Town Council
Regular Meeting
Agenda Item 6.e.

Agenda Item: **Resolution 26-G-02 to award Contract RFP #26-03, Sponsorship Management (rescheduled from January 27, 2026)**

Meeting Date: February 3, 2026

Category: Consent

Prepared by: Bob Williams, Parks and Recreation Director

Description:
The Sponsorship Management contract is to engage a contractor to develop and manage a sponsorship program for a minimum of four specified town events in calendar year 2026.

Background/Timing Impact:
The Parks and Recreation Department has previously sought financial and in-kind donations for some town events. These are small in nature and cover items such as water, gift cards for purchases, and general donations. The purpose of this Sponsorship Management contract is to handle the capacity to increase the sponsorship levels for four primary events in calendar year (CY) 2026 and diversify the revenue streams to support town events. The four programs include Polar Heat on Lynn Street, 4th of July Fireworks Display, Camp on the Go, and Turkey Trot 5K.

Timing Impact:
The contract is to support four (4) community events in CY2026. The first event is on May 16, 2026. The contractor will need time this winter to start creating sponsorship opportunities in the community in support of these events.

Strategic Alignment:
Thriving Community, Goal 3: Honor the Diversity of the town, Objective 3.1: Offer and support opportunities for artistic and cultural expressions, and Objective 3.2: Leverage town resources to provide programs and amenities that serve the town's diverse cultural and demographic populations.

Strategic Focus Area:
Thriving Community

Fiscal Impact:
This sponsorship contract is broken into 2 pieces:

1. Base fee: $30,000 ($2,500 a month for 12 months)

2. Commission based on amount raised, based on scope: $8,050

The scope of the contract is to raise $97,000 for four events in CY2026. Those events are Polar Heat on Lynn Street ($40,000), 4th of July Fireworks display ($30,000), Camp on the Go ($15,000), and Turkey Trot 5K ($12,000). Based on the scope and the two tiers of fees, it will cost $38,050, or 39% of the anticipated money raised.

Legal Impact:
The resulting contract will cover a period of one (1) year from the date of award. At the sole discretion of the Town of Herndon, and upon mutual written agreement with the Contractor, this contract can be renewed for an additional four (4) years, in one (1) year increments, at the expiration of its terms by mutual written agreement of the Contractor and the Town of Herndon.

Staff Recommendation/Next Steps:
Staff recommendation is to award the contract to Sports Asset Partners (DBA We Sell Events).

Attachments:
1. Resolution (Proposed)
2. RFP 26-03 Sponsorship Coordination Services