TOWN OF HERNDON, VIRGINIA
TOWN COUNCIL

RESOLUTION

FEBRUARY 3, 2026

Resolution- to award Contract RFP #26-03, Sponsorship Management.

The town has solicited by posting the Request for Proposal (RFP) for a qualified contractor to provide Sponsorship Coordination Services for four (4) events in calendar year 2026. The RFP was advertised on November 7, 2025, and the deadline was December 9, 2025. Two bids were received that met the qualifications, which are:

- The Amani Group LLC
- Sports Asset Partners (DBA We Sell Events)

The RFP has an evaluation matrix, and these proposals were scored by staff. Sports Asset Partners (DBA We Sell Events) scored highest based on the evaluation criteria.

THEREFORE, BE IT RESOLVED by the Town Council of the Town of Herndon, Virginia that:

1. Contract RFP 26-03, Sponsorship Coordination Services, is awarded to Sports Asset Partners (DBA We Sell Events).

2. Upon successful completion of the contract period, the contract may be renewed for up to four, one-year agreements.

3. The Town Manager or their designee is authorized to approve contract modifications that modify project scope, costs, and length of contract time in accordance with procurement policy and regulations.