



PUTTING PEOPLE FIRST

City of Birmingham NUSA Partnership Bid 02-05-18

The City of Birmingham ("City") is seeking financial and in-kind proposals for partners for the 2018 Neighborhood USA ("NUSA") conference to be held on Monday, May 21st, 2018 and Wednesday, May 23rd, 2018 through Saturday, May 26th, 2018. The intent of this notice is to select vendors to provide monetary sponsorships, in kind contributions, volunteer support, or other promotional suggestions during the 2018 NUSA conference.

The deadline for submissions is February 19, 2018. Please call 205.254.2118 for additional information. The proposals will be addressed to City of Birmingham NUSA Partnership Bid 2.2.18 and delivered to City of Birmingham 710 N. 20th Street- 3rd Floor (Mayor's Office) Birmingham, Alabama 35203.

Issue Date: February 5, 2018

Response Deadline: February 19, 2018

Vendors wishing to respond can download the complete solicitation including the specifications and bid forms via the internet at www.birminghamal.gov (go to link titled Bidding Opportunities), or by visiting the Mayor's Office at the address shown above, or by calling (205) 254-2118 and requesting a copy be mailed to you.

SUBMISSIONS WILL BE REVIEWED AT:

Mayor's Office
710 North 20th Street
P-300 City Hall
Birmingham, AL 35203-2227

TELEPHONE INQUIRIES – NOT ACCEPTED

Telephone inquiries with questions regarding clarification of any and all specifications will not be accepted. All questions **must** be e-mailed to Jarralynne Agee at Jarralynne.agee@birminghamal.gov.

Submissions may be withdrawn, modified, and resubmitted prior to the due date. **Any submission modification(s) submitted after the "Due Date" may not be considered.**

The City of Birmingham reserves the right to accept or reject any or all submissions, or any part of any submission, and to waive any informalities or irregularities. The City of Birmingham may award contracts in whole or in part based on the needs of the City of Birmingham.

All costs incurred by the company to respond to this solicitation will be wholly the responsibility of the company. All copies and contents of the submissions, attachments, and explanations thereto provided in response to this document, except copyrighted material, shall become the property of the City of Birmingham regardless of the City's final selections. Response to this solicitation does not constitute an agreement with the City of Birmingham.

The City of Birmingham is not responsible for delays occasioned by the U.S. Postal Service, the internal mail delivery system of the City of Birmingham or any other means of delivery employed to make a submission. Similarly, the City of Birmingham is not responsible for, and will not open, any responses which are received later than the date and time indicated above. Late bid responses will be retained in the bid file, unopened.



OFFICE OF THE MAYOR
CITY OF BIRMINGHAM

RANDALL L. WOODFIN
MAYOR

Dear Potential Supporter,

Upon becoming the mayor of our great city, I have empowered our employees with the theme of this administration of "Building community through servant leadership". I am proud to share with you one of our first major opportunities to express this theme by proudly hosting the 43rd Annual Neighborhoods, USA conference. Neighborhoods, USA or NUSA is a national non-profit organization committed to building and strengthening neighborhood organizations. The NUSA conference will take place [from May 23rd through May 26th](#). During that time, thousands of community members from across the United States, will take part in sharing information and experiences in order to build stronger communities throughout our country.

The value to representatives from each of our 99 neighborhoods is that NUSA provides an opportunity to network, information-share and most importantly foster strong partnerships among neighborhood organizations, government and the private sector. Workshops will be held on a variety of topics that are relevant to the neighborhood residents and businesses of our representative cities. This letter serves as my personal invitation for to you to join the City of Birmingham as a host to our community members and leaders who will travel near and far for this conference.

This conference is a great opportunity to engage our Birmingham community and interact directly with people that are key to your business in Birmingham. As mayor, I would also like for other cities to see the companies, individuals and products that are key to making our city attractive for national and international business opportunities. By volunteering to become involved with the conference you or your company will be providing a way for youth, individuals and neighborhood leaders to experience how important they are to all of us. More information about the conference can be found at <https://www.birminghamal.gov/NUSA2018>.

