



2017-18 Sponsorship Opportunity: Equipment Sponsor

Reach Nearly One Million Visitors/Equestrians Annually



Posted: April 18, 2017

About The Kentucky Horse Park

Situated in the heart of Kentucky on over 1,200 pristine acres, The Kentucky Horse Park is widely known as the state's leading tourist attraction, one of Kentucky's largest working horse farms, and one of the nation's leading competition facilities, serving nearly one million visitors annually.

By aligning your organization with The Kentucky Horse Park as a sponsor, you will receive incredible exposure and name recognition to local, national and international visitors, particularly to an affluent equestrian audience.

In the pages to follow, you will learn how your organization can join other sponsors like: Rolex, Ford, Alltech, Zoetis, Tarter Farm Ranch & Equipment, Sallee, Adequan, and many more distinguished companies, as a proud sponsor.



Kentucky Horse Park Highlights

The Kentucky Horse Park is a multi-faceted destination for both tourists and equestrians alike. Admission to the Kentucky Horse Park includes the world-renowned International Museum of the Horse, an affiliate of the Smithsonian Institution, the American Saddlebred Museum, horse-drawn tours, and equine presentations throughout the day (including former Kentucky Derby, Preakness and Breeders' Cup race champions), and the splendor of beautiful horses and rich-Bluegrass scenery.



Events at The Kentucky Horse Park

Major events such as the Rolex Kentucky Three-Day Event, High Hope Steeplechase, FEI North American Junior and Young Rider Championships (2017), United States Equestrian Federation Pony Finals, CP National Horse Show, and US Dressage Finals all are held annually at The Kentucky Horse Park.

However, you will also reach a much more expansive audience with non-equestrian events like: Cheerleading Championships, Truck & Tractor Pulls, Bridal Shows, Rodeos, Cross Country Races, 5K's, Youth Soccer Leagues, Dog Shows and Music Festivals, just to name a few.

At The Kentucky Horse Park, you will reach local and international visitors and equestrians all year long.



Sponsorship Opportunity: Equipment

The Kentucky Horse Park is presently seeking a company interested in reaching a diverse audience, including the highly affluent equestrians, as an equipment sponsor of The Kentucky Horse Park for 2017-2018. This non-exclusive* sponsorship is an in-kind opportunity, with sponsor required to provide the following equipment (one-year term, with four additional one-year terms available for renewal). The following are the specifics for the sponsorship:

Equipment Required:

- Light duty utility vehicles for use in equine show facilities, diesel or gasoline powered
- Zero turn mowing equipment with no less than 55" cutting width
- Large area field mowing equipment with no less than 10' cutting width



*Due to the expansive 1,200+ acres at the Park, a variety of equipment is used throughout the park. Sponsor will receive visibility on the equipment they provide, as well as a sponsor benefit package detailed on the following page.

Sponsorship Benefits

In exchange for sponsoring at The Kentucky Horse Park, sponsor is entitled to a specific sponsorship benefits package by level of investment. The following grid details sponsorship benefits, value to be determined based upon in-kind contribution:

Sponsor Benefits	Platinum \$100,000+	Gold \$50,000-\$99,999	Silver \$25,000-\$49,999	Bronze \$10,000-\$24,999
1/2 Page Ad in Kentucky Horse Park Magazine (70,000 circ)	x			
1/4 Page ad in Kentucky Horse Park Magazine (70,000 circ)		x		
Exposure on kyhorsepark.com	Stationary Banner Ad & Live URL	Rotating Banner Ad & Live URL	Logo & Live URL	Logo & Live URL
Discounted Meeting Space	Club Lounge in Covered Arena, South Theatre in Visitor's Center, or Hospitality Tower at Rolex Stadium - 50% off (space only), up to 2x/year	Club Lounge in Covered Arena, South Theatre in Visitor's Center, or Hospitality Tower at Rolex Stadium - 25% off (space only), up to 2x/year	Club Lounge in Covered Arena, South Theatre in Visitor's Center, or Hospitality Tower at Rolex Stadium - 25% off (space only), up to 1x/year	Club Lounge in Covered Arena, South Theatre in Visitor's Center, or Hospitality Tower at Rolex Stadium - 15% off (space only) , up to 1x/year
Digital signage at entrance of Kentucky Horse Park- in rotation	8 Second ad every two minutes for 16 weeks*	8 second ad every four minutes for 12 weeks*	8 second ad every four minutes for 8 weeks*	8 second ad every four minutes for 2 weeks*
Hospitality Passes	Rolex Three-Day Event, 4 passes, National Horse Show, 4 passes	Rolex Three-Day Event, 4 passes, National Horse Show, 4 passes	Rolex Three-Day Event, 2 passes/National Horse Show, 2 passes	National Horse Show, 2 passes
Passes to Kentucky Horse Park	Up to 50	Up to 25	Up to 15	5



