

PHILADELPHIA MARATHON RFP QUESTIONS AND ANSWERS

We consolidated questions to avoid duplication; Answers are in Bold

1. When is the anticipated start date of services? Is any work intended to be completed that will affect this year's marathon?

The anticipated start date is expected to begin upon award for the 2012 event. No, the Contract recipient is not expected to work on the 2011 Marathon; however we encourage the awardee to observe and learn as much as possible during the 2011 Marathon.

2. How much profit has the Fund generated from operating the marathon in each of the last three years?

This information is not part of the RFP.

3. Can you provide a list of the various costs and revenue streams (with amounts for each) for the last three years?

No, the budget for the marathon will come from the licensee.

4. Are race entry fees part of the revenues that the Company will collect as part of this project? Or do those go to the Fund?

The registration fees go to the licensee. All revenue goes to licensee and licensee is responsible to pay all expenses.

5. Who are the current sponsors that the Company would have to assume control over? How much did they contribute?

The current contracts are Gatorade through 2013 and the majority of local hotels through 2012.

6. Who were last Year's vendors at the Expo?

List of vendors below.

EXHIBITOR
110%
Air Force Marathon
Aline Systems, Inc.
American Cancer Society
Arctic Ease
Auria, LLC
Back On My Feet
Bart Yasso
Baltimore Marathon
Best Buddies Pennsylvania
Blue Cross Broad Street Run
Bolthouse Farms
Breakaway Bikes & Fitness
Carolina Rice (SPN)
CW Philly
CEP - Compression
CGI Racing
Chevrolet
Chiromatic, Inc.
Cliff Pace Team
Competitor Group
David Lennen Associate
Dick's Sporting Goods Pittsburgh Marathon
Dirty Runner
Febreze
Fleet Feet Sports/Yurbuds
Footprint
Fond Memories Graphics, Inc.
Fun On Foot Books
Garden State Canine and Equine, Inc.
GEICO
Greyhound
Hawaiian Moon
Hydros Bottle, Inc.
iFitness
ING Financial Partners
Jenkintown Running Co.
Just Born
KT Tape (Lumos Inc.)
Lung Cancer Alliance
Marathon & Beyond
Marathon Bahamas (Sunshine Insurance)
Metro PCS
National Guard Marathon Team
National Running Center
New Jersey Marathon Festival - At The Shore
New York Times (On the Avenue)
One More Mile, LLC

Ottawa Marathon
Oxi – 7
Palmers
PECO Energy Education Team
Pelei Multisport
Perpetual Prosperity Pumps Foundation
Philadelphia Hospitality Booth
Philadelphia Marathon
Philadelphia Triathlon, LLC
Philadelphia Runner
PolarFusion
Power Balance
Power Windows & Siding
Princeton Running Company
Rittenhouse Sports
Ragnar Relay Series
Ronzani Smart Taste/SPN
Rothman Institute
Run Like A Mother
Running USA
R.Useen Reflective Apparel
Shamrock (J & A Racing Inc.)
Sheddable Shells
Skechers
Snickers Marathon/Active Network
Snuggbuds Headsets
Spibelt
Students Run Philly Style
Success & Minute Rice (SPN)
Superfeet
Sweaty Bands
Sweatwear Plus
Team In Training - Lukemia & Lymphoma Society
The North Face
The Philadelphia Inquirer (Phila. Media Network, LLC)
The PA Beef Council & The Philadelphia Dietetic Association
TNT
The Running Place
The Stick/RPI of Atlanta
Try Chips (TryTeam LLC)
Tytenz Sports
USATF Mid-Atlantic
Vaseline
Vemma Nutrition Company
VitFit
Washington Sports & Event Management
Wills Eye Institute
Your Almost There

7. Were any expenditures made for elite athlete appearances?

There were no expenditures made for the appearance of elite athletes.

8. Registration breakdown of all races

<u>2010</u>	
12,482	Marathon (1 wc, 8 hc)
9,707	Half Marathon (1 hc)
2,113	Rothman Institute 8K (1 wc)
<u>147</u>	Kids Fun Run
24,496	Total

9. Number of charity slots allocated, how many charities participate in charity program and what is the nature of the event's charity program.

The 2011 Marathon has 24 participating charities utilizing 1,017 slots. There is an annual application process for non-profit organizations. Applications are reviewed and organizations are selected by the marathon selection committee. Additional information to be provided during the interview process.

10. Annual percentage increase in registration cap over the past three years.

**2008 – 18,223
2009 – 20,914
2010 – 24,496**

11. Current involvement/support from CVB/Philadelphia Sports Congress, and GPTMC. What does either of these entities provide in support of marathon marketing and outreach?

We currently work with PCVB (Philadelphia Convention and Visitors Bureau) on hotel development (room blocks and rates). GPTMC (Greater Philadelphia Tourism Marketing Corp) includes the Philadelphia Marathon as part of their annual "things to do in the Fall" list.

12. Interest by city to integrate other events into a cooperative marketing plan.

The City would entertain proposals outside of this RFP. This RFP is only for the Licensing of the Marathon and bids should be based only on the Philadelphia Marathon.

13. Any past or pending litigation related to the event for the past 5 years, including details of dispute, status, settlement.

We are not aware of any pending disputes/claims over the past 5 years.

14. Has trademark for the race been filed and approved by US Trademark Office as noted in the RFP?

The Fund for Philadelphia has submitted a trademark application for the name and images of the Philadelphia Marathon event. The submission is moving through the U.S. Trademark application process but has not been finalized as of this date.

15. Please provide outline of any other RFPs and similar procurement requests issued by the race over the past 3 years, with list of bidders, and ID of successful bid.