My staff is ready to answer any questions that you may have about contributions to support the City's efforts, becoming a conference volunteer or opportunities to partner as a sponsor, exhibitor or event host. Please feel free to contact Jarralynne Agee, the liaison for grants and charitable giving in the City of Birmingham Mayor's Office at [\(205\)254-2118](tel:(205)254-2118) or jarralynne.agee@birminghamal.gov.

Thank you for considering this invitation to be a part of the 2018 NUSA conference where the theme is "Building tomorrows neighborhoods today".

Sincerely,

A handwritten signature in black ink that reads "R. Woodfin".

Randall L. Woodfin

**THE CITY OF BIRMINGHAM
IS INVITING PARTNERS TO HOST THE
THE 43RD ANNUAL CONFERENCE OF NEIGHBORHOODS, USA (NUSA).**

I. OVERVIEW

The City of Birmingham (City) is proud to host the 43rd annual conference of Neighborhoods, USA (NUSA). The conference will be held May 23-26, 2018 in Birmingham, Alabama, where it will showcase the event's theme of **BUILDING TOMORROW'S NEIGHBORHOODS TODAY.**

The City has opened a process for accepting submissions for companies to serve as partners to host the conference that will feature workshops, awards and neighborhood tours throughout the City's 99 neighborhoods. NUSA provides its members with the tools and training to improve and maintain great neighborhoods every year. The NUSA partnership opportunities provides companies with a means to share their services with the community while also showing their willingness to support individuals from throughout the City's 99 neighborhoods and beyond. **The awarding of sponsorship rights will be based on value and amount of financial sponsorship offered in relation to the City of Birmingham's NUSA Partnership selection and evaluation criteria, which relate to the ability of potential sponsors to meet the City's goals and bring added value to the City's brand and that of the NUSA conference.**

ABOUT NUSA

NUSA is a national non-profit organization committed to building and strengthening neighborhood organizations. Created in 1975 to share information and experiences toward building stronger communities, NUSA now continues to encourage networking and information sharing to facilitate the development of partnerships between neighborhood organizations, government and the private sector. This cutting-edge annual NUSA conference provide education for anyone who is committed to community improvement, whether you're a grass-roots activist or a professional.

NUSA WORKSHOPS

A list of engaging workshops will cover a wide range of topics related to neighborhoods all centered on empowering our communities. This year, the City of Birmingham will be launching the inaugural youth-focused track of workshops and activities. Popular workshops include: Neighborhood Initiatives, Creative Inclusion, Empowering Communities, Going Green and Health Communities. To learn more about the conference tracks visit: [2018 NUSA Workshop Conference Tracks](#).

NUSA AWARDS AND SPECIAL EVENTS

Several special event, award ceremonies and lunches provide a great opportunity for partnership with the City in hosting the NUSA conference. This includes the Mayor's Welcome Reception, Neighborhood Pride Tours and Dinners and the Neighborhood Program Awards and Luncheon. The Neighborhood of the Year award (NOTY) will recognize the outstanding work of neighborhood organizations from across the United States. Partnership opportunities exist to be a part of the recognition of those neighborhoods and individuals that have worked in service to improve our communities. For more on the NOTY visit: <http://nusa.org/nusa-awards/award-application/>

For more information about the workshop themes, awards and special events please visit: <https://www.birminghamal.gov/NUSA2018>

II. ABOUT THE CONFERENCE

THE 43RD ANNUAL CONFERENCE OF NEIGHBORHOODS, USA (NUSA).

The annual NUSA conference brings together people from all across the country and internationally in a kind of “temporary community” based upon the common goal for achieving and maintaining healthy neighborhoods, families and social institutions. The format of the conference will provide a variety of interactions among participants, including; formal and informal, structured and more social interactions. Established features of the conference include opening and closing events, speakers, presentation of awards, training workshops, networking events, exhibits, neighborhood tours and other tourist-oriented activities.

