



**TO:** Honorable Mayor & Members of the  
Fort Lauderdale City Commission

**FROM:** Rickelle Williams, City Manager

**DATE:** April 21, 2026

**TITLE:** Motion Rejecting the Single Proposal for Request for Proposal (RFP) No.  
551-5, Sponsorship Acquisition - (**Commission Districts 1, 2, 3 and 4**)

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**Recommendation**

Staff recommends the City Commission reject the single proposal received in response to Request for Proposal (RFP) No. 551-5 for Sponsorship Acquisition.

**Background**

The City, via the Parks and Recreation Department, produces over sixty (60) events each year. The biggest events include the Sistrunk Parade, Great American Beach Party, July Fourth Spectacular, Summer Jamz, and the Downtown Countdown. The City of Fort Lauderdale offers sponsorship opportunities for these City events, however, there are not internal staff resources exclusively dedicated to the acquisition of sponsorships.

On November 25, 2025, the Procurement Services Department issued RFP No. 551-5 for Sponsorship Acquisition. The solicitation sought to identify a contractor to secure and manage sponsorship opportunities for City-produced events, activities, projects and programs for a not-to-exceed commission fee of twenty percent (20%), based on the total dollar amount in sponsorships received, per event. The contractor was to provide professional sponsorship acquisition services to enhance the City's programming and expand additional resources to secure artists, increase marketing efforts, and enhance activities at City events and projects.

Five (5) addendums were issued during the solicitation process:

- Addendum No. 1 - Revised language to Section 2.47 of the Solicitation, Payment Card Industry (PCI) Compliance;
- Addendum No. 2 - Informed notified suppliers that the solicitation remained active and was being extended to January 16, 2026;
- Addendum Nos. 3 and 4 - Reminded suppliers to refer to Addendum No. 1; and
- Addendum No. 5- Reminded suppliers to refer to Addendum No. 2.

The City received a single response from Instigo, LLC (sole proposer), in response to the solicitation, which opened on January 16, 2026.

Instigo, LLC not only had limited experience with sponsorship acquisition, but required a \$60,000 annual retainer along with the twenty percent (20%) commission fee. As a result, Instigo, LLC did not comply with RFP requirements and was deemed non-responsive.

Staff recommends rejecting the sole proposal. Based on the solicitation feedback, City staff are evaluating the program requirements and potential next steps, which may include revising and re-advertising a solicitation.

### **Resource Impact**

There is no fiscal impact associated with this action.

### **Strategic Connections**

This is a Fiscal Year (FY) 2026 Commission Priority, advancing Public Spaces and Cultural Initiatives.

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community

This item advances the *Fast Forward Fort Lauderdale 2035* Vision Plan: We Are Here

This item supports the *Advance Fort Lauderdale 2040* Comprehensive Plan specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle.

### **Attachment**

Exhibit 1 - Solicitation

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Prepared by: Todd Stilphen, Community Program Manager, Parks and Recreation  
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Department Directors: Carl Williams, Parks and Recreation  
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