



November 7 , 2013

Village Of Orland Park
Village Clerk's Office
14700 S. Ravinia
Orland Park, IL 60462

RE: PepsiCo Beverage Supply & Sponsorship Proposal

Enclosed are five (5) copies of the Beverage Supply & Sponsorship Proposal for PepsiCo, legal comments pertaining to the RFP, a full-service standard beverage agreement, and proof of PepsiCo's Insurance Coverage, Global Anti-Harassment/Discrimination Policy, and Equal Employment Opportunity Policy. PepsiCo is responding to the beverage portion of the RFP only.

PepsiCo is excited about the opportunity to partner with the Village of Orland Park. I know our brands are not only superior but preferred, and thus providing growth opportunities for the village over the competition. In fact, PepsiCo has 3 of top 5 beverage brands with Pepsi, Gatorade, and Mountain Dew. Please review the material carefully. If there is something in question or lacking, please feel free to reach out to me anytime.

Sincerely,

A handwritten signature in black ink that reads "Jon Biancardi".

Jon Biancardi
Pepsi Beverages Company
Food Service Sales Rep
9300 Calumet Ave, Munster, IN 46321
(773) 851-9044
jonathan.biancardi@pepsico.com



Executive Summary

The Pepsi logo is located on the left side of the slide. It consists of a red circle at the top, a white circle in the middle, and a blue circle at the bottom, all arranged vertically. The word "pepsi" is written in white lowercase letters on the blue circle.

Contract Terms

1) **Exclusive Agreement with Pepsi Beverages Co** - Three (3) years

2) **Annual Sponsorship** - \$8,000 annually

3) **Pricing**

- 20oz Aquafina - \$10.48/24pk
- 20oz CSDs - \$20.18/24pk
- 20oz Gatorade - \$21.06/24pk
- 5 Gallon BIB - \$13.55/gallon
- 3 Gallon BIB - \$13.98/gallon

4) **Rebates** - Pepsi Beverages Company will pay a \$2.00 rebate directly to the Village on all bottled products purchased, whether it is purchased by the Village itself for special events or from the third-party concessionaires.

5) **Commissions** - Pepsi Beverages Company will pay a commission of 30% per case on ALL products vended - cash in the bag less applicable fees, deposits or taxes.

The Pepsi logo is located on the left side of the slide. It consists of a red circle at the top, a white circle in the middle, and a blue circle at the bottom, all arranged vertically. The word "pepsi" is written in white lowercase letters on the blue circle.

Contract Terms - Continued

6) **Marketing Support** – Pepsi Beverages Company will provide point-of-sale materials (i.e. Menu Boards, Posters, Banners, Umbrellas, etc.).

7) **Special Event Support** – Pepsi Beverages Company will support special events as mutually agreed to on a case by case basis.

8) Pepsi reserves the right to an annual price increase but will not exceed **Five percent (5%)** per year during the term.

* 9) **Benchmarks** – Agreement shall terminate after three (3) years or when customer has purchased the Benchmark Requirement, whichever comes last. The Benchmark Requirement shall consist of a total of cases of 10,800 bottle, can, and fountain products over the term of the contract.

Funding

	Yearly Summary	3 Year Summary
Annual Sponsorship Payment:	\$8,000.00	\$24,000.00
Marketing Support:	\$500.00	\$1,500.00
Estimated Rebates	\$2,400.00	\$7,200.00
- Bottles		
*based on 1,200 cases		
Estimated Commissions	\$25,000.00	\$75,000.00
*based on 1,900 cases		
Total Combined Value:	\$35,900.00	\$107,700.00

pepsi

Product List – Bottles & Cans



Product List – Fountain Drinks

CARBONATED FOUNTAIN BEVERAGES



Pepsi / Diet Pepsi
Caffeine Free Pepsi
Wild Cherry Pepsi
Pepsi MAX
Caffeine Free Diet Pepsi
Mountain Dew / Diet Dew
Mountain Dew Code Red

