

Kansas City Streetcar Authority KC Streetcar Vehicle Sponsorship Request for Bid and Proposal *Summer 2020*



The Kansas City Streetcar Authority (KCSA) is issuing this Request for Bid and Proposal (RFBP) to firms, organizations, companies or individuals (Proposers) interested in sponsoring the KC Streetcar vehicles and/or entire fleet.

Background

The KC Streetcar downtown line runs north and southbound for approximately 2.2 miles through the heart of downtown Kansas City, Missouri. The route is primarily on Main Street from Union Station/Crown Center to The River Market area. It also includes the following streets in the River Market area:

- 3rd Street from Delaware to Grand
- 5th Street from Delaware to Grand
- Grand from 3rd to 5th Streets
- Delaware from 3rd to Independence

The KC Streetcar has 16 stops along the downtown route, 15 of which have shelters, markers, and Smart City digital kiosks. There is no fare to ride the KC Streetcar, is climate controlled and has a maximum capacity of 150 riders per vehicle. There's a total of 6 KC Streetcar vehicles that are all bicycle, wheelchair and stroller friendly and offer level boarding at all of the 16 stops.

Since May 2016, the KC Streetcar has logged more than 8,000,000 rides, far exceeding original estimates and has had millions of impressions through national and local press, social media, and positive customer experiences.

About the KC Streetcar vehicles:

- CAF Manufactured, Modern Streetcar vehicles
- 6 vehicles in total (801, 802, 803, 804, 805, and 806)
- Each streetcar vehicle is 78 feet long and 12 feet tall, weighing 78,000 lbs.
- Capacity is 150-200 people, with 34 seats

Kansas City Streetcar Authority (KCSA) is a not-for-profit organization formed for the purpose of managing, operating and maintaining the KC Streetcar, and further supporting KCSA's branding, marketing, safety oversight, communication, and community engagement.

Program Details: KC Streetcar Vehicle Sponsorship

A. Program Intent

As per the KCSA Advertising Policy and Guidelines, it is the intent of the KCSA to create a non-public forum and sponsorship program designed to generate revenue to help fund operations and improvements in the KCSA streetcar system.

All potential sponsors shall be subject to the prior review and approval of KCSA, which approval shall be exercised by KCSA within its sole discretion. In addition, the terms relating to such sponsorship transaction shall be subject to the applicable KCSA policies, agreements, and regulations. All sponsorship content and related agreements will be subject to and must be in compliance with all laws including all Kansas City and Missouri, and Federal Transit Administration laws and regulations.

B. Sponsorship Package

KC Streetcar Vehicle Sponsorship Packages include the following:

1. Sponsor Exposure

- Creative concept will be included on fixed vinyl signage on the exterior of the KC Streetcar vehicle(s) and will be visible by transit passengers, automobile passengers traveling, pedestrians and cyclists, and visitors to local landmarks and seasonal events. (See attached Sponsorship Guidelines for space parameters).
- Vehicle sponsor will receive additional brand exposure through collaborative KC Streetcar sponsored partnerships and special events (example: Chiefs KC Streetcar, Sporting KC Streetcar, the annual Art in the Loop KC Streetcar, etc.)

2. On-line/Social Media Exposure

- KC Streetcar vehicle sponsor will receive specific recognition on the KC Streetcar website via the sponsorship page, posts, news items, and emailed streetcar updates.
- KC Streetcar vehicle sponsor will receive recognition and promotional support in KC Streetcar social media posts, including Facebook, Twitter, and Instagram.

C. Submission Requirements

The following is required in a qualifying bid and proposal:

1. Sponsoring Agency/Company Information

- i. Company/Organization name and point of contact
- ii. Contact information including mailing address, website, social media handles, and email address
- iii. Agency/Company Description (core business description, organizational history, etc.)

2. Description of sponsorship intent and concept

- i. Description of intended sponsorship execution strategy, including example messaging and Creative concept
- ii. Description explaining why KC Streetcar sponsorship is of interest to your organization and how, as a partner, you seek to support and add value to the KC Streetcar brand, image, and position.

3. KC Streetcar Asset Identification

- i. Identification and description of specific number of KC Streetcar vehicle(s) proposed for sponsorship

4. Proposed Sponsorship Terms and Bid Proposal

- i. Request Term Length (minimum of six months for KC Streetcar vehicles).
- ii. Total Bid Proposal - Amount proposer will pay KCSA for requested sponsorship rights (annually and aggregate). (minimum sponsorship value for individual streetcars is \$50k per vehicle per unit, however consideration will be given for alternative rates based on the number of cars and length of contract term.)

To be considered for this sponsorship opportunity, please submit the above information via e-mail to Donna Mandelbaum, re: KC Streetcar Sponsorship, at dmandelbaum@kcstreetcar.org. Questions can be directed to dmandelbaum@kcstreetcar.org or 816.877.3219.

