

**MASTER AGREEMENT #112624****CATEGORY: Grounds Maintenance Equipment and Related Attachments****SUPPLIER: Wright Manufacturing, Inc.**

This Master Agreement (Agreement) is between Sourcewell, a Minnesota service cooperative located at 202 12th Street Northeast, P.O. Box 219, Staples, MN 56479 (Sourcewell) and Wright Manufacturing, Inc., 4600 Wedgewood Blvd., Suite X, Frederick, MD 21703 (Supplier).

Sourcewell is a local government and service cooperative created under the laws of the State of Minnesota (Minnesota Statutes Section 123A.21) offering a Cooperative Purchasing Program to eligible participating government entities.

Under this Master Agreement entered with Sourcewell, Supplier will provide Included Solutions to Participating Entities through Sourcewell's Cooperative Purchasing Program.

**Article 1:  
General Terms**

The General Terms in this Article 1 control the operation of this Master Agreement between Sourcewell and Supplier and apply to all transactions entered by Supplier and Participating Entities. Subsequent Articles to this Master Agreement control the rights and obligations directly between Sourcewell and Supplier (Article 2), and between Supplier and Participating Entity (Article 3), respectively. These Article 1 General Terms control over any conflicting terms. Where this Master Agreement is silent on any subject, Participating Entity and Supplier retain the ability to negotiate mutually acceptable terms.

- 1) **Purpose.** Pursuant to Minnesota law, the Sourcewell Board of Directors has authorized a Cooperative Purchasing Program designed to provide Participating Entities with access to competitively awarded cooperative purchasing agreements. To facilitate the Program, Sourcewell has awarded Supplier this cooperative purchasing Master Agreement following a competitive procurement process intended to meet compliance standards in accordance with Minnesota law and the requirements contained herein.
- 2) **Intent.** The intent of this Master Agreement is to define the roles of Sourcewell, Supplier, and Participating Entity as it relates to Sourcewell's Cooperative Purchasing Program.
- 3) **Participating Entity Access.** Sourcewell's Cooperative Purchasing Program Master Agreements are available to eligible public agencies (Participating Entities). A Participating Entity's authority to access Sourcewell's Cooperative Purchasing Program is determined through the laws of its respective jurisdiction.
- 4) **Supplier Access.** The Included Solutions offered under this Agreement may be made available to any Participating Entity. Supplier understands that a Participating Entity's use of this Agreement is at the Participating Entity's sole convenience. Supplier will educate its sales and service forces about Sourcewell eligibility requirements and required documentation. Supplier will be responsible for ensuring sales are with Participating Entities.

- 5) **Term.** This Agreement is effective upon the date of the final signature below. The term of this Agreement is four (4) years from the effective date. The Agreement expires at 11:59 P.M. Central Time on January 31, 2029, unless it is cancelled or extended as defined in this Agreement.
- a) **Extensions.** Sourcewell and Supplier may agree to up to three (3) additional one-year extensions beyond the original four-year term. The total possible length of this Agreement will be seven (7) years from the effective date.
- b) **Exceptional Circumstances.** Sourcewell retains the right to consider additional extensions as required under exceptional circumstances.
- 6) **Survival of Terms.** Notwithstanding the termination of this Agreement, the obligations of this Agreement will continue through the performance period of any transaction entered between Supplier and any Participating Entity before the termination date.
- 7) **Scope.** Supplier is awarded a Master Agreement to provide the solutions identified in RFP #112624 to Participating Entities. In Scope solutions include:
- a) Lawn and garden equipment for all types of lawn, field and turf care, golf course, landscape, sidewalk, walking path, and parking lot maintenance, and snow removal;
- b) Irrigation and aeration equipment, systems, parts, and installation; and
- c) Beach and waterfront maintenance equipment and accessories.
- 8) **Included Solutions.** Supplier's Proposal to the above referenced RFP is incorporated into this Master Agreement. Only those Solutions included within Supplier's Proposal and within Scope (Included Solutions) are included within the Agreement and may be offered to Participating Entities.
- 9) **Indefinite Quantity.** This Master Agreement defines an indefinite quantity of sales to eligible Participating Entities.
- 10) **Pricing.** Pricing information (including Pricing and Delivery and Pricing Offered tables) for all Included Solutions within Supplier's Proposal is incorporated into this Master Agreement.
- 11) **Not to Exceed Pricing.** Suppliers may not exceed the prices listed in the current Pricing List on file with Sourcewell when offering Included Solutions to Participating Entities. Participating Entities may request adjustments to pricing directly from Supplier during the negotiation and execution of any transaction.
- 12) **Open Market.** Supplier's open market pricing process is included within its Proposal.
- 13) Supplier Representations:**
- i) **Compliance.** Supplier represents and warrants it will provide all Included Solutions under this Agreement in full compliance with applicable federal, state, and local laws and regulations.

