November 5, 2026

To: All Potential Bidders

From: Kelly Vu, Business Services Supervisor

Re: RFI #1, Q & A, RFP #SS-12-26

The purpose of this RFI (Request for Information) is to transmit "Questions and Answers" regarding the technical components of the RFP for Sponsorship and Advertising Sales Services. All terms and conditions of the original RFP notice remain unchanged.

Questions and Answers

Questions:

1. Under compensation you outline a sales commission but there is no reference to a retainer? Is there a retainer paid monthly in addition to commission?

   Answer: No, there is no monthly retainer. Our intention is for these services to be compensated strictly on a commission-based structure tied to sponsorship sales and outcomes, however, the selected contractor will be responsible for servicing existing contracts with 10% commission payouts (see table in question number three).

2. In terms of compensation can your further explain how that will work? Is compensation tied directly to sponsorship sales and outcome? Is there room for a retainer monthly?

   Answer: There is no monthly retainer. Our intention is for these services to be compensated strictly on a commission-based structure tied to sponsorship sales and outcomes, however, the selected contractor will be responsible for servicing existing contracts with 10% commission payouts (see table in question number three).

3. Please supply the current list of sponsors that include; are they a sponsor or a premium space client, the dollar amount and any multi-year agreements.

   Answer: At 10%, the potential commission on the total listed cash value of $730,615.39 would be $73,061.54 for 2027 Fair. See below for 2028, and 2029 under Annual Total.

CONTRACTED SPONSORS			
	2027	2028	2029
Raising Cane's	$21,218	-	-
Toyota	$275,000	-	-
Constellation Brands	$254,928	-	-
State Side Brands	$16,537.50	-	-
Northgate Gonzalez Market	$26,250	$27,562.50	-
Straub (Brewery X)	$36,046.89	$38,570.16	-
Yaamava'	$89,610	$92,298.30	-
Mattress Firm	$11,025	$11,576.25	$12,155
Annual Total	$730,615	$170,007.21	$12,155
Commission @ 10 %	$73,061.54	$17,000.72	$1,215.51
Net Revenue to District	$657,553.85	$153,006.49	$10,939.55

4. Is there a monthly retainer or draw associated with this contract? If so, what is the monthly amount?

   Answer: No, there is no monthly retainer. Please refer to the answer for question number three for additional details

5. Part V.A.2 refers to experience serving “at least three (2)” comparable businesses. Is the required number two or three?

   Answer: At least three (3) comparable businesses.

6. For the June–August onsite presence described in Part VII.C.3.c, is the eight-hour daily requirement for business days plus activation/event days, or every calendar day?

   Answer: Eight-hour requirement for business days plus activation/event days.

7. Are the October 26 question cutoff and October 30 proposal deadline stated in local Pacific time?

   Answer: Pacific Time Zone.

8. Could the District provide a summary of its current sponsorship and advertising agreements, including those anticipated for renewal? If available, please include the sponsor/partner name, industry category, annual and total agreement value (cash and/ortrade), contract term, expiration or renewal date, and associated sponsorship rights or assets.

   Answer: Please refer to the answer for question number three for additional details.

9. Could the District clarify which existing partnerships the selected contractor will be responsible for renewing versus those already contractually committed, and whether the contractor will be eligible to receive commission on those renewals?

   Answer: The contractor is responsible for renewing all contracts. See table in question three for potential commission and additional details.

10. g. Describe the source and amount of financing required, if any, by the Bidder to fulfill the terms of the agreement. If all financing is to be funded solely by the Bidder, this shall be stated.

    Are you asking if we require a draw or retainer against commissions?

    Answer: No. The District is not inviting requests for draw. This requirement seeks to identify the source and amount of funding needed to support operating costs. Bidder will fund these expenses entirely through its own resources.

11. Regarding Part V, Section B (Sponsorship Goals) and Part VII, Section D (Financial Proposal): Could the District please clarify how the $3 million annual sponsorship revenue goal reconciles with the separate, individual revenue categories listed across the financial bid worksheet templates? Specifically, is the existing $712,000 baseline sponsorship revenue considered a component of - and counted toward - the overall $3 million annual goal, or is the $3 million target intended strictly for newly originated business, making the total goal north of $4 million - new business, plus returning business, plus trade?

Answer: The $3 million target is inclusive of the existing sponsorship renewal revenue. Trade is not.

12. Regarding Part V, Section C, Paragraph 3 (Page 15) and Part VII, Section C, item 3c (Page 22): Could the District provide further detail regarding the precise operational division of responsibilities between the Contractor's on-site team and the District's internal marketing/servicing staff?

