



**Request for Proposal (RFP)
For
Texas Parks & Wildlife Department's
*ShareLunker Sponsorship***

Table of Contents

I. Introduction

II. RFP Scope

III. RFP Requirements

IV. RFP Terms and Guidelines

V. RFP Evaluation

VI. RFP Schedule

VII. Appendices

- a) Exhibit A: ShareLunker Strategic Plan
- b) Exhibit B: In-Kind List Descriptions

I. Introduction

The role of the Texas Parks & Wildlife Foundation (TPWF) is to support the mission of the Texas Parks & Wildlife Department (TPWD), which is to manage and conserve the natural and cultural resources of Texas and to provide hunting, fishing and outdoor recreation opportunities for the use and enjoyment of present and future generations.

ShareLunker is nationally recognized and is considered one of TPWD's most high-profile programs. It is also the only Texas Parks & Wildlife Department program that currently offers a title sponsorship opportunity.

ShareLunker is an angler-driven conservation program which uses donated largemouth bass weighing 13 pounds or more in a selective breeding program designed to increase the size and number of big bass caught in Texas. An ancillary goal of the program is to produce the next world record bass in Texas. *ShareLunker* offspring are stocked into Texas public waters, and the donated fish are returned to the lakes where they were caught. Anglers who donate fish to the program receive a fiberglass replica of their catch, *ShareLunker* clothing, a certificate, and two tickets to the annual recognition banquet. The program, which accepts entries from October through April of each year, plays a vital role in helping manage and conserve fisheries resources as related to the enjoyment of bass fishing in Texas. As evidence of the public acceptance of and interest in the program, *ShareLunker* receives the highest amount of media coverage of any TPWD program, some 56 percent of the total.

The program was launched in 1986 and has had tremendous success improving the quality of bass fishing in Texas. Before the program began, the state record largemouth weighed 13.5 pounds. The current record is now 18.18 pounds, and almost 500 largemouth bass weighing 13 pounds or more have been donated from 57 public reservoirs and 19 private lakes.

The *ShareLunker* Strategic Plan clearly articulates the goals of this statewide program (see Exhibit A, *ShareLunker* Strategic Plan.)

II. RFP Scope

This Request for Proposal (RFP) is intended to result in an optimal sponsorship contract that will enable TPWD to better achieve the goals for the *ShareLunker* program. It is the intent of TPWF to solicit proposals from interested private and public companies that can provide financial support and any additional in-kind services or goods to further the strategic goals of the *ShareLunker* program.

To achieve the strategic goals of the *ShareLunker* program, a minimum sponsor commitment of \$75,000 per year for three years will be required.

In addition, the selected sponsor must provide other added-value offerings that support the program's goals. The greatest weight will be assigned to those added-value offerings which provide one or more of the following (*in order of priority*)

1. Revenue-generating promotions or initiatives
 - a. These could for example benefit both the sponsor and the program by selling branded merchandise or increasing sales while providing a share of sales for the program
2. Operational cost off-sets in the form of in-kind donations
 - a. The program currently purchases vehicles, angler prizes, branded clothing, and replicas (see Exhibit B for specifications on these in-kind items)
3. Promotional efforts
 - a. This could include promotions to raise awareness of the value of the *ShareLunker* program and the importance of donating lunkers for scientific purposes and/or the value of Texas Parks & Wildlife's bass fisheries efforts
 - b. This also could involve a promotion that includes sponsor purchase of an insurance policy for a million dollar prize incentive for catching the next world record bass in Texas

TPWF will secure a written commitment from TPWD to provide the following to the winning Respondent:

Naming Rights

- Title and category exclusive sponsorship of this high-profile statewide program: [**Name of Sponsor**] **ShareLunker**
- New logo incorporating the new name

Right of Refusal

- First right of refusal for the proposed sponsorship terms after the three year period has expired

General Recognition

Sponsor title program name will appear in/be mentioned in:

- all program news releases and in statewide coverage (\$2.9 million value for the 2009 season*)
- all program banners and signs
- all program brochures and information cards

