

Logo Image

Client Name

**Maximizing Return on Investment
While Enhancing Ticketholder Experiences**

**Submitted by
X
March 3, 2014**

The information contained in this proposal is proprietary to CONSULTANT and Consultant 2 accordingly.
It is provided to Client for the sole purposes of evaluating the proposed services.

Commented [JC1]: Your boss may have stock language, or may not want this at all. Or perhaps include it in a footnote. But, we've had many RFPs where they tell us to identify any proprietary information bc otherwise it's considered public domain. Or, in this case, free for the taking.

Executive Summary

The Client is committed to providing their donors, suite holders, boosters, and premium fans the benchmark guest experience.

Consultant is an experienced-based team of premium seat directors guiding our clients towards enhancing luxury seating experiences, building sustainable relationships, and increasing revenue.

As the Client prepares to debut renovated, exclusive luxury suites and loge seating areas for the opening of the 2014 season, Consultant stands ready to provide expert support, leadership, and guidance to ensure ongoing success of with this exceptional premium seating product.

Guided by a detailed, mutually satisfactory Scope of Work, timeline, and budget, Consultant will deliver needs assessments, operations analysis, and training to Client members and key venue personnel. During huddles/locker room talks, our veteran premium seating directors will visit individually with premium seat holders to collect insight Client can use to build a solid foundation for decades of successful premium seating sales.

The Client can rely on Consultant to enrich pre-season marketing events, client appreciation gatherings, the [date] Grand Opening, and September games from tailgate to alma mater. The Client will receive detailed post-event performance and operations evaluations identifying strengths and, if necessary, indicating action steps to remove weaknesses.

At Consultant we practice what we preach and build sustainable relationships. As such, we will consult with the Client by phone or email as needed beginning October 1st.

Thank you for considering Consultant as your premium seat partner, we look forward to answering your questions on the below proposal.

Commented [JC2]: If you want to use colored font, use team colors. Familiarity breeds confidence and it shows you're talking to them, not submitting a template.

Commented [JC3]: Is this the correct phrase? Are premium seat holders called 'premium fans?' It sounds like some fans come at a premium and others are regular price. I know these people PAY more for their seats but this phrase sounds like they COST more.

Commented [JC4]: Could you arrange to do these in the home locker room? Quite a perk, consistent with premium suite benefits.

Commented [JC5]: This only works if the Team gather after the game to sing the alma mater.

Commented [JC6]: Here's the problem with this sentence: is this ongoing consultation free? Of course not but it's not clear in your draft how you'll charge. Is unlimited time included in the current budget? Is it ad hoc? Is it on retainer?

SCOPE OF WORK

NEEDS ASSESSMENT

Purpose: Empower Client to identify potential gaps in service or quality that may impact premium seating sales by gaining knowledge of current policy, procedures, staff, and contracts including but not limited to: Food & Beverage (F&B) Furniture, Fixtures, & Equipment (FF&E), and operations.

Approach:

1. Schedule on-site meetings with current administration and premium seating staff;
2. Meet with [architect firm's name];
3. Interview key personnel at Levy regarding food and beverage program;
4. Review existing service contracts;
5. Tour Name of Field, including existing and planned premium seating areas; and
6. Examine planned FF&E for new suites and loge seats.

Successful Outcome & Deliverables: CONSULTANT will be able to show Client areas of concern where donors, suite holders, boosters, and/or premium fans may notice gaps in service or quality that could potentially impact purchase decisions.

LOCKER ROOM PRE-GAME: INDIVIDUAL TALKS WITH SUITE HOLDERS

Purpose: Client gains clarity on suite holders' expectations via Consultant meeting individually with the twenty new suit holders in the team's locker room (if available).

Approach:

1. Determine location for individual conversations with the twenty new suit holders. If accessible, meeting in the team's locker room offers these new suite holders an immediate and tangible perk, thus validating their purchase decision and reinforcing Client's commitment to exceptional personal service;
2. Schedule meetings directly with suite holders or via Client support staff;
3. Visit with suite holders to establish rapport;
4. Ask suite holders to share their expectations regarding suite ownership; and
5. Ask suite holders their perceived value to the Client.

