



**REQUEST FOR PROPOSAL (RFP) FOR:  
ADVERTISING CONSULTING SERVICES AND ATHLETIC  
SCORING INFRASTRUCTURE UPGRADES**

**RFP #: 2026-006**

**I. INTRODUCTION**

Central Bucks School District (CBSD) is conducting a competitive RFP process to retain one (1) firm to provide complete, advertising consulting and construction involving turn-key design/build custom digital scoreboards and videoboard systems at each of its three (3) high schools. It is the Central Bucks School District's intent to engage the advertising consultant in the winter/spring of 2026 for planning, advertising campaign development, design and construction planning of infrastructure improvements for CBSD. Proposals will be due no later than 4 p.m. EST on **December 19th, 2025**, in electronic format. Questions regarding this RFP must be sent by email to Mr. Kevin Spencer, Director of Operations, Central Bucks School District [kspencer@cbsd.org](mailto:kspencer@cbsd.org) no later than December 12<sup>th</sup>, 2025, at 4 p.m. EST. All questions and answers will be posted online.

Spanning more than 120 square miles in the heart of Bucks County, Pennsylvania, CBSD is one of the largest school districts in Pennsylvania, serving approximately 17,000 students, their families and the Central Bucks community. Students in grades kindergarten through 12 attend 23 CBSD schools across nine municipalities: Chalfont, Doylestown and New Britain boroughs, and Buckingham, Doylestown, New Britain, Plumstead, Warrington and Warwick townships. CBSD employs more than 3,000 faculty and staff serving students attending 15 elementary schools, five middle schools, three high schools

CBSD's three high schools offer rigorous academic programming complimented by strong and thoughtful integration of technology. With a focus on helping students identify and prepare for their own unique post-secondary path, each school takes care to educate the whole child – nurturing their social and emotional well-being in addition to serving their academic needs through a wide variety of curricular offerings, including Advanced Placement classes. The three schools also feature state-of-the-art learning environments, underscoring the community's commitment to education.

One of the goals identified in the District's 2023-2026 Athletic Strategic Plan is to maintain and enhance facilities to meet school district standards, in order to continue to have safe and modern facilities. In support of this goal, the District is looking to partner with an advertising

Operations Department • Central Bucks School District

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consultant who can assist the district with managing advertising opportunities using existing facilities and proposing new infrastructure using digital scoreboards and video boards for advertising to generate revenue for the district.

## **II. LOCATIONS**

1. Central Bucks High School East - 2804 Holicong Road, Doylestown, PA 18902
2. Central Bucks High School South - 1100 Folly Road, Warrington, PA 18976
3. Central Bucks High School West – 375 West Court Street, Doylestown, PA 18901

## **III. SUMMARY OF WORK**

Work will include the review of district policy 913.1 Advertising in Schools. The consultant will advise and assist the district in obtaining and evaluating advertising opportunities for sponsorships and advertising revenue for our district. The consultant will be responsible for identifying new infrastructure improvements that will provide the ability for the district to utilize digital advertising in athletic stadiums, sports fields, and gyms. The Consultant will be responsible either through their company or through a sub-contractor for preparing necessary plans, elevations, and renderings to support Township approvals. Consultant to provide installation, startup and support services.

## **IV. SCOPE OF SERVICES**

1. Advertising
  - a. Review CBSD board policy 913.1 and Administrative Regulation 913.1-AR.
  - b. Meet with Central Bucks School District to understand the goals and objectives of the district in utilizing advertising as a supplemental revenue source.
  - c. Perform site visits to all three high schools to evaluate and assess infrastructure capabilities to accept advertising signage and determine potential locations for advertising program use.
  - d. Central Bucks School District will provide historical athletic event attendance for various sports. Central Bucks School District will also provide viewing counts for livestream event attendance
  - e. Develop written plan for generating advertising opportunities for sponsorships at the local, regional, and national level. The district has identified potential advertising programs consisting of:
    - i. Digital Scoreboard program
    - ii. Athletic Event Livestream program
    - iii. Outdoor Fence Program
    - iv. Gymnasium Program
    - v. Facility Naming Program.
  - f. Develop advertising sponsorship levels based on site survey of potential advertising location and recommend advertising revenue amounts for each level.
  - g. Obtain and evaluate advertising proposals from sponsors and present to Central Bucks School District.
  - h. Manage districtwide advertising program across district facilities including review of advertising designs submitted by sponsors, placement of advertisements,

advertising contract terms and expirations/renewals, and recommendations to district to provide a sustainable supplementary revenue source that maintains the priority and integrity of education at the Central Bucks School District.

