



REQUEST FOR PROPOSAL

RFP No. 26-03

For

Vehicle Manufacturer Sponsorship

Issue date: March 5, 2026

I. STATEMENT OF PURPOSE:

The City of Moab (the “City”) is home to world-famous four-wheeling, off-roading, mountain biking, hiking, and whitewater rafting expeditions due to its breathtaking red rock canyon terrain.

The City is seeking proposals from road-legal 4WD vehicle manufacturers for sponsorship of certain City events, improvements, and initiatives.

II. INSTRUCTIONS FOR SUBMITTING A PROPOSAL:

A. General Requirements:

1. Proposals must be received by no later than **2:00 p.m. on April 7, 2026**, local time in Moab, Utah. Proposals shall be submitted in electronic format through the Utah Public Procurement website.
2. Electronic proposals should be submitted through <https://utah.bonfirehub.com>.
3. Inquiries to the City requesting clarification regarding any aspect of this RFP must be made via e-mail and must be received prior to the end of the business day on **Friday, April 3, 2026**.

*Michael Black, City Manager
mblack@moabcity.gov*

4. Any questions regarding this RFP will be handled as promptly and as directly as possible. Questions should be directed to: <https://utah.bonfirehub.com>. If any question results in a change or addition to the RFP, the changes or additions will be posted on the Utah Public Procurement website and available to all respondents as quickly as possible by addendum.
5. Respondents will designate a contact person, with appropriate contact information, to address any questions concerning a proposal. Respondents will also state the name and title of individuals who will make final decisions regarding contractual commitments and have the legal authority to execute a contract on the Respondent's behalf.

B. General Notifications:

1. The City hereby notifies all possible respondents that no person will be excluded from participation in, denied any benefits of, or otherwise discriminated against in connection with the award and performance of any

contract on the basis of race, religious creed, color, national origin, ancestry, physical disability, sex, age, ethnicity, or on any other basis prohibited by law.

2. The City reserves the right to modify the Proposal and final selection of work product requirements as needed. Respondents will be accorded fair and equal treatment with respect to any opportunity for discussion and revisions of proposals, and revisions may be permitted after submissions and before award for the purpose of obtaining best and final offers. In conducting discussions, there will be no disclosure of any information derived from proposals submitted by competing Respondents. However, as the City is a governmental entity and subject to the Government Records Access and Management Act, Utah Code Ann. § 63G-2-101 *et. seq.*, all proposals are subject to public disclosure unless protected as provided therein.
3. All proposals submitted will be at the Respondent’s sole risk and expense. The City will not pay any costs incurred in submitting a proposal or making necessary presentations of the Respondent's product or services; Respondent will be solely responsible for such expenses.
4. Proposals will be reviewed by the City elected officials and staff members. Proposals will not be opened publicly. The City reserves the right to:
 - i. Disqualify any respondent whose conduct and/or Proposal fails to conform to the requirements of this RFP;
 - ii. Seek clarifications or validations of proposals;
 - iii. Reject any or all proposals received in response to this RFP;
 - iv. Make an award under this RFP in whole or in part;
 - v. Negotiate with the selected Respondent within the scope of this RFP, in the best interest of the City.

C. RFP Schedule:

Issue RFP	March 5, 2026
Last Day for Respondents to Submit Questions	April 3, 2026
RFP Responses Due	April 7, 2026
Shortlist Interviews (if required)	April 20-24, 2026
Decision Made and Notifications Delivered	April 28, 2026

III. SCOPE OF WORK/EVALUATION FACTORS:

A. Background

The City is a mecca for outdoor recreation, but best known for its four-wheeling, and off-roading events and trails. In 1967, the Moab Chamber of Commerce hosted the first “Easter Jeep Safari,” an event for four-wheeling enthusiasts to explore the trails of Moab with their off-roading vehicles of all makes and models. Today, that event has grown into a nine-day extravaganza, attended by thousands of visitors and regional locals alike. With the growth of Moab’s four-wheeling tourism and other nationally renowned outdoor recreation, so too has Moab’s needs for public improvements, affordable housing, environmental protection, equipment, and infrastructure.

B. Purpose of RFP

The City seeks sponsorship proposals from vehicle manufacturers who value the national treasures of Moab and desire to financially contribute to the City’s future.

The selected vehicle manufacturer will participate in a two-year pilot program, providing funding assistance or in-kind contributions to support City needs, services, and initiatives in exchange for naming and sponsorship rights. Possible naming and sponsorship opportunities include the selected vehicle manufacturer obtaining rights to sponsor City events, naming rights for certain City facilities, and potentially the right to be the “Official 4WD of Moab,” subject to applicable laws and regulations.

C. Benefits of Sponsorship

The successful respondent will become the City’s official “Sponsor” for a period of two (2) years. Subject to all applicable legal requirements and limitations, the City’s Sponsor will have the right to use the City’s name and logo in the Sponsor’s promotional materials, advertisements, and other marketing domains. Further, the City’s Sponsor will be provided other publicity opportunities with participation in promotional events, outdoor recreation and preservation campaigns, and other media engagements.

The foregoing rights can position the City’s Sponsor as a leader in four-wheeling technologies, can expose the Sponsor’s brand to a cross-section of demographic, geographic, and lifestyle market segments, can assist in building engaging community relationships and positive associations through events, experiences, and traditions. The Moab name and logo may also potentially drive sales for a new or existing business, increase corporate community engagement, and influence consumer perceptions.