D. Evaluation Factors for Sponsorship

The factors used to evaluate proposing sponsors include the following:

1. Conformance to KC Streetcar Sponsorship Policy guidelines (see attachment) – **Prerequisite**
2. Value and fee (annual value per asset and total value per asset)
3. Alignment with KC Streetcar Brand, Intent, and Position

E. Selection Process

Selection of sponsors will be selected at the sole judgment of the KCSA Board of Directors. KCSA will consider all parts of the proposal collectively, but place an emphasis on evaluation factors outlined in the previous section.

The selection process may include an interview session. KCSA will select the respondent that in the sole judgment of KCSA best satisfies the requirements in the RFP and the expectations of KCSA and can do so at the best value to KCSA. Selection may not be the proposal with the highest value. Respondents may not contest the selection of the KCSA for any reason.

Selection does not guarantee a sponsorship contract. After selection, the contractor and KCSA will discuss and agree on final sponsorship parameters, art concepts, contract amount and terms of the contract. If the contractor and KCSA fail to reach an agreement, KCSA is free to select from remaining available respondents, cancel the RFP, or issue an additional Request for Proposal.

F. Attachments

1. Sponsorship Guidelines for the KC Streetcar Vehicles.
2. Advertising guidelines for the KC Streetcar Authority.

APPENDIX

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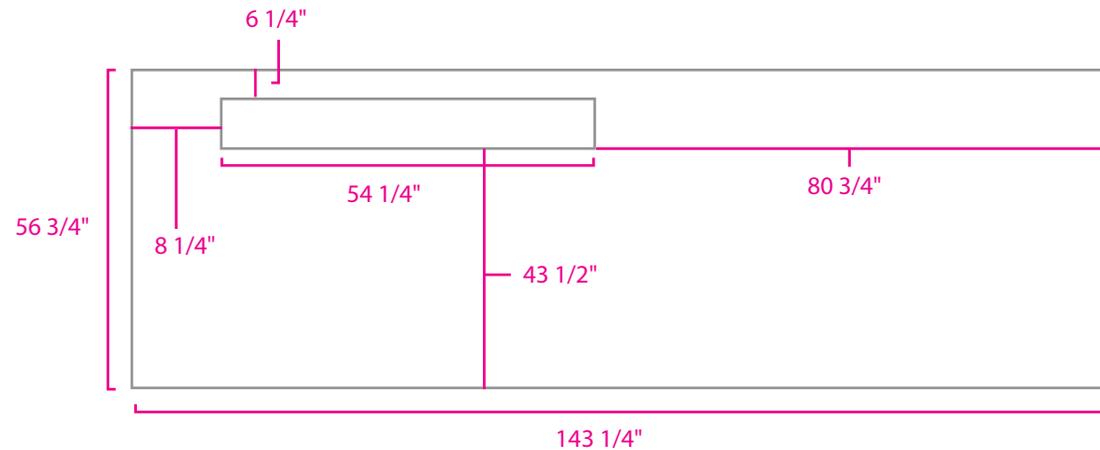
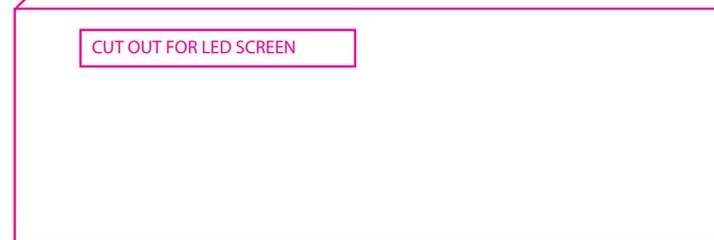
SPONSORSHIP STANDARDS

KC STREETCAR AUTHORITY | UPDATED 1-28-2019

SPONSORSHIP GUIDELINES FOR ON-VEHICLE GRAPHICS

The center section of the vehicle glass is available for sponsorship opportunities. All graphics need to remain on the glass window sections UNLESS special permission is granted by the KC Streetcar.

The KC Streetcar Authority reserves the right to approve all final art before production and installation.



SPONSORSHIP LIVE AREA

EXAMPLE SPONSORSHIP FOR ON-VEHICLE GRAPHICS

The KC Streetcar was designed to be a sleek, modern canvas for celebrating Kansas City. The KC Streetcar brand will always be the primary branding on the KC Streetcar for wayfinding reasons for riders. If a sponsor sees an opportunity to enhance the KC Streetcar brand or co-brand in a way that celebrates the mission of the KC Streetcar, the committee is open to those suggestions and will work with the sponsor to bring an exciting idea to life.

These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

Sponsorships will need to be confined to the middle car of the vehicle and will need to remain inside the live area.

