

March 26, 2014

Sponsorship Opportunity

Pursuant to 200 KAR 5:080, Sponsorships, the Kentucky State Fair Board (“KSFB”) hereby announces the availability of one (1) sponsorship to advertise on the premises of the Kentucky Exposition Center (937 Phillips Lane, Louisville) and the Kentucky International Convention Center (441 South Fourth Street, Louisville) in exchange for climate controlled underground storage.

Advertising shall be mutually agreed upon between the successful proposal/bidder and the KSFB.

The Kentucky Exposition Center attracts many of the most respected trade shows in the country and is the sixth largest facility in the United States. The Kentucky International Convention Center has 300,000 square feet of convention space. Both facilities combined generated \$460 million yearly in economic impact and have nearly three million visitors annually.

The KSFB has one (1) sponsorship opportunity related to climate controlled underground storage.

The evaluation factors to be considered in determining the “best value” for the Commonwealth of Kentucky as described in KRS 45A.070(3) are as follows:

- 1) Close proximity to the Kentucky Exposition Center;
- 2) Availability of loading docks;
- 3) 24 hour security;
- 4) Availability of certified forklift drivers to load and unload items for storage; and
- 5) Availability of at least 30,000 square feet of underground climate controlled storage space.

Interested entities shall reply by **April 2, 2014** with a proposal that addresses each of the five (5) factors above. No late responses shall be accepted.

The KSFB shall make an award of sponsorship to the proposal/bidder determined to be the most advantageous to the Commonwealth taking into consideration the five (5) factors listed above.

An award of sponsorship shall not constitute an “official endorsement” of a particular company by the Commonwealth.

An entity that has a business or regulatory relationship with the KSFB, or who may be lobbying or attempting to influence matters of that agency, may be considered for a sponsorship opportunity only if there is a clear benefit to the Commonwealth, or the sponsorship promotes economic development or tourism in the Commonwealth.

Interested persons shall submit written proposals by **April 2, 2014** to:

Ms. Linda Edwards, VP Sales and Marketing
Kentucky State Fair Board
P.O. Box 37130
Louisville, KY 40233