There have been no other RFPs.

16. Finally, what is the City's vision for the race – do you see it as becoming a national event or a premier regional marathon?

The Philadelphia Marathon is an international running event. In 2010, runners from all 50 states, the District of Columbia and 42 countries participated in the weekend events. The marathon is now ranked the 9th largest marathon (finishers) in the United States.

17. Expected date of decision.

October 15, 2011.

18. Can the course accommodate or be adapted for growth (i.e. larger participant field)?

Based on the current course layout, wave starts, start time, it is anticipated that the Half Marathon and Full Marathon registration can cap at 30,000. It is anticipated that the Marathon registration can cap at 18,000.

19. Does the potential exist to work through the Mayor's office, Philadelphia Dept of Health and Philadelphia Dept of Education to support and/or introduce health and wellness programs in the city and in the schools?

Yes, the City is concerned about improving the health of all Philadelphians and would entertain innovative proposals, grants and or sponsorships. However, we will not guarantee participation of the City a priori. This RFP does not guarantee any participation of the City, Mayor's Office or the Health Department in Health and Wellness programs in advance.

20. Is there a sense of how the city fees might scale with race size and course changes?

While we have a sense of what the costs might be with growth of the marathon and due to inflation; we can not guarantee any expenses. It is the responsibility of each bidder to do their due diligence in estimating expenses.

Race size on the current course is anticipated to raise the City Service costs by at least (5 – 10%) per 2,000 participants. Course changes will affect City Service costs; however, the range will be dependent upon the changes.

The 2010 City Service expenses if paid by a non-City Agency would have been as follows:

**Police, Saturday - \$27,000
Police, Sunday - \$142,400**

DOT, Saturday - \$4,100

**Health, Saturday - \$250
Health, Sunday - \$740**

Fairmount Park - \$110,000 (based on occupying the Parkway for 4 days for location and set up), \$5,000 security deposit.

Public Property - \$12,300

Streets - \$9,600

21. Would the Fund, OCR be interested in selling trademark rights instead of seeking an operational partner?

No

22. Would there be any constraints to redesigning/repositioning the race brand? What level of approvals/authority/oversight regarding marketing and branding of the marathon weekend will the Fund and OCR have over the new operator?

Yes, there are constraints to repositioning the race brand. In the last few years the brand (mark) has been synonymous with the Philadelphia Marathon and the Fund for Philadelphia would like to retain it. The Fund for Philadelphia would work with the operator awarded the contract to discuss any proposed changes to the branding of the Philadelphia Marathon, and would retain approval authority for any proposed rebranding and marketing.

23. What are the current contractual terms with the Expo facility?

The licensee would be free to pursue their own agreement with the Pennsylvania Convention Center Authority or any other venue.

24. Would the city permit commercial opportunities along the race course, other than tobacco, such as sponsorship promotion and merchandise sales and under what terms will such activities be permitted?

Commercial opportunities are permitted along the course, with regulations within Fairmount Park being more stringent than areas outside of the Park.

25. Could public spaces be used for hospitality, cheer zones, etc and are there limits on the use/location for amplified sound?

Public spaces may be used for hospitality. Amplified sound is prohibited before 7:00 a.m. Close contact with community groups all along the course is required of the awardee, notifying residents well in advance of how the race(s) will affect their neighborhood.

26. Would the operator be allowed to own entrant data and share access and marketing rights with the Fund and OCR?

No, however use of entrant data would be permitted with specifically defined approved uses and marketing rights.

27. Would the city promote the event and assist with volunteer and spectator recruitment? Will the city provide any co-marketing investment or media inventory in-kind contributions [street banners, billboard, etc] to help promote the event, both throughout the year and especially in the months leading into the weekend?

General promotional assistance could be provided as is available to other Philadelphia calendar events; however, volunteer support, spectator recruitment, marketing, media, etc. would be the responsibility of the licensee. The Fund for Philadelphia and the City would inform the winning Licensee of where and how the race has been promoted in the past and which organizations have helped with volunteers. It is the winning bidders' responsibility to do the ground work to implement.

28. Can naming rights/title sponsorship be sold? Rather than retaining Rights of Approval over all future sponsors, could the Fund, OCR and the new operator agree in advance to general criteria that acceptable sponsors must meet thereby allowing a less restrictive sales process for the operator?

Yes, with restrictions.

29. What is the level of agency support for the race throughout the city?

All Operating departments of the City are in full cooperation with the Marathon Weekend, with public safety and interest always the first priority.

30. Are there opportunities to develop other races in the city throughout the year?

No.

31. Would there be office space to accommodate new job creation related to race management?

No. Licensee would be responsible for office space.

32. Would you consider doing a pre-RFP qualifying process to narrow the field and provide additional time to develop specific operational plans/budgets?

No. Interviews and specification meetings will be required as part of the review and selection process; however, the interview process will take place after the August 22nd submission date.

33. The project details on pages 5&6 are much more detailed than the specific RFP Format/Content on pages 8-10. What level of detail is expected for submission on August 22nd?

The full level of details are expected to be presented in the August 22nd proposal submission.

34. Is it possible to add additional events to the week and shift current race schedule including start times?

Yes, it is possible to add events to the week and shift the race schedule, provided it meets the approval of the Fund for Philadelphia and the City.

35. How long is the registration deal with Active and what is included in the deal?

The licensee would be free to pursue their own agreement with a registration company.

36. Is there flexibility to develop an alternative set of reporting requirements which can be more closely aligned with performance milestones in the operations process rather than just standardized weekly reports?

Discussions can take place regarding the structure and content of reporting.