



REQUEST FOR PROPOSAL  
OFFICIAL BALL SPONSORSHIP

**NORTHERN SECTION  
PLAYOFFS AND CHAMPIONSHIPS  
2009-2013**

**NORTHERN SECTION  
PHONE (530) 528-9300**

## I. REQUEST FOR PROPOSALS

The California Interscholastic Federation, Northern Section (CIFNS) hereby solicits proposals/bids for Official Ball Sponsorship of the CIFNS High School Playoffs and Championships in the sport of baseball to commence on July 1, 2009 through June 30, 2013.

***The CIF will accept sealed proposals for the award of the contract no later than 3:00 p.m. Monday October 26, 2009.***

**All proposals shall be submitted in the format specified by the CIF Northern Section within this request for proposal (see Section V). Proposals shall be received in the office of the CIF Northern, P.O. Box 9330, Red Bluff, CA 96080.**

## II. INTRODUCTION

This Request for Proposal (RFP) contains specifications covering the planning and operation of our CIF Playoffs and Championships as specified herein. The RFP shall **not** be construed to do any of the following:

1. To create an obligation on the part of the CIF Northern Section to enter into a contract with any ball manufacturer or,
2. To serve as a basis for a claim for reimbursement for expenditures related to the development of a proposal or,
3. To enter into a vendor agreement with the Northern Section.

Notwithstanding other provisions of the RFP, interested ball manufacturers are hereby advised that this request is an informal solicitation of proposals only. It is not intended nor is it to be construed as engaging in formal competitive bidding pursuant to any statute, ordinance, policy or regulation.

## III. THE ORGANIZATION

The CIF Northern Section was organized in 1942, and operates as one of the ten Sections of the State California Interscholastic Federation. Authorized by the California state legislature to govern high school interscholastic athletics, the CIF is a non-profit organization with membership that includes 74 schools fielding high school sports within North Eastern California. Each of the ten CIF Section's primary responsibilities are to administer high school athletic programs, to development curriculum for and teach professional development courses for coaches and administrators and to promulgate and enforce rules relating to a student's involvement in athletics - age, semesters in school, scholarship, residence, transfer status, and amateur standing. Such educational programs and regulations, which are established by the member secondary schools, prevent undesirable exploitation of high school students, provide for the welfare of participants, and ensure that

interscholastic athletics in California offer major benefits to students in a safe, rewarding environment.

The CIF Northern Section conducts Championships in the sports of cross country, girls' volleyball, football, girls' and boys' soccer, wrestling, girls' and boys' basketball, track and field, baseball, softball, swimming, girls' and boys' tennis and girls' and boys' golf.

#### **IV. CIF NORTHERN SECTION CHAMPIONSHIPS**

In most sports, three weeks of post-league CIF Section culminate in the CIF Northern Section Championships, in several divisions.

This document addresses a Request for a Proposal for the category of "Official Ball Sponsor" for the CIF Northern Section Playoffs and Championships in the sport of baseball for the years beginning August 30, 2009 through June 30, 2012.

#### **V. CIF NORTHERN SECTION GOALS**

The CIF Northern Section has four primary goals with respect to its corporate sponsorship of CIF Playoff and Championship events, which are, in no particular order:

- 1) To develop incremental revenue streams to assist in underwriting the expenses of current under-funded programs.
- 2) To use these events as the ultimate platforms on which to promote the values and benefits of participation in CIF education-based athletics.
- 3) To enhance the CIF Championship experience for participating students, schools and school communities.
- 4) To develop partnerships within the community between corporate entities that understand the values of education-based athletics at the high school level.

#### **VI. FEATURES & BENEFITS PROVIDED TO CIF NORTHERN SECTION OFFICIAL BALL SPONSOR IN THE SPORT OF BASEBALL:**

- 1) Exclusive usage of the CIF Official ball as provided during all CIF Northern Section Playoff and Championship games each year.
- 2) Exposure on the home page of the CIF Northern Section website.
- 3) Full page, black & white print advertisement in Championship programs.

- 4) Partner logo included in Championship event collateral materials
- 5) 2 Playoff passes for all CIF Northern Section Championship games.

## VII. BID PROPOSAL INSTRUCTIONS

On or before Monday October 26, 2009, interested manufacturers are requested to submit three (3) sealed copies of the proposal including the following information:

### A. Management

1. Provide the legal name and address of the ball manufacturer submitting the proposal.
2. Name the key persons, with titles, responsible for the marketing and promotion of the ball products described herein.
3. Provide detailed information regarding specific ball adoptions currently in place at the high school section or state championship and college conference levels.

### B. Proposal Specifications

1. 42 Playoff and Championship games in baseball.
2. 5,000 estimated playoff and championship attendance for baseball.
3. Number of complimentary balls requested annually:  
**Baseball**  
21 cases
4. Annual Cash Stipend: Manufacturers must include an annual cash stipend commensurate with the features and benefits described herein.
5. Other Benefits - Are there any other benefits which can be offered to the CIF by manufacturer?

Example: Sponsorship of CIF educational programs, CIF recognition programs, CIF scholarship programs...etc.

## **VIII. THE PROCESS: REVIEW OF PROPOSALS**

The CIF Northern Section will review proposals from ball manufacturers. Following the proposal CIF Northern Section review process, if appropriate, the staff will negotiate a contract and present same to the CIF Northern Section governance for approval.

The CIF Northern Section reserves the right to reject any or all proposals received in response to this request or to negotiate separately with any ball manufacturer when it is determined to be in the best interest of the CIF Northern Section to do so. The CIF Northern Section retains the right to negotiate and contract for features and terms different than those described herein if and when it is determined to be in the best interest of the CIF Northern Section to do so.

**Submittals should be addressed to:**

**Elizabeth Kyle, Commissioner  
CIF Northern Section  
P.O. Box 9330  
Red Bluff, CA 96080**

Costs for developing responses to this RFP are entirely the responsibility of the submitting manufacturer and shall not be chargeable to the CIF Northern.