



**RFQ NO. 100420-FY17-10
SPONSORSHIP COORDINATION FOR MAJOR TOWN OF LEESBURG SPECIAL
EVENTS**

ADDENDUM NO 1

SEPTEMBER 6, 2016

Please note the following responses to the questions received:

1. Are there other potential events that you have been approached about partnering?
(Reference: Section I, D)

ANSWER: No.

2. Is this agreement exclusive?
(Reference: Section II)

ANSWER: Yes. Once we hire a sponsorship coordinator, we do not work with anyone else (with the exception of the Airshow). We will continue to work with our Airshow contact who has a finite list of people he works with each year. He does not reach out to new potential sponsors.

3. Are there any current multi-year sponsorship deals?
(Reference: Section III, A)

ANSWER: Not at this time; but, the contract is renewable if both parties agree.

4. Will the invoices be from us or Leesburg Parks & Recreation? I understand we will be responsible for sending & getting payment, but who is the receiving entity?
(Reference: Section III, B)

ANSWER: Leesburg Parks & Recreation creates the invoice for sponsor's payment and the payment comes directly to us to process. If a sponsor wants to send the invoice to you, that would be acceptable; but, it would need to be made payable to the Town of Leesburg.

5. Who creates artwork?
(Reference: Section III, E)

ANSWER: It is either created in-house or by our graphic artist. Any sponsor logos that are needed in ads, etc. would need to be supplied to us.

6. How were these totals reached? Specifically, how is the revenue goal for the Leesburg Airshow higher than Flower & Garden?
(Reference: Section V, B)

ANSWER: The Airshow expense is higher and we have less opportunity to bring in revenue to offset the costs of the event at the Airshow than for Flower & Garden.

7. Can this be changed to a mutual indemnification?
(Reference: Contract, Section 9)

ANSWER: No.

For the Town of Leesburg,

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