



To: James Briscoe
Director of Procurement Services

From: Kay Alarcon
Assistant Director of Procurement Services

Date: August 11, 2024

Re: Naming Rights Consulting Services
Annual Contract #24-06-8575R-RFP

The following proposals were received and opened at 10:00 a.m., Monday, June 24, 2024, as advertised and specified in documents concerning **Annual Contract #24-06-8575R-RFP Naming Rights Consulting Services, Request for Proposal**. The proposals received and the final evaluation summary are located on page 3.

Recommendation: The Superlative Group

Funding: Multiple Funds

Estimated Expenditure: \$35,000.00

Contract Term: August 12, 2024 - August 11, 2025

Renewal: 2 Years

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Memo

To: James Briscoe

From: Dawn Tryon

CC: Darin Crawford

Date: July 24, 2024

Re: **Naming Rights Consulting Services
24-06-8575R-RFP**

The District's Naming Rights Consulting Services Review Committee recommends The Superlative Group as the District's Naming Rights Consulting Services.

Based on the quantitative comparisons with other proposers and the primary selection criteria recommended by the Texas Education Agency (TEA), the committee believes the District will have the most favorable position with The Superlative Group. The committee chose pricing Option 3.

Option 3:

- Phase I with option to move to Phase II
- \$35,000 Phase I fee
- \$3500 monthly retainer during Phase II
- 20% commission on all sales

If you have any questions or require additional information, please feel free to contact me at (281) 894-3950.

Thank you.

24-06-8575R-RFP (Naming Rights Consulting Services)

TEAM SCORE SUMMARY

Company/Vendor Name	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4	Average Score	Ranking
Sportsman Solutions	55.00	80.00	44.50	48.00	56.88	2.00
The Superlative Group	95.00	100.00	90.00	84.00	92.25	1.00