

Financial Affairs
Richard H. Hinds, Chief Financial Officer

SUBJECT: AWARD OF REQUEST FOR PROPOSAL #104-XX03 – TO PROVIDE CORPORATE SPONSORSHIP FOR THE ATHLETIC PROGRAM OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA

The purpose of this request for proposal, opened on November 10, 1998, is to establish a contract, with a sports drink company, that will provide corporate support for the enhancement of the Greater Miami Athletic Conference (GMAC) and the athletic program of Miami-Dade County Public Schools. Of 59 vendors sent request for proposals or card notices of this advertised proposal, 12 responded, with 3 proposal meeting specifications and 9 no proposals.

It is anticipated that if the contract remains in effect for the full five year period, approximately \$1,061,450 in monies, services and goods will be generated for the GMAC and the athletic program of M-DCPS.

<u>Fund Source</u>	<u>M/WBE Eligibility</u>
This is a no cost proposal	None

RECOMMENDED: That The School Board of Miami-Dade County, Florida **AWARD** Request for Proposal #104-XX03 – TO PROVIDE CORPORATE SPONSORSHIP FOR THE ATHLETIC PROGRAM OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, to establish a contract, with a sports drink company, that will provide corporate support for the enhancement of the Greater Miami Athletic Conference and the athletic program of the Miami-Dade County Public Schools, effective January 13, 1999 through January 12, 2001, as follows:

FLORIDA COCA-COLA BOTTLING COMPANY
3350 PEMBROKE ROAD
HOLLYWOOD, FL 33021

Highest Rated Proposal

RHH/lja

G-75