

Request for Proposal (RFP) KMS Scoreboards

Kimberly Middle School Scoreboard Panel Sponsorship Issued By: Kimberly School District
141 Center Street W, Kimberly, ID 83341 Proposal Due Date: **TBD**

I. Introduction Kimberly School District is seeking proposals from businesses and donors interested in sponsoring advertising panels on the new scoreboards being installed at Kimberly Middle School. This initiative aims to support the cost of scoreboard acquisition while strengthening community partnerships. The selected sponsors will be granted a five-year sponsorship agreement or lifetime of the score boards as explained in part V.

II. Scope of Work The Kimberly School District will provide designated advertising panel spaces on or adjacent to the middle school scoreboards for approved sponsors. The advertising design and placement will be subject to district approval to ensure alignment with school values and aesthetics.

III. Proposal Requirements Interested parties must submit a written proposal that includes the following:

- Company/Organization Information – Provide the name, address, primary contact, and relevant business details. Include a statement explaining how the business aligns with the district's values and mission, as well as any previous sponsorships with the district.
- Proposed Advertisement Design – A high-resolution image or mock-up of the advertisement panel.
- Financial Proposal – Sponsorship amount offered for the five-year period or lifetime of the scoreboard as explained in part V.
- Statement of Compliance – Confirmation that the advertisement will comply with Kimberly School District policies and Idaho state laws regarding school sponsorships and advertising.

IV. Evaluation Criteria Proposals will be evaluated based on the following criteria:

- Financial Contribution (50%) – The sponsorship amount offered.
- Appropriateness of Content (20%) – Compliance with school values and district policies.
- Business Reputation & References (20%) – Community standing and prior sponsorship experience.
- Design & Aesthetic Appeal (10%) – The visual impact of the proposed advertisement.

V. Terms & Conditions

- The standard sponsorship agreement will span five (5) years and includes exclusive sponsorship rights for the full term. However, if a sponsor commits to a minimum financial contribution of \$17,200 or greater, the advertisement panel will remain in place for the life of the scoreboard. (The current scoreboards have been in service since 1992, illustrating the potential longevity of this sponsorship opportunity.)
- Sponsorship amounts below \$17,200 will receive the five-year agreement.
- The Kimberly School District retains the right to reject any advertisement that does not align with district policies or community standards.
- Advertisers must bear all costs associated with the production and installation of the sponsorship panel.
- The district reserves the right to terminate the agreement if the sponsor violates any contract terms.

VI. Submission Instructions Submission Instructions Interested parties must submit their proposals by TBD to: Kimberly School District Attn: Cassandra Searby 141 Center Street W, Kimberly, ID 83341 Email: csearby@kimberly.edu

For additional information or inquiries, please contact Cassandra Searby at 208-424-4170 ext. 3308 or csearby@kimberly.edu

VII. Legal Compliance This RFP and any resulting sponsorship agreements must comply with Idaho Code Section 33-601, which governs the use of school district property and financial transactions. Sponsors must adhere to all applicable state and federal laws regarding advertising on public school grounds. Kimberly School District reserves the right to reject any or all proposals, to waive any formalities, and to accept the proposal deemed to be in the best interest of the School District.