

Request for Proposals  
Vermont Welcome Center WiFi Sponsorship



**Lake Champlain Regional  
Chamber of Commerce**

Lake Champlain Regional Chamber of Commerce  
May 20, 2009

## **I. Overview of Sponsorship Opportunity**

The Lake Champlain Regional Chamber of Commerce (LCRCC), in conjunction with Summit Technologies, is offering a program designed to market to the 3.3 million people who travel through Vermont welcome centers each year. Located on major highways and in cities, the Vermont welcome centers are not just 'pit stops' on the way to a destination but rather a resting place where visitors can obtain information, use the free wifi, peruse art by Vermont artists, and listen to local music being played.

This sponsorship opportunity we are offering includes not only marketing on the wifi web portal at 19 Vermont welcome centers, but also display advertising in a prominent position inside 14 of the open welcome centers. As Vermont does not have billboards, our welcome centers are ideal in delivering the marketing message for thousands of businesses.

## **II. Sponsorship Details**

### ***a. Project Background***

Vermont welcome centers have been providing free wifi access for only a couple of years, but we have seen the use of this technology rise considerably. Also globally, there is an increase in demand to have wifi access in parks, state buildings, airports, and city wide coverage. Wifi usage has grown 1,278% in the last year and continues to grow. As this demand grows, the Lake Champlain Regional Chamber of Commerce and Summit Technologies is at the forefront of growth in this technology and enabling the sponsorship opportunity it will bring.

The wifi portal page is the first page visitors see when accessing wifi from the welcome centers. Currently, an average of 3,000 visitors use this monthly, with the traffic increasing during the warmer months and dipping during the winter. Your logo or advertisement (240 x 240 pixels) will be displayed on this portal page, with no more than 4 total sponsorships.

The display advertising will be highly visible at the entrance/exit of each of the 14 open welcome centers. 3.3 million visitors come through each year. LCRCC uses SnapQuik technology ([www.snapquik.com](http://www.snapquik.com)) for many of its advertising opportunities. The space, which will be visible by visitors entering or exiting, is 16" x 20" and has an option for a magnetic brochure holder to be added so people may pick up information immediately.

Web portal message may be changed during the year to reflect different service, season, or brand.

### ***b. Welcome Center Information***

The 14 designated Vermont welcome centers include Alburg, Bradford, Derby Line, Georgia Northbound and Southbound, Fair Haven, Guilford, Hartford Southbound, Randolph Southbound, Lyndonville, Waterford, Sharon Northbound, and Williston Northbound and Southbound. Wifi access will also be available at 2 other locations by the end of 2009. 5 welcome centers are temporarily closed, but wifi access will continue at those locations.

The welcome centers are open every day, and staffed by either state employees or private contractors. The staff ensure that all the needs of the centers and visitors are being met, including cleanliness, safety, access to information, marketing the state, and much more.

### **III. Submission Guidelines**

#### ***a. Proposal Format***

- ✚ Potential sponsors shall be responsible for preparing an effective, clear, and concise proposal. It is recommended that the proposals contain the following information:
- ✚ Cover Letter introducing the company and individual who will be the primary contact person for future negotiations.
- ✚ Specific reasons why said company of enterprise has an interest in sponsoring this opportunity provided by LCRCC and Summit Technologies.
- ✚ Description of the potential sponsor's principal marketing staff and or agencies contracted with for development of corporate messages.
- ✚ Provide quote on sponsorship opportunity.
- ✚ Company shall provide three (3) copies of their proposals in response to this RFP on or before 5:00 p.m. on Friday, June 19<sup>th</sup>, 2009 by mail to the following location:

Lake Champlain Regional Chamber of Commerce  
Attn: Adam Brooks, Director of Marketing  
60 Main Street, Suite 100  
Burlington, VT 05401

- ✚ Emailed or faxed proposals will not be accepted. In addition, proposals submitted after the above deadline will not be considered.
- ✚ Companies shall mark as 'confidential' any proposal materials and supporting documentation which they wish to remain as such throughout and after this RFP process.

#### ***b. Critical Dates***

All sponsorships will be operational by August 1<sup>st</sup>, 2009 and will conclude one year from this date. Specific marketing deliverable dates will be made available to companies who are selected at a later date to be determined.

Company shall provide three (3) copies of their proposals in response to this RFP on or before 5:00 on Friday, June 19<sup>th</sup>, 2009.

Questions concerning this Request for Proposal can be made at anytime and should be directed in writing to the Director of Marketing at LCRCC. Questions may be submitted electronically by sending them to Adam Brooks at [adam@vermont.org](mailto:adam@vermont.org). Questions can be submitted from June 1<sup>st</sup> through 5:00 p.m on June 8th, 2009. Questions will be answered between June 9<sup>th</sup> to June 12<sup>th</sup>.

**c. Contact Addresses**

**All RFP Proposals and questions should be submitted to LCRCC.**

Lake Champlain Regional Chamber of Commerce  
60 Main Street, Suite 100  
Burlington, VT 05401  
(802) 863-3489  
[www.vermont.org](http://www.vermont.org)

Summit Technologies  
187 Commerce St  
Williston, VT 05495  
(802) 860-2430  
[www.summittechnologies.biz](http://www.summittechnologies.biz)

**d. Selection Process**

Proposals will be opened, and sponsorships awarded in the week following the submission deadline. Proposals will be evaluated on the following criteria, which are neither weighted nor prioritized.

- ✚ Demonstrated understanding of the service requested
- ✚ Qualifications of the company and assigned individuals relative to delivering marketing materials and overall product.
- ✚ Acceptance of deliverables that contains valuable and appropriate sponsorship message that promotes company, and also the overall promotion of economic development, services, and health for Vermont.
- ✚ Value of RFP bid or quote
- ✚ LCRCC and Summit Technologies reserves the right to refuse sponsorship to any bidding company, or withdraw the RFP opportunity altogether. It also may issue RFP specification changes at any point in time.

**IV. Summary of Sponsorship Benefits**

**a. Agreement Guidelines**

- ✚ Company will agree to all terms outlined in this RFP proposal for sponsorship at Vermont welcome centers. Company will also adhere to all critical dates, follow up with questions in a timely fashion dictated by above stated deadline
- ✚ The potential sponsor shall designate a manager for the sponsorship RFP process. This person will be our primary contact for all issues related to the RFP and potential sponsorship agreement.

- ✚ All information provided to LCRCC and Summit Technologies shall be used solely for the purpose of evaluating and formulating proposals for sponsorship and may not be shared with any outside agency, business, or person without the written consent of LCRCC and Summit Technologies.
- ✚ LCRCC and Summit Technologies reserves the right to cancel sponsorship agreement at any time if the sponsor is not complying with the parameters set forth herein.
- ✚ LCRCC and Summit Technologies reserves the right to cancel sponsorship agreement at any time upon thirty days prior written notice in regards to any outstanding monies to be paid.
- ✚ LCRCC and Summit Technologies are not responsible for any expenses related to responding firms preparation of proposals or the making of presentations.

## **V. Appendix**

- a. Summary of Welcome Center Information and locations*
- b. WiFi local and global statistics*
- c. Examples of Sponsorship Deliverables*
- d. Vermont State Welcome Center images*