- on the TPWD Web site's program web pages (approx. 299,000 page views during 2009 season)
- on the *ShareLunker* exhibit trailer which travels to key fishing events and venues around the state (combined events totaled more than 100,000 attendance)
- a minimum of seven official *ShareLunker* weigh stations, with a goal of establishing 20 stations near key fishing venues by 2012
- a minimum of ten branded exhibits at the Texas Freshwater Fisheries Center (TFFC) in Athens, Texas
- all advertising for the program, including a minimum of one ad in Texas Parks & Wildlife magazine
- any TPWD-produced radio or TV shows about the *ShareLunker* program
- any editorial on the program in Texas Parks & Wildlife magazine
- all *ShareLunker* videos to be posted on TPWD Web site and on TPWD's YouTube channel, with a goal of producing a brief video on 20% of all *ShareLunker* fish donated
- the video presentation shown to approximately 50,000 visitors at TFFC prior to the featured live dive shows
- during all TFFC tram tours, approximately 20,000 visitors per year

In addition sponsor will have the opportunity to:

- display donated lunker(s) at their retail location but only if environment meets standards required for a permanent live tank exhibit and if angler agrees to this in exchange for a plaque at the exhibit
- promote the 500th *ShareLunker* caught (anticipated timing, Spring 2010)
- receive sponsorship recognition or promotional value related to the *ShareLunker Operation World Record (OWR)* initiative

- Texas Parks & Wildlife magazine (\$4191 net /issue or back cover ad@ \$4950 net/issue), with a free rotating banner ad on TPW magazine web site, with link to sponsor's web site, during the month of the ad insertion

TPWF will secure a written commitment from the winning Respondent to provide the following to TPWD:

- Minimum \$75,000 per year in cash
- Minimum three year contractual commitment
- Any mission-relevant added-value promotion, in-kind donation or other support as outlined in the Respondent's proposal
- * Source: Vocus News On-Demand Media Monitoring Service

III. RFP Requirements

Respondents to this RFP are expected to provide TPWF with sufficient information that will enable TPWF to effectively evaluate their proposal.

The successful Respondent must also meet the following requirements:

- Have been in business for at least 10 years and be in good financial standing
- Not be in any way associated with a product or service which is not appropriate for youth, or which TPWD considers contrary to its mission

Proposal Submission

All proposals must be submitted by no later than 5:00 P.M. CST on August 3, 2009. Proposals which do not exceed 10 MB in file size may be submitted by email to ddavis@twpf.org by the deadline. Proposals which exceed this file size must be submitted as a hard copy or as an electronic copy (CD or flash drive) by the deadline. TPWF reserves the right to reject late submissions. It is the Respondent's responsibility to appropriately mark and deliver the proposal to TPWF by the specified date.

Additional Proposal Requirements

All proposals must be:

- responsive to all RFP requirements;
- typed on 8½" by 11" paper; and in Arial or Times New Roman font, size 12 for normal text, no less than size 10 for tables, graphs and appendices;
- sequentially page-numbered and include the Respondent's name at the top of each page;
- any information that the Respondent considers a trade secret or confidential must be clearly marked on each page on which it appears in boldface type at least 14 point font.

Format and Content

The proposal must consist of the following parts:

- Section 1 – Executive Summary (three (3) page maximum) In this section, highlight the content of the Proposal to provide TPWF with a broad understanding of the Respondent's approach to offering the best strategic value to the *ShareLunker* program.
- Section 2 – Corporate Background (five (5) page maximum): in this section summarize the Respondent's business mission and infrastructure, as relates to its ability to be an ideal sponsor partner for the *ShareLunker* program.
- Section 3 – Cash Contribution
- Section 4 – Value-added Benefits: describe any services or deliverables that the Respondent proposes to provide at no additional cost to TPWF which will help TPWF achieve its key strategic priorities for the *ShareLunker* program
- Section 5 – Assumptions: state any business, economic, legal, programmatic, or practical assumptions that underlie the Respondent's response to the proposal.
- Section 6 – Appendices
- Section 7 – Point of Contact who will be primary liaison with TPWF and TPWF for the fulfillment of a sponsorship contract.