DATES OF EVENT

- Monday, May 21, 2018 (Board of Director’s Meeting)
- Wednesday, May 23rd through Saturday, May 26th, 2018

HOST LOCATIONS FOR EVENT

Host and Headquarter hotel

Sheraton Birmingham Hotel -
2101 Richard Arrington Jr. Blvd. N
Birmingham, AL 35203
(205) 324-5000

Secondary hotel

The Westin Birmingham -
2221 Richard Arrington Jr. Blvd. N
Birmingham, AL 35203
(205) 307-3600

Overflow hotel

The Doubletree by Hilton
808 South 20th Street
Birmingham, AL 35205
(205) 933-9000

WHO WILL BE IN ATTENDANCE

Birmingham anticipates 800-1200 people will attend the NUSA Conference in 2018 due to the strong growth in the Southeast population and our area being a centralized location to many surrounding areas such as: Atlanta, Georgia, the Atlantic coast which comprises the Florida Panhandle, Mississippi, Tennessee, Texas, and the Carolinas. The number is based on local, national and international attendance. Birmingham anticipates over 300-400 people to attend the conference from the Birmingham area.

NUSA Conference by the numbers

- The estimated economic impact of the NUSA conference is \$700,000
- The NUSA Conference on community concerns supports more than 100 area jobs
- Approximately 15% of the registrants will be first-time attendees
- Approximately 60% are un-paid neighborhood advocates representing their personal neighborhood association
- The remaining 25% are professional community planners, housing officials and city officials
- The top six (6) industries impacted by NUSA are lodging, transportation, food & beverages, retail recreation and business services.

Find up to date information at <https://www.birminghamal.gov/NUSA2018>

III. PROPOSAL PROCESS

The City of Birmingham (“City”) is seeking financial and in-kind proposals to be partners for the 2018 Neighborhood USA (“NUSA”) to be held on Monday, May 21st, 2018 and Wednesday, May 23rd, 2018 through Saturday, May 26th, 2018. The intent of the City is to select vendors/contractors to provide monetary sponsorships, in kind contributions, volunteer support, or other promotional suggestions during the 2018 NUSA conference.

The value of being a partner to host the conference is in showcasing the strength of Birmingham’s civic infrastructure, the assets and accomplishments of our community, and the conference promotes economic activity. A conference of this kind develops our community’s capacity for purposeful, collaborative action. In selecting Partners, the City looks particularly for those agencies that evidence a strong commitment to the local neighborhood leaders and a system of neighborhood organizations that are working closely with local government, business and civic groups.

The logistics of planning, coordinating and administering a national conference of this type require a commitment from the City to provide local hosting activities that include but are not limited to: speaker arrangements, audio visual set up, printing, transportation, marketing materials, attendee’s registration items and other promotion items.

Vendors wishing to submit proposals to serve as partners can download the complete solicitation via the internet at www.birminghamal.gov (go to the link titled bidding Opportunities), or by a) visiting the Mayor’s Office at the address shown below, b) emailing nusa2018infor@birminghamal.gov, or c) calling (205) 254-2118 and requesting a copy be mailed to you. Any addenda will be available on the internet. Bidders are responsible for checking the website for addenda until the submission deadline date. Addenda will be mailed to only those vendors who were provided a copy in person or by mail.

A pre-proposal conference to discuss the 2018 NUSA conference will be held at 11:00 a.m. February 15, 2018 at the City of Birmingham 710 N. 20th Street- 3rd Floor (City Council Chambers) Birmingham, Al 35203. Anyone who wishes to submit a proposal is welcome to attend the NUSA information conference, but is not a requirement. Proposals received from a vendor who did not attend the information conference will still be considered for award. For all questions regarding this notice please email them to nusa2018infor@birminghamal.gov by February 12, 2018.

All interested parties are asked to make a submission to the City per the requirements provided in this document. The City’s will consider proposals which meet the criteria spelled out in this bid. The information set forth herein is provided for informational purposes only. The City makes no representation or warranties as to the accuracy or completeness of this information and all interested parties shall, at all times, remain responsible for verifying any facts or circumstances upon which a proposal is based.

IV. SUBMISSION GUIDELINES

The City is inviting entities to become “Partners” for the 2018 NUSA conference through financial or in-kind sponsorship in exchange for recognition and participation benefits. This Partnership program will allow for positive public association for participating businesses and will promote a high-quality experience for the attendees of the NUSA conference and Birmingham residents.

