



Consent Item 12

To:	Ava Community Energy Authority
From:	Molly Vazquez, HR Operations Manager
Subject:	Approving a Resolution to negotiate and execute a contract with a new branding vendor, Stadium.
Date:	November 2024

Summary/Recommendation

This Staff Report proposes authorizing the CEO to negotiate and execute a contract with a new branding vendor, Stadium, to support Ava's expansion into new territories, by ensuring consistent brand identity across diverse markets and enhancing brand recognition as we grow.

Financial Impact

A not-to-exceed ("NTE") amount of \$150,000 with this vendor over the one-year term of the agreement.

Analysis and Context

Currently, Ava Energy manages branding and logo assets manually, which makes it challenging to maintain consistency across new territories and strains staff resources as our team scales. This Staff Report proposes engaging a new branding vendor to support Ava's expansion into new territories and establishing an online store for centralized access to branding materials, ensuring a consistent brand identity and reducing administrative burdens. The vendor selection process was conducted by reaching out to all vendors we could find locally and/or nationwide that fit our budget and work with companies our size, while also meeting our business

requirements. The proposed vendor, Stadium, stood out for its ability to streamline digital asset management and provide a user-friendly online store that allows teams to access approved brand assets efficiently.

This solution is targeted for implementation by the end of Q2 to support upcoming market expansions. It is not just an 'add-on' to our existing branding and promotional activities but represents a strategic shift in resource allocation, as it replaces certain vendor spending and enhances our branding processes. The selected vendor provides tools for easy access to logos, templates, and brand guidelines, enabling all departments to quickly and securely access up-to-date branding resources. This initiative will reduce time spent on repetitive branding requests, minimize errors, and improve overall brand cohesion, ultimately strengthening Ava's presence and identity in new markets.

Attachments

- A. Resolution Authorizing CEO to Negotiate and Execute an Order Form with Stadium
- B. Partially-Negotiated Draft Order Form

RESOLUTION NO. R-2024-XX
A RESOLUTION OF THE BOARD OF DIRECTORS
OF AVA COMMUNITY ENERGY AUTHORITY AUTHORIZING THE CEO TO
NEGOTIATE AND EXECUTE AN AGREEMENT WITH STADIUM

WHEREAS, Ava Community Energy Authority (“Ava”) was formed as a community choice aggregation agency (“CCA”) on December 1, 2016, under the Joint Exercise of Powers Act, California Government Code sections 6500 *et seq.*, among the County of Alameda, and the Cities of Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Piedmont, Oakland, San Leandro, and Union City to study, promote, develop, conduct, operate, and manage energy-related climate change programs in all of the member jurisdictions. The cities of Newark and Pleasanton, located in Alameda County, along with the City of Tracy, located in San Joaquin County, were added as members of Ava and parties to the Joint Powers Agreement (“JPA”) in March of 2020. The city of Stockton was added as a member to Ava in September of 2022. The city of Lathrop was added as a member to Ava in October of 2023. San Joaquin County was added as a member to Ava in July 2024. On October 24, 2023, Ava legally adopted the name Ava Community Energy Authority, where it had previously used the name East Bay Community Energy Authority since its inception.

WHEREAS, Ava’s recent expansion into new territories necessitates a consistent and scalable approach to branding to enhance Ava’s recognition, maintain cohesive brand standards across all jurisdictions, and streamline internal processes for accessing and managing brand assets; and

WHEREAS, Ava reviewed nine vendors, and Stadium was selected, based on their demonstrated ability to provide a robust digital asset management system and online store, enabling Ava’s staff and affiliates to access and utilize approved branding materials efficiently, while reducing administrative burden; and

WHEREAS, this action is required at this time to support Ava’s ongoing expansion efforts and to establish the infrastructure necessary for maintaining brand consistency and accessibility, as new member jurisdictions are added.

