

The Woodlands Township
Request for Proposal (RFP) for Sponsorship Sales-Special Events
Contract Number 2026-0394

The Woodlands Township (“the Township”) is seeking proposals from qualified individuals or entities to provide sponsorship sales representation services for all major community events hosted or supported by The Woodlands Township Parks and Recreation. The Township organizes and produces some of the region’s most recognized events, *including but not limited to* [Red, Hot & Blue Festival](#), [Lighting of The Doves](#), and [Holiday Lights at The Woodlands Waterway](#), which attract tens of thousands of residents and visitors annually.

Purpose of the RFP:

The intent of this RFP is to identify and contract with sponsorship sales professional(s) who have proven experience, strong connections within The Woodlands/South Montgomery County area and beyond and a successful track record of securing sponsorships for community-based events.

Goals and Objectives:

- **Expand Sponsorship Base:** Secure new sponsors and enhance relationships with existing sponsors to increase event revenue. See Attachment A for existing events with and without sponsors.
- **Maximize Community Connections:** Leverage local, regional and national networks to build long-term sponsorship opportunities.
- **Enhance Event Sustainability:** Generate sponsorship revenue to reduce reliance on tax-supported funding while elevating event quality. Overall goal is to increase sponsorships by 50% in the first year and 100% in the second year, with 2025 being used as a baseline year (\$96,710 generated). See Attachment A, for sponsorship sales over the course of the past five years.
- **Promote the Township Brand:** Position the Township events as premier platforms for businesses to connect with residents and visitors.

Qualifications:

Respondents must demonstrate the following:

- **Experience:** Proven history of successful sponsorship sales for large-scale public events for community-based events.
- **Connections:** Strong ties to the business and philanthropic community in The Woodlands, South Montgomery County, Greater Houston region and beyond.
- **Capacity:** Ability to commit sufficient time and resources to meet sponsorship sales goals.
- **Professional Reputation:** Positive references that confirm ability to generate results and maintain sponsor relationships.

Scope of Work:

The selected individual(s) or firm(s) will be responsible for:

1. **Sponsorship Sales**
 - Actively soliciting, securing, and contracting sponsorships for identified Township events.
 - Developing customized sponsorship packages, ensuring alignment with the Township brand and community values. All sponsorship packages shall be approved by The Woodlands Township to ensure deliverables can be provided.

2. Client Management

- Maintaining positive, professional relationships with sponsors before, during and after events.
- Serving as a liaison between sponsors and the Township staff to ensure fulfillment of sponsor benefits.
- Coordinate with the Township on existing sponsors regarding managing renewals, exclusivity categories, or potential conflicts with existing sponsor relationships.
- See Attachment B for existing events with and without sponsors.

3. Reporting & Communication

- Providing regular updates to the Township staff on progress, including potential leads, contracts in negotiation, and confirmed sponsorships.
- Delivering a final report after each event summarizing sales efforts, revenue secured, and recommendations for future improvements.
- Develop “dasher board” in which to measure sponsorship ROI (e.g., impressions, engagement, community impact) in addition to revenue.

4. Compliance & Representation

- Adhering to the Township policies and guidelines regarding sponsorship sales and activation. Please note that naming and exclusive sponsorships require a public process.
- Representing The Woodlands Township in a professional manner that enhances the Township’s reputation.

Project Deliverables:

- Sponsorship sales plan with identified targets.
- Monthly progress reports (leads, contacts, pending negotiations, signed agreements).
- Final sales results report per event.
- Continuous communication with the Township staff to ensure seamless sponsor integration.

Proposal Requirements:

Interested entities must submit a proposal that includes the following components:

1. Cover Letter:

- Introducing the individual or firm, with contact information.

2. Qualifications & Experience:

- Overview of relevant experience in sponsorship sales, including past clients and events.

3. Connections & Networks:

- Description of local/regional/national relationships that will be leveraged.

4. Track Record:

- Specific examples of past sponsorship successes, including revenue levels achieved.

5. Approach:

- Outline of sales strategies and methods.

6. Commission Proposal:

- Percentage of sponsorship sales revenue to be retained. Please note no commission would be provided on existing sponsors at their current value. Commission will be provided if the selected professionals increases the overall value of the existing sponsorship.

7. References:

- Minimum of three (3) professional references from clients or organizations served.

Compensation:

Respondents will propose a commission-based compensation model, *specifying the percentage of sales revenue they would retain*. The Township will review proposals based on competitiveness and reasonableness of requested commission.

Evaluation Criteria:

Proposals will be evaluated based on:

- Demonstrated experience in community event sponsorship sales (25%).
- Strength and relevance of business/community connections (25%).
- Sales strategy and proposed approach (20%).
- Reasonableness of commission rate (20%).
- References and overall professionalism of proposal (10%).