*Sponsor may purchase additional weeks on the digital signboard at \$200/week (regular rate \$500/week)



Sponsorship Benefits

In addition to the benefits on the previous page, the following signage will be offered to sponsor:

- Two (2) signs affixed to highly visible locations, not to exceed 4'x3' each (placed with other large park sponsors):
 - One (1) sign on each of the barns, 5 and 7
- Sponsor also has the ability to place signage on the equipment as “Proud Sponsor.” All signage must not exceed 4'x3'.
- Two (2) equipment display areas on the park, not to exceed 300 sq. ft. for each area.
- Two (2) fence signs affixed to highly visible locations on the park not to exceed 3'x5'.
- Ability to display promotional literature in the events show office.



Sponsorship Requirements

Section I

General Information

A. Purpose of this Document

This sponsorship opportunity is being issued by the Kentucky Horse Park in accordance with 200 KAR 5:080. The purpose of this document is to solicit responses from one or more individuals or companies to sponsor the Kentucky Horse Park.

B. Submission Dates

Responses shall be delivered by 12:00 p.m. (EDT), April 25 to:

Nicole Rivera
Kentucky Horse Park
Sponsorship Department
4089 Iron Works Parkway
Lexington, KY 40511

C. Inquires

Contacts with agents of the Commonwealth for information concerning response procedures shall be limited to the representative listed below. All communications, oral, written (regular, express, electronic mail, or fax), concerning this document shall be addressed to:

Nicole Rivera
Kentucky Horse Park
Sponsorship Department
4089 Iron Works Parkway
Lexington, KY 40511
859.259.4219
Nicole.Rivera@ky.gov

Sponsorship Requirements

It should be understood that any verbal representations made or assumed to be made during any oral discussions are not binding on the Kentucky Horse Park or the Commonwealth of Kentucky.

D. Verification/Clarification of Information

The Kentucky Horse Park may request verification/clarification documentation from the Sponsor of any information provided in its response.

E. Cost of Preparing Response

Costs for developing the response are solely the responsibility of the Sponsor. The Kentucky Horse Park shall provide no reimbursements for such costs.

F. Cancellation

The Kentucky Horse Park may, upon a thirty-day (30) written notice to the Sponsor terminate this agreement completely or in part, for convenience or for default. In such event, all documents, data, studies, and reports prepared for Kentucky Horse Park under the Award shall become its property. Any equipment, goods or services remaining may be paid back to the vendor, unless for default. In the event that the Award is terminated for default, the Sponsor shall forfeit their equipment or goods to the Kentucky Horse Park.

Pursuant to KRS 45A.105 the Kentucky Horse Park reserves the right to cancel or reject responses that are deemed not to be in the best interest of the Commonwealth of Kentucky.

Section II

Scope

The Kentucky Horse Park located in Lexington, Kentucky, is seeking in-kind sponsorships of equipment. Equipment is used in the daily maintenance of the park on the park grounds and within the show facilities. This equipment includes utility vehicles and mowers in a variety of settings.

The Kentucky Horse Park is one of the state's leading equestrian attractions and event facilities, serving an estimated 1 million annual visitors. Situated on 1,200 pristine acres, the Kentucky Horse Park draws a diverse crowd, as visitors, spectators and competitors to a variety of events held annually at the park.