NOW, THEREFORE, THE BOARD OF DIRECTORS OF AVA COMMUNITY ENERGY AUTHORITY DOES HEREBY RESOLVE AS FOLLOWS:

Section 1. The CEO is hereby authorized to negotiate and execute a contract with a new branding vendor, Stadium, to support Ava’s expansion into new territories by ensuring consistent brand identity across diverse markets and enhancing brand recognition as we grow, with a not-to-exceed (“NTE”) amount of \$150,000 for a one-year term.

ADOPTED AND APPROVED this 20th day of November, 2024.

Jack Balch, Chair

ATTEST:

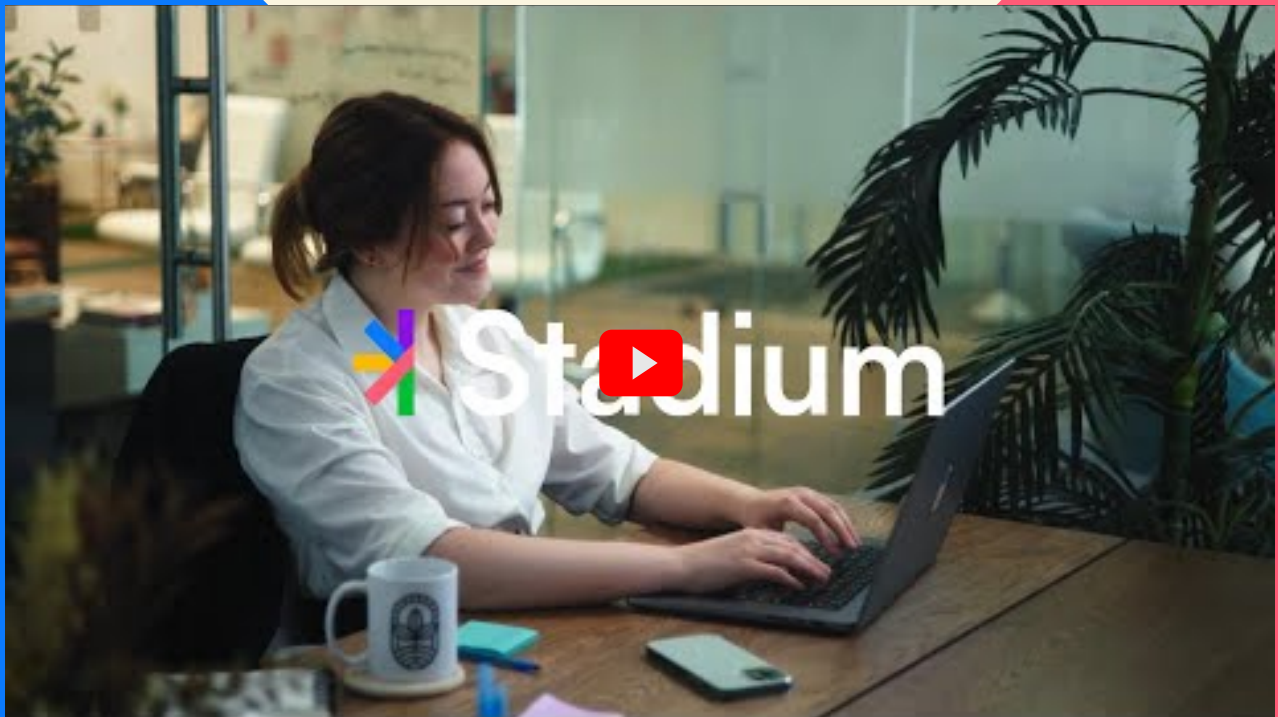
Adrian Bankhead, Clerk of the Board

SALES PROPOSAL

Stadium

Global group gifting and swag.
Rewards and recognition.

All your teams. All your use cases. All on one platform.