IV.RFP Guidelines and Terms

TPWF Point of Contact

The sole point of contact for inquiries concerning this RFP is:

Dick Davis, President of the TPWF, ddavis@twpf.org

The address for regular mail and deliveries is:

Texas Parks & Wildlife Foundation
1901 N. Akard Street
Dallas, Texas 75201
(214) 720-1478

All communications relating to this RFP must be directed to the TPWF contact person named above. All other communications between a respondent and TPWF staff concerning this RFP are prohibited. In no instance is a respondent to discuss cost information contained in a proposal with the TPWF point of contact or any other TPWF or TPWF staff prior to proposal evaluation. **Failure to comply with this section may result in disqualification of the proposal.**

TPWF Announcements Regarding this RFP

TPWF will post all official communication regarding this RFP on their website (www.tpwf.org), including the notice of award. TPWF reserves the right to revise the RFP at any time. Any changes, amendments, or clarifications will be made in the form of written responses to Respondent questions, amendments, or addendum will be posted on the TPWF website. Respondents should check the website frequently for notice of matters affecting the RFP.

News Releases

Prior to award, a Respondent may not issue a press release or provide any information for public consumption regarding its participation in the RFP process. After award, a Respondent must receive prior written approval from TPWF before issuing a press release or providing information for public consumption regarding its participation in the contract award. Requests should be directed to the TPWF Point of Contact. This does not preclude business communications necessary for a Respondent to develop a proposal, or required reporting to shareholders or governmental authorities.

Contract Elements

The term “contract” means the contract awarded as a result of this RFP and all exhibits thereto. At a minimum, the following documents will be incorporated into the contract: this RFP and all attachments and exhibits; any modifications, addendum or amendments issued in conjunction with this RFP; TPWF’s General Provisions, and the successful Respondent’s proposal.

TPWF on behalf of TPWD may award **one Category Exclusive Title Sponsorship contract**. The initial contract period will be a minimum of *three years*. All aspects of this sponsorship implementation must be approved by TPWD to ensure coordination with other public awareness efforts.

TPWF reserves the right to negotiate additional contract terms and conditions with TPWD’s approval. Respondents are responsible for reviewing the General Provisions and noting any exceptions, reservations, and limitations on the Respondent Information and Disclosures form.

Contract Term: (including extensions/renewals)

The term of any contract shall commence on August 17, 2009 and shall continue through August 16, 2012.

Legal and Regulatory Constraints

TPWF will determine to what extent, if any, a potential conflict of interest can be mitigated and managed during the term of the contract.

Use of Ideas

TPWF reserves the right to use any and all ideas presented in the awarded proposal unless the Respondent presents a valid legal case that such ideas are trade secret or confidential information, and identifies the information as such in its proposal. Proposals will not be subject to the Texas Public Information Act.

Property of TPW Foundation

Except as otherwise provided in this RFP or the resulting contract, all products produced by the chosen Respondent, including without limitations the proposal, all plans, designs, and other contract deliverables, become the sole property of TPWF.

RFP Cancellation/Non-Award

TPWF reserves the right to cancel this RFP or to make no award if it determines that such action is in the best interest of TPWD. TPWF reserves the right to withdraw the RFP or terminate the resulting contract or subsequent release orders without penalty.

Modification or Withdrawal of Proposal

Prior to the proposal submission deadline a Respondent may (1) withdraw its proposal by submitting a written request to the TPWF Point of Contact, or (2) modify its proposal by submitting a written amendment to the TPWF Point of Contact. TPWF may request proposal modifications at any time. TPWF reserves the right to waive minor irregularities in a proposal and award a contract that is in the best interest of TPWD. A “minor irregularity” is an omission or error that, in TPWF’s determination, if waived or modified when evaluating the proposals, would not give a bidder an unfair advantage over other bidders or result in a material change in the proposal or RFP requirements. If and when TPWF determines that a proposal contains a minor irregularity, it may at its discretion provide the Respondent with the opportunity to correct.

