

Financial Affairs  
Edward Marquez, Chief Financial Officer

**SUBJECT:           AWARD REQUEST FOR PROPOSALS NO. 078-DD10 – TO  
                      PROVIDE CORPORATE SPONSORSHIP FOR THE ATHLETIC  
                      PROGRAM OF THE SCHOOL BOARD OF MIAMI-DADE  
                      COUNTY, FLORIDA**

**COMMITTEE:       BUSINESS AND FINANCIAL SERVICES**

The purpose of this Request For Proposals, opened on May 24, 2004, is to establish a contract, to provide sports-drink vending machines and corporate sponsorship for the enhancement of the Greater Miami Athletic Conference (GMAC) and the athletic program of The School Board of Miami-Dade County, Florida, for the Department of Athletics/Activities. This is a term proposal. Of 7 proposers sent proposal forms or card notices of this advertised proposal, 3 responded, with 3 proposals meeting specifications.

A meeting of the Selection Committee to evaluate proposals was held on May 25, 2004. Three proposals were presented for the Committee's consideration: Coca Cola Bottling Company, Gilly Vending, Inc. and The Pepsi Bottling Group. After significant discussion, a motion was passed to recommend The Pepsi Bottling Group for award.

This is potential five-year contract. It is anticipated that if the contract remains in effect for the full five-year period, approximately \$1,000,000 in revenues, services and goods will be generated for the athletic program.

Fund Source

This is a no cost proposal

M/WBE Eligibility

None

**RECOMMENDED:** That The School Board of Miami-Dade County, Florida, **AWARD** Request For Proposals No. 078-DD10 - TO PROVIDE CORPORATE SPONSORSHIP FOR THE ATHLETIC PROGRAM OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, to establish a contract, to provide sports-drink vending machines and corporate sponsorship for the enhancement of the Greater Miami Athletic Conference (GMAC) and the athletic program of The School Board of Miami-Dade County, Florida, for the Department of Athletics/Activities, effective June 16, 2004, through June 15, 2006, as follows:

1. THE PEPSI BOTTLING GROUP  
7777 N.W. 41 STREET  
MIAMI, FL 33166  
OWNER: PHIL PORZIO, VICE PRESIDENT

Highest Rated Proposal.

2. Authorize Procurement Management Services to accept anticipated monetary amounts, as contained in the contract.

EM/lja