2. Infrastructure Improvements: design/build/support
  - a. Structural Evaluation  
Consultant or consultant's subcontractor shall evaluate existing framework and footings to determine the ability to utilize existing structures. Central Bucks School District will provide relevant drawings of existing structures, if available. Structural drawing shall be stamped by an Engineer licensed in the State of Pennsylvania.
  - b. Electrical Evaluation  
Consultant or consultant's subcontractor shall evaluate the existing electrical system and include necessary upgrades to support the proposed scoreboard and video board.
  - c. Data/WIFI Evaluation  
Consultant or consultant's subcontractor shall evaluate the existing data/WIFI system and include necessary upgrades to support the proposed scoreboard and video board.
  - d. Drawings and Renderings  
Consultant or consultant's subcontractor shall prepare necessary drawings and renderings to adequately depict the proposed improvements. These drawings and renderings will be used to obtain all necessary municipal approvals and permits.
  - e. Equipment  
See guidance specification for basis of design.
  - f. Installation  
Consultant or consultant's subcontractor shall provide turn-key installation.
  - g. Training  
Consultant or consultant's subcontractor agent shall provide instruction to Central Bucks School District's designated personnel/facility staff on the use, operation and maintenance of the system. Training shall be in person at each location of the project. A recorded training shall be made available to review.
  - h. Support
    1. Consultant or consultant's subcontractor agent shall be present on the first game day.
    2. Be available on call after testing for 90 days after completion of installation and training.

## V. SCHEDULE

The following is a tentative schedule. Central Bucks School District reserves the right to extend dates as needed.

- Issue Request for Proposal: November 25, 2025
- RFP Responses Due: December 19, 2025
- Evaluate RFP Responses: December 2025 – January 2025

- Finance & Operations Committee: February 2026
- School Board Approval: February 2026
- Consultant Development: Spring 2026
- Infrastructure Scoreboard Updates: Summer 2026
- Start Advertising across District: Fall 2026

## VI. FINANCIAL

Consultant will propose financial agreement structure for advertising services payment to the district as part of their response to this RFP. Initial program development and site surveys of the three high schools will be a fixed cost amount. Consultant shall propose a revenue split for advertising signage as part of the Livestream, Fence, and Gymnasium program. Consultant will propose a separate revenue split for the Digital Scoreboard program that factors in the cost of the consultant providing and installing the new digital scoreboard infrastructure. Consultant shall provide a separate revenue split proposal for the Facility Naming Program.

## VII. PROPOSAL RESPONSE

Submit your response electronically to Mr. Kevin Spencer, Director of Operations, [kspencer@cbsd.org](mailto:kspencer@cbsd.org), and Mr. Dave Matyas, Interim Chief Financial Officer, [dmatyas@cbsd.org](mailto:dmatyas@cbsd.org).

**Responses required no later than December 19, 2025 @ 4:00pm.** Failure to submit your response on time may result in disqualification.

After evaluation, a virtual or in-person interview may be requested. Central Bucks School District intends to provide a recommendation to the Finance and Operations Committee at the February 2026 meeting. Proposal content should include at a minimum the following:

1. Firm information:
  - a. Statement of interest.
  - b. Address of main office and branch offices. If more than one office, identify which office will service this project.
  - c. Point of contact information, name, title, and phone number.
2. Organizational Chart:
  - a. Identify the individual assigned to manage the advertising account, their qualifications, and current licensure or credentials if applicable.
  - b. Identify any subconsultants or subcontractors to be utilized to fulfill the advertising requirements, their area of expertise, and role in the project. Include basic contact information.
  - c. Provide an organization chart of the proposed advertising consulting team.
3. Scope:

Please confirm your understanding of the scope of work and any additions or recommendations. Outline specific details on how you will meet the RFP requirements and guide our district through the advertising and sponsorship process.
4. General Schedule:

Include a general schedule of milestone dates from the potential date of approval through start of advertising at schools in the Fall of 2026.

