

**Neshoba County Fair Association  
Request for Proposals (RFP)  
Sale of Trademark Items**

**Issue Date**—February 1, 2023

**Proposal Submission Deadline**—March 1, 2023

**Award Date**—March 8, 2023

**Issuing Agency**

Neshoba County Fair Association  
16800 Hwy 21 South,  
Philadelphia, MS 39350  
[ncfa@bellsouth.net](mailto:ncfa@bellsouth.net)  
601-656-8480

**Issuing Committee**

Business Affairs/Trademark  
Reuben Moore, Chairman  
Randy DeWeese  
Doug Johnson  
Joe Jordan  
Robert Lee Thomas

**Inquiries Concerning this RFP**

Reuben [Moore—r.moore@msstate.edu](mailto:r.moore@msstate.edu) or 662-312-8105

**Overview**

The Neshoba County Fair Association (NCFA) is requesting proposals from qualified firms to enter into a contract for the sale of “The Neshoba County Fair” and/or “Mississippi’s Giant Houseparty” and/or the Neshoba County Fair official logo items.

NCFA is advertising this solicitation in local newspapers and to other potential bidders from a few known potential providers. NCFA reserves the right to reject all proposals and begin the search again if all bidders are deemed unacceptable.

Successful bidders will have the exclusive right to market any and all items bearing the trademark owned by NCFA as long they are marketed in a manner deemed appropriate to NCFA.

A contract will be issued to the successful bidder including details about the sale of Trademark items. The duration of the contract will be for four years beginning with the award date and ending November 1, 2026.

The successful bidder will be provided a booth to sell trademark items located on the property of NCFA. Only trademark items will be allowed to be sold from this booth. The booth will include an unoccupied space North and adjacent to the booth.

### **Proposal Contents**

Proposals should contain:

1. A total sum paid to the NCFA for the right to sell. The successful bidder will be expected to make a financial settlement no later than September 1<sup>st</sup> of each year.
2. Evidence of the bidder's ability to meet the overall objectives of the NCFA.
3. A description of your firm and previous experience in sales of trademark items.
4. An authorized signature.
5. Contact information including address, email and phone number.

Proposals are to be submitted in a sealed envelope indicating the firm name, and the word "Trademark Proposal" on the outside of the envelope. Proposals should be sent to the NCFA office with contact information on the front page of this document.

Awards will be based on evaluation of the written proposals. NCFA reserves the right to contact and interview anyone connected with any past or present projects or agreements in which the respondent has been associated. The committee specified above will make a recommendation to the NCFA board for approval.