*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.



YOUR BRAND HERE.

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These are examples and are purely for illustration purposes only. All advertising should be submitted to the KC Streetcar Authority for approval.

This is a sample where sponsorship is confined to the middle car of the vehicle and inside the live area showed.

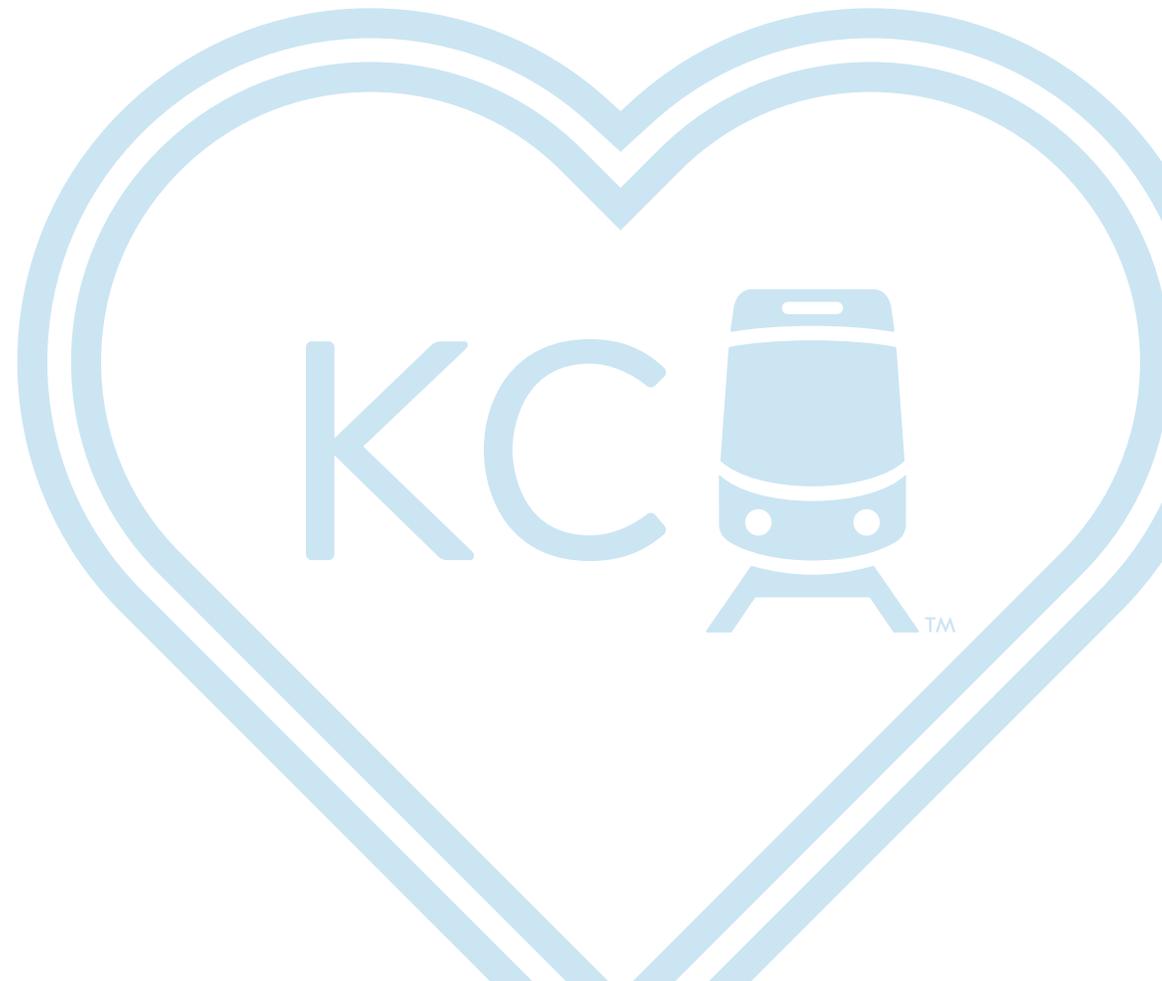
*ALL LOGOS AND IMAGERY SHOWN ARE PROPERTY OF THEIR RESPECTIVE OWNERS.



CONTACT

If you have any questions, comments or need the KC Streetcar resources featured herein, please contact Donna Mandelbaum with the Kansas City Streetcar Authority.

KC Streetcar Authority
600 East 3rd Street
Kansas City, Missouri 64106
816-627-2526
dmandelbaum@kcstreetcar.org





Kansas City Streetcar Authority (KCSA)

Sponsorship & Advertising Policy and Guidelines

Kansas City Streetcar Authority (KCSA) is a not-for-profit organization formed for the purpose of managing, operating and maintaining the KCSA streetcar once operational, and further supporting KCSA's branding, marketing, safety oversight, communication and community engagement.