D. City Initiatives

Funds from the City’s Sponsor will assist with the following initiatives, which are listed in no particular order:

- Equipment/Vehicles
- Public Improvements
- Public Infrastructure (e.g., stormwater improvements)
- Affordable and Workforce Housing
- Environmental Preservation
- Trail Maintenance
- City Events
- Dark Sky Preservation
- Promotion of Moab Businesses

E. Evaluation Factors and Proposal Selection

The City will evaluate proposals based on the following weighted factors:

- Financial benefit to the City 20
- Respondent’s ability to support City initiatives 30
- The nature of the Respondent’s media presence and brand within the road legal 4WD community and the City 30
- Effectiveness of Respondent’s proposed use of the City’s name and logo in its materials 10
- Value of other non-monetary contributions offered by Respondent 10

The City reserves the right to use a multiple-stage process to select a final proposal and may, in its sole discretion, invite respondents for an interview. The City reserves the right to request a best and final offer.

IV. PROPOSAL INSTRUCTIONS:

Subject to the successful negotiation of a contract between the City and the chosen Respondent, the contract will be awarded to the Respondent submitting a proposal that best fits the needs of the City and its residents. Failure to complete required portions of the Proposal is sufficient to cause the City to deem the Respondent's Proposal non-responsive and disqualified from consideration.

The respondent must submit the following sections:

A. Proposal Form – included as Appendix A in this document.

B. Description – A detailed description of the vehicle manufacture's experience with road legal 4WD, presence and brand recognition within the four-wheeler community, and any connections, if any, with the City and surrounding community.

C. Plans for Sponsorship Materials

- A detailed description of the plans and proposals for the use of the City's name and logo.
- Methodology and design for promotional materials or advertisements where the City's name and logo will appear.

D. Proposed Staffing - Key personnel will be an important factor considered by the City. Changes in key personnel may be cause for rejection of the Proposal. Include potential third-party associate(s) that are frequently used to accomplish projects.

- In addition to Respondent staff duties, provide a description of tasks you will require from City staff.

E. Proposal Extras - Respondents are encouraged to provide additional innovative and/or creative approaches for use of the Sponsor's rights as set forth herein as well as encouraged to provide marketing synergies for the City's name and logo. In addition, the City will consider proposals that offer alternative services.

F. Proposal Exceptions – Respondents will include any exceptions or requested changes that Respondent has to the RFP conditions or requirements. If there are no exceptions noted, it is assumed that the Respondent understands and agrees to the performance obligations set forth herein this RFP.

V. DISCLAIMERS

A. Failure to Read – Failure to read this RFP will be at a Respondent's own risk.

B. Cost of Developing Qualifications/Proposals – All costs related to the preparation of the qualifications/proposals and any related activities are the sole responsibility

of the contractor. The City assumes no liability for any costs incurred by Respondents throughout the entire selection process, including prior to selection and issuance of a contract.

- C. Discussions with Contractors** – The City reserves the right to enter discussions with the contractor(s) determined to be reasonably susceptible of being selected for award, or to enter exclusive discussions with a contractor whose proposal is deemed most advantageous, whichever is in the City’s best interest, for the purpose of negotiation. If exclusive negotiations are conducted and an agreement is not reached, the City reserves the right to enter negotiations with the next highest ranked contractor without the need to repeat the formal solicitation process.
- D. Equal Opportunity** – The City will make every effort to ensure that all Respondents are treated fairly and equally throughout the entire advertisement, review, and selection process. The procedures established herein are designed to give all parties reasonable access to the same basic information.
- E. Proposal Ownership** – All proposals, including attachments, supplementary materials, addenda, etc., will become the property of the City and will not be returned to each contractor.
- F. Final Authorization** – The City intends to eventually contract with the Respondent whose proposal is deemed most advantageous in experience, qualifications, benefit to the City, and other factors considered in accordance with the weighted decision matrix described above. The City does not necessarily intend to award a contract solely based on any response made to this request or otherwise pay for any information solicited or obtained during the RFP process.
- G. Rejection of Proposals** – The City reserves the right to reject any or all proposals received and disqualify incomplete or late proposals. Proposals lacking required information will not be considered. Furthermore, the City reserves the right to waive any informality or technicality in proposals received when in the best interest of the City. The City will not select any person, firm, or corporation that is in arrears to the City for any obligation. The City may require Respondents to submit satisfactory evidence that they have the necessary financial resources to perform and complete the work outlined in this RFP.
- H. Proposal Term** – Proposals will be good for one hundred and twenty (120) days from the closing date of this RFP.

- I. **Reservation of Rights** – The City reserves the right to cancel or modify the terms of this RFP and/or the project at any time and for any reason preceding the contract award and reserve the right to accept or reject any or all proposals submitted pursuant to this request for proposals. The City will provide each contractor with written notice of any cancellation and/or modification.

Appendix A

Proposal Form

CITY OF MOAB – PROPOSAL FORM

In accordance with your Request for Proposal, the undersigned hereby proposes to perform as outlined within this Proposal. Furthermore, the undersigned agrees, upon written notice of acceptance of its Proposal, to execute a contract according to its Proposal as accepted.

It is understood that this Proposal constitutes a firm offer which cannot be withdrawn for sixty (60) days after the date set for opening of proposals unless the City accepts a proposal by another party on the same RFP prior to the expiration of such sixty (60) day period.

Prior to the contract award, the City reserves the right to conduct discussions and negotiations and seek clarifications for any information submitted in a respondent's Proposal.

The undersigned hereby certifies that it has examined and is familiar with the RFP packet covering this Proposal, has visited with City management, informed itself fully as to all the conditions and circumstances that might affect the Proposal, has taken all of such into consideration in preparing this Proposal, and understands that the City will not be responsible for any errors or omissions on the undersigned's part in preparing this Proposal.

If subcontractors are used, provide the full names of all subcontractors below:

RESPONDENT _____

SIGNED _____

SUBCONTRACTORS

NAME _____

TITLE _____

ADDRESS _____

TELEPHONE _____