5. Relevant Project Experience:  
The district is seeking proposals from qualified advertising professionals with experience managing advertising programs at public school districts of similar size and scope. **Please tailor your response to relevant information.**
6. Fee Proposal:  
Utilizing the attached Bid Form, provide a breakdown of fees. Provide a line item for reimbursable expenses and include a list of hourly rates for potential work that may fall outside of the project scope.
7. Contract:  
The district will utilize the criteria of this RFP and the response from the consultant as the basis for developing agreement between the district and the selected consultant.

#### **VII. ACCEPTANCE OR REJECTION OF PROPOSAL:**

The acceptance of the proposal does not bind Central Bucks School District to engage the firm. Central Bucks School District reserves the right to amend, modify or cancel this RFP at any time and for any reason; to reject the response of a firm that, in the opinion of the Central Bucks School District, is not a responsible or a responsive proposer. No party, including any respondent to this RFP, is granted any rights hereunder. Central Bucks School District reserves the right to contract with any firm for reasons other than lowest price, to waive informalities and technicalities in the proposals, to request clarifications of proposals, and to accept the proposal deemed most favorable to the Central Bucks School District after all proposals have been examined and evaluated. It shall also be understood that in no event shall CBSD be responsible for any costs of preparing your proposal.

**BID FORM: ADVERTISING CONSULTING SERVICES AND ATHLETIC  
SCORING INFRASTRUCTURE UPGRADES  
RFP#: 2026-006**

Name of Firm or Joint Venture: \_\_\_\_\_

Preparer: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Fee Proposal:**

1. Site Survey & Advertising Program Development
  - a. Provide a fixed fee: \$ \_\_\_\_\_
  
2. Percentage Based Compensation
  - a. Consultant fees shall be based on a percentage of advertising revenue.
  - b. Percent of Revenue Fence Program: \_\_\_\_\_%
  - c. Percent of Revenue Gym Program: \_\_\_\_\_%
  - d. Percent of Revenue Digital Scoreboard Program: \_\_\_\_\_%
  - e. Percent of Revenue Athletic Event Livestream: \_\_\_\_\_%
  - f. Percent of Revenue Facility Naming Program: \_\_\_\_\_%
  
3. Reimbursable Expenses: Identify the cost of any reimbursable expenses beyond the percentage-based fee
  - a. Reimbursable Expenses: \$ \_\_\_\_\_
  
4. Identify Subconsultant Firms to be utilized outside of a potential Joint Venture:
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_

## CUSTOM OUTDOOR SCOREBOARD SPECIFICATIONS

### SECTION INCLUDES

1. LED matrix live video display
2. LED matrix live video display control system
3. LED matrix live video display control software system
4. Decorative accents

### REFERENCES

1. Standard for Electric Signs, UL 48
2. Standard for CSA C22.2 #207
3. Federal Communications Commission Regulation Part 15
4. National Electric Code

### SUBMITTALS

1. Product data: Submit manufacturer's product illustrations, data and literature that fully describe the displays and accessories proposed for installation.
2. Shop drawings:
  - a. Mechanical
  - b. Electrical
  - c. Structural
3. Maintenance data: Submit manufacturer's installation, operation, and maintenance manuals.

### DELIVERY, STORAGE, AND HANDLING

1. The awarded vendor will be solely responsible for product delivery and unloading on site.
2. Display and equipment to be housed in a clean, dry environment. Central Bucks School District will not be responsible for housing the display and equipment, nor providing the space.