The City of Birmingham will accept bids from entities to participate as “Partners” in the NUSA conference. The City has set Partner Benefit Levels associated with specific partner sponsorship opportunities in [Exhibit A](#).

CRITERIA

The City will use the funds generated from partners to promote the NUSA conference, to offset the costs of hosting a revenue generating conference, and to improve the City’s capacity to provide economic development opportunities for the citizens and visitors. **All partners must meet the criteria herein.** The following constitutes the proposal criteria for successful award:

- Financial responsibility
- History of corporate responsibility
- Brand alignment
- Impact on economic development
- Compatibility with other partners, i.e., exclusivity requirements
- Direct revenue
- Align with the value of family friendly activities
- Shall not involve political activity

MULTIPLE SPONSORSHIPS WILL BE AWARDED. There will be multiple awards for the proposals received for the varying tiers described below.

BID SUBMISSION

Bidders must complete the attached [Exhibit B](#) and submit to the City at the address below by the time and date specified by the time and date specified. Partners will be notified of their selection by February 23, 2018. If a successful bid is awarded, payment must be received by the City not later than March 23, 2018 for a Partner to receive benefits described in [Exhibit A](#). Offers for in-kind goods or services will be evaluated for value to the City. Timing for delivery of in-kind goods or services will be negotiated separately.



BID DELIVERY

A copy of the proposal should be submitted to the Mayor's Office no later than 5:00 PM on February 16, 2018, and should be addressed as follows:

**ATTN: 2018 NUSA Conference
Mayor's Office
City of Birmingham
710 North 20th Street
3rd Floor City Hall
Birmingham, Alabama 35203**

SCHEDULE:

Issue Date	Monday, February 05, 2018
Final date for all questions *	Monday, February 12, 2018
Information session and pre-proposal conference	Thursday, February 15, 2018
Response to all questions	Friday, February 16, 2018
Deadline for submissions	Monday, February 19, 2018
Negotiation with sponsors prior to award	Wednesday, February 21, 2018
Final sponsors are notified of their award	Friday, February 23, 2018
All checks are received at the City of Birmingham	Friday, March 23, 2018

*Submit all questions in writing to nusa2018infor@birminghamal.gov, with ***NUSA Sponsorship Questions*** in the subject line.

For general information about the 2018 NUSA conference call (205) 297-8192 or visit:
<https://www.birminghamal.gov/NUSA2018>,



EXHIBIT A

TYPES OF SPONSORSHIP OPPORTUNITIES

Each of the sponsorship opportunities give the company or agency an opportunity to share their services with the community while also showing their willingness to support individuals from throughout the city's 99 neighborhoods and beyond.

Monetary Proposals: Successful bidders will propose a tier amount from the sponsorship options associated with being a host of functions, luncheons and workshops associated with 2018 NUSA. Level of partnership opportunities (Title, Tier 1, Tier 2, Tier 3, Tier 4).

Services and In Kind Contributions: Successful bidder will propose in-kind contributions and services that will offset the cost of hosting NUSA that may include but are not limited to the following: pens, note pads, informational literature and other promotional items. Level of partnership opportunities (Tier 4).

TITLE SPONSORSHIP (HOST): receives all benefits of Tiers 1 - 4 plus exclusivity of host title at the 2018 NUSA conference.

Tier 1 (PARTNER): Receives all benefits of Tiers 1 - 3 plus brand exclusivity during the 2018 NUSA conference.

Tier 2 (CONTRIBUTOR): All benefits of Tiers 2 and 3 and during the 2018 NUSA conference.

Tier 3 (EXHIBITOR): All benefits of Tier 3 during the 2018 NUSA conference.

Tier 4 (SUPPORTER): All benefits of Tier 4 at the 2018 NUSA conference.

SPONSORSHIP LEVELS AND BENEFITS.