- ii) **Licenses.** As applicable, Supplier will maintain a valid status on all required federal, state, and local licenses, bonds, and permits required for the operation of Supplier's business with Participating Entities. Participating Entities may request all relevant documentation directly from Supplier.
- iii) **Supplier Warrants.** Supplier warrants that all Included Solutions furnished under this Agreement are free from liens and encumbrances, and are free from defects in design, materials, and workmanship. In addition, Supplier warrants the Solutions are suitable for and will perform in accordance with the ordinary use for which they are intended.
- 14) **Bankruptcy Notices.** Supplier certifies and warrants it is not currently in a bankruptcy proceeding. Supplier has disclosed all current and completed bankruptcy proceedings within the past seven years within its Proposal. Supplier must provide notice in writing to Sourcewell if it enters a bankruptcy proceeding at any time during the term of this Agreement.
- 15) **Debarment and Suspension.** Supplier certifies and warrants that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from programs operated by the State of Minnesota, the United States federal government, or any Participating Entity. Supplier certifies and warrants that neither it nor its principals have been convicted of a criminal offense related to the subject matter of this Agreement. Supplier further warrants that it will provide immediate written notice to Sourcewell if this certification changes at any time during the term of this Agreement.
- 16) **Provisions for non-United States federal entity procurements under United States federal awards or other awards (Appendix II to 2 C.F.R § 200).** Participating Entities that use United States federal grant or other federal funding to purchase solutions from this Agreement may be subject to additional requirements including the procurement standards of the Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards, 2 C.F.R. § 200. Participating Entities may have additional requirements based on specific funding source terms or conditions. Within this Section, all references to "federal" should be interpreted to mean the United States federal government. The following list applies when a Participating Entity accesses Supplier's Included Solutions with United States federal funds.
- i) **EQUAL EMPLOYMENT OPPORTUNITY.** Except as otherwise provided under 41 C.F.R. § 60, all agreements that meet the definition of "federally assisted construction contract" in 41 C.F.R. § 60-1.3 must include the equal opportunity clause provided under 41 C.F.R. § 60-1.4(b), in accordance with Executive Order 11246, "Equal Employment Opportunity" (30 FR 12319, 12935, 3 C.F.R. §, 1964-1965 Comp., p. 339), as amended by Executive Order 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," and implementing regulations at 41 C.F.R. § 60, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor." The equal opportunity clause is incorporated herein by reference.
- ii) **DAVIS-BACON ACT, AS AMENDED (40 U.S.C. § 3141-3148).** When required by federal program legislation, all prime construction contracts in excess of \$2,000 awarded by non-federal entities must include a provision for compliance with the Davis-Bacon Act (40 U.S.C. § 3141-3144, and 3146-3148) as supplemented by Department of Labor regulations (29 C.F.R. § 5,