Successful Outcome & Deliverables: Consultant provides Client with clear expectations of twenty new suit holders and is able to reinforce for the suite holder's their value to the Client.

OPERATIONS

Purpose: Assist the Client and university administration to engage in proactive risk management by documenting a comprehensive set of policies and procedures supported by technology and electronic data systems.

Commented [JC7]: Organize this in chronological order, what activities happen first?

Commented [JC8]: So, the reason for this structure is simple:
1. Tell them WHY you are proposing what you propose & how they benefit
2. Tell them how you will do it (this is stuff you already listed)
3. Tell them how they will measure your performance.

In effect, this creates YOUR performance check list and offers a more detailed SOW for a contract.

Commented [JC9]: This may not be true for Your boss but a real "needs assessment" means identifying current situation so you can see the gaps—so you can see what the client NEEDS in order to hit their goals. This list is more about who you have to meet and what you have to do in order to learn the current situation but it doesn't tell them what you will do with that info in terms of assessing their needs. In some ways, Your boss has been doing a needs assessment for the last year, right?

Commented [JC10]: Personalize, personalize, personalize

Commented [JC11]: Check this phrase, "premium fans"

Approach:

1. Identify policies, procedures, technologies, and systems necessary to provide the benchmark premium seat experience in the NCAA including but not limited to:
 - a. Pre- and post event check lists for all service departments;
 - b. Post-event written evaluations;
 - c. Suite holder policies and procedures;
 - d. Event staff performance policies and procedures above and beyond job descriptions provided by human resources;
 - e. Communication systems to convey game day needs between maintenance and housekeeping;
 - f. Customer Relationship Management (CRM) System;
 - g. Radio Frequency Identification (RFID) systems that allow premium fans single-card access to their reserved parking, suites, and other exclusive parts of the facility;
 - h. Loyalty programs offering benefits on game day, at university programs or with College Station businesses;
 - i. Exclusive website for premium fans requiring secure login credentials to access;
2. Evaluate potential impact of existing vendor contracts and operating methods (e.g., Levy) on policies, procedures, technologies, and/or systems;
3. Research value of purchasing vs. creating the policies, procedures, technologies, and systems necessary to provide the benchmark premium seat experience in the NCAA; and
4. Make recommendations regarding the purchase and/or creation of identified policies, procedures, technologies, and systems then assist in procurement or development accordingly.

Successful Outcome & Deliverables: Consultant assists Client and the university administration implement a proactive risk management plan by documenting and implementing comprehensive policies and procedures supported by technology and electronic data systems.

TRAINING

Purpose: Empower venue staff, contractors, and representatives of the Client to provide a consistently high quality, sustainable premium seat experience to donors, suite holders, boosters, and premium fans.

Approach:

1. Prioritize training schedule based on previously conducted needs assessment;
2. Engage decision makers, managers, and supervisors accordingly to secure advance buy-in prior to rollout among line workers;

Commented [JC12]: This ties back to their overall goal, thus reinforcing why this task is so important.

Commented [JC13]: I spelled this stuff out bc you may have layman reviewing the proposal. Details here mean they'll get details from you if they hire you; generalizations here mean they can expect you to generalize your reports.

Commented [JC14]: I assume you can buy these policies?

Commented [JC15]: Correct phrase?

3. Plan and implement training uniquely designed for:
 - a. Suite Administrators;
 - b. Event staff;
 - c. Concierge staff; and
 - d. Contractors.
 - e. Consider specialty training such as menu tasting for sales staff;

Commented [JC16]: Do they already have concierge staff? If not, this suggestion might not make sense and it could look like you didn't do your homework.

Successful Outcome & Deliverables: Consultant will design and assist in the delivery (as allowed by facility and vendor contracts) of role-specific training in order to empower venue staff, contractors, and representatives of the Client to provide a consistently high quality, sustainable premium seat experience to donors, suite holders, boosters, and premium fans.

Commented [JC17]: Correct phrase?

