

## **Anchorage Home Builders Association**

### **REQUEST FOR PROPOSAL (RFP) 2020 Home Show Presenting Sponsor**

Anchorage Home Builders Association  
8301 Schoon Street #200  
Anchorage, AK, 99518  
Phone - 907.522.3605  
[ashley@ahba.net](mailto:ashley@ahba.net)

**RFP ID: HS 2020**  
**Prepared By: Ashley Ebnet**  
**Fall 2019**

**RFP ID:** HS 2020

**Submission Open:** October 21<sup>st</sup>, 2019 at 8:00 am (AKST)

**Submission Deadline:** November 1st, 2019 by 5:00 PM (AKST)

Questions may be submitted via email or phone to:

**RFP Contact Name:** Ashley Ebnet  
**Contact Address:** 8301 Schoon Street, #200  
Anchorage, AK 99516  
**Telephone Number:** 907-522-3605  
**Email Address** ashley@ahba.net

## **INTRODUCTION**

The Anchorage Home Builders Association invites and welcomes proposals for the Presenting Sponsor of the 2020 Anchorage Home Show. Outlined below are the benefits and expectations of this partnership. We encourage you to review the proposal requirements and submit a proposal for consideration if you so choose.

## **EVENT DATES & TIMES**

The 2020 Home Show will be held at the Sullivan Arena, April 17<sup>th</sup>, 18<sup>th</sup>, and 19<sup>th</sup>, 2020. Showtimes are yet to be determined.

## **OBJECTIVE**

We are looking for a sponsor that can provide a prize that will draw in homeowners and homebuyers to increase the quality of attendees at the 2020 Home Show. Our ideal sponsor will also bring unique ideas to the table to help increase awareness and excitement around the event.

## **SPONSOR SCOPE & EXPECTATIONS**

- Furnish our Text-to-Win Giveaway Grand Prize. (Valued at min. \$10,000)
- Provide a cash sponsorship to AHBA of a minimum of \$5,000.
- Help to publicize the contest and Home Show leading up to the event.
- Participate as a Vendor in the 2020 Show.

## **SPONSOR BENEFITS**

- Free booth at the Home Show. (\$1,300 Value)
- Free Logo on the JumboTron. (\$150 Value)
- Free 30 Second Commercial on the JumboTron. (\$300 Value)

- The opportunity to host one Seminar per day at the show. (\$300 Value)
- The only booth at Home Show to have a Text-to-Win entry code.
- Mention and logo displayed on the TV commercial.
- Mention in Radio Ads & Live on-air leading up to the event. (\$5,000 Value)
- Logo on all print materials promoting the Home Show. (\$33,000 Value)
  - Includes print ads, flyers, posters, coffee sleeves, postcards, etc.
- Company tagged on our social media a minimum of 10 posts. (\$3,000 Value)
- Logo displayed on the website for 1 year. (\$1,000 Value)
- Two-pages of content in Spring Preview Tour Magazine. (\$2,000 Value)
- Full-page ad in Spring Preview Magazine dedicated to contesting details.
- Optional press event or for the announcement of the winner.
  - Radio personalities participation based on availability.

## **SUBMISSION REQUIREMENTS**

### **PROPOSAL EXPECTATIONS**

Anchorage Home Builders Association shall award the contract to the proposal that best accommodates the various requirements. Anchorage Home Builders association reserves the right to award any contract prior to the proposal deadline of November 1<sup>st</sup>, 2019, or prior to the receipt of all proposals.

### **DEADLINE TO SUBMIT PROPOSAL**

All proposals must be received by Anchorage Home Builders Association no later than 5:00 PM on November 1<sup>st</sup>, 2019 for considerations in the sponsor selection process.

### **SUBMISSIONS ARE TO BE SUBMITTED BY:**

- (1) In-person to AHBA at 8301 Schoon St. #200, Anchorage, AK 99518.
- (2) By Certified mail to AHBA at 8301 Schoon St. #200, Anchorage, AK 99518.
- (3) Digitally to AHBA via PDF to [ashley@ahba.net](mailto:ashley@ahba.net).

### **SELECTION CRITERIA**

Only those proposals received by the stated deadline of November 1<sup>st</sup>, 2019 will be considered. All proposals, submitted by the deadline, will be reviewed and evaluated based upon information provided in the submitted proposal. Furthermore, the following criteria will be given considerable weight in the proposal selection process:

- Proposals received by the stipulated deadline
- Proposals must be submitted via a PDF document if not hand delivered/ mailed.
- Bidders have included all **active** license(s) that may apply to the scope of work.
- The proposal criteria in direct comparison to the event objective.
- Special consideration will be given to members of AHBA vs non-members.

Anchorage Home Builders Association shall reserve the right to cancel, suspend, and/or discontinue any proposal at any time they deem necessary or fit without obligation or notice to the proposing bidder/contractor, as well as keep all submission and selection process

confidential. Please note this is a singular sponsorship, that is not available for trade, reselling or partnering of any kind. Any submission deeming a co-sponsorship will be deemed ineligible.

## **PROPOSAL SUBMISSION FORMAT**

This is a list of information the bidder should include in their written proposal submission in the form of a **PDF document** and submitted prior to November 1st, 2019 at 5:00 PM.

### **REQUIRED INFORMATION**

- Company Name
- Contact Person
- Phone Number
- Email Address
- Company Address
- Date Company Formed
- Description of Company
- Evidence of legal authority to conduct business in Alaska
  - (Business License, Contractors License, Realtors License, Bonding, etc).
- A written commitment of cash sponsorship to AHBA if accepted.
- Text-to-Win Giveaway detailed prize description and value.
- List any accommodation, services required, along with a brief explanation.
- Any other information you would like to submit for consideration.

### **SUBMISSIONS ARE TO BE SUBMITTED:**

- (1) In-person to AHBA at 8301 Schoon St. #200, Anchorage, AK 99518.
- (2) By Certified mail to AHBA at 8301 Schoon St. #200, Anchorage, AK 99518.
- (3) Digitally to AHBA via PDF to [ashley@ahba.net](mailto:ashley@ahba.net).

**We thank you for your time and consideration in reviewing this proposal.**

**Submission Open:** October 21<sup>st</sup>, 2019 at 8:00 am (AKST)

**Submission Deadline:** November 1st, 2019 by 5:00 PM (AKST)

**Declaration of Sponsor By:** December 1st, 2019

**RFP Contact Name:** Ashley Ebnet

**Contact Address:** 8301 Schoon Street, #200  
Anchorage, AK 99516

**Telephone Number:** 907-522-3605

**Email Address** [ashley@ahba.net](mailto:ashley@ahba.net)