LEBANON R-III SCHOOL DISTRICT

REQUEST FOR PROPOSALS

260924 Official Media Partnership for Live Streaming and Broadcast Services

ISSUE DATE: Date:

TITLE: **LEBANON R-III SCHOOL DISTRICT Official Media Partnership for Live Streaming and Broadcast Services**

ISSUING AGENCY MAILING ADDRESS:
Lebanon R-III School District
Attn: Dr. Jeremy Brownfield
224 W. Commercial Street
Lebanon, MO 65536
PH (417) 657-6001

PROPOSAL DUE DATE AND TIME:

Date/Time: October 29, 2026/4:00 PM
Proposals must be received by the due date and specified time. Proposals may be mailed, hand delivered, or emailed to the person listed below for questions. All submissions must be received by the due date and specified time.

Proposals hand delivered or mailed must include a flash drive with a PDF of the full proposal or email a copy.

CONTRACT TERM: To be determined - June 30, 2027
(with annual renewal options)

QUESTIONS/INQUIRIES:
Email all inquiries for information to the following: jbrownfield@lebanon.k12.mo.us

In compliance with this Request for Proposals and all conditions incorporated herein, the undersigned offers and agrees to furnish the services described in the attached proposal or as mutually agreed upon by subsequent negotiations.

Name and Address of Firm: Date: _____
_____ By: _____
_____ Title: _____
_____ Signature: _____

Email:_____ Phone: _____

The Lebanon R-III School District does not discriminate on the basis of race, color, religion, sex, national origin, ancestry, disability, age, genetic information, or any other characteristic protected by law.

260924 Official Media Partnership for Live Streaming and Broadcast Services

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I. INVITATION TO PROPOSE

The Lebanon R-III School District ("District") invites qualified media organizations to submit proposals to become an Official Media Partner of the Lebanon R-III School District.

The District seeks to establish partnerships with professional media organizations that will enhance community engagement through the live streaming, broadcasting, recording, and promotion of Lebanon R-III athletic contests and other approved school events.

The District intends to select one or more Official Media Partners that demonstrate the ability to provide high-quality event coverage while offering meaningful value to the District through financial consideration and/or in-kind services. Selection as an Official Media Partner does not constitute an exclusive agreement to broadcast District events.

II. DISTRICT OVERVIEW

The Lebanon R-III School District serves approximately 4,600 students and is committed to providing exceptional educational, athletic, fine arts, and extracurricular opportunities that foster student success and community pride.

The District hosts numerous athletic contests and school-sponsored events each year that attract significant interest from students, families, alumni, and community members. The District desires to expand public access to these events through professional media partnerships while ensuring efficient use of District facilities and resources.

III. PURPOSE

The purpose of this Request for Proposals is to identify qualified media organizations interested in entering into a partnership with the District to provide professional broadcast and streaming services for athletic contests and other approved District events. The District seeks partnerships that:

- Increase community access to District events.
- Enhance the visibility of Lebanon R-III students and programs.
- Promote positive public relations for the District.
- Improve the quality and consistency of event broadcasts.
- Create mutually beneficial partnerships with local and regional media organizations.

IV. SCOPE OF SERVICES

The selected Official Media Partner(s) may be authorized to provide live or recorded coverage of District events including, but not limited to:

- Varsity athletics
- Junior varsity athletics
- Middle school athletics
- Fine arts performances
- Academic competitions
- Student recognition ceremonies
- Graduation ceremonies
- Community events hosted by the District
- Board-approved special events

The District does not guarantee a minimum or maximum number of events. Coverage schedules shall be coordinated through the District's Athletic Department or designated administrator.

V. OFFICIAL MEDIA PARTNER BENEFITS

Organizations selected as Official Media Partners may receive the following benefits, subject to availability and District approval.

A. Priority Access to Press Facilities

Subject to availability, applicable MSHSAA requirements, and District approval, Official Media Partners may receive priority access to designated press facilities at District athletic venues. The District retains discretion to allocate available space and resources based on facility limitations, safety, operational needs, event requirements, and the rights of participating schools. Where available, this may include:

- Designated press box workspace
- Preferred broadcast locations
- Electrical service
- Internet connectivity
- Parking accommodations
- Access to approved camera locations

Priority access applies only to designated press facilities and does not confer exclusive broadcast rights or prohibit other authorized media organizations from broadcasting events from spectator seating or other locations approved by the District.

B. Board-Authorized Regular Season Broadcast Agreement

Selection as an Official Media Partner does not, by itself, create an agreement between the media organization and the District for purposes of applicable MSHSAA requirements. Following selection, the District and the media organization may negotiate a separate written agreement, subject to approval by the Lebanon R-III Board of Education, authorizing the organization to provide audio broadcasts, video broadcasts, and/or telegraphic play-by-play accounts of regular-season competitions consistent with applicable MSHSAA requirements.

Under MSHSAA policy, for regular-season competitions involving MSHSAA member schools, the visiting team is afforded the same broadcast rights as the home team when the visiting school has either (1) a valid agreement between a media organization and the visiting school's board of education for such coverage or (2) a curricular program that typically provides streaming of the team's games.