PRE-OPENING AND OPENING EVENTS

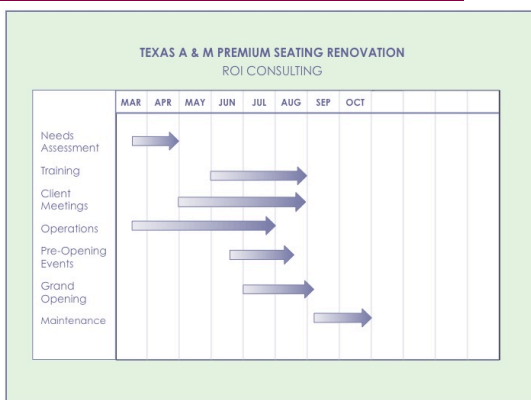
Purpose: Client demonstrate the level of customer service and premier experience that donors, suite holders, boosters, and/or premium fans will receive by hosting hosts exceptional, and exclusive, pre-opening, VIP, and Grand Opening events.

Approach:

1. Host exclusive party and facility tour for suite holders a week pre-opening;
2. Offer contractors the opportunity to participate in VIP events above and beyond their contractual obligations (e.g., menu tasting, beverage samples);
3. Plan and implement Kickoff Event for first home game;
4. Plan and implement VIP events throughout the season as facility and schedules allow;

Successful Outcome & Deliverables: Consultant will provide the Client expert event planning and implementation services, including on-site representation as contracted, in order to demonstrate the level of customer service and premier experience that donors, suite holders, boosters, and/or premium fans will receive from Client.

PROPOSED TIMELINE AND MILESTONES



METHODOLOGY

Upon receipt of Notice to Proceed, Consultant will review the proposed March 2014-September 2014 timeline with the designated facility representative, making any mutually agreed upon revisions.

Following this first management meeting, Consultant will initially be onsite a minimum of three days per week, every other week. Our presence will increase monthly in order to best assist facility representatives prepare for September 6, 2014 Phase I opening and establish a framework for the Phase II opening. When the Consultant assessment team is offsite, we will maintain contact with the designated facility representative via email and telephone.

While on site, Consultant will help create operational policies and procedures, hire and train staff, implement physical and electronic systems, and finally, plan and host VIP events as set forth in the above Scope of Work.

In order to fulfill the proposed Scope of Work, our assessment team will require access to the following management personnel:

- Premium sales and service;
- Security;
- Maintenance; and
- Ticket operations.

The Consultant assessment team will also need to speak with representatives of sub contract service providers, including but not limited to:

- Concessions and catering;
- Event or crowd management services;
- Cleaning; and/or
- Other specialty service providers.

In the event the Consultant assessment team is unable to gain the required access described above, and this lack of access jeopardizes the proposed successful outcomes, we will work with the designated facility representative to modify the Scope of Work accordingly.

DELIVERABLES

Consultant will provide the Successful Outcomes & Deliverables as described in the Scope of Work, or as modified by mutual agreement. We understand the value of information and promise reliable communication, including weekly email updates and monthly task summaries.

Commented [JC18]: With your outline reorganized into three parts: Purpose/Approach/Successful Outcomes & Deliverables, you may not need as much info here. Your original strikes me as giving away the type of detail you didn't want to give away. If you want to include the types of info you will extract from management staff at a first meeting, I'd move it up to the Needs Assessment section in the SOW.

I didn't make that change, wanted you to see the whole thing first. Can do a round two later tonight.

Commented [JC19]: If you want to keep this level of detail, and I think it helps confirm your expertise, move this text to the Needs Assessment section:
During our initial meeting with the management staff, we will endeavor to obtain key information, such as guest event flow and procedures, pressing key current client service issues and expectations, existing staffing, training protocol, uniform standards, current amenities, (Jen, how do we indicate that this is just a small example of what information we will obtain at the first few meetings?)

Commented [JC20]: Your boss may have diff language for this but it seemed wise to at least address the "what if" situation. You can only deliver what you're promising if they allow you the tools you need.

Commented [JC21]: You may not want this but think you need to offer something to help instill confidence.

PRINCIPALS, CONSULTANT

CONSULTANT President.

Bio paragraph

CONSULTANT Executive Vice President.

Bio paragraph