



To: Zero Waste Advisory Commission
From: Bob Gedert, Department Director, Austin Resource Recovery
Date: May 14, 2014
Subject: **Marketing Collateral Supply Agreement**

The purpose of this item is to obtain a favorable ZWAC recommendation for the City Council to authorize award and execution of a 36-month requirements service contract with **WORLD OF PROMOTIONS, AUTHENTIC PROMOTIONS.COM, AND AMERICAN MINORITY BUSINESS FORMS, INC. (DBA AMERICAN DIVERSITY BUSINESS SOLUTIONS)** to provide marketing collateral supplies in an amount not to exceed \$600,000 each and combined, with three (3) 12-month extension options in an amount not to exceed \$200,000 per extension option each and combined, for a total contract amount not to exceed \$1,200,000.

Purpose and Background

This contract will provide promotional advertising specialty products including shirts and caps with silk screen printed and embroidered City logos, pens, pencils and rulers. These items will be used to promote the City's Zero Waste goals and initiatives.

Contract Timeline

May 14th – ZWAC Recommendation

May 22nd – City Council Date

Staff Recommendation

Staff recommends City Council authorization of the award and execution of a contract with **WORLD OF PROMOTIONS, AUTHENTIC PROMOTIONS.COM, AND AMERICAN MINORITY BUSINESS FORMS, INC. (dba AMERICAN DIVERSITY BUSINESS SOLUTIONS)** to provide marketing collateral supplies in an amount not to exceed \$600,000 each and combined, with three (3) 12-month extension options in an amount not to exceed \$200,000 per extension option each and combined, for a total contract amount not to exceed \$1,200,000.