“Labor Standards Provisions Applicable to Contracts Covering Federally Financed and Assisted Construction”). In accordance with the statute, contractors must be required to pay wages to laborers and mechanics at a rate not less than the prevailing wages specified in a wage determination made by the Secretary of Labor. In addition, contractors must be required to pay wages not less than once a week. The non-federal entity must place a copy of the current prevailing wage determination issued by the Department of Labor in each solicitation. The decision to award a contract or subcontract must be conditioned upon the acceptance of the wage determination. The non-federal entity must report all suspected or reported violations to the federal awarding agency. The contracts must also include a provision for compliance with the Copeland “Anti-Kickback” Act (40 U.S.C. § 3145), as supplemented by Department of Labor regulations (29 C.F.R. § 3, “Contractors and Subcontractors on Public Building or Public Work Financed in Whole or in Part by Loans or Grants from the United States”). The Act provides that each contractor or subrecipient must be prohibited from inducing, by any means, any person employed in the construction, completion, or repair of public work, to give up any part of the compensation to which he or she is otherwise entitled. The non-federal entity must report all suspected or reported violations to the federal awarding agency. Supplier must comply with all applicable Davis-Bacon Act provisions.

iii) **CONTRACT WORK HOURS AND SAFETY STANDARDS ACT (40 U.S.C. § 3701-3708).**

Where applicable, all contracts awarded by the non-federal entity in excess of \$100,000 that involve the employment of mechanics or laborers must include a provision for compliance with 40 U.S.C. §§ 3702 and 3704, as supplemented by Department of Labor regulations (29 C.F.R. § 5). Under 40 U.S.C. § 3702 of the Act, each contractor must be required to compute the wages of every mechanic and laborer on the basis of a standard work week of 40 hours. Work in excess of the standard work week is permissible provided that the worker is compensated at a rate of not less than one and a half times the basic rate of pay for all hours worked in excess of 40 hours in the work week. The requirements of 40 U.S.C. § 3704 are applicable to construction work and provide that no laborer or mechanic must be required to work in surroundings or under working conditions which are unsanitary, hazardous or dangerous. These requirements do not apply to the purchases of supplies, materials, or articles ordinarily available on the open market, or contracts for transportation or transmission of intelligence. This provision is hereby incorporated by reference into this Agreement. Supplier certifies that during the term of an award for all Agreements by Sourcewell resulting from this procurement process, Supplier must comply with applicable requirements as referenced above.

iv) **RIGHTS TO INVENTIONS MADE UNDER A CONTRACT OR AGREEMENT.** If the federal award meets the definition of “funding agreement” under 37 C.F.R. § 401.2(a) and the recipient or subrecipient wishes to enter into a contract with a small business firm or nonprofit organization regarding the substitution of parties, assignment or performance of experimental, developmental, or research work under that “funding agreement,” the recipient or subrecipient must comply with the requirements of 37 C.F.R. § 401, “Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements,” and any implementing regulations issued by the awarding agency. Supplier certifies that during the term of an award for all Agreements by Sourcewell resulting from this procurement process, Supplier must comply with applicable requirements as referenced above.

v) **CLEAN AIR ACT (42 U.S.C. § 7401-7671Q.) AND THE FEDERAL WATER POLLUTION CONTROL ACT (33 U.S.C. § 1251-1387).** Contracts and subgrants of amounts in excess of

\$150,000 require the non-federal award to agree to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act (42 U.S.C. § 7401- 7671q) and the Federal Water Pollution Control Act as amended (33 U.S.C. § 1251- 1387). Violations must be reported to the Federal awarding agency and the Regional Office of the Environmental Protection Agency (EPA). Supplier certifies that during the term of this Agreement it will comply with applicable requirements as referenced above.

vi) **DEBARMENT AND SUSPENSION (EXECUTIVE ORDERS 12549 AND 12689).** A contract award (see 2 C.F.R. § 180.220) must not be made to parties listed on the government wide exclusions in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 C.F.R. § 180 that implement Executive Orders 12549 (3 C.F.R. § 1986 Comp., p. 189) and 12689 (3 C.F.R. § 1989 Comp., p. 235), "Debarment and Suspension." SAM Exclusions contains the names of parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549. Supplier certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation by any federal department or agency.

