



RFP 07-2026 - Ford Idaho Center and Collge of Western Idaho Sponsorships Sales, Activation, and Account Management

BACKGROUND:

The College of Western Idaho ("CWI" or "College") is a public, open-access community college serving Western Idaho, with facilities currently located in Nampa and Boise. Since opening its doors in 2009, CWI has grown in response to the Treasure Valley's need for affordable, career-aligned higher education and workforce pathways. Today, CWI serves more than 34,000 students and has experienced eleven consecutive semesters of enrollment growth.

CWI offers a broad range of academic, transfer, professional-technical, continuing education, dual credit, basic skills, and fast-track career training programs. Across these offerings, CWI's value to the region has remained practical and consistent: affordable access, programs connected to career opportunity, and institutional capacity that responds to the needs of students, employers, and the communities CWI serves.

CWI is now responsible for the Ford Idaho Center ("FIC"), a multi-asset event and community venue platform located in Nampa, Idaho. FIC includes an arena, amphitheater, equine and event facilities, outdoor grounds, parking areas, premium spaces, plazas, gates, concourses, and other public areas. The transfer of FIC to CWI represents a significant stewardship responsibility for the College: maintaining an active regional venue, supporting community use, managing the asset with financial discipline, and evaluating future opportunities in a manner consistent with CWI's public mission.

Contract Term: The intent of this RFP is to contract with the successful Proposer for an initial term of five (5) years (the "Initial Term"), commencing upon the date specified in the fully executed contract. At the sole option of CWI, the Contract may be renewed for one (1) additional term of five (5) years (the "Renewal Term"), subject to satisfactory performance and continued need. In addition, CWI reserves the right, in its sole discretion, to extend the Contract for a reasonable period beyond the expiration of the Initial Term or any Renewal Term as may be necessary to facilitate the completion of a subsequent competitive solicitation and the orderly transition to a successor contractor (the "Transition Extension"). Any renewal, extension, amendment, termination right, or non-appropriation provision shall be negotiated by CWI and the successful Proposer and shall remain subject to Idaho law, CWI policy, and final contract approval.

Purchasing Manager: Thayne Pearson

RFP INFORMATION

- Number: 07-2026
- Released: 5/27/2026
- Closed: 7/24/2026
- Posting period: 57 Days
- Amendments: 0

AWARD

Award of Contract will be made to the responsive, responsible Offeror whose Proposal receives the highest number of total normalized points.

EVALUATION CRITERIA

Following a review for initial responsiveness (**Stage 1**), the Sourcing Team evaluated responsive proposals in multiple steps. The evaluation criteria for each scoring step were as follows:

- **Stage 2 – Technical Criteria Evaluation**
 - Company Summary
 - Staff Resources
 - Response to Scope of Work, Capital Improvement and Revenue Enhancement Plans, and Proposed Approach
- **Stage 3 – Interview**
 - Vendors Interviewed using script provided to them by the College.
- **Stage 4 – Fee Structure**
 - Cost Proposals
 - Best Final Offer

Total Points Possible: Technical – 70, Interview – 20, and Cost – 30

EVALUATION MEETINGS

In Person evaluations were led by the Purchasing Manager and technical evaluation was completed by the Evaluation Team on 07/29/2026.

DEMONSTRATION MEETINGS

In Person Interview was conducted by the College and evaluation team on 8/18/2026.

FINAL SCORING MEETING:

Final scoring was led by Purchasing Manager following the responses of Best and Final Offers by two (2) responsive Offerors and was completed by the Evaluation Team Virtually on 8/31/2026.

DETERMINING AWARDS

Stage 1: Initial Responsiveness Evaluation. All Proposals were reviewed initially by the RFP Lead to determine if they met the mandatory submissions requirements outlined in RFP 05-2026 Ford Idaho Center Facility Operations and Venue Management. Any Proposal not meeting the mandatory submission requirements or specifications were deemed non-responsive and receive no further consideration.

Stage 2: Technical Criteria Evaluation. The Proposals that were deemed responsive from Stage 1 were then eligible for the technical review by the scorers that consisted of members of the evaluation team. The proposals were reviewed and scored based on the evaluation criteria for this stage found in the list below. Technical evaluation was performed following the same methodology. Scores were assessed and scored based on a 0, 1, 5, 10 rating scale for each question found in the Offeror Response Worksheet of the RFP to determine the scores of the response to the technical criteria. The rating scale is detailed as follows:

- Score of 10: Excellent – Offeror exceeds requirements and expectations. Demonstrates lengthy experience on successful large or complex projects.
- Score of 5: Average/Moderate – The Offeror has an acceptable capability or solution to meet this criterion and has described its approach in sufficient detail to establish expertise, proficiency, or capability. Evaluators are generally confident that an Offeror has adequate experience or will produce satisfactory results.
- Score of 1: Marginal – Offeror has addressed the criterion but has not established its capability to perform the requirement; has otherwise demonstrated only minimum compliance, or simply restated the requirement.
- Score of 0: Offeror has failed to respond to an evaluated requirement.

