

REQUEST FOR PROPOSALS (RFP)

American Dorper Sheep Breeders' Society - Sale Management Services

Purpose

The American Dorper Sheep Breeders' Society (ADSBS) is soliciting proposals from qualified Sale Management Organizations to provide professional management services for the Mid-America Show & Sale in Duncan, Oklahoma, and the Southern States Show & Sale in Cookeville, Tennessee. ADSBS retains the ability to select judges.

Submit a proposal for each of the shows and sales; however, organizations may submit proposals for:

- **Complete Turnkey Sale Management**

Background

The ADSB conducts multiple national sales each year, including but not limited to:

- Mid-America Sale in Duncan, Oklahoma
- Southern States Sale in Cookeville, Tennessee

These events include live auctions, online bidding, exhibitor services, and sale promotion.

Scope of Services

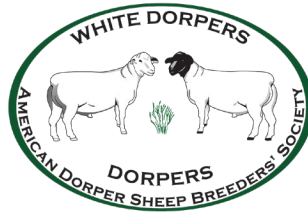
Please provide pricing and describe your capabilities for each of the following services.

1. Sale Management

Provide pricing for complete management including all responsibilities necessary to conduct a successful livestock sale.

Include:

- Project management
- Sale timeline



- Coordination with ADSBS staff
- Exhibitor communication
- Buyer communication
- Budget oversight
- On-site management
- Settlement process

Commission (Percentage)

Other

2. Sale Commission

Provide your commission structure.

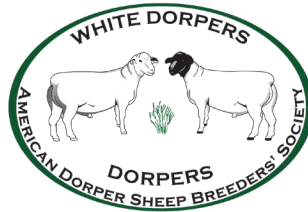
Include:

- Percentage
 - Minimums
 - Maximums
 - Any additional fees
-

3. Entry Management

Include:

- Entry collection including online entry system and fees to the consignors
 - Payment processing
 - Consignor communications
-



4. Catalog Production

Provide pricing for:

- Proofing
 - Advertising coordination
 - Online catalog
 - Printed catalog
-

5. Online Bidding Platform

Please indicate:

- Platform utilized
 - Cost
 - Technical support
 - Buyer registration
 - Internet bidding experience
-

6. Auctioneer Services

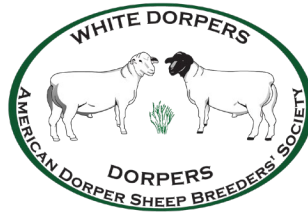
Provide:

- Auctioneer licensed in Oklahoma and/or Tennessee
 - Multiple auctioneer options
-

7. Ring Staff

Include pricing for:

- Ringmen



- Sale assistants
-

8. Clerk Services

Provide pricing for:

- Onsite clerking and statements
 - Settlements
 - Accounting
 - Buyer invoices
-

9. Live Streaming

Include:

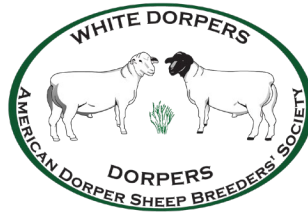
- Online streaming of show to showcase sale animals
 - Online streaming of sale
 - Back-up Starlink or Internet source in case of hardware failure in barns
-

10. Show & Sale Technology

Include:

- Online entry platform
 - Check-in at sale
 - Sale order management
 - Digital catalogs
-

11. Financial Services



Describe:

- Payment collection
 - Credit card processing (separate out processing fees and how this is handled)
 - Accounting reports
 - Final settlement timeline
-

13. Event Operations

Include pricing for assisting with:

- Facility coordination
 - Shavings
 - Additional Equipment
 - Office supplies
-

14. Sponsorship & Advertising (Optional)

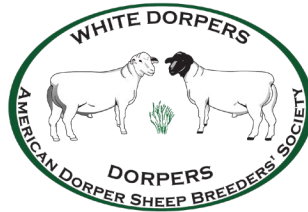
If offered:

- Sponsorship sales
 - Advertising sales
 - Corporate partnerships
-

Experience

Please provide:

- Years in business
- Livestock species managed



- Number of annual sales
 - Average annual sale volume
-

Proposal Requirements

Include:

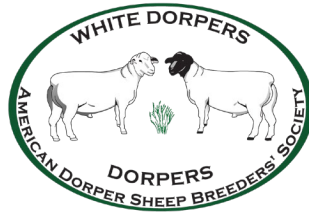
- Company overview
 - Primary contact
 - Staffing plan
 - Insurance / Bonded
 - Pricing schedule
 - Additional fees
-

Evaluation Criteria

Proposals will be evaluated on:

- Experience
 - Cost
 - Technology
 - Customer service
 - Financial reporting
 - Ability to grow ADSB sales
-

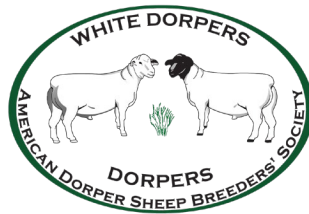
Pricing Worksheet Sample



Service	Bid Price
Complete Sale Management	
Sale Commission	
Entry Processing	
Catalog Production	
Marketing	
Online Platform	
Auctioneer	
Clerk	
Video/Streaming	
Ringmen	
Show Management Software	
Financial Settlement	
Buyer Recruitment	
Additional Services	

Performance Standards

- Settlement completed within 10 business days
- Catalog proof deadlines
- Marketing timeline (90, 60, and 30 days before the sale)
- Social media and email campaign schedule



- On-site staffing levels
- Insurance requirements
- Financial transparency and reporting