Right to Reject Proposals or Portions of Proposals

TPWF may, at its discretion reject any and all proposals or portions thereof.

Costs Incurred

Respondents understand that issuance of this RFP in no way constitutes a commitment by TPWF to award a contract or to pay any costs incurred by a Respondent in the preparation of a response to this RFP. TPWF is not liable for any costs incurred by a Respondent prior to issuance of or entering into a formal agreement or contract.

Interpretive Conventions

Whenever the terms “shall,” “must,” or “is required” are used in this RFP in conjunction with a specification or performance requirement, the specification or requirement is mandatory. A Respondent’s failure to address or meet any mandatory requirement in the proposal may be cause for TPWF’s rejection of the proposal.

Whenever the terms “can,” “may,” or “should” are used in this RFP in conjunction with a specification or performance requirement, the specification or performance requirement is a desirable, but not mandatory, requirement. Accordingly, a Respondent’s failure to address or provide any items so referred to will not be the cause for rejection of the proposal, but may result in a less favorable evaluation.

V. RFP Evaluation

An evaluation committee selected by the TPWF Point of Contact will evaluate and score each submission based on strategic goals for the *ShareLunker* program and sponsorship industry standards to determine the fair market value of non-cash offerings by sponsors.

Respondents shall not contact any members of the evaluation team. Only responses received by the opening date and meeting the minimum qualifications shall be considered. TPWF has sole discretion and reserves the right to reject any or all responses. TPWF reserves the right to enter into discussion one or more times at any time during the evaluation process and to make an award at any time, for the purpose of:

- obtaining clarification of proposal ambiguities;
- requesting modifications to a proposal; and/or
- obtaining a best and final offer

TPWF may, but is not required to, permit Respondents to prepare one or more revised offers. For this reason, Respondents are encouraged to treat their original proposals, and any revised offers requested by TPWF, as best and final offers.

VI. RFP Schedule

The following table documents the critical events for the RFP. All RFP dates are subject to change at TPWF’s discretion.

RFP Release: **June 8, 2009**

Respondent Questions To Be Submitted No Later Than: **July 1, 2009**

TPWF Responses to All Respondent Questions Provided No Later Than: **July 13, 2009**
(Answers will be provided individually to Respondents, unless the answer provides general clarification regarding RFP requirements)

Proposals Due: **August 3, 2009 @ 5:00 P.M. CST**

Winner Selected **August 17, 2009**

The RFP process will continue until a contract is signed or the decision is made that no contract will be awarded. TPWF, if it determines it is in the best interest of the TPWD, will finalize and execute a contract with the winning Respondent with an expected contract start date of September 1, 2009.

VII. Appendices

- a) Exhibit A: ShareLunker Strategic Plan
- b) Exhibit B: In-Kind List Descriptions

Exhibit A

ShareLunker Strategic Plan

Strategic beliefs that drive the program:

- Nationally recognized and has enhanced the conservation image of TPW
- Increased public knowledge of Inland Fisheries Management and Hatcheries
- Provided partners / sponsors with successful avenue to promote their conservation ethic
- Will produce more big bass for Texas anglers and will lead to a world record bass from Texas

ShareLunker needs to stop:

- Focusing only on Catch and Release
- Losing lunkers
- Talking about past failures and losses
- Focusing on ownership and control

ShareLunker needs to start:

- Focusing on genetics and selective breeding
- Producing and stocking more lunker fingerlings
- Educating public on value to statewide programs
- Develop ways to diversify participation

ShareLunker needs to continue:

- Promote response to calls from anglers
- Providing timely information to media
- Looking for ways to increase value
- Staff enthusiasm

Current context

- Program is driven by availability of large bass (>13 lbs).
- Lunkers are pure Florida bass or have significant Florida influence. TPW must stock Florida bass to be successful.
- Lunkers have come from 41 lakes, mostly East Texas, and over 60% have come from Lake Fork.
- Participants are white, prosperous, blue-collared males.
- Selective breeding research is limited by facilities and funds.

