier Parking Garage and the Amphitheater.</p>	0-35	<u>15</u>
<p>3 Community/City Commission Sensitivity</p> <p>How effectively the proposal maximizes the sponsorship return to the City, while being sensitive to typical community and City Commission preferences and priorities.</p>	0-25	<u>5</u>
Total	0-100	<u>30</u>

List the reasons for this evaluation (justify the rating/scoring):

Ink Link appears to be limited in terms of their
access the board experience in terms of naming rights,
sponsorships, etc. Seems more focused on general marketing.
Firm only around for 5 years & no specific govt. experience.
Experience in marketing focused on food service industry.
Light references & light ~~no~~ specific concrete examples
of engagements with govt. type entities

S. Sibble
Signature of Evaluator

4/19/17
Date

Suzette Sibble
Printed Name

EVALUATION CRITERIA
RFP L-28-17 – DEVELOPMENT & IMPLEMENTATION OF A CITYWIDE CORPORATE MARKETING & SPONSORSHIP PROGRAM

VENDOR NAME: The Superlative Group

<u>Criteria</u>	<u>Point Range</u>	<u>Score</u>
<p>1 Experience and Qualifications of the Firm and Project Team:</p> <p>Experience and qualifications of the firm in successfully developing and implementing corporate marketing and/or sponsorship programs. Firms with experience in providing corporate sponsorship program services to governmental entities to include but not limited to state or local governments, school districts, universities or colleges may receive a higher score than those firms whose experience is solely with the private sector.</p> <p>Experience and qualifications of the proposer's project team members – especially as they relate to governmental entities corporate sponsorship programs - who will be instrumental in conducting the Marketing Asset Inventory, writing the Sponsorship Policy, developing a Strategic Plan for marketing the City's assets and in activating the Strategic Plan.</p>	0-40	<u>37</u>
<p>2 Approach to Executing the Scope of Work & Methodology:</p> <p>How effectively the proposal fully describes the planned approach to executing the requested scoped items for Phase I and Phase II, as well as responsiveness to describing potential approach for maximizing opportunities for the Pier Parking Garage and the Amphitheater.</p>	0-35	<u>35</u>
<p>3 Community/City Commission Sensitivity</p> <p>How effectively the proposal maximizes the sponsorship return to the City, while being sensitive to typical community and City Commission preferences and priorities.</p>	0-25	<u>25</u>
Total	0-100	95 <u>97</u>

List the reasons for this evaluation (justify the rating/scoring):

Compared to the other proper, their experience encompasses the scope of services the city is looking for. Firm has been around for 23 years & team members have extensive experience in working with like clients. Past performance & results were detailed in their proposal and was impressive in terms of potential benefits to Pompano Beach

J. Sibble
Signature of Evaluator

4/19/17
Date

Suzette Sibble
Printed Name