



### ADVERTISEMENT FOR BID

The School Department for the Town of North Reading, Massachusetts will accept sealed bids for sponsorship and sign space on a new scoreboard that will be installed at the football Stadium located at the Middle/High School at 189 Park Street. Pending appropriation of funds the scoreboard could be installed as early as the summer/fall months of 2022 and the School Department is looking for interested sponsorships for sign space on the new scoreboard for a fixed five-year period.

Bids can be emailed to Michael Connelly, Assistant Superintendent of Finance and Operations, at [mconnelly@nrpsk12.org](mailto:mconnelly@nrpsk12.org). Bids may also be dropped off at the North Reading Public Schools Finance Office at 189 Park Street, North Reading, MA 01864. All bids must be received by Friday, May 6, 2022 no later than 11:00 a.m. All bids will be publicly opened and read at that time at the 189 Park Street address. All prospective bidders are invited to view the location of the scoreboard at the Middle/High School athletic stadium at 189 Park Street, North Reading, MA 01864 on Thursday, April 28, 2022 at 2:00 p.m.

Specifications for bidders may be obtained on or after Thursday, April 7, 2022 on the District website or at the 189 Park Street Business Office address. The North Reading Public Schools reserves the right to reject any or all bids, or to accept any parts thereof, which it considers most advantageous to the Town of North Reading.

Michael Connelly  
Assistant Superintendent of Finance  
North Reading Public Schools  
April 7, 2022

**SCOREBOARD  
SPONSHORSHIP  
GENERAL SPECIFICATIONS and REQUIREMENTS**

1.01	Sealed bids are to be received in accordance with the time and date indicated on	Invitation to Bid
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**INVITATION TO BID – SCOREBOARD SIGN LOGO SPACE**

1.02	All bids are to be addressed as follows:	Address for Bids
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North Reading Public Schools  
Business Office - Purchasing  
189 Park Street  
North Reading, MA 01864

Bids can be hand delivered to 189 Park Street, North Reading, MA 01864. Each bid shall be clearly marked in the lower left hand corner of the envelope:

**SEALED BID –Scoreboard Sign Sponsorship Space**

All bids will be publicly opened on Friday, May 6, 2022 at 11:00 am, in the North Reading Public School Business office at 189 Park Street, North Reading, MA 01864.	Bid Deadline
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Each bid shall be made on the form(s) attached herewith. No bid received after the time established for the receipt of bids will be considered, regardless of the cause of delay in the receipt of any such bid.

Action on the award will be taken within 72 hours following the date set for the opening thereof. The successful bidder will have 48 hours after notification of the award to deliver a certified; bank or treasurers check made payable to the North Reading Public Schools for the award amount to the 189 Park Street address. Failure to deliver such payment by the required deadline will void the bidder's proposal and the bid will then be awarded to the next highest bidder. Upon receipt of payment, the North Reading Public Schools will provide final proof of the scoreboard design to the successful bidder(s). The District is seeking three sponsorships for the scoreboard and will accept the three highest bidders assuming all other conditions are met.	Award Instructions
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**GENERAL SPECIFICATIONS:**

1.03	Sign Sponsorship Space Athletic Stadium Scoreboard 13 feet high and 18 feet long location at 189 Park Street.	Model/Space
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1.04	Daktronics Scoreboard 8 by 18 foot LED Scoreboard, 2.6 feet by 6 feet sign logo advertisement space is available. See attached design photo of the scoreboard.	Description
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1.05	Sponsorship space is available for a five-year term. The sponsorship would include space on the board as well as announcements of the school partnership and recognition at all home athletic events.	Term
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1.06	The scoreboard is intended to be ordered and installed during the summer of 2022 and will be in new condition.	Condition
1.07	Bidders are invited to view the existing scoreboard space at the 189 Park Street address by contacting, Sonny Campagna, Director of Facilities, at 978-360-1687. Bidders will not be allowed on the premises with receiving prior approval first. There will be a site-visit on April 28, 2022 at 2:00 p.m. Bidders must contact Michael Connelly, with the North Reading Public School Business Office at 978-526-5270 if they wish to attend the site visit during the above time frame.	Site Visit
1.08	The North Reading Public Schools is soliciting bids here under in order to comply with the provisions of Massachusetts General Law Chapter 30B. The North Reading Public Schools reserves the right to accept or reject any or all bids, or parts of bids, and to take any action as deemed by it to be in the best interest of the Town of North Reading, Public School Department.	Discretion with Bid Award
1.09	The Bid will be awarded to the highest acceptable Bidder(s) who has met all requirements and bid deadlines.	Bid Award
1.10	The minimum acceptable bid is \$3,000.	Minimum bid
1.11	Bids will be submitted in accordance with all specifications. All questions and requirements must be answered or addressed, if applicable, on the forms provided.	Bid Submission Requirement
1.12	Bidders should also submit a proof of the intended design of the sign in color with their bid.	Design Submission
1.13	Bidders should also submit a brief statement that describes their companies Mission. The School Committee through the Superintendent and or his/her designee shall retain final authority in the decision to enter into a school – corporate / business / benefactor partnership.	Mission Statement

