



**Arizona Sports Foundation
(Fiesta Bowl Organization)**

Fiesta Bowl Museum
Technology Improvements

REQUEST FOR PROPOSAL

FEBRUARY 20, 2020



INTRODUCTION

The Arizona Sports Foundation (Fiesta Bowl) is requesting proposals for technology updates and overall improvements for the Ziegler Fiesta Bowl Museum. Services include but are not limited to: digital media hardware, software applications, technology system updates, installation and interactive elements.

All responses will be evaluated on the basis of price and the criteria listed below.

ORGANIZATION

The Fiesta Bowl is a world-class community organization that executes innovative experiences, drives economic growth and champions charitable causes, inspiring pride in all Arizonans. As a nonprofit organization, it believes in the importance of community outreach and service. Through charitable giving, the organization strives to enhance Arizona nonprofit organizations that contribute to the success of communities through youth, sports and education. Since 1971, the Fiesta Bowl has worked to increase its footprint across the state and works to benefit Arizonans year round, during and outside of bowl season. This year the organization will host the 50th Annual PlayStation Fiesta Bowl and 32nd Annual Cheez-it Bowl (formerly the Cactus Bowl).

www.fiestabowl.org

OBJECTIVE

The objective of the Fiesta Bowl Museum updates is to replace existing, outdated technology platforms and bring the Museum under one innovate, cohesive system that is able to be maintained by internal team.

GENERAL SCOPE OF WORK

The Fiesta Bowl is seeking a partner with the ability to update the Fiesta Bowl Museum's current, separate technology systems/needs and unite them into one cohesive, synergistic and interactive platform. We are looking for one application/software program, one tablet hardware system and one technology hardware system (i.e. Bright Sign) for all sections of our museum.



Listed below are current components and systems.



1. INTERACTIVE HELMET WALL (SECTION 1)

a. Purpose

- + Display college team helmets and allow museum attendees to select their favorite team and view information/audio fight song of selected team

b. Current System

- + 128 NCAA D-I helmets configured to fit on existing angled wall
- + LEDs lights configured to a team's color
- + Custom interface Android tablet with custom App on a kiosk
- + Custom built Kiosk with tablet holder where a museum attendee can choose a team's fight song is played and helmet is illuminated

c. Technology Goal

- + Update current Android interactive table system
- + Display college team helmets and allow museum attendees to select their favorite team and view team information/fight song



2. HISTORY WALL (SECTION 2)

a. Purpose

- + Provide museum attendee information on Fiesta Bowl and Cheez-It Bowl games results, via interactive iPad and TV Monitor

b. Current System

- + Apple iPad on custom built Kiosk with Tablet holder
- + Custom built application (Extron) maintained/controlled by third party vendor
- + Samsung 50 inch TV Monitor, with Bright Sign hardware

c. Technology Goal

- + Interactive Tablet/TV monitor integration
- + Application/software to be maintained/managed by Fiesta Bowl remotely





3. TROPHY WALL (SECTION 3)

- a. Purpose
 - + Provide museum attendee information on previous Fiesta Bowl trophy winners, via interactive iPad and TV Monitor
- b. Current System
 - + Apple iPad on custom built Kiosk with Tablet holder
 - + Custom built application (Extron) maintained/controlled by third party vendor
 - + Samsung 50 inch TV Monitor, with Bright Sign hardware
- c. Technology Goal
 - + Interactive Tablet/TV monitor integration
 - + Application/software to be maintained/managed by Fiesta Bowl remotely



4. TICKET OFFICE (SECTION 4)

- a. Purpose
 - + Provide customers ticketing information.
- b. Current System
 - + Three (3) Samsung TV Monitors with Bright Sign Hardware Windows-only based software, Bright Author for creative
- c. Technology Goal
 - + TV Monitor hardware with remote software intergration
 - + Application/software to be maintained/managed by Fiesta Bowl remotely



5. RECEPTION DESK MONITOR (SECTION 5)

- a. Purpose
 - + Provide museum attendees up to date information
- b. Current System
 - + One (1) Samsung TV Monitor with Bright Sign Hardware
 - + BrightSign Model: XD1132
 - + Windows-only based software, Bright Author for creative
- c. Technology Goal
 - + TV Monitor hardware with remote software intergration
 - + Application/software to be maintained/managed by Fiesta Bowl remotely



6. HISTORY ALCOVE TV (SECTION 6)

- a. Purpose
 - + Provide museum attendees Fiesta Bowl historical information
- b. Current System
 - + One (1) Samsung TV Monitor
 - + Flash Drive with looped history video
- c. Technology Goal
 - + TV Monitor hardware with remote software intergration
 - + Application/software to be maintained/managed by Fiesta Bowl remotely



7. CHARITIES ALCOVE INTERACTIVE TV (SECTION 7)

- a. Purpose
 - + Provide museum attendees up to date information on Fiesta Bowl Charities
- b. Current System
 - + One (1) Samsung TV Monitor with Bestwave software with computer attached to monitor
 - + Updated yearly by third party vendor
- c. Technology Goal
 - + TV Monitor hardware with remote software intergration
 - + Application/software to be maintained/managed by Fiesta Bowl remotely

PROPOSAL CONTENT

Please answer the following questions in your proposal to better provide us with insight into the capabilities, capacity and philosophy of your company.

Please tell us about your company and team:

- + Where are your corporate offices located?
- + What is the size and organizational structure of your company?
- + Who is on your leadership team?
- + Who will be a part of the Fiesta Bowl account team?
- + How many years of related experience does your company have?

Please tell us more about your company's work:

- + Describe the company's scope of capabilities.
- + Please include a relevant client list and the number of years you have worked with them.
- + Do you plan to outsource any of your work? If so, how do you keep outsourced work in touch with the account?
- + Please provide three examples of other digital technology pieces that you have created that are similar to the Fiesta Bowl scope of work.

YOUR PRICING

Please outline your recommended billing structure, including any pro-bono work or concessions that you are willing to provide. Proposal will need to include a cost breakdown of the partnership.

- + Please provide the cost for services in a detailed itemized format per the instructions above. Be sure to include all applicable costs, i.e. taxes, wages permits, etc.

EVALUATION OF PROPOSALS

Proposals will be evaluated on the following criteria:

- + Insight and approach to developing innovative, easy to use technology updates.
- + Demonstrated ability to execute interactive museum exhibits.
- + Understanding and approach to working with nonprofit organization with multiple stakeholders, as well as a demonstration of passion and commitment to the Fiesta Bowl's mission.
- + Qualifications, experience and fit of staff that would be assigned to the Fiesta Bowl team.
- + Cost structure
- + Concessions. Consideration will be given to partners that are willing to participate in a reciprocal business agreement, for example: sponsorship (game and/or community) advertising, purchase of tickets, trades of services, reduction in price, etc.

RFP PROCESS AND RESPONSE FORMAT

Submitting companies are requested to email proposals by 5 p.m. on Friday, March 20, 2020.

Late responses will not be considered.

Please submit to:

Cheyenne Brumlow, Creative Director
Fiesta Bowl
cbrumlow@fiestabowl.org

Company responses will be evaluated by a selection committee, which will select finalist to attend an in-person meeting.

Proposals may be submitted electronically in PDF format.

Responses to this RFP will be considered confidential and not shared with anyone outside of the selection committee. All submitted materials will become property of the Fiesta Bowl and will not be returned.

FIESTA BOWL CONTACT

Questions about the project may be directed to:

Cheyenne Brumlow, Creative Director
Fiesta Bowl
480-736-3913
cbrumlow@fiestabowl.org