### PROJECT CONDITIONS

1. Environmental Limitations: Do not install display equipment until the mounting structure is secure, and concrete has ample time to cure (if needed). Cured concrete will be verified by a 3<sup>rd</sup> party testing agency provided by the vendor, at the vendor's expense.
2. Field Measurements: Verify position and elevation of structure and layout for display equipment. Verify dimensions by field measurements.
3. Verification certificate of mounting structure's ability to support the display's weight and wind load in addition to the auxiliary equipment will be provided by the vendor's engineer, at the vendor's expense.
4. Installation may proceed within acceptable weather conditions

#### QUALITY ASSURANCE

1. For outdoor use
2. Source Limitations: Obtain all equipment from one source from a single manufacturer.
3. All equipment and materials, except furnished by Central Bucks School District, shall be new and the latest version at the time of bid and shall conform to applicable UL, ULC, CSA or ANSI provisions.
4. FCC compliant
5. Installed per NEC
6. Re-manufactured or "B" stock equipment will not be accepted. Evidence of unauthorized re-manufactured or "B" stock equipment on the project site will be deemed evidence of the contractor's failure to perform the work.
7. Contractor shall take care during installation to prevent scratches, dents, chips or disfiguration of equipment and materials supplied. All damaged equipment and/or materials shall be repaired or replaced at Central Bucks School District's discretion. Contractor shall perform either option selected by Owner at no additional cost to the Central Bucks School District.

#### WARRANTY

1. Provide 5 years of no cost parts exchange due to manufacturing defects
2. Provide 10-year parts availability guarantee from the manufacturer
3. Provide toll-free service coordination
4. Provide technical online and phone support

#### MANUFACTURER

1. Manufacturer/Installer shall be registered with one of the following cooperative purchasing programs:
  - a. COSTARS
  - b. Sourcewell
  - c. GSA
  - d. PEPPM

#### LED MATRIX LIVE VIDEO DISPLAY

1. Display shows live and recorded video clips, real-time scores/stats, animations, graphics, and text messages
  - a. 10mm Outdoor LED 18.9"W x 12.6"H
2. Pixel Characteristics
  - a. Modules feature SMD 3 in 1 LEDs, three per pixel, one of each red, green, and blue
  - b. 10 mm row and column spacing. Pixel spacing measurement must be measured from the center points of neighboring physical pixels, rather than neighboring physical and virtual pixels

- c. Pixels with an overbalance of one color (e.g. displays using virtual pixels with 2 red, 1 green, 1 blue) are not acceptable
3. Cabinet paint color: flat black on sides and back
4. Cabinet construction: Steel
5. Service Access: Must be Front and Rear accessible for easy service
6. Communication type
  - a. Fiber Optic (single mode), this fiber must be used to control video display
7. Display Capabilities
  - a. Color Capacity: 68.7 billion to 4.4 trillion
  - b. Grey Scale Levels: 4096 to 16384
  - c. Contrast Ratio: 3000:1
  - d. LED Refresh Rate: 1920 Hz as defined by the number of times per second the LED image is repainted in intensity
  - e. Display has signal redundancy allowing for signal path both forward and backwards through modules allowing for loss of only 1 module vs. rows or blocks of multiple modules or panels in case of failure
8. Viewing Characteristics
  - a. Module Intensity: 6500 nits (adjustable)
  - b. Brightness Control: 256 levels (manual, scheduled or automatic)
  - c. Suggested Viewing Angle: 160 degrees
9. LED Module Characteristics
  - a. Module shall be for outdoor use
  - b. Module shall have anti-reflective display face
  - c. Modules shall have horizontal louvers running between LEDs or pixels
  - d. Modules shall be able to be removed and installed from both the front and rear of the display
  - e. It is not necessary to remove or insert screws to remove or install modules
  - f. Module shall be silicon potted on both sides to provide a 100% waterproof seal
10. Video Processing
  - a. Video Frame Rate: 50/60 frames per second
  - b. System Architecture: 100% digital
  - c. Video Enhancement: Color space conversion, adjustable gamma correction, proprietary sharpening technology and enhancement algorithms for optimal picture quality
11. LED Quality
  - a. Quality Control: Sorted by intensity and color wavelength
  - b. LED Lifetime: 100,000 hours of operation as defined by time at which display intensity has decreased to 50 percent of the original intensity
12. Calibration
  - a. Pixel-to-pixel and module-to-module optical color calibration must be performed at the factory. The manufacturer must also provide easy-to-use calibration software

that allows individual modules and pixels to be independently adjusted while in the display.