## Bid Pricing Form

Bidder Name: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Bidder Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_

Price: \_\_\_\_\_

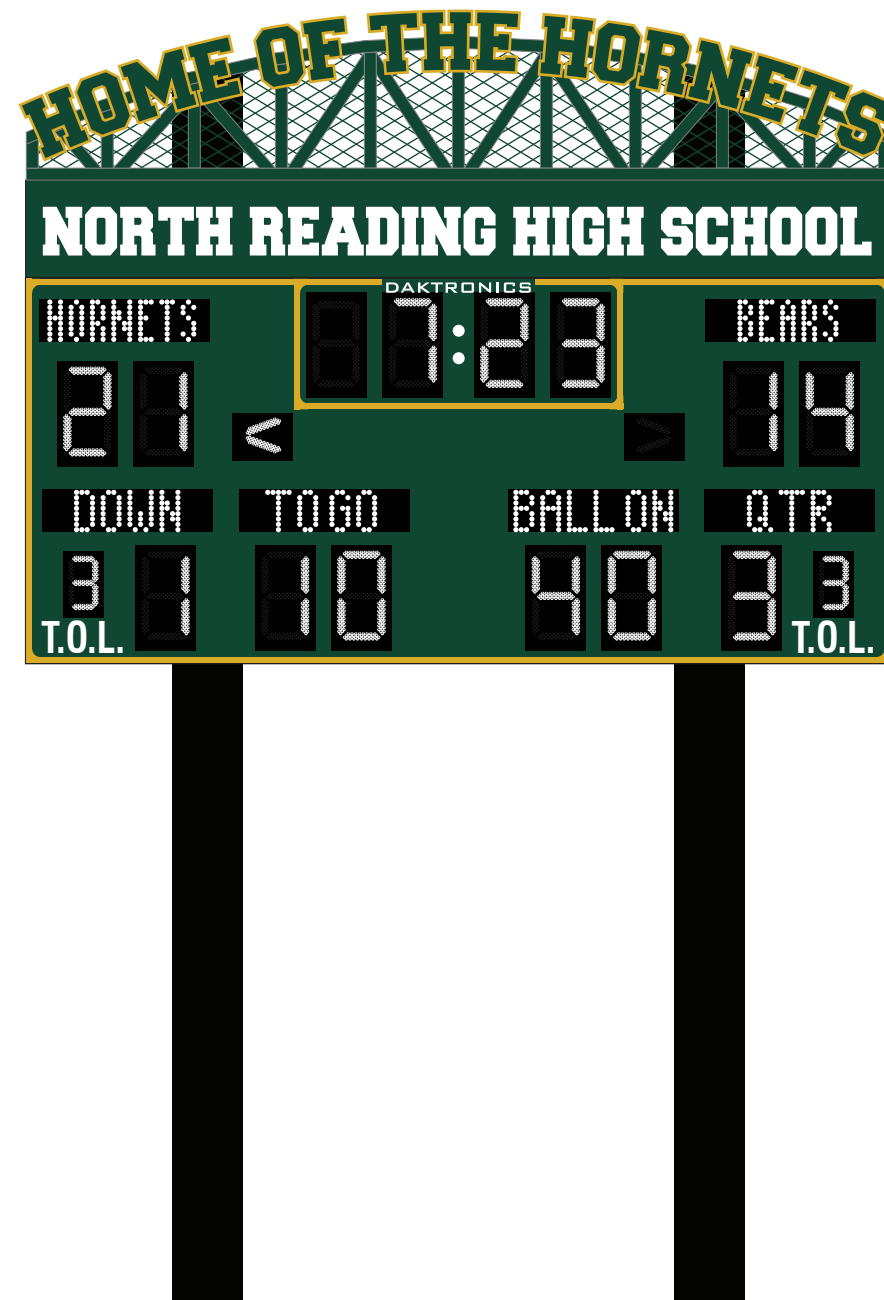
Mission Statement: \_\_\_\_\_

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Please attach a design of the sign and specifications in color.



## RENDERING DETAILS

### Scoreboard Model:

Daktronics FB-2018

White TNMC's & Electronic Captions

White LED Digits

### Decorative Accents:

2' x 18' Non-Backlit Ad Panel

DA-1001-18

### Paint Color:

Green #8750

Harvest Gold 7725-105 Border Striping

### Total Equipment Height:

13'

### Total Equipment Width:

18'