Accordingly, an Official Media Partner operating under a Board-approved agreement with the Lebanon R-III School District may provide authorized coverage of Lebanon R-III regular-season competitions, whether Lebanon R-III is serving as the home or visiting school, subject to MSHSAA requirements and the reasonable operational requirements of the host school.

Nothing in this RFP or any resulting agreement is intended to limit the rights afforded under applicable MSHSAA policies to a visiting school, a media organization operating under a valid agreement with a visiting school's board of education, or a visiting school's qualifying curricular broadcasting program.

C. District Recognition

Official Media Partners may receive recognition through District communication channels, including:

- District website
- Athletic schedules

- Social media platforms
- Event programs
- Other promotional materials as determined by the District

Selected organizations may identify themselves as an "Official Media Partner of the Lebanon R-III School District" during the term of the agreement, subject to District branding guidelines.

VI. DISTRICT EXPECTATIONS

Official Media Partners shall:

1. Conduct themselves professionally at all District events.
2. Coordinate event coverage with District personnel.
3. Follow all District safety, security, and operational procedures.
4. Comply with all Missouri State High School Activities Association (MSHSAA) regulations, when applicable.
5. Maintain all required licenses, permits, and insurance.
6. Respect all student privacy laws and District policies.
7. Ensure equipment placement does not interfere with spectators, participants, or event operations.
8. Obtain any necessary rights or permissions related to copyrighted music or other protected content included in broadcasts.
9. Comply with all applicable federal, state, and local laws.
10. Obtain advance approval for broadcast locations, equipment placement, and access to District facilities.
11. Comply with the District's credentialing, access, safety, security, and event-management requirements.
12. Refrain from interfering with District operations, spectators, participants, officials, or other authorized media organizations.
13. Remove or relocate equipment at the District's direction when reasonably necessary for safety, security, accessibility, or event operations.

VII. PARTNERSHIP CONSIDERATION

In exchange for priority access to designated press facilities and recognition as an Official Media Partner, the District requests proposals outlining the value that will be provided to the District. Proposals may include one or more of the following:

A. Financial Consideration

- Annual partnership fee
- Event sponsorships
- Advertising purchases
- Revenue sharing opportunities

B. In-Kind Consideration

Examples include, but are not limited to:

- Professional video production
- Promotional videos
- Photography services
- Commercial production
- Public service announcements
- District marketing support
- Student internship opportunities
- Broadcasting mentorship programs
- Equipment donations
- Technical consulting

- Livestream production support
- Media training for students

Respondents are encouraged to propose innovative partnership opportunities that provide measurable value to the District.

VIII. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS

In order to be considered, proposals must be submitted prior to the due date and time stated in this RFP by an authorized representative of the respondent. All requested information should be provided. Failure to submit requested information may result in a proposal being considered non-responsive.

A. Company Information

- Legal business name
- Business address
- Primary contact
- Telephone number
- Email address
- Website or streaming platform
- Years in operation

B. Organizational Experience

Provide information regarding:

- Experience broadcasting high school athletics
- Experience with livestream production
- Similar school partnerships
- Technical capabilities
- Staffing model

C. Proposed Services

Describe:

- Events proposed for coverage
- Broadcast platforms
- Production quality
- Commentary services
- Replay capabilities
- Graphics package
- Archiving broadcasts
- Advertising model

D. Partnership Proposal

Describe the financial and/or in-kind value proposed for the District. Include estimated annual value whenever possible.

E. References

Provide a minimum of three (3) references from organizations for whom similar services have been provided.

F. Proposal Presentation

Respondents may be requested to provide an oral presentation, answer questions, or clarify elements of the proposal in person, by email, or by teleconference. Any such presentation is intended for fact-finding and clarification. The District will determine whether presentations are necessary.

IX. EVALUATION AND SELECTION CRITERIA

The District intends to evaluate proposals using, but not limited to, the following criteria:

Evaluation Criteria	Weight
Experience and Qualifications	25%
Technical Capabilities	10%
Quality of Proposed Services	20%
Financial and/or In-Kind Value	25%
Overall Benefit to the District	20%

The District reserves the right to interview respondents prior to selection and to negotiate with one or more respondents. The District may reject any or all proposals or select no respondent if determined to be in the District's best interest.

X. NON-EXCLUSIVE AGREEMENT

This Request for Proposals does not establish exclusive media rights. The Lebanon R-III School District expressly reserves the right to:

- Permit additional media organizations to broadcast District events.
- Permit personal or noncommercial recording or streaming only when authorized by the District and otherwise permitted by applicable law, District policy, event rules, and MSHSAA requirements.
- Produce District-owned broadcasts.
- Enter into multiple media partnerships.
- Modify media access when necessary, due to operational or safety considerations.

Selection as an Official Media Partner may grant priority access only to designated press facilities and does not convey exclusive broadcast rights.

XI. DISTRICT RIGHTS

The Lebanon R-III School District reserves the right to:

- Reject any or all proposals.
- Waive informalities or technicalities.
- Request additional information from any respondent.
- Negotiate with one or more respondents.
- Select multiple Official Media Partners.
- Decline to select any respondent or enter into any agreement if deemed in the best interest of the District.
- Cancel or amend this Request for Proposals at any time.