For more information, please visit our website at www.kyhorsepark.com, or Nicole Rivera, 859.259.4219 Nicole.Rivera@ky.gov

Sponsorship Requirements

Section III

Statement of Sponsorship

A. General Nature of Proposed Sponsorship

The Kentucky Horse Park is an agency of the Commonwealth of Kentucky. As such, they must comply with applicable state laws, regulations and procedures as they relate to donations, sponsorships, procurement and other acquisitions.

Section V

General Conditions

A. Sponsor's Responsibilities during the Award Term

Sponsors will provide in-kind contribution of equipment during the term of the agreement.

B. Modifications to Award

Any modifications to the Award shall be in writing and processed through the Kentucky Horse Park representative as identified herein.

C. Disputes

Except as otherwise provided in this document, a question or act arising under the Award which is not disposed of by mutual agreement shall be decided by the Finance and Administration Cabinet of the Commonwealth of Kentucky.

Pending final determination of any dispute hereunder, the Sponsor shall proceed diligently with the performance of the Award and in accordance with the Finance and Administration Cabinet.

This section does not preclude consideration of legal questions in connection with the decision provided for above, provided that nothing in the Award shall be construed as making final the decision of any administrative official, representative, or board on a question of law.

D. Forums and Venue

This Award shall be construed according to the laws of the Commonwealth of Kentucky. Any legal proceedings against the Commonwealth regarding any resultant Award shall be brought in Commonwealth of Kentucky administrative or judicial forums. Venue will be in Franklin County, Commonwealth of Kentucky.

Sponsorship Requirements

F. Employment Practices

The Sponsor shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, age (except as provided by law), marital status, political affiliations, or handicap. The Sponsor must take affirmative action to ensure that employees, as well as applicants for employment, are treated without discrimination because of their race, color, religion, sex, national origin, age, (except as provided by law), marital status, political affiliation, or handicap. Such action shall include, but is not limited to, the following: employment, promotion, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. Sponsor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provision of this clause.

The Sponsor shall, in all solicitations or advertisements for employees placed by or on behalf of the Sponsor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, (except as provided by law), marital status, political affiliation, or handicap, except where it relates to a bona fide occupational qualification.

The Sponsor shall comply with the nondiscrimination clause contained in Federal Executive Order 11246, as amended by Federal Executive Order 11375, relative to Equal Employment Opportunity for all persons without regard to race, color, religion, sex, or national origin, and the implementation rules and regulations prescribed by the Secretary of Labor and with Title 41, Code of Federal Regulations. The Sponsor shall comply with related Commonwealth laws and regulations.

The Sponsor shall comply with regulations issued by the Secretary of Labor of the United States in Title 20, Code of Federal Regulations, Part 741, pursuant to the provisions of Executive Order 11758 and the Federal Rehabilitation Act of 1973.

The Sponsor shall comply with the Civil Rights Act of 1964, and any amendments thereto, and the rules and regulations there under, and Section 504 of Title V of the Vocational Rehabilitation Act of 1973 as amended and the Kentucky Civil Rights Act.

G. Certificate of Authority

The Sponsor or Sponsors deemed most susceptible for award shall furnish a copy of the official documentation, such as certificate of authority and/or appropriate filing of certificate of assumed name, which authorizes the vendor to conduct business in the Commonwealth of Kentucky as a domestic or foreign corporation or other recognized business entity, prior to contract award. The Commonwealth reserves the right to verify any information provided prior to contract award. Furthermore, a failure to maintain any and all required proper authorization to conduct operations in Kentucky under the specified business name of the vendor during the life of any contract awarded may be deemed a breach of contract by the vendor and treated accordingly by the Commonwealth.

