



FORTY NINERS STADIUM MANAGEMENT COMPANY

Date: June 27, 2022

To: Brent Schoeb
Chief Revenue Officer

From: Jenti Vandertuig
Procurement Director

Subject: Recommendation for Award RFP FY21-0021 for **Levi's Stadium** SBL Sales
Training Professional Services

Recommendation

Recommend approval and award an agreement to Tyson Group to provide a training program to the SBL sales team to maximize sales of Stadium Builder's Licenses (SBLs) for a one-year period, to commence on July 25, 2022 through July 24, 2023 with an option to extend the agreement for two additional one year periods. The amount of the agreement shall not exceed \$80,000 for year one. Total compensation, in the aggregate, shall not exceed \$240,000 over the three-year period. The term for subsequent fiscal years shall be conditioned upon approval of the Stadium Authority budget for the applicable fiscal year that includes the amounts due under this contract.

RFP Process

The Santa Clara Stadium Authority (SCSA) is the public agency that owns the stadium, which it leases to the 49ers. The SCSA financed the construction of Levi's Stadium in large part through the sales of Stadium Builder's Licenses (SBLs) to the general public. The SBL gives the customer the right to purchase season tickets for 49ers games and priority rights to purchase tickets for other events at Levi's Stadium, such as concerts and soccer events. Forty Niners Stadium Management Company LLC (Stadium Manager) employs a team of approximately ten sales people to handle the sales of SBLs to the general public on behalf of the SCSA. Individual SBLs range in price from \$2,000 to \$80,000 per seat, depending on the seat location and amenities.

Stadium Manager has a need for a robust and results oriented training program and curriculum that will provide training to the sales team and their sales manager to maximize sales of SBLs to the diverse customer base of the San Francisco Bay Area while considering the complexities of the public-private partnership between the Stadium Manager and the SCSA. The key value driver for Levi's Stadium SBLs is that SBL customers have the right to purchase 49ers season tickets, so it is important that the training program is focused on that key element.

On February 9, 2022, Stadium Manager issued Request for Proposals (RFP) to select qualified firms to provide sales training professional services for Levi's Stadium. Stadium Manager

published the RFP on Bonfire Interactive, Stadium Manager’s eProcurement portal <https://49ers.bonfirehub.com/portal/>. In addition to inviting a list of firms on our established supplier list, we also selected suppliers registered on the portal with specific commodity codes offering sales training services. On February 18, 2022, Stadium Manager issued Addendum #1, providing answers to questions received and revising the purpose of the RFP. The RFP closed on March 2, 2022 at 3:00 p.m. (PT).

Three proposals were received from the following firms:

1. The Aspire Group
2. ISBI 360 LLC
3. Tyson Group

Evaluation Process

An evaluation committee (EC) consisting of subject matter experts was formed. An evaluators’ guide outlining the roles and responsibilities of the EC was provided to each EC member to review and execute the following forms to ensure that there was no conflict of interest in evaluating the proposals:

- Proposal Evaluator Guidelines
- Confidentiality Agreement
- Conflict of Interest Disclosure Form

The EC evaluated the proposals and scored based on the evaluation and weighting criteria specified in Section 15 of the RFP. Upon completion of the clarification meetings, individual EC scores were utilized to compute an “average score,” summarized below:

Evaluation Criteria	Maximum	Tyson Group	The Aspire Group	ISBI 360 LLC
Proposal Responsiveness	Pass/Fail	Pass	Pass	Pass
Experience and Qualifications	45%	45%	32%	36%
Methodology and Approach	45%	38%	27%	27%
Cost	10%	6%	10%	8%
Total	100%	89%	69%	71%

Stadium Manager conducted business clarification meetings including cost with Tyson Group and was successful in negotiating the cost down without compromising the training curriculum. Tyson Group was determined to be the highest ranking proposer offering best value.

Notice of Intended Award

A notice of intended award (NOIA) was issued on May 3, 2022, announcing Stadium Manager’s recommended firm. The RFP process includes a seven-day protest period, which commenced with the issuance of the NOIA and ended on May 10, 2022. No protests were received.