vii) **BYRD ANTI-LOBBYING AMENDMENT, AS AMENDED (31 U.S.C. § 1352).** Suppliers must file any required certifications. Suppliers must not have used federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any federal contract, grant, or any other award covered by 31 U.S.C. § 1352. Suppliers must disclose any lobbying with non-federal funds that takes place in connection with obtaining any federal award. Such disclosures are forwarded from tier to tier up to the non-federal award. Suppliers must file all certifications and disclosures required by, and otherwise comply with, the Byrd Anti-Lobbying Amendment (31 U.S.C. § 1352).

viii) **RECORD RETENTION REQUIREMENTS.** To the extent applicable, Supplier must comply with the record retention requirements detailed in 2 C.F.R. § 200.333. The Supplier further certifies that it will retain all records as required by 2 C.F.R. § 200.333 for a period of 3 years after grantees or subgrantees submit final expenditure reports or quarterly or annual financial reports, as applicable, and all other pending matters are closed.

ix) **ENERGY POLICY AND CONSERVATION ACT COMPLIANCE.** To the extent applicable, Supplier must comply with the mandatory standards and policies relating to energy efficiency which are contained in the state energy conservation plan issued in compliance with the Energy Policy and Conservation Act.

x) **BUY AMERICAN PROVISIONS COMPLIANCE.** To the extent applicable, Supplier must comply with all applicable provisions of the Buy American Act. Purchases made in accordance with the Buy American Act must follow the applicable procurement rules calling for free and open competition.

xi) **ACCESS TO RECORDS (2 C.F.R. § 200.336).** Supplier agrees that duly authorized representatives of a federal agency must have access to any books, documents, papers and records of Supplier that are directly pertinent to Supplier's discharge of its obligations under this Agreement for the purpose of making audits, examinations, excerpts, and transcriptions. The

right also includes timely and reasonable access to Supplier's personnel for the purpose of interview and discussion relating to such documents.

xii) **PROCUREMENT OF RECOVERED MATERIALS (2 C.F.R. § 200.322).** A non-federal entity that is a state agency or agency of a political subdivision of a state and its contractors must comply with Section 6002 of the Solid Waste Disposal Act, as amended by the Resource Conservation and Recovery Act. The requirements of Section 6002 include procuring only items designated in guidelines of the Environmental Protection Agency (EPA) at 40 C.F.R. § 247 that contain the highest percentage of recovered materials practicable, consistent with maintaining a satisfactory level of competition, where the purchase price of the item exceeds \$10,000 or the value of the quantity acquired during the preceding fiscal year exceeded \$10,000; procuring solid waste management services in a manner that maximizes energy and resource recovery; and establishing an affirmative procurement program for procurement of recovered materials identified in the EPA guidelines.

xiii) **FEDERAL SEAL(S), LOGOS, AND FLAGS.** The Supplier cannot use the seal(s), logos, crests, or reproductions of flags or likenesses of Federal agency officials without specific pre-approval.

xiv) **NO OBLIGATION BY FEDERAL GOVERNMENT.** The U.S. federal government is not a party to this Agreement or any purchase by a Participating Entity and is not subject to any obligations or liabilities to the Participating Entity, Supplier, or any other party pertaining to any matter resulting from the Agreement or any purchase by an authorized user.

xv) **PROGRAM FRAUD AND FALSE OR FRAUDULENT STATEMENTS OR RELATED ACTS.** The Contractor acknowledges that 31 U.S.C. § 38 (Administrative Remedies for False Claims and Statements) applies to the Supplier's actions pertaining to this Agreement or any purchase by a Participating Entity.

xvi) **FEDERAL DEBT.** The Supplier certifies that it is non-delinquent in its repayment of any federal debt. Examples of relevant debt include delinquent payroll and other taxes, audit disallowance, and benefit overpayments.

xvii) **CONFLICTS OF INTEREST.** The Supplier must notify the U.S. Office of General Services, Sourcewell, and Participating Entity as soon as possible if this Agreement or any aspect related to the anticipated work under this Agreement raises an actual or potential conflict of interest (as described in 2 C.F.R. Part 200). The Supplier must explain the actual or potential conflict in writing in sufficient detail so that the U.S. Office of General Services, Sourcewell, and Participating Entity are able to assess the actual or potential conflict; and provide any additional information as necessary or requested.