ShareLunker Vision

- ShareLunker is the premier trophy bass production and research program in the U.S. It has made Texas the leading destination of trophy bass anglers. Anyone has a chance to catch a new world record bass in Texas waters.

ShareLunker Mission

- To involve the public in the conservation and enhancement of trophy bass fishing in Texas

ShareLunker Values Statement

- ShareLunker staff participants and sponsors believe that good fishing reflects the quality of life.
- ShareLunker must be a scientifically valid, professionally administered, product driven program that will improve trophy bass fishing in Texas.

ShareLunker Critical Success Factors

- Participant satisfaction (anglers, staff, sponsors)
- Financial resources
- Market awareness
- Facilities (research development and production)
- Successful selective breeding program
- Market share growth
- Cost/benefit (efficiency)
- Customer focus (product oriented)

ShareLunker Core Business Processes

- Picking up and releasing lunkers (lunker survival)
- Promotion/communication
- Successful culture
- Strategic planning
- Participant recognition
- Stocking lunker fingerlings
- Identifying and obtaining financing
- Genetic research

SHARELUNKER GOALS AND OBJECTIVES

Goal #1 – Increase Participation

Objectives:

- Identify factors related to non-participation
- Increase lunkers by 100% over the next 5 years
- Expand participation to kids, private water, and anglers catching 8-13 lb bass

Goal #2 – Increase Public Awareness

Objectives:

- Develop a marketing and action plan
- Shift focus of coverage (outdoors to features)
- Quantify media exposure
- Hold annual regional ShareLunker seminars

Goal #3 – Produce world record bass

Objectives:

- Develop and implement a selective breeding program
- Increase occurrence of bass >8 lbs
- Incorporate lunker brooders into Florida bass genetic plan

Goal #4 – Obtain financial stability

Objectives:

- Develop a ShareLunker business plan
- Increase sponsorships

Goal #5 – Increase survival of lunkers

Objectives:

- Improve angler notification, response, and pickup of bass
- Educate anglers and marina operators on care of lunkers
- Annually review lunker maintenance protocol

Goal #6 – Increase stocking of lunker fingerlings

Objectives

- Spawn all lunkers
- Produce and stock 500,000 lunker fingerlings annually

Goal #7 – Increase Educational Value of ShareLunker

Objective

- Develop and implement a ShareLunker Education Plan for youth visiting TFFC

Goal #8 – Maintain national leadership in trophy bass programs

Objectives:

- Document successes and lessons from program
- Develop a method to enumerate all trophy bass catches (>8 lbs)

Exhibit B In-Kind List Description

Opportunities for cost off-sets in the form of in-kind donations are available in the following areas:

Participant awards:

ShareLunker clothing – high quality branded fishing shirt, hat and all weather parka/jacket.

Custom fiberglass replica of each participants ShareLunker entry.
Average 20 participants each year, participant number has varied from 5 to 36 entries per year.

Equipment:

ShareLunker hauling truck –

1. Heavy Duty Suspension (2,000 lb carrying capacity)
2. Electrical System Dual 12 Volt Batteries-135 Amp Alternator
3. Five Speed Automatic Transmission
4. 4L Power Stroke® V8 Turbo Diesel or equivalent
5. 4X2 Axle
6. Axle rating 5000 lbs or more
7. Crew (short bed) or Extended Cab (long bed)
8. Split Front Seat (electrical control)
9. Tinted Windows- Sliding rear Window
10. Technology Package
11. Utility Package

ShareLunker display trailer

Possible Candidates

Pace – Model CS814TAZ

Wells Cargo - TC Trecker

1. 10 - Bass Replicas
2. 1 - DVD Player

All participant awards must be must meet quality standards set by TPWD, awards will be given at the annual ShareLunker awards banquet in June of each year.