



2018-19 Sponsorship Opportunity: Campground Sponsorships

Reach Nearly One Million Visitors/Equestrians Annually



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. The Kentucky Horse Park also boasts a 260 site campground that is a popular destination throughout the season.

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, Alltech, Toro, Zoetis, Tarter Farm Ranch & Equipment, 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 Land Rover Kentucky Three-Day Event, High Hope Steeplechase, Junior League Horse Show, 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, Weddings, 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: Campground

The Kentucky Horse Park Campground serves as one of the park's most popular attractions for tourists from across the nation. Offering 260 paved sites, fully equipped with electric, water, fire rings, and picnic tables, the Campground provides comfortable accommodations with the picturesque back drop of The Kentucky Horse Park.

Sixty electric primitive sites and thirty acres of primitive camping round out the facility's capacity. On a busy weekend night, the Campground serves over 1,000 individuals of all ages.

In 2017, the Campground booked an estimated 43,000 nights, remaining at/near capacity during peak season.



Sponsorship Opportunity: Campground Con't

- The Campground features a grocery store/gift shop, two bathhouses with modern conveniences, tennis, basketball, and volleyball courts, a playground, a junior Olympic-size swimming pool. A full calendar of special events include an annual Halloween festival, Fourth of July parade, and music festivals.
- The Kentucky Horse Park Campground serves as a significant source of revenue for the park's overall budget and also builds attendance numbers for the park itself. Campground guests can tour the park at a reduced rate.



Sponsorship Benefits

In exchange for sponsoring at The Kentucky Horse Park Campground, sponsor is entitled to a specific sponsorship benefits package including the following:

- Opportunity to hold sale during mid-late May in Primitive-East Campground, 12a-12p
- Opportunity to display up to 5 recreational vehicles at the Kentucky Horse Park Campground during the Cookout weekends
- One sign, not to exceed 4 foot by 3 foot dimensions, to be placed in a mutually agreeable location in the Campground recognizing company as a “proud sponsor of the KHP Campground”. Sponsor to provide signage.
- Recognition on the Kentucky Horse Park Campground website as a sponsor
- ½ horizontal advertisement on the back of the Campground map, both printed and digital version.
- Ability to display sponsorship banner by cookout area on specified weekends
- Opportunity to distribute business literature through the Campground store and Registration Desk during the sponsored weekends.
- Use of the park’s logo in publications or other related materials during the term of this contract, providing that it directly relates to this sponsorship and that it does not constitute an “official endorsement” in compliance with 200 KAR 5:080. A phrase such as “A proud sponsor of the Kentucky Horse Park” would be preferred in publications when referring to this sponsorship with the Kentucky Horse Park.

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 KRS 45A.097. 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 2:00 p.m. (EDT), July 31, 2018 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 Campground, located in Lexington, Kentucky, is seeking sponsors to provide cash sponsorships for the Kentucky Horse Park Campground. The Campground is one of the state's leading campgrounds, situated on The Kentucky Horse Park's 1,200 acres. Due to opportunity to reach those campers at the Campground and enhance Campground offerings, we are seeking a sponsor/sponsor(s) to provide cash sponsorships for: an annual sale, holiday cookouts, and campground maps.

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 Horse Park

Sponsorship Response **60 points**

Display Item or Items being offered to Kentucky Horse Park

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 KRS 45A.097. 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 KRS 45A.097, please visit <http://www.lrc.ky.gov/Statutes/statute.aspx?id=47025>.



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.

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 KRS 45A.097. 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