Partnership Opportunities	Title Sponsor	Tier Level of sponsorship benefit			
		1	2	3	4
Event Positioning (Company recognized marketing, ads, promotion and communication for NUSA 2018)	X	X	X	X	
Recognition at Mayor's welcome reception	X	X	X		
Recognition at Neighborhood pride tours	X	X			
Recognition at conference breakfasts and lunches	X	X	X		
Recognition at conference workshop tracks	X	X	X	X	
Visibility on NUSA shuttle	X	X			
Exhibitor space at the exhibition hall (level of support determines exhibitor location and booth size)	X	X	X	X	
Logo placement on all promotional and printed materials including program brochures and other handouts (Level of support determines the size and positioning)	X	X	X	X	
Ability to give away company promotional items / and or products	X	X	X	X	X

In addition to the benefits stated in the above chart, Vendors will also receive the benefits listed below for the corresponding Support Level.

TITLE SPONSORSHIP (NUSA HOST): Minimum Support Level: \$50,000

Listed as HOST or TITLE sponsor at all events and in NUSA correspondence and materials. Receive choice for Exhibitor space at the Exhibition hall and extra-large booth or exhibition floor space. Ability to place branded materials in all distributed exhibition locations including pride tours, workshops and exhibition hall. Recognition at ALL conference workshop tracks. Ability to host a track that aligns with the company's brand or focus. This level sponsorship includes but not limited to the following:

- Reserved seating for two at the Mayor's table.
- Front inside cover page recognition support of the **NUSA** Conference in Program Ad booklet
- Prominent positioning of Entity logo on all banners and webpage
- Full page advertisement in Ad Book, Media Recognition, Complimentary Exhibitor's Booth
- Entity's materials in conference welcome packet
- Recognition by the Mayor for Platinum Status and support of the **NUSA** Conference
- Ability to give away company promotional items and/or products
- 10 Complimentary (full) attendee registrations
- 10 VIP tickets to the Mayor's Reception at Region's Field

Tier 1 (NUSA PARTNER): Support Level: \$20,000 - \$49,999

Listed as a PARTNER at selected NUSA events and as part of select NUSA correspondence and materials. Receive choice for Exhibitor space at the exhibition hall and large booth or floor space. Ability to place branded materials in selected distributed exhibition locations including pride tours, workshops and exhibition hall. Ability to host a track that aligns with the company's brand or focus. This level sponsorship includes:

- Full inside back page cover recognition support of the NUSA Conference in Program Ad booklet
- Entity's special signage, recognition, seating at the conference, logo on all banners and webpage
- Entity's materials in conference welcome packet
- Recognition by the Mayor for Gold Status and support of the NUSA Conference
- Complimentary Exhibitor's Booth
- 8 Complimentary (full) attendee registrations
- 8 VIP tickets to the Mayor's Reception at Region's Field

Tier 2 (NUSA CONTRIBUTOR): Support Level: \$10,000 - \$19,999

Listed as a CONTRIBUTOR at selected NUSA events and as part of select NUSA correspondence and materials. Exhibitor designation at exhibition hall with standard booth space. Ability to place branded materials in selected distributed workshops and exhibition hall.

- Full page advertisement in Program Ad booklet
- Special signage at entrances and exits at breakfast or luncheon
- Entity's materials in conference welcome packet
- Entity's logo on all banners and webpage
- Recognition by the Mayor for Silver Status and support of the NUSA Conference
- Complimentary Exhibitor's Booth
- 6 Complimentary (full) attendee registrations
- 6 VIP tickets to the Mayor's Reception at Region's Field

Tier 3 (NUSA EXHIBITOR): Support Level: \$1,000 - \$9,999

Listed as an EXHIBITOR at the selected NUSA conference exhibitor space. Exhibitor designation at exhibition hall with standard booth space. Ability to place branded materials in selected distributed workshops and exhibition hall.

- A half page advertisement in the Program Ad booklet
- Entity logo on all banners and webpage
- Recognition by the Mayor for Bronze Status and support of the NUSA Conference
- Complimentary Exhibitor's Booth
- 4 Complimentary (full) attendee registrations
- 4 VIP tickets to the Mayor's Reception at Region's Field

Tier 4 (NUSA SUPPORTER): \$250-\$2,000 of donated goods or services

Companies providing services and in-kind contributions or promotional items valuing less than \$2,000 will receive recognition at the Tier 4 level.