XII. OWNERSHIP OF DISTRICT MARKS

The Lebanon R-III School District retains all ownership rights to its names, logos, trademarks, mascots, photographs, and other intellectual property. Selection as an Official Media Partner grants only a limited, revocable license to use District marks solely for the promotion of approved District event broadcasts during the term of the agreement. No ownership interest or exclusive rights are conveyed through this partnership.

XIII. REQUIRED CONTRACT PROVISIONS

The respondent(s) selected by the District will be required to enter into a separate written service agreement with the District. The final agreement will include the provisions summarized below, together with any additional terms the District determines are appropriate based on the selected proposal and the services to be provided. By submitting a proposal, each respondent acknowledges and agrees that these provisions are material requirements of the procurement. Any attempt by a

respondent to materially alter, limit, or exclude these provisions, or any refusal to agree to them, may be grounds for the District to reject the proposal, rescind a selection, or discontinue contract negotiations.

Scope and Performance of Services. The provider will perform the services described in its accepted proposal and the final agreement; coordinate all services with the District's designated representative; and represent that it is qualified, experienced, capable, and properly licensed, if applicable, to perform the services.

Term, Consideration, Invoicing, and Payment. The final agreement will state the contract term, renewal options, financial and/or in-kind consideration, invoicing requirements, and payment terms. The provider will not be entitled to compensation or other consideration beyond that expressly authorized in the final agreement.

Insurance. The provider will maintain insurance acceptable to the District throughout the agreement, provide proof of coverage upon request, and name the District as an additional insured on applicable policies. The District may require workers' compensation, employer's liability, automobile, public liability, and property-damage coverage, including coverage limits tied to the maximum legal liability limits under section 537.610, RSMo., as applicable to the services and associated risks.

Personnel, Background Checks, and Site Access. The provider may not use any employee or subcontractor who is a registered sex offender. For personnel providing services on District property, the provider may be required to certify completion of background checks consistent with section 168.133, RSMo., and comply with all District access, credentialing, safety, and security requirements.

Compliance with Laws, Policies, and Student Privacy. The provider will comply with all applicable federal, state, and local laws, MSHSAA requirements, District Board policies and procedures, and student privacy requirements. If the provider receives access to personally identifiable information from education records, the provider will be subject to the District's direct control regarding the use and maintenance of those records and to the use and redisclosure requirements of FERPA and 34 C.F.R. section 99.33(a).

Independent Contractor. The provider will act as an independent contractor and independent employer. Nothing in the agreement will create a partnership, joint venture, agency, or employment relationship with the District, and the provider will have no authority to bind the District.

Indemnification. To the extent permitted by law, the provider will defend, indemnify, and hold harmless the District, its Board of Education, officers, agents, and employees from claims, demands, losses, liabilities, damages, and expenses arising from the negligent acts, omissions, or willful misconduct of the provider or its employees, agents, or subcontractors in connection with the agreement.

Sovereign Immunity. Nothing in the RFP or final agreement will constitute or be construed as a waiver of the District's sovereign immunity or other protections under Missouri law, including section 537.600 et seq., RSMo.

Assignment and Subcontracting. The provider may not assign, transfer, or subcontract its rights, duties, or obligations without the District's prior written consent. Any approved subcontractor will remain subject to the applicable requirements of the final agreement, and the provider will remain responsible for the subcontractor's performance.

General Contract Terms. The final agreement will include customary provisions addressing the entire agreement, non-waiver, severability, Missouri governing law and venue, counterparts and electronic signatures, force majeure, notices, and other terms the District determines necessary to protect its interests.

XIV. TERM OF AGREEMENT

The initial agreement shall be for the remainder of the 2026-27 school year, beginning to be

determined, and ending June 30, 2027, with annual renewal options upon mutual agreement of both parties.

The District may suspend access immediately when reasonably necessary to address safety, security, operational, legal, or regulatory concerns. The District may terminate the agreement for failure to comply with its terms or upon written notice when the District determines that continuation of the partnership is not in its best interest. Additional termination provisions may be included in the resulting agreement.

XV. PROPOSAL SUBMISSION

Proposals shall be submitted electronically in PDF format no later

than: Date/Time: October 29, 2026/4:00 PM

Proposals shall be emailed to:

Dr. Jeremy Brownfield
Assistant Superintendent of Human Services and Quality Improvement
Lebanon R-III School District
224 W. Commercial Street
Lebanon, Missouri 65536
Email: jbrownfield@lebanon.k12.mo.us
Subject Line: Official Media Partner Proposal - [Company Name]

Late submissions may not be considered.

XVI. QUESTIONS

Questions regarding this Request for Proposals shall be submitted in writing to the contact listed above no later than October 26, 2026 . Responses may be shared with all prospective respondents to ensure a fair and transparent procurement process.

The Lebanon R-III School District appreciates your interest in partnering with our schools to promote the accomplishments of our students, staff, and community. We look forward to reviewing your proposal and exploring opportunities to build meaningful partnerships that enhance the educational experience for all Lebanon R-III students.