Dr Pepper
Diet Dr Pepper



Sierra Mist/Diet Sierra Mist
Mug Root Beer
Tropicana Orange Twister
Manzanita Sol
Mirinda Strawberry
Orange Crush
Schweppes Ginger Ale

ICED TEA

A bold, chuggable, and refreshing flavor forward iced tea experience



No Calorie Green with Peach
Brisk Unsweetened
Brisk Raspberry

The great taste of fresh brewed iced tea in ready-to-use formats



Lipton Liquid Concentrate Brewed Tea
Unsweetened
Sweetened
Green Tea with Citrus

JUICE, JUICE DRINKS & ENERGY



Lemonade
Pink Lemonade
Sugar Free Lemonade
Fruit Punch



Gatorade Fruit Punch



Citrus Energy
Lean Cranberry Grapefruit



Amp Decibel



100% Apple Juice
15% Cranberry
100% Grapefruit
100% Grape
20% Guava
10% Kiwi Strawberry
100% Orange Juice
20% Passion Orange Guava
20% Passion Orange Mango
30% Golden Pineapple
40% Pink Grapefruit



Tonic
Sour Mix



Transition & Implementation Plan

Pepsi's goal is to have the complete Village of Orland Park transition within three weeks from the contract award date. Success will be measured by timely installation according to the agreed upon schedule.

1. On-site survey will be conducted by Jon Biancardi, Sales Rep, and Paul Theopolous, Fountain Equipment Manager, and a representative from the Village of Orland Park.
2. Once on-site surveys are completed, the equipment will be ordered by Jon Biancardi & Pepsi team
3. Conversion schedule to be established by Jon Biancardi and a representative from the Village of Orland Park . Turn around time frame approx. 3 weeks
 - * The time line of all installations will be arranged to accommodate the dining and retail schedules, to ensure no disruption of daily activities.
 - * All installation will take place based on the schedule established, provided the current beverage equipment is removed in order to accommodate the delivery of the equipment and installation.
4. Prior to the install, all equipment will be prepped to tested to ensure quality and durability. All equipment installed will be at Pepsi's own expense.
 - * All equipment will be delivered and installed by Pepsi Technicians employed out of our Chicago facility. They will be provided with the schedule of installations provided by the on-site survey team mentioned above.
 - * All equipment will be fully operational at the close of the conversion.
5. Jon Biancardi will be in constant communication with the representatives from the Village of Orland Park providing updates regarding the establish conversion schedule.

VILLAGE OF ORLAND PARK IMPLEMENTATION RESOURCES

1. A Village of Orland Park representative to be available to escort folks around during the on-site surveys.
2. A Village of Orland Park representative to be involved in determine the equipment needs by location and establishing an appropriate timeline of installation for all locations.
3. A Village of Orland Park representative to be on-site for each installation.



Reference List

Joliet Park District
3000 W. Jefferson St.
Joliet, IL 60435
Ted Brodeur (815) 741-7275

Glenview Park District
2400 Chestnut Ave.
Glenview, IL 60026
Denise Blinick (847) 724-5670

Niles Park District
6676 W. Howard St.
Nile, IL 60714
JoAnn Rachillo (847) 647-6777

Milwaukee County Parks
9480 Watertown Plank Dr.
Wauwatosa, WI 53225
Joe Mrozinski (414) 257-5180

Bourbonnais Township Park District
459 N. Kennedy Dr.
Bourbonnais, IL 60914
Hollis Clark III (815) 933-9905

Kankakee Valley Park District
893 W. Station St.
Kankakee, IL 60901
Roy Collins (815) 939-1311

Oak Forest Park District
15601 Central Ave.
Oak Forest, IL 60452
Cindy Grannan (708) 687-6468

Channahon Park District
24856 W. Eames St.
Channahon, IL 60410
Kristin Knutson (815) 467-7275

Hickory Hills Park District
9100 S. 88th Ave.
Hickory Hills, IL 60457
Dan Maier (708) 599-7337

Schaumburg Park District
235 E. Beech Dr.
Schaumburg, IL 60193
Vince Kennedy (847) 985-2115



THANK YOU