Each Proposal was evaluated according to the technical criteria provided below:

Criteria	Technical Points Possible
Company Summary	10
Staff Resources	30
Response to Scope of Work, Capital Improvement and Revenue Enhancement Plans, and Proposed Approach	30
Stage 2 Total:	70

The scores for the Technical Proposals were normalized as follows: The Technical Proposal with the highest raw score received all available Technical Points: 70 points. The remaining Proposals were assigned a proportional amount of the available Technical Points using the formula below:

$$70 \times \frac{\text{Raw Score of Technical Proposal Being Evaluated}}{\text{Highest Raw Technical Score}}$$

Stage 3 - Interviews

At the discretion of the College, up to three responsive Offerors with the highest total normalized score after the evaluation of the Submitted Response and Fee Structure may be invited to interview. If the College holds interviews, they will be mandatory for all invited Offerors and will be evaluated. CWI may require the attendance of proposed key personnel, account leaders, technology leaders, operations leaders, or legal/financial representatives as applicable.

The scores for the Interviews will be normalized as follows: The Interviews with the highest raw score will receive all available Interviews Points: 20 points. Other Offerors will be assigned a portion of the maximum available Interviews Points, using the formula:

$$20 \times \frac{\text{Interviews being evaluated}}{\text{Highest raw Interviews score}}$$

Criteria	Interviews Points Possible
Interviews	20
Stage 2 Total:	20

Stage 4: Fee Structure. Fee Structure were reviewed following the completion of Stage 2 to ensure that only eligible proposals that met the technical criteria point threshold were evaluated. The Fee Structure was opened and evaluated for Offerors who received invitation to Interview. Best and Final Offers were issued per Section 4.5 of this RFP.

Each Proposer shall provide the following:

1. Proposed monthly service fee, if any
2. Proposed annual service fee, if any
3. Commission rate on new cash sponsorship revenue actually collected
4. Commission rate on renewal cash sponsorship revenue actually collected
5. Commission rate on advertising sales actually collected

6. Commission rate on premium seating naming rights, hospitality area naming rights, or related inventory actually collected, if included in the scope
7. Commission rate on facility or venue naming rights revenue actually collected
8. Commission rate on in-kind trade sponsorships, if proposed
9. Any proposed tiered commission schedule based on annual revenue volume
10. Any proposed minimum annual sales commitment
11. Any proposed guaranteed minimum annual payment to Owner, if applicable
12. Proposer shall indicate how expenses will be managed.

Collected Revenue Basis

Commissions shall be calculated only on revenue actually collected by or on behalf of Owner, not merely contracted, invoiced, or booked. No commission shall be deemed earned until the applicable sponsorship, naming rights, advertising, or premium revenue has been received by Owner or deposited into an account controlled by Owner.

Excluded Revenue

Unless expressly approved in writing by Owner, the following shall not be commissionable:

1. Taxes
2. Pass-through production reimbursements
3. Charitable/Philanthropic contributions not tied to sponsorship rights
4. Revenue secured directly by Owner without material involvement by the selected Proposer
5. Existing contracts specifically identified by Owner as excluded
6. Facility naming rights, title sponsorships, or pouring rights, if Owner reserves those rights

Performance Standards

The selected Proposer may propose annual sales targets and a sales plan for review and approval by CWI. CWI reserves the right to incorporate annual performance benchmarks into the final agreement, including targets for:

1. New sponsor acquisition
2. Renewal rates
3. Total cash revenue
4. Category diversification
5. Sell-through of available inventory
6. Sponsor fulfillment and retention

Criteria	Fee Structure Points Possible
Fee Structure	30
Stage 4 Total:	30

Final Score Point Summary

Stage	Total Points Possible
Technical Criteria Evaluation	70
Oral Presentation/Demonstration	20
Cost Evaluation	30
Total:	120

SUBMITTED PROPOSALS

RESPONDER	Total Normalized Points
Oak View Group	118.78
Superlative Group	106.68

PROPOSED AWARDS

	Award
Oak View Group	X
Superlative Group	

CONCLUSION

After an in-depth review of all materials submitted by responsive offeror, a completed evaluation meetings, and interviews made by the offerors, The College has completed the normalization process and determined that Oak View Group is the highest point responsive offeror. As stated in the award section of the RFP Administrative Document the College intends to award a contract for RFP 07-2026 to Oak View Group. The Procurement Manager has reviewed all documents for completeness and approved this award recommendation.