The Township Rights Reserved

- The Woodlands Township reserves the right to reject any or all proposals, including without limitation the right to reject any or all nonconforming, non-responsive, unbalanced or conditional proposals and to reject the proposal of any proposer if The Woodlands Township believes that it would not be in the best interest of the project to make an award to that proposer, whether because the bid is not responsive or the proposer is unqualified or of doubtful financial ability or fails to meet any other pertinent standard or criteria established by The Woodlands Township.
- The Woodlands Township also reserves the right to waive all informalities and defects in the proposal and the proposal process not involving price, time of submittal or changes in the work and to negotiate contract terms with the successful proposer. Discrepancies between the multiplication of units of work and unit prices will be resolved in favor of the unit prices. Discrepancies between the indicated sum of any column of figures and the correct sum thereof will be resolved in favor of the correct sum. Discrepancies between words and figures will be resolved in favor of the words. In case of ambiguity or lack of clarity in stating the prices in the bid, The Woodlands Township reserves the right to consider the most advantageous bid thereof or to reject the bid.
- The Woodlands Township reserves the right to enter into a service agreement for an event with a proposer, however this does not guarantee future events being held.

Submission Guidelines:

Proposals must be submitted electronically in PDF format to:

The Woodlands Township

Attn: Pamela Woods

Email: pwoods@thewoodlandstowship-tx.gov

Phone: 281-210-2024

Late submissions will not be considered.

Timeline:

- **RFP Release Date:** Wednesday, May 6, 2026
- **Mandatory Pre-Bid Meeting:** Friday, May 15, 2026, 1:00 p.m. @ Townhall (2801 Technology Forest Boulevard, The Woodlands, TX 77381)
- **Deadline for Questions:** Friday, May 22, 2026 to Pamela Woods at pwoods@thewoodlandstowship-tx.gov
- **Proposal Submission Deadline:** Wednesday, June 3, 2026, 1:00 p.m. to Pamela Woods at pwoods@thewoodlandstowship-tx.gov or in-person at 2801 Technology Forest Boulevard, The Woodlands, TX 77381
- **Selection & Notification:** Monday, June 29, 2026
- **Contract Start Date:** Tuesday, September 1, 2026

Attachment A- Sponsorship Sales
***does not include in-kind sponsorships**

Note: in 2020, due to COVID we had to make refunds due to cancelled programs or split payments into other years to right size sponsorships for those years.

Event	2019 Actuals	2020 Actuals	2021 Actuals	2022 Actuals	2023 Actuals	2024 Actuals	2025 Actuals
10 for Texas	\$32,247	(\$1,240)	\$26,900	\$22,610	\$17,810	\$22,750	\$25,560
5K Series				\$700	\$700	\$2,000	\$8,700
Arts in Park/Spicy Tails Art Sale	\$2,000		\$1,000	\$1,750	\$3,500	\$5,125	\$1,750
Bike Month							\$250
Concert in the Park	\$1,150		\$150	\$350			
Labor Day	\$2,250	\$1,500	\$2,250	\$750	\$750	\$2,100	\$2,250
Lighting of the Doves	\$15,000	\$2,500	\$7,000	\$11,500	\$10,000	\$10,000	\$10,000
Memorial Day	\$3,750		\$1,750	\$7,000	\$7,000	\$3,500	\$2,750
Patriot Day of Remembrance/ Veterans Day Tribute							\$500
Program/Recreation - Other	\$1,500	\$2,692	\$1,791	\$6,250	\$3,089	\$5,917	\$6,450
Red, Hot and Blue Festival	\$34,000	\$26,500	\$21,500	\$9,695	\$9,350	\$9,400	\$11,500
Rock the Row				\$2,000	\$7,357	\$750	\$5,500
The Ice Rink	\$11,500	\$11,500	\$13,100	\$4,700	\$6,000	\$10,500	\$7,500
Trick or Treat Trail	\$5,000	\$2,000	\$2,500	\$2,000	\$4,500	\$3,000	\$6,000
Waterway Nights	\$1,500	\$1,500			\$1,500	\$10,000	\$8,000

Attachment B

Existing events with and without sponsors and benefits received.

MONTH	EVENT	LOCATION
February	Daddy Daughter Dinner Dance	The Woodlands Waterway Marriott Hotel
	Crush Rush 5K	The Woodlands Waterway
	Concert in the Park - Spring Series	Northshore Park
	Touch-A-Truck	Rob Fleming Recreation Center
March	Spicy Trails Art Sale	Town Green Park
	Waterway Nights - Spring Series	Waterway Square
April	Run and Done 3.1	The Woodlands Waterway
May	Bike Month	Rob Fleming Recreation Center
	Memorial Day in The Woodlands	Town Green Park
	Waterway Nights - Summer Series	Waterway Square
July	Red, Hot and Blue Festival	Town Green Park, Northshore Park, Waterway Square, Hughes Landing, Rob Fleming Park
	Rock the Row - Summer Series	Hughes Landing
September	Labor Day in The Woodlands	Waterway Square
	Patriot Day of Remembrance	Central Fire Station
	Concert in the Park - Fall Series	Northshore Park
	Shakespeare in the Park	Rob Fleming Park
October	Rock the Row - Fall Series	Hughes Landing
	Memorial Hermann 10 for Texas	Northshore Park
	Trick or Treat Trail	Rob Fleming Recreation Center
November	Veterans Day Tribute	Central Fire Station
	The Ice Rink	The Woodlands Pavilion Event Center
	Lighting of the Doves	Town Green Park
	Holiday on the Waterway	The Woodlands Waterway
December	Glow and Go 5K	The Woodlands Waterway