



DANE COUNTY
DEPARTMENT OF ADMINISTRATION
PURCHASING DIVISION

RFP REVENUE PROPOSAL

Revised 06/2021

RFP NUMBER: 121043

**RFP TITLE: Alliant Energy Center
Advertising Concession**

**RFP DEADLINE: November 15, 2021
2:00 p.m. (CST)**

**SUBMIT
PROPOSAL TO: Purchasing Bid Dropbox
www.danepurchasing.com**

Late, faxed, mailed, hand-delivered or unsigned bids will be rejected

**MANDATORY
VENDOR
CONFERENCE: October 19, 2021 1:00 pm
At the Alliant Energy Center
Administration Building, 1919
Alliant Energy Center Way,
Madison**

REVENUE PROPOSAL

VENDOR NAME: _____

Provide the proposed financial proposal for installation, execution, and revenue development aspects of the project. Be sure to include:

1. Anticipated investment of technology, equipment, displays, and other physical program elements and back-end technical equipment.
2. Anticipated annual program revenue projections for year 1, 3, and 5 of contract.
3. Anticipated rate card and terms for proposed advertising locations.