

Exhibit “A”

Scope of Work

A. Introduction/Background

The City of Pompano Beach (City) issued a request for proposal to qualify a firm to provide services to develop and implement a citywide corporate marketing and sponsorship program. The City has several assets and a long history of warm welcome to tourists and new residents, and is looking to assess the value of its assets through this effort.

B. Objectives

The goal of the City is to catalog City assets which may yield corporate sponsorship benefits to the City, and assess the possible marketing value of these assets. Furthermore the Contractor shall provide the City with marketing opportunities for the City’s assets.

C. Scope of Work

The Contractor shall provide the City with three deliverables for this project:

1. A Marketing Asset Inventory and Valuation report, which will consist of existing and prospective tangible and non-tangible marketing assets, including an estimate of their potential sponsorship financial value;
2. Comprehensive Sponsorship Policy: develop a written policy for the City taking into consideration existing sponsorship acceptance procedures. The Contractor shall provide the City with a draft policy for review.
3. Strategic Plan for Marketing Assets: provide the City with a detailed plan to maximize the corporate sponsorship potential for the City. The Contractor shall also educate the City through a detailed presentation of the final report. This may include a presentation to City Commissioners as deemed necessary by the City’s project manager.

D. Work Breakdown Structure

Contractor shall provide all reports electronically in a format that is acceptable to the City. Upon completion and acceptance of each task by the City, Contractor may invoice the City as per Exhibit “C”, Rate Schedule. Prior to any travel, Contractor shall provide to the City’s project manager a detailed estimated cost breakdown for review and approval.

Task 1. Marketing Asset Inventory and Valuation Report

The contractor shall perform the following:

1. On-site interviews of City department heads and other personnel as necessary to understand the City’s current assets, marketing and sponsorship activity level. The City’s project manager will coordinate each visitation and interview with the Contractor. Visitations may include several or all City departments at the City’s project manager’s sole discretion.
2. Examination of current City asset management agreements, including, but not limited to: Beach and Pier Concessions; Vending Machines; Tennis Centers; City’s Amphitheater; Cultural Center; Parking garage and other assets identified by the City’s project manager. Contractor shall also review any special events contracts the City currently has.
3. Comprehensive examination of the City’s current and recent marketing materials to evaluate effectiveness and proposal of areas for improvement to the City.

4. Provide a deliverable list of product licensing opportunities for the City.
5. Add and suggest to the City additional sponsorship opportunities.
6. Organize all data collected into a database (e.g., spreadsheet format or other City approved format). Contractor shall provide the City with the draft format for approval prior to completion of the report. The report may include at the City's project manager request the following items, and the Contractor may add items the Contractor deems as important to the City:
 - a. Inventory Item Category (Advertising, Event, Preferred Vendor, Capital Project, Naming Rights, etc.);
 - b. Address/physical location, description, date added to the database, utilization statistics;
 - c. Pedestrian, vehicular, viewership or other relevant exposure data;
 - d. Marketing opportunity available (advertising, branding, promotion, etc.);
 - e. Rights available, date available, etc.;
 - f. Any sales history (to whom, what price, when, etc.);
 - g. Any known conflicts/limitations on selling;
 - h. Contact address, phone, fax and e-mail;
 - i. Terms (length, price, options to renew);
 - j. Rights granted;
 - k. Any encumbered reversionary rights;
 - l. Legal/policy limitations on rights;
 - m. Suggested pricing;
 - n. Assessment of the value range for assets;
 - o. Suggested/possible bundling opportunities with other assets;
 - p. Assessment of the degree of difficulty to obtain a sponsorship agreement;
 - q. Indication of priority

Task 2. Creation of a Comprehensive Sponsorship Policy for the City of Pompano Beach

The Contractor shall provide the City with a comprehensive Corporate Sponsorship Policy tailored to the City based on Task 1 results and industry best practices. When creating the policy the Contractor shall develop the policy based on input from the City's Commissioners, Leadership and Staff. Contractor shall provide recent and relevant examples of other Cities that have developed similar programs and the results. When citing samples, Contractor shall attempt to provide cities that are comparable to the City of Pompano Beach in size, revenue, asset base, etc...

The Corporate Sponsorship Policy shall include, but not be limited to the following:

1. Purpose of the policy
2. Scope of policy
3. Definitions, as applicable
4. Criteria for attracting sponsors
5. Suitable activities for sponsorships
6. Benefits for sponsors
7. Sponsorships not permitted under the policy/Restrictions
8. General Ethics framework considerations
9. Statement as to City's discretion to reject sponsorships
10. Conflict of interest considerations
11. Process for attracting sponsors
12. Sponsorship Agreements content etc.
13. Approval Authority
14. Responsibilities
15. Risk Management

Task 3. Develop Strategic Plan for Marketing Assets

Contractor shall provide the City with a comprehensive strategic plan for marketing of the City's assets identified and evaluated through Tasks 1 and 2 above. This report shall include, but not be limited to the following:

1. A written strategy document, that lists all assets in the database and which details the Contractor's planned approach to marketing the City's assets identified with proposed action steps.
2. An assessment of the City's potential and recommend processes and policies to earn income from Product Licensing Agreements.
3. An assessment of "Partner Designation and Use of Logo" opportunities.
4. An assessment of "Product Category Exclusivity" opportunities.
5. Identification of "Cost Reduction Opportunities" for items currently purchased by the City
6. An assessment of the City's "Licensing" potential by conducting a brand review and assessment, including an analysis of target categories and sub-categories provision of a licensing marketing plan, if such potential is found to exist.

At the City's project manager discretion, the Contractor shall provide a detailed presentation of the final report to the City Management team; City Mayor and City Commissioners. The Contractor shall explain the assessment of the City's assets and its vision for obtaining the maximum value for each asset. Furthermore, the Contractor shall be ready to discuss potential questions from the City leadership team in regards to potential questions from the community and concerns with any proposed plan.

E. Summary Schedule of Tasks and Deliverables

The following table summarizes the tasks and deliverables Contractor shall provide to the City, including estimated delivery dates. Delivery dates and schedules shall be coordinated between the City's project manager and the Contractor and may change during the life of the Contract per mutual agreement between the City and the Contractor.

Task	Description	Estimated Completion Date
Task 1. Marketing Asset Inventory and Valuation Report	Initial assessment of City's assets	120 days from contract execution
Task 2. Creation of a Comprehensive Sponsorship Policy For the City	Provide the City with a Corporate Sponsorship Policy based on comparable examples and industry best practices	120 days from contract execution
Task 3. Development of Strategic Plan for Marketing Assets	Final report summarizing all phases of the project	180 days from contract execution