- b. If modules need replacement during the life of the display, the calibration software must match newer modules' brightness levels to older modules' levels to preserve picture quality and maintain a uniform display appearance.
13. Display Interface
- a. The full-color video display must be able to interface and display real-time data from the control system without the need for a duplicate or redundant input.

#### LED MATRIX LIVE VIDEO DISPLAY CONTROL SOFTWARE SYSTEM

1. 4RU Rack Mount Chassis with mounting rails
  - a. Operating System: Windows® 10 Pro 64 or Windows 10 IoT Enterprise
  - b. Processor: Intel® Core™ i7-9700F (Intel 9th Gen. 8-Core CPU)
  - c. Memory: 16 GB DDR4-2133 SDRAM
  - d. Hard Drive: 1TB GB 7200 Solid State Drive
  - e. Onboard Wi-Fi
  - f. Graphics Card with 4GB on board memory
  - g. Optical DVD Drive
  - h. RS232 communication port
  - i. Keyboard, mouse and 22" Monitor. Extends up to 15' (4.6 m) from main control rack location
2. Manufacturer must provide a Windows® 10 or later based computer with the control software loaded, configured, and ready to control display at startup.
3. Control software must be developed by the manufacturer of the display.
4. The display control software must provide simple, user-friendly features for creating, editing, scheduling, running, and deleting messages.
5. No software or yearly license fees will be accepted
6. Display Software features:
  - a. Direct control of a displays located on a network
  - b. Simultaneous display and edit capability
  - c. Content playlists with loop, shuffle, random and next play functionality
  - d. Thumbnail preview of content clips
  - e. Onscreen display monitor
  - f. Unlimited, color-coded buttons
  - g. Support input devices such as a mouse, keyboard, touch screen, and monitor
  - h. Icon and pull-down menu programming features
  - i. Up to 6 independent display zones
7. Content Editor Software features:
  - a. Display of TrueType fonts and other Windows® compatible character fonts
  - b. Inline text editing
  - c. Outlined, Drop shadowed, Bold, Italic, and Underlined text modes
  - d. Ability to copy and paste text from most Windows applications

- e. Import common image and animation formats, including BMP, JPEG and AVI
  - f. Content preview
  - g. Content layering
  - h. Real-time data (RTD) integration allows operators to create messages with information that automatically updates without user intervention. Such data may include scores, game time, player/team statistics, time-of-day, or date
8. Ability to input third-party timing data

## SCORING AND TIMING

### Scoring Console

- 1. Microprocessor based scoring and timing console with proven precision timing. PC software-based scoring and timing will not be accepted
- 2. Console scores multiple sports using changeable keyboard inserts
- 3. Recalls all scoring data if power is lost
- 4. Console capable of automatically calculating and displaying DOWN & TO GO for each play
- 5. Runs Time of Day and Segment Timer modes
- 6. Console includes:
  - a. Rugged aluminum enclosure to house electronics
  - b. 5.2" Graphic LCD Display to verify entries and recall all game information currently displayed
  - c. Sealed membrane water-resistant keyboard with 32 game specific function keys, 0-9, clear, enter, and run/stop and horn keys
  - d. Power cord that plugs into a standard grounded outlet; Power Input: 110-220V, 1A
  - e. Dimensions: 12.5" x 8.25" x 4", 5 lbs.
  - f. Multiple Communication Ports
    - i. Wired Output - RS485 (XLR4 Female) and RS232 (DB9 Male)
    - ii. Multi-controller Port - RS485 (XLR 5 Female & XLR5 Male)
    - iii. Diagnostics – USB
  - g. Hand-held switch with multiple configurable external remote options
  - h. Hard sided carrying case

