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 both sides 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 unit per year, 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
SPONSORSHIP GUIDELINES FOR ON-VEHICLE GRAPHICS

The center section of the vehicle glass on both sides 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.
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.
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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.

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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
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