KCSA will be offering the sale of sponsorship and advertising, as well as other marketing and promotional opportunities, as further outlined in the KCSA Sponsorship and Advertising Policy and Guidelines. KCSA's intent is to create a non-public forum and commercial sponsorship and advertising program designed to generate advertising revenue to help fund operations and improvements in the KCSA streetcar system.

All potential sponsors and advertisers, as well as the advertisers' proposed sponsorship and advertising to be published and/or presented, shall be subject to the prior review and approval of KCSA, which approval shall be exercised by KCSA within its sole discretion. In addition, the terms relating to such sponsorship and advertising transactions shall be subject to the applicable KCSA sponsorship and advertising order documents and agreements. All sponsorship and advertising will be subject to and must be in compliance with all laws including all Kansas City and Missouri laws and ordinances.

The below are KCSA's current Sponsorship and Advertising Policy and Guidelines, which can be amended, changed and/or modified in any way at any time without notice by KCSA within its sole discretion.

- I. Prohibited Advertising Content. Advertising is prohibited on KCSA designated transit facilities, vehicles and streetcars, if it is from a prohibited advertiser and/or contains any of the following content:
 - a. Issue Advertising. Advertisements expressing or advocating an opinion, position and/or viewpoint on matters of public debate about economic, political, religious, social, moral or non-commercial issues are prohibited.
 - b. Prohibited Products, Services or Activities. Any advertising promoting and/or depicting the following products, services or activities or that use brand names, trademarks, slogans or other material that are identifiable or associated with such products, services or activities is prohibited on transit facilities, vehicles and streetcars.
 - i. False or Misleading. Any material that is false, fraudulent, misleading, deceptive or unfair.
 - ii. Illegal. Advertising that promotes or relates to an illegal product, service or activity.
 - iii. Alcohol and Tobacco. Advertising featuring any alcohol, e-cigarettes, tobacco and tobacco related products, including, but not limited to, products that simulate and/or encourage the act of smoking any tobacco or nicotine product and chewing tobacco.



- iv. Firearms or Weapons. Advertising of firearms, weapons, ammunition or explosives, including, but not limited to, the sale, rental, distribution or availability of firearms or firearms-related products.
- v. Prescription Drugs. Advertising containing or focusing on the sale of prescription medications
- vi. Violence. Advertising that promotes or displays images or language that presents depictions of or promotes (i) overly violent acts or practices, (ii) harm or violent acts or practices against humans or animals, (iii) graphic images of humans or animals, and human or animal body parts, or (iv) incites or provokes violence or an immediate breach of the peace, lawlessness or violent action. .
- vii. Language. Advertising that contains vulgar, obscene, crude, profane or inappropriate language.
- viii. Adult Content. Advertising that promotes or displays images featuring depictions of people in overly explicit or sexually suggestive positions or situations, adult entertainment services or sexually oriented businesses, adult films, and video games rated “M” or higher.
- ix. Demeaning or Disparaging. Advertising that contains images, copy and/or concepts that denigrate, demean, disrespect or disparage any individual, group, organization or business, including, but not limited to KCSA.
- x. Copyright, Trademark and Other Intellectual Property Rights. Content that infringes upon or violates the rights of any third party, including, but not limited to, copyright, trademark, privacy, publicity, or other personal or proprietary rights.
- xi. Political. Advertisements promoting or opposing a political party or organization, or promoting or opposing the election of any candidate, group of candidates or party for any office.
- xii. Harmful or Disruptive to the KCSA System. Any content or material that is objectionable under contemporary and evolving community standards as to be reasonably foreseeable that it may result in harm to, disruption of and/or interference with the KCSA system.
- xiii. KCSA’s Endorsement. Contains images, copy or concepts that represent, directly or indirectly, a tie-in, association, or endorsement by the KCSA of the advertiser or the advertiser’s product or service, unless such tie-in, association and/or endorsement is officially approved in writing by KCSA.
- xiv. Unsafe Transit Behavior. Advertising promoting any unsafe or reckless behavior or action with respect to streetcar related activity occurring in or around KCSA’s streetcars and facilities.

II. Sponsorship and Advertising Review and Approval Process

RideKC STREETCAR™

- a. A potential advertiser, as well as the advertiser's proposed sponsorship and advertising to be published and/or presented, shall be subject to the prior review and approval of KCSA, which approval shall be exercised by KCSA within its sole discretion. KCSA will outline the process for any such advertiser and sponsorship and advertising submission, which shall include the manner and timing relating to such submission.
- b. Any approval can be withdrawn at any time without notice and without reason, all within the sole discretion of KCSA.
- c. In addition, the terms relating to any advertising transaction shall be subject to the applicable KCSA advertising order documents and agreements.