October 27, 2026

To: All Potential Bidders

From: Kelly Vu, Business Services Supervisor

Re: Addendum #1, RFP # SS-12-26

The purpose of this addendum is to revise the components of the Request for Proposal (RFP) for Sponsorship and Advertising Sales Services. All terms and conditions of the original RFP remain unchanged.

Document to be revised as follows:

1. RFP, PART VII, FORMS SECTION, Form A-3, Financial Proposal Bid Form

Delete: Form A-3: Financial Proposal Bid Form, pages 27, 28

Replace: Revised Form A-3, Financial Proposal Bid Form, pages 27, 28

To comply with addenda/addendum/RFI requirements, bidders must confirm receipt using **one** of the following methods:

- Reply directly to this email with the confirmation text: *"Received RFI #1, Addendum #1"*, **OR**
- Note *"Received RFI #1, Addendum #1"* in the top right-hand corner of the Financial Proposal Bid Form.

Both options will be accepted as valid confirmation. **Failure to acknowledge Addendum #1, RFI #1 by the bid due date, and time, will result in disqualification.**

Thank you.

-End Addendum #1-

Form A-3: FINANCIAL PROPOSAL BID FORM
RFP NUMBER SS-12-26

Acknowledge Addendum(s) and RFI#1_____

BIDDERS MUST USE FINANCIAL PROPOSAL BID FORM PROVIDED BY THE DISTRICT, FAILURE TO DO SO WILL RESULT IN DISQUALIFICATION

By submitting a proposal, Bidder acknowledges acceptance of the commission rates listed below OR indicates a lower commission rate as part of the bid. If the proposed percentage rate is higher than the maximum in any category the proposal will be rejected.

Do not modify this form or give options.

For calculation purposes only, the District will use the estimated sales goal multiplied by Bidder's proposed commission percentage in each category to determine lowest bid. This calculation will not reflect the overall "not to exceed" contract amount.

	Sales Goal*	**Maximum Commission Rate**	**Bidder's Proposal %**
Cash from new sponsors	$2,269,384		_____%
Cash from renewing existing multi year sponsors	$730,616	10%	Pre-determined
Budget-relieving trade, both new and renewing sponsors	$500,000		_____%

✶ Sales goal will increase annually according to the budget charts in Section D.

All bidders must complete the following information and sign this form in order for the "Financial Proposal Bid Form" to be considered.

Bidder certifies to the District that Bidder has thoroughly familiarized self with the District facilities and in submitting this proposal accepts all reasonable disclosed risks that a prudent review of the facility would have revealed.
By its signature on this proposal form, the bidder certifies that he/she has read and understands the RFP package including the information regarding bid protests. Further, the bidder certifies that he/she has read and understands any and all addenda issued by the District related to this RFP. Further, the bidder certifies that the information provided by the bidder is accurate, true and correct, and not intended to mislead the District in any manner.

Form A-3: FINANCIAL
PROPOSAL BID FORM RFP
NUMBER SS-12-26

The price quote shall be inclusive of all wages, allowances, supervision, insurance(s), material, labor, supervision, taxes, emission certificate, license, travel, meal reimbursements, hotel accommodation, equipment, transportation, fuel, uniforms, or any other related services required. The District shall not be billed for any costs that were not included in the contract.

"By submitting a Bid for Sponsorship and Advertising Sales Services, I understand and agree to the terms, conditions, and scope of work as set forth in this Bid Request. Furthermore, I certify I am legally authorized to bind the organization to the terms outlined herein."

BIDDER MUST SIGN BELOW. FAILURE TO SIGN WILL RESULT IN DISQUALIFICATION

Contractor's Name: _____

Contractor's Address: _____

_____

Contractor's Signature: _____Date _____

ARE YOU CLAIMING SMALL BUSINESS PREFERENCE?

As a California Certified Small Business? YES _____ NO _____

If Yes, Certification # _____

Are you a non-small business claiming at least 25% small business subcontractor reference?

YES _____NO _____

If yes, Certification # _____

ARE YOU CLAIMING DVBE INCENTIVE?

Are you a primary California Certified DVBE? YES _____ NO_____
If yes, refer to Attachments 3, 4 for documents to be submitted

If no, do you commit to meeting DVBE participation of
1% up to 5% to a California certified DVBE? YES _____ NO _____