Sponsorship Requirements

H. Access to Records

The contractor, as defined in KRS 45A.030 (9) agrees that the contracting agency, the Finance and Administration Cabinet, the Auditor of Public Accounts, and the Legislative Research Commission, or their duly authorized representatives, shall have access to any books, documents, papers, records, or other evidence, which are directly pertinent to this contract for the purpose of financial audit or program review. Records and other prequalification information confidentially disclosed as part of the bid process shall not be deemed as directly pertinent to the contract and shall be exempt from disclosure as provided in KRS 61.878(1)(c). The contractor also recognizes that any books, documents, papers, records, or other evidence, received during a financial audit or program review shall be subject to the Kentucky Open Records Act, KRS 61.870 to 61.884.

In the event of a dispute between the contractor and the contracting agency, Attorney General, or the Auditor of Public Accounts over documents that are eligible for production and review, the Finance and Administration Cabinet shall review the dispute and issue a determination, in accordance with Secretary's Order 11-004. (See attachment)

Section VI

Technical Response Format

A. Responsiveness

In order to be considered for selection, responses submitted by the Sponsor shall be completely responsive to this document. All conditions printed herein are hereby made a part of the conditions under which the response is submitted and shall be incorporated into any Award on this project. Further, the contents of a response shall become part of any Award resulting from that response.

B. Technical Response

The technical Response is requested to be brief and concise and should include the following:

- Signed solicitation cover page
- Title Page with contact information
- Table of Contents (if applicable)
- Any deviations from stated requirements
- Sponsor Background including date established and a brief history
- Acknowledgement of all addenda
- Notarized Affidavit for Bidders, Offerors and Contractors (Attachment A)
- Sponsorship Response

Sponsorship Requirements

Section VII

Technical Response Evaluation

The Kentucky Horse Park shall evaluate all technical responses in accordance with KRS 45A.695. Each response shall be evaluated as follows:

Responsiveness to Solicitation 20 points

Conciseness/clarity

Title page/table of contents

Transmittal letter

Sponsor information

Sponsor and Background 20 points

Date established

Brief historical information

Nature of business – Compatibility with Mission of Kentucky State Parks

Sponsorship Response 60 points

Display Item or Items being offered to Kentucky Horse Park Campground

Total Points 100 points

Three (3) copies of the technical response are requested to be delivered in a clearly marked, sealed envelope to: Nicole Rivera, Kentucky Horse Park, Sponsorship Department, 4089 Iron Works Parkway, Lexington, KY 40511. The technical Response shall be evaluated and scored by Kentucky Horse Park evaluation committee. Total maximum score on the technical Response is 100 points.

Sponsorship Requirements

All sponsorships must be in compliance with 200 KAR 5:080. Requests for sponsorships will be posted publicly. Interested parties are encouraged to contact the Kentucky Horse Park with a written proposal that addresses the two factors listed below. Sponsorship will be awarded based upon KRS 45A.070(3) as follows:

- Financial value to the Kentucky Horse Park. Financial value may be monetary, trade, or in-kind; AND*
- Enhancement of the Kentucky Horse Park experience.*

A sponsorship shall not constitute an “official endorsement” of a particular company by the Commonwealth of Kentucky as the sole vendor of choice.

An entity that has a business or regulatory relationship with the agency, or who may be lobbying or attempting to influence matters of that agency, may be considered for a sponsorship opportunity only if there is a clear benefit to the commonwealth, or the sponsorship promotes economic development or tourism in the commonwealth.

Each company wishing to do business with the Kentucky Horse Park must complete and submit a Required Affidavit for Bidders, Offerors and Contractors as found [here](#).

For more information on 200 KAR 5:080, please visit <http://www.lrc.state.ky.us/kar/200/005/080.htm>.



Thank You For Your Consideration!

It would certainly be our pleasure to work with your organization as a proud sponsor of The Kentucky Horse Park Campground.

Please contact me at your earliest convenience to discuss sponsorship opportunities and benefits, and start reaching nearly one million visitors annually.

All sponsorships must be in compliance with 200 KAR 5:080. Requests for sponsorships will be posted publicly, as The Kentucky Horse Park is a state-owned property.

Nicole Rivera

Direct: 859.259.4219

Email: Nicole.Rivera@ky.gov

