



**GOVERNING BOARD AGENDA ITEM
AMPHITHEATER UNIFIED SCHOOL DISTRICT NO. 10**

DATE OF MEETING: **October 26, 2010**

TITLE: **Award of Contract for an Online Retail Store Based Upon Responses to Request for Proposal (RFP) 10-0018**

BACKGROUND: Request for Proposal 10-0018 for an online retail store was mailed to seven vendors. Three responses were received. One response was determined to be non-responsive.

Vendors offering online spirit wear apparel host secure websites, each unique to a particular school. Spirit wear garments include baseball caps, fleece jackets, mesh polos, T-shirts, running shorts, etc. Orders are placed online to the vendor and paid for by the purchaser. Rebates on each sale are returned to the school. Responding vendors were evaluated based on their spirit wear merchandise, website provided, cost of product, rebates and special incentives.

Please see the attached vendor evaluation. The contract award is for the 2010/2011 fiscal year ending June 30, 2011 and may be renewed for up to four additional one-year periods ending June 30, 2015.

RECOMMENDATION:

The Administration recommends the Governing Board approve the award of contract to Turfer Athletic based on their response to Request for Proposal 10-0018.

INITIATED BY:

Scott Little

Name, Title of Originator

Date: October 18, 2010

Vicki Balentine

Vicki Balentine, Ph.D., Superintendent

Vendor Evaluation RFP 10-0018 Turfer Athletic

Merchandise Offered: 40 Points Possible

Turfer Athletic provided forty-six spirit wear garments for men, women, youth and infants. The list included outer wear, hats, running apparel, long & short sleeve wind shirts, T-shirts and a wide assortment of polo's.

Points Awarded 40

Ecommerce Web Services Provided: 30 Points Possible

Turfer Athletic to provide an online spirit wear store unique to each school. Information is provided on school colors, the school logo and, if requested, on each athletic team's specific logo & booster garment choice. There is no cost to the school for website design and setup.

Points Awarded 30

Cost of Product Offered: 15 Points Possible

The Turfer Athletic RFP provided competitively priced spirit wear apparel to include fleece jackets for \$31.95, poly/cotton polos for \$19.95 and washed twill contrast seam baseball caps for \$16.95. The school will be charged a set up fee of \$75.00 for each logo posted. Shipping is no charge for orders over \$50.00.

Points Awarded 10

Rebate Offered: 10 Points Possible

Turfer Athletic provides a sliding scale for rebates, 10% for the first \$1,000.00 in sales, 20% for sales \$1,000.00 to \$5,000.00 and 25% paid on all sales in excess \$5,000.00. Commissions are calculated on an annual basis starting January 1st of each year and paid quarterly.

Points Awarded 10

Special Incentives: 5 Points Possible

Turfer Athletic will provide email sales support, produce banner ads and host promotional artwork.

Points Awarded 5

Total Points Received: 95

Vendor Evaluation RFP 10-0018 Lands End

Merchandise Offered: 40 Points Possible

Lands End spirit wear garments are included with their school uniform and small child clothing. Spirit wear garment choices are limited.

Points Awarded 15

Ecommerce Web Services Provided: 30 Points Possible

Lands End will provide an e-commerce solution for each district school to include school logo, name and mascot. The websites created will be hosted and maintained at no charge to the school.

Points Awarded 30

Cost of Product Offered: 15 Points Possible

Lands End's limited offering of spirit wear garments are competitively priced; hooded sweatshirts for \$22.00, polos for \$21.00, crew sweatshirts for \$18.00 and mesh knit shorts for \$14.50. Heat transferred or embroidered logos are no charge.

Points Awarded 10

Rebate Offered: 10 Points Possible

Lands End provides a sliding scale for rebates, 1% for the first \$4,999.00 in sales, 2% for sales \$5,000.00 to \$9,999.00 and 3% paid on all sales in excess of \$10,000.00.

Points Awarded 2

Special Incentives: 5 Points Possible

Lands End will provide promotional offers to include no charge shipping and a once a year 25% discount with no charge shipping.

Points Awarded 3

Total Points Received: 60

Points Received Turfer Sportswear 95.

Points Received Lands End 60.

Recommended Vendor: Turfer Sportswear