



Request for Proposal (RFP) for Event Support and Sponsorship Consultant

Description of proposal

This document constitutes a Request for Proposal (RFP) from qualified individuals and organizations with experience in supporting City planned events and securing sponsorship opportunities. This request is an offer by the City of Dayton to purchase, in accordance with the terms and conditions of this RFP, the services proposed by the successful vendor(s), by contract as needed.

The City of Dayton is looking to engage a consultant to support City Staff with City Events and act as an intermediary for the City to negotiate and develop sponsorship opportunities. The Respondent shall provide a proposal, in accordance with the terms and conditions set forth herein, to provide services to the City of Dayton as follows:

- The proposal will include information about your business.
- The proposal will include your experience in Event planning/support with examples of successful events, along with references.
- The proposal will include examples of identifying and developing successful sponsorship opportunities, along with references.
- A cost structure for services.

City of Dayton Mission Statement

The City of Dayton's mission is to promote a thriving community and to provide residents with a safe and pleasant place to live while preserving our rural character, creating connections to our natural resources, and providing customer service that is efficient, fiscally responsible, and responsive.

About Dayton

The City of Dayton is located along the shores of the Crow and the Mississippi Rivers and is shared between Hennepin and Wright County. We are a progressively growing community with a population of approximately 11,000. Dayton is located along the I-94 corridor and is only 20 minutes from downtown Minneapolis, and 30 minutes from downtown St. Paul.

City Hall Information
12260 S. Diamond Lake Road
Dayton, MN 55327
Phone (763) 427-4589

Scope of Work

The City of Dayton runs several events throughout the year and is looking to improve and expand these events. Dayton intends to engage a consultant to support City Staff with City Events and act as an intermediary to negotiate and develop sponsorship opportunities. This may include but not be limited to:

- Sourcing and recommending performers for Events.
- Making recommendations for Events.
- Identifying and recommending partnerships for Events.
- Identifying and recommending sponsorship opportunities.
- Building relationships with Businesses within Dayton and surrounding area to develop sponsorship opportunities.

The Respondent will provide the City of Dayton with consulting services as mutually agreed upon and described in a proposal statement of work which will govern any particular assignment that is engaged upon under this RFP.

The Statement of Work shall be drafted as an engagement letter between the parties setting forth the following:

- A complete and detailed description of the type(s) of services to be rendered by the Vendor.
- The applicable billing rates for the services to be rendered.
- Any additional terms and conditions to which the parties may agree.

1 Process and Requirements

- Vendors will submit their proposals within the timeframe indicated. The City of Dayton is committed to selecting the most competitive offer. Our evaluation will be geared to identify those proposals which offer the best combination of expertise and value. The City of Dayton will not, however, base its evaluation solely on price.
- No extension to the submittal date will be granted on an individual basis. If the City determines that the timeframe it has established for this RFP is inadequate, it may at its option extend the submission deadline to all vendors.
- Vendors agree that their proposals are an agreement to provide services at a stipulated rate to the City of Dayton. Those rates will be reflected in the Statement of Work engagement letter. All pricing schedules quoted in response to this RFP, must remain in effect for the duration of the contract if awarded.

2 Contract Terms and Conditions

- The City of Dayton reserves the right to award all, part or none of this solicitation.
- This contract does not create an employment relationship. Individuals performing services required by the contract are not employees of the City. Vendor's employees shall not be considered employees of the City for any purpose and as such shall not be eligible for benefits accruing to City employees.
- Travel and Travel reimbursement is not authorized for this acquisition.

- This purchase is not subject to any sales tax. An exemption certificate will be furnished upon request.
- The vendor shall be paid upon submission of proper invoices to the City at the prices stipulated on the contract. Invoices shall contain the contract number and purchase order number. Failure to follow these instructions may result in delay of processing invoices for payment.
- All billing and subsequent payments must be in arrears.
- No oral statement, facsimile, mail or other notification issued by the vendor shall modify or otherwise effect the terms, conditions, or specifications stated in this purchase order unless accepted in writing by the City.
- The vendor shall have the capability, experience and expertise to provide the City of Dayton with services in accordance with the requirements set forth herein and consistent with the representations made in the submission under this RFP.