## DECORATIVE ACCENTS

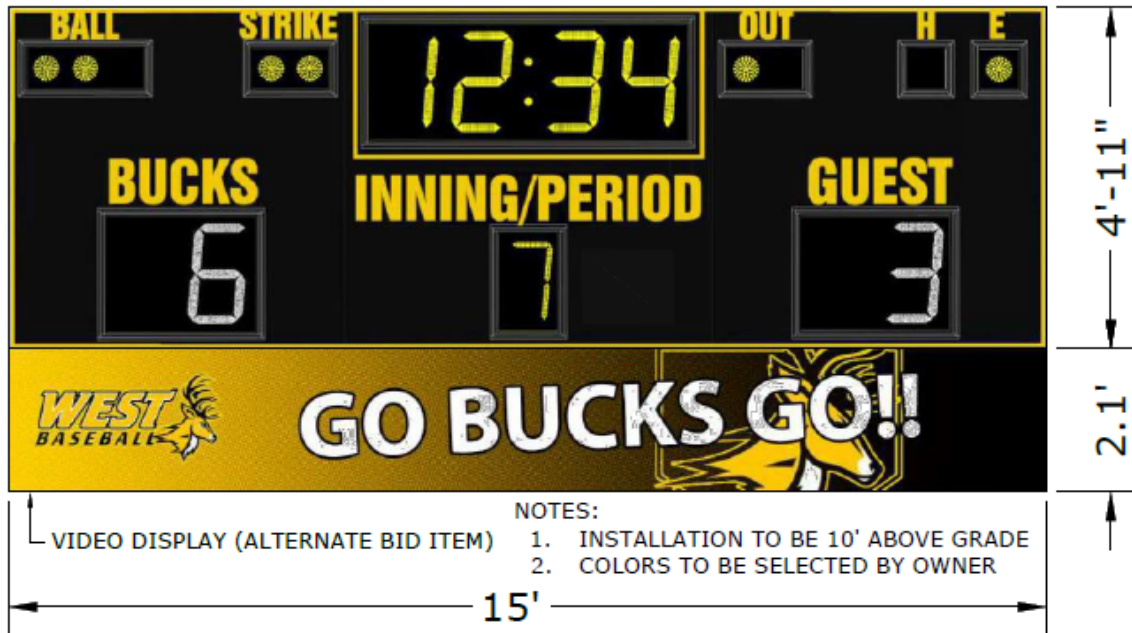
- 1. Top field sponsor arched panel
  - a. 1 sponsorship panel located on top of the video screen
  - b. Non-back lit
  - c. Construction
    - i. All-aluminum construction for light weight and corrosion resistance
    - ii. 0.053" thickness used for all faces and sides
  - d. Cabinet Paint Color:
    - i. Powder coated finish

- ii. Choice from a wide range of standard powder coat colors
    - iii. Fully powder coated exterior (all sides, front, and rear faces)
  - e. Artwork
    - i. Provided based on customer supplied vector-based graphics
    - ii. Self-adhesive vinyl with 3-year outdoor warranty
- 2. Side sponsorship panels
  - a. 6 sponsorship panels located on the sides of the video screen
  - b. Back lit
  - c. Construction
    - i. All-aluminum construction for light weight and corrosion resistance
    - ii. 0.053” thickness used for all faces and sides
  - d. Cabinet Paint Color:
    - i. Powder coated finish
    - ii. Choice from a wide range of standard powder coat colors
  - e. Artwork
    - i. Provided based on customer supplied vector-based graphics
    - ii. Self-adhesive vinyl with 3-year outdoor warranty