1 ACCOUNT, MANY BRANDS

snackmagic

 Stadium Shops

swagmagic

Stadium x Ava Community Energy Order Form

TM 20206

Created on: 10 / 09 / 2024

Valid through: 12 / 16 / 2024

Prepared by: JillHynson; jill.hynson@snackmagic.com

Customer Information

Company Legal Name: Ava Community Energy

Contact Name: Molly Vazquez

Email: mvazquez@avaenergy.org

Phone: 7073640107

Title: HR Operations Manager

Billing Information

Purchase Order Required:

PO Number:

Email:

Phone:

Billing Address:

Order Summary

Service Start Date:

Package Term: 12 months

Auto Renew: No

Payment Terms (USD): Due upon receipt

Billing Frequency: Annual

Cancellation Notice: 60 days

Sales Tax may be added to invoices associated with this Order Form pursuant to the requirements of the Customer's state and/or local tax authorities.

Package Summary

Team

- Access for up to 5 admins
- Access to snack boxes, bulk swag, unlimited shops
- 3 logo designs per year (designer included)
- Access to Unlimited Shops, Peer-to-Peer Recognition Programs + reward redemptions, Bulk Swag, Snack Boxes, Swag Locker, Swag Kits, Shared Shops, Shared Swag Designs, Team Wallet, Integrations, Campaigns
- Onboarding & Training Specialist (3 months)
- Customer Service support

Package	Price
Team	\$7,000.00

Total **\$7,000.00**

Order Based Pricing		Fee
Sending fee for gift orders (<i>excludes e-commerce orders and bulk swag purchases</i>)		15%
Pre Purchased Swag Kits	US:	\$20 per kit
	International:	\$120 per kit
On Demand Swag Kits	Fulfilled Locally:	No fee
Locker fulfilment via shops	Single Item:	\$13
	2+ Items:	\$20
Bulk orders		Custom quote
Swag receiving fees	Swag bought from us:	No fee
	Swag sent to us:	15% of the value
Storage fees	Active accounts:	No fee
	Inactive accounts:	\$1,500 per calendar quarter
Snack box fulfillment fee	US:	Included
	International:	\$18
Customizations		Varies

Terms and Conditions

This Order Form is governed by the Stadium Terms and Conditions found at <https://www.bystadium.com/terms-of-use>, unless (i) Customer has a written agreement executed by Stadium for the Service, in which case such written agreement will govern, or (ii) otherwise set forth herein.

Marketing Rights. Customer grants Stadium the right to use Customer’s name, logo and swag items for marketing purposes on the website and marketing emails during the term of the agreement. Any other use of Customer’s name and logo is only with Customer’s prior written consent.

Price cap at renewal. The parties agree that, upon renewal, all fee increases will be capped at 7%.

Onboarding will start once payment is received.

IN WITNESS WHEREOF, the parties have executed this Order Form as of the date set forth below.

Ava Community Energy

Kitchen Stadium Inc.

Jill Hynson

10 / 31 / 2024

Stadium

Endless engagement ideas, brilliantly executed.

Company Shops

Snack Boxes

In-Person Snacks

Peer-to-Peer Recognition Programs

Automated Gifting

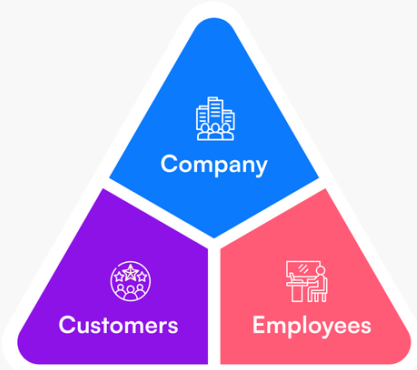
On-Demand Swag

Bulk Swag

Swag Kits

Swag Storage

Send Items



OUR PURPOSE

To strengthen the bond between companies, employees, and customers.

YOUR GLOBAL SOLUTION

Loved by teams worldwide



Stadium Shops | SnackMagic | SwagMagic

★★★★★ 1,126 reviews



1 ACCOUNT, MANY BRANDS

