



Request for Proposals for NYC Ferry Naming Rights and Sponsorship Services

**Pre-Proposal Meeting
July 10, 2024**

Agenda

Background

Scope

Proposal Requirements & Evaluation

Submission Details

Q&A





NYCEDC is seeking a qualified sponsorship firm or agency to help secure NYC Ferry's *first-ever* naming rights and sponsorship brand partner.

NYC / EDC



An NYC Ferry naming rights partner will...

- Engage millions
- Have iconic brand visibility
- Embrace community connectivity
- Support environmental stewardship
- Have access to a unique brand environment



Project Scope

Task 1: Brand Alignment and Positioning

Task 2: Market Segmentation

Task 3: Sales Packaging

Task 4: Lead Generation

Task 5: Pitching Brands

Task 6: Negotiation

Task 7: Closing

Proposal Requirements

1 Project Proposal

- Proposal Certification form
- Cover Letter
- Respondent Profile
- Respondent Experience
- Project Approach

2 Fee and Cost Schedules

- Fee Schedule
- Brand Partner Agreement Commission
- Optional: Alternative Fee Proposal

3 M/WBE Participation

- M/WBE Subcontractor Participation Percentage between 5-15%
- Outreach and Engagement Strategy to reach M/WBE % goal

4 Doing Business Data

- Doing Business Data Form:
<https://edc.nyc/vendor-resources>

Selection Criteria

- 20%** Respondent Experience
- 15%** Respondent Team
- 30%** Project Proposal
- 20%** Compensation
- 15%** M/WBE Participation Plan

Submission Details

- Responses are due no later than **Thursday, July 25th at 11:59PM ET**
- See Section IV – Proposal Requirements for submission details

PROJECT EMAIL ADDRESS: FerrySponsorshipRFP@edc.nyc

TECHNICAL ISSUES: RFPRrequest@edc.nyc

PROJECT UPDATES: <https://edc.nyc/consultant-services-nyc-ferry-naming-rights-and-sponsorship-services-rfp>

Key RFP Dates



RESPONDENT QUESTIONS DUE: July 11, 2024 @ 5 PM ET

NYCEDC ANSWERS DUE: July 18, 2024 @ 5 PM ET

PROPOSAL SUBMISSIONS DUE: July 25, 2024 @ 11:59 PM ET

RESPONDENT INTERVIEWS: Early August

QUESTIONS?

Following this Pre-Proposal Meeting,
you can email additional questions to
FerrySponsorshipRFP@edc.nyc





CONSULTANT RFP FOR NAMING RIGHTS AND SPONSORSHIP SERVICES

PRE-PROPOSAL MEETING SIGN-IN SHEET

DATE: July 10th, 2024

TIME: 11:00AM

PROJECT: 6154

REPRESENTATIVE	COMPANY NAME	M/WBE?	PHONE NUMBER	EMAIL
Jose Rodriguez	Egami	YES	646-491-1602	jose@egamigroup.com
Min Beltrami	Egami	YES	201-282-7141	min@egamigroup.com
Danielle Balbone	EGAMI	YES	7189162981	danielleb@egamigroup.com
Scott Calvert	Egami Group	YES	850-491-2853	scottc@egamigroup.com
Scott Calvert	Egami Group	YES		scottc@egamigroup.com
Matt Korte	Superlative Group	NO	216-339-4736	korte@superlativegroup.com
Teresa Rampulla	She Media	YES	732-687-2293 718-251-2557	tram@shemediany.com
Jeff Randazzo	She Media	YES	201-506-4498	Jeffrandazzo12@gmail.com
Zackery Reed	Ballyhoo Media	NO	508-965-2039	zack@ballyhooboats.com
Nate Shapiro	Ballyhoo Media	NO		Nate@ballyhooboats.com
Avery Decker	Wasserman	NO	914-4244207	Avery.decker@teamwass.com
Eleanor Hoover	Wasserman	NO		Eleanor.hoover@teamwass.com
Grace Lattan	Wasserman	NO	678-659-2821	Grace.lattan@teamwass.com
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Courtney Schlie	PIVOT Agency	NO	303-931-0768	courtney@pivot-agency.com
Craig Walsh	PIVOT Agency	NO		craig@pivot-agency.com
Sarah Berman	Berman Group	YES	917-880-5596	sberman@bermangrp.com
Phillip Ramirez	Berman Group	YES	342-564-6974	pramirez@bermangrp.com
Amore Philip	Apples and Oranges Public Relations	YES	347-683-6626	Amore@aoprllc.com
Ilias Giannakopoulos	RevUp Property Representation	NO	475-308-8370	ilias@revupconsults.com
Allyn Michalek	RevUp Consults	NO		allyn@revupconsults.com
Sarah Elkins	Known	NO	9143550408	sarahe@known.is

Taraneh Ansari	OpenSponsorship	YES	8149336834	taraneh@opensponsorship.com
Angelo Scialfa	Fox Run Group, LLC	NO	609-259-1910	Angelo@FoxRunGroup.com
Jake Spiak	IEG	NO	312.533.1843	jake@iegworld.com
Samson Oni	Instigo Agency	YES	(321) 421-5776	samson@instigoagency.com
Michele Vidarte	Trampoline Advertising & Design	YES	518.798.9155	michele@designtramp.com
David Neglio	Interstate Outdoor	NO		DNeglio@interstateoutdoor.com
Terry Kenney	Interstate Outdoor	NO	848-333-5557	tkenney@interstateoutdoor.com
Scott Staiti	Crackerjack Communications	YES	781-453-0255	scott@crackerjackcom.com
Valerie Anderson	VIA Consultancy	YES	9084193755	valerie@via-consultancy.com
Stacy Gollinger	B. Partners	YES		Stacy@letsbpartners.com
Jake Spiak	IEG	NO		Jake@iegworld.com
Michele Vidarte	Trampoline Design	YES		michele@designtramp.com