Answer: Both references address workspace for the Contractor's team. From June through August, the Contractor will be responsible for sponsor servicing and ensuring all deliverables outlined in sponsorship agreements are fulfilled. The District will provide workspace, which may be shared. As the Fair approaches and sponsorship agreements are finalized, the District and Contractor will coordinate to address any logistical, staffing and operational needs related to sponsor servicing and fulfillment.

13. Regarding Part VII, Section C (Technical Proposal), item 1b (Page 22): Could the District clarify if the evaluation committee will give full consideration to the historical property experience, revenue generation records, and asset valuation experience achieved by proposed personnel while employed by a previous agency of record? Specifically, does experience gained under a different organization count toward the bidder's technical qualification score if that individual is a designated member of the proposed management team?

Answer: The District will evaluate the qualifications and relevant experience, focusing primarily on the company and the proposed management team, with an emphasis on the collective experience, capabilities and demonstrated track record of the team responsible for managing and executing the District's sponsorship program. Experience gained by individuals while employed by a previous agency or organization may be considered; however, the evaluation will focus on the strength of the proposed management team as a whole, including its ability to develop sponsorship strategies, generate revenue, assess and maximize property assets, and successfully manage sponsor relationships and contractual deliverables. The experience of an individual sales agent alone will not substitute for the overall depth of experience and capabilities of the proposed management team.

14. Regarding Part VII, Section C (Technical Proposal), items 2a and 2b (Page 22) regarding corporate sponsorship sales experience: Could the District clarify if the evaluation committee is seeking experience derived from working directly with the end-user brands themselves (corporate sponsors), experience working directly with third-party marketing and experiential agencies, or a combination of both?

Answer: The District is open to receiving a combination.

15. Pursuant to Part VII, Section C, Item 2c: Are letters of recommendation to be obtained from brand partners with whom we have worked, from property clients for whom we have sold sponsorship, or a combination of both? Additionally, how many years back does the District consider to be "recent" for these references?

Answer: Letters of recommendation should be obtained from properties for which the bidder has provided sponsorship sales, management or related services, rather than from individual brand partners or sponsors. References should demonstrate the bidder's experience, performance and ability to successfully manage and generate sponsorship revenue on behalf of a property. The District encourages references from recent and relevant engagements that best reflect the bidder's current capabilities.

16. In Part VII, Section C, Item 2d: How many years back does the District consider to be

"recent" for general sponsorship sales experience?

Answer: Three years

17. Regarding Item 2d: Is this list intended to be entirely distinct from the large-scale venue list provided as part of Part VII, Section C, Item 2b, or may accounts overlap if they meet both criteria?

Answer: Accounts may overlap if they meet the requirements of both items. Item 2b specifically requests experience within the last five years involving venues or events exceeding 500,000 annual attendees. Item 2d requests a broader list of recent sponsorship sales experience. Bidders shall respond to each item separately and provide all information requested under each item. Entirely distinct account lists are not required.

18. Regarding Part VII, Section C (Technical Proposal), item 2 (Page 22): Please clarify if the relevant portfolio experience, massive-venue sales benchmarks, and client letters of recommendation will be formally included and weighted in the prime bidder's technical evaluation score.

Answer: Yes. These materials will be formally evaluated as part of the bidder's technical proposal under the Experience category.

Scoring will follow the evaluation criteria published in Part VI of the RFP.

19. Regarding the general contract terms and Part VII, Section C (Page 22): Must all specialized subcontractors and consultants supporting the account be explicitly identified.

at the time of submission, or does the District allow the prime contractor the operational flexibility to retain and adjust subcontractor resources post-award, subject to District notification and approval?

Answer: Bidders shall identify subcontractors and consultants proposed at the time of submission, including their anticipated responsibilities and applicable qualifications. For specialized resources not yet selected, bidders shall describe the anticipated services and their proposed approach to securing those resources.

Following award, the Contractor may request additions or substitutions, subject to the District's prior written approval before those resources perform services under the agreement. The Contractor shall remain fully responsible for contract performance, subcontractor compensation, and compliance with all contract requirements.

20. Regarding Exhibit B (Budget Detail and Payment Provisions): Could the District please clarify if commission rates are expected to remain uniform across all deals, or will the District establish distinct commission tiers/calculations differentiating between: (i) entirely new sponsorship assets, (ii) standard renewing accounts, (iii) incremental cash commitments secured from existing sponsors, and (iv) multi-year agreements?

Answer: Commission rates are to be proposed by bidders, rather than established by the District, except where expressly specified in the Financial Proposal Bid Form, such as existing sponsorship renewal revenue commission. Bidders shall submit their proposed rates using the categories and instructions provided in that form.

The creation of a new sponsorship asset does not, by itself, establish a separate commission category. Any proposed distinctions for standard renewals, incremental cash secured from existing sponsors, or multi-year agreements must be expressly identified in the financial proposal, including the applicable rate, calculation method, and treatment of subsequent contract

years. All proposed compensation is subject to the RFP's requirements and any stated rate limitations.