3 Proposal Format

- a. Five bound hard copies and 2 digital copies of each proposal shall be submitted to the City of Dayton.
- b. The City of Dayton will not provide any reimbursement for any cost associated with the development or presentation of a proposal.
- c. Failure to include any of the following information may have an adverse impact on the evaluation of a proposal.
- d. Inclusion of client information or references that reflect upon the offerors consulting expertise or experience is desirable.
- e. Proposal should be prepared in a standard 8 1/2 x 11 format and adequately bound.
- f. Table of Contents and an executive summary of the proposal should be included.
- g. A fee schedule for work proposed under the RFP should be included.

4 Evaluation and Selection Criteria

If an award is made as a result of this RFP, it will be awarded to the vendor(s) whose proposal is most thorough and advantageous to the City of Dayton, including price as well as demonstrated technical ability, overall expertise and recommendations.

The following factors will be considered during the assessment process:

- The vendor's overall ability, capacity and skill to provide the service required.
- The vendor's reputation and experience.
- The vendor's staffing plan and commitment to respond to issues and questions for the length of the contract.
- Quality of current or previous projects.
- Previous experience with similar projects.
- Technical ability and customer service approach.
- Cost.
- Any other reason deemed proper by the City of Dayton.

Proposal Details

Company Details

- Company name and parent company name.
- Ownership structure.
- Years in operation.
- Mailing address.
- Primary phone.
- Fax number.
- Website URL
- Primary point of contact, (name, title, phone and e-mail address).
- Biographies of primary team members who would be engaged in this project.
- Total number of employees.
- Please provide a comprehensive pricing and/or rate sheet for all potential services you might provide under this RFP should you be selected as a service provider.

Are there any potential conflicts with existing vendor client base and this RFP.

Capabilities and Experience

- List all capabilities.
- List all experience you have with similar projects.
- Provide detail on any specific type of work your firm specializes in.
- Provide three detailed case studies of similar collaborations.

Event support and Sponsorship plan development

- Tell us the process that you would use to support staff with planning and completion of Events:
 - Provide a detailed description of your work plan.
 - Detailed list of tasks to be accomplished and the amount of budget hours for each task and sub-task.
- Tell us the process that you would use to identify and develop sponsorship opportunities:
 - Provide a detailed description of your work plan.
 - Detailed list of tasks to be accomplished and the amount of budget hours for each task and sub-task.
- Identify deliverables.
- Detail the implementation the implementation.
- Detail project management from your company.
- Level of staff participation.
- Meetings identified through work plan with staff.
- Outline analytical metrics that will be integrated into measuring the success of the plans.

RFP Deadline

Completed proposals relating to the RFP must be received by the City of Dayton on or before Friday April 17 2026 at 12.00 noon. All proposals with the appropriate required information

must be submitted in a sealed package. The outside of the package must contain the name of the submitting vendor, the due date and name of the project.

Please submit the proposal material to:

Martin Farrell
City of Dayton
12260 South Diamond Lake Road
Dayton MN 55327

Vendor questions due date.

Please forward any questions via e-mail to: mf Farrell@daytonmn.gov by April 13th, 2026.

Responses will be provided by April 15 2026, to all respondents. Questions will not be considered unless submitted via email. Telephone calls or personal visits to the City of Dayton offices are prohibited during the solicitation and evaluation process.

Proposals submitted after the due date and time will not be considered, no exceptions.

Schedule of RFP process and project timeline

Issue Date: Monday March 16th 2026

Proposal Due: Friday April 17 2026 AT 12.00 noon.

Staff review proposals and schedule interviews by Friday April 24 2026.

Selected Proposal Final Interviews with City Council: May 12 2026 (tentative).

Finalize contract and award: May 26 2026.