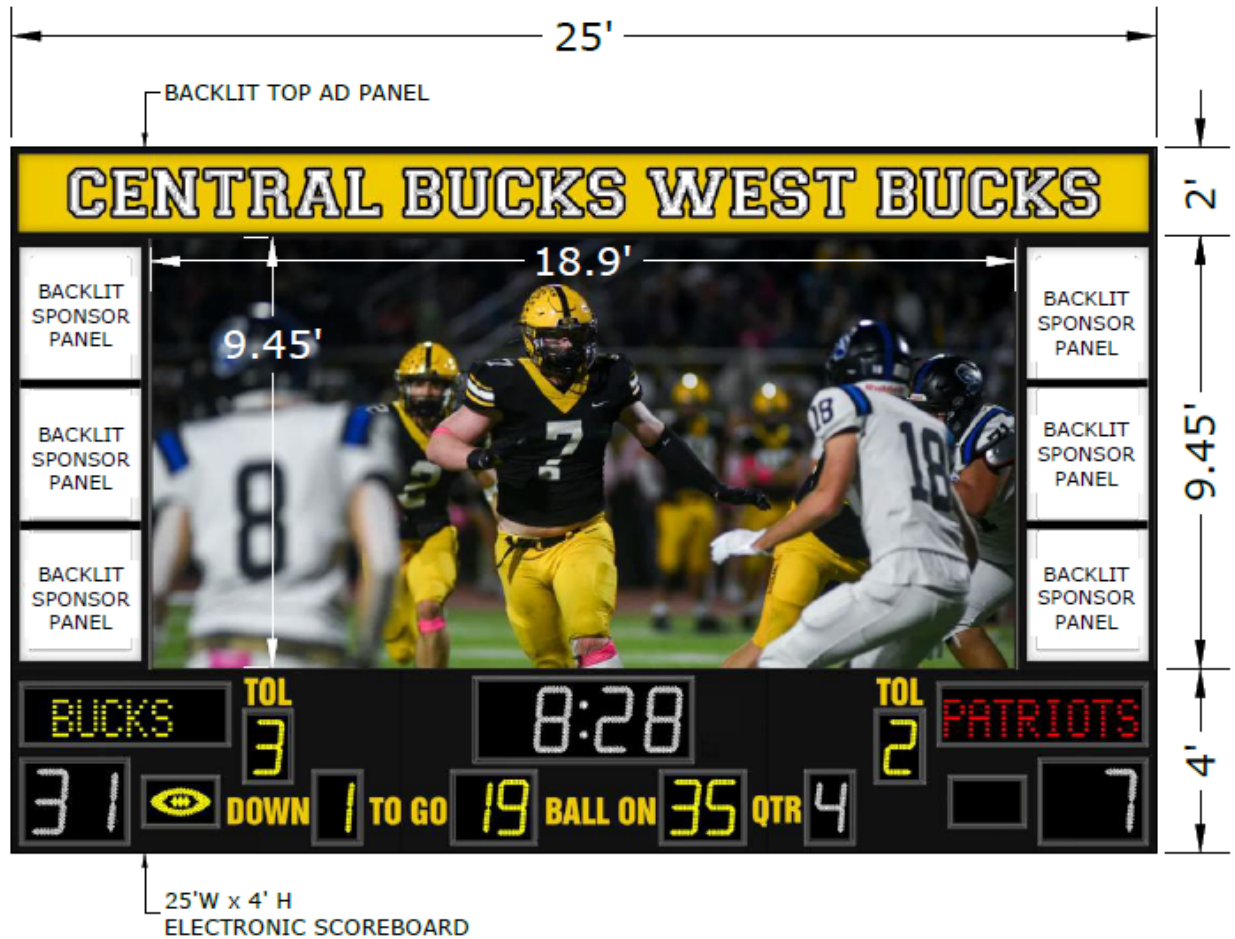
POWER AND DATA – To be supplied by contractors.

#### BASIS OF DESIGN

The following graphic depicts the general size, configuration, and features that are anticipated for each of the stadium sites. Based upon cost and recommendations, municipal restrictions, and other factors, these are subject to change, however the base fee shall reflect the following:



BASIS OF DESIGN: MULTIPURPOSE FIELD & BASEBALL/SOFTBALL



NOTES:

1. VIDEO DISPLAY TO BE 18.9' x 9.45' WITH 10MM PIXEL PITCH
2. INSTALLATION SHALL BE 12' ABOVE GRADE UNLESS OTHERWISE DETERMINED UPON STRUCTURAL EVALUATION AND TOWNSHIP REQUIREMENTS
3. COLORS TO BE SELECTED BY OWNER

BASIS OF DESIGN: STADIUM SCOREBOARD FOOTBALL/SOCCER/ FIELD HOCKEY/LACROSSE