21. Regarding Part VII, Section E (Evaluation and Presentation): In the event that the District requests an oral interview or formal presentation from short-listed vendors, can the District please confirm that proposed key personnel or subcontractors will be permitted to participate remotely via Zoom, Microsoft Teams, or another standard video conferencing service?

Answer: Yes. Proposed key personnel and subcontractors may participate remotely through the District-designated video conferencing platform. Bidders shall coordinate participation arrangements with the District in advance and identify each participant's proposed role on the account. The District will provide scheduling and connection instructions.

22. Regarding Part V, Section C (Scope of Services) and general advertising assets: Could the District please clarify the specific inventory parameters and operational boundaries regarding signage sales opportunities under this agreement? Specifically, is the Contractor permitted to source, package, and sell independent commercial signage placement, year-round field advertising, or digital display assets across the property, or are signage rights limited strictly to assets tied directly to corporate sponsorship fulfillment packages?

Answer: Signage opportunities are limited to inventory expressly authorized by the District. Such inventory may include signage incorporated into corporate sponsorship packages and separately approved standalone advertising placements.

The Contractor may identify and recommend commercial signage, year-round field advertising, and digital display opportunities for District consideration. Inclusion of advertising sales in the scope does not automatically make all property locations, fields, structures, or digital displays available for sale.

Before offering an opportunity to prospective advertisers, the Contractor must obtain District approval of the inventory, location, format, availability, pricing parameters, and proposed term. All resulting agreements remain subject to District approval and applicable policies, existing contractual rights, sponsor exclusivities, and operational requirements. The agreement does not authorize the Contractor to install new advertising infrastructure or commit District property or inventory without prior written authorization.

23. Regarding Part VII, Section C, Item 3(h), can the District confirm that independent consultants, creative agencies, professional-services providers, and insurance brokers with whom the bidder has maintained a paid business relationship within the past two years qualify as financial references? Must all references relate directly to the bidding legal entity?

Answer: Yes.

24. Regarding Part VIII, Section A-4 (Bidder/Contractor Status Form): Our company is organized as a Limited Liability Company (LLC), but the form does not appear to provide an option for this type of business entity. Could the District please clarify how an LLC should complete the business entity classification section? Should we select an existing category and specify LLC, or indicate our entity type under "Other"?

Answer: Yes. Proposer may type in "Other" for any categories not specified in Form A-4: Bidder/Contractor Status Form

25. Given that "naming rights" are explicitly designated as a key corporate sponsorship arrangement and an eligible sponsorable asset under Part V of the RFP, could the District

please confirm that naming rights are currently available to be sold across the general fairgrounds property, the annual OC Fair, and iconic venues such as the Pacific Amphitheatre?

Answer: The inclusion of naming rights in Part V identifies a potential sponsorship benefit and does not indicate that naming rights are available for every District asset. Naming, title, and presenting sponsorship rights for the OC Fair & Event Center property as a whole and the annual OC Fair are not available under this solicitation.
Naming rights for individual venues, stages, lounges, and other designated assets, including Pacific Amphitheatre, may be considered, subject to the District's prior review and approval. Any sponsorship agreement that includes naming rights requires Board approval pursuant to Board Policy 4.10. The Contractor may not offer or commit naming rights for any asset without prior District authorization.

26. With reference to Part V, Section E (Compensation), would the District consider allowing the successful contractor to receive a fixed monthly draw against anticipated commissions during the pre-Fair sales and operational period, with all advances reconciled against commissions subsequently earned?

We understand that previous OCFEC sponsorship services solicitations have contemplated a structure of approximately $6,000 per month for nine months as an advance against commissions. Given the significant sales, account management, and preparatory responsibilities required throughout the year, coupled with the fact that commission payments are generally not made until following the conclusion of the annual Fair, would the District consider incorporating a similar arrangement into the resulting agreement?

If such an arrangement is permissible, please clarify whether the draw amount, payment schedule, reconciliation procedures, and treatment of any unearned advances would be established by the District or proposed by the successful bidder.

Answer: No. The District will not provide a fixed monthly draw or advance against anticipated commissions, including the approximately $6,000-per-month arrangement referenced in the question. Compensation and payment timing shall remain as stated in Part V, Section E and Exhibit B of the RFP. Bidders shall prepare their financial proposals accordingly. No draw amount, advance payment schedule, or reconciliation procedures will be established or negotiated as part of the resulting agreement.

If you intend to submit a proposal, please reply to this email or follow the instruction in Addendum #1 by the bid due date and time to confirm receipt of RFI No. 1.

-End RFI #1-