xviii) **U.S. EXECUTIVE ORDER 13224.** The Supplier, and its subcontractors, must comply with U.S. Executive Order 13224 and U.S. Laws that prohibit transactions with and provision of resources and support to individuals and organizations associated with terrorism.

xix) **PROHIBITION ON CERTAIN TELECOMMUNICATIONS AND VIDEO SURVEILLANCE SERVICES OR EQUIPMENT.** To the extent applicable, Supplier certifies that during the term of this Agreement it will comply with applicable requirements of 2 C.F.R. § 200.216.

xx) **DOMESTIC PREFERENCES FOR PROCUREMENTS.** To the extent applicable, Supplier certifies that during the term of this Agreement, Supplier will comply with applicable requirements of 2 C.F.R. § 200.322.

## **Article 2: Sourcewell and Supplier Obligations**

The Terms in this Article 2 relate specifically to Sourcewell and its administration of this Master Agreement with Supplier and Supplier's obligations thereunder.

- 1) **Authorized Sellers.** Supplier must provide Sourcewell a current means to validate or authenticate Supplier's authorized dealers, distributors, or resellers which may complete transactions of Included Solutions offered under this Agreement. Sourcewell may request updated information in its discretion, and Supplier agrees to provide requested information within a reasonable time.
- 2) **Product and Price Changes Requirements.** Supplier may request Included Solutions changes, additions, or deletions at any time. All requests must be made in writing by submitting a Sourcewell Price and Product Change Request Form to Sourcewell. At a minimum, the request must:
  - Identify the applicable Sourcewell Agreement number;
  - Clearly specify the requested change;
  - Provide sufficient detail to justify the requested change;
  - Individually list all Included Solutions affected by the requested change, along with the requested change (e.g., addition, deletion, price change); and
  - Include a complete restatement of Pricing List with the effective date of the modified pricing, or product addition or deletion. The new pricing restatement must include all Included Solutions offered, even for those items where pricing remains unchanged.

A fully executed Sourcewell Price and Product Change Request Form will become an amendment to this Agreement and will be incorporated by reference.

- 3) **Authorized Representative.** Supplier will assign an Authorized Representative to Sourcewell for this Agreement and must provide prompt notice to Sourcewell if that person is changed. The Authorized Representative will be responsible for:
  - Maintenance and management of this Agreement;
  - Timely response to all Sourcewell and Participating Entity inquiries; and
  - Participation in reviews with Sourcewell.

Sourcewell's Authorized Representative is its Chief Procurement Officer.

- 4) **Performance Reviews.** Supplier will perform a minimum of one review with Sourcewell per agreement year. The review will cover transactions to Participating Entities, pricing and terms, administrative fees, sales data reports, performance issues, supply chain issues, customer issues, and any other necessary information.

- 5) **Sales Reporting Required.** Supplier is required as a material element to this Master Agreement to report all completed transactions with Participating Entities utilizing this Agreement. Failure to provide complete and accurate reports as defined herein will be a material breach of the Agreement and Sourcewell reserves the right to pursue all remedies available at law including cancellation of this Agreement.
- 6) **Reporting Requirements.** Supplier must provide Sourcewell an activity report of all transactions completed utilizing this Agreement. Reports are due at least once each calendar quarter (Reporting Period). Reports must be received no later than 45 calendar days after the end of each calendar quarter. Supplier may report on a more frequent basis in its discretion. Reports must be provided regardless of the amount of completed transactions during that quarter (i.e., if there are no sales, Supplier must submit a report indicating no sales were made).

The Report must contain the following fields:

- Participating Entity Name (e.g., City of Staples Highway Department);
- Participating Entity Physical Street Address;
- Participating Entity City;
- Participating Entity State/Province;
- Participating Entity Zip/Postal Code;
- Sourcewell Participating Entity Account Number;
- Transaction Description;
- Transaction Purchased Price;
- Sourcewell Administrative Fee Applied; and
- Date Transaction was invoiced/sale was recognized as revenue by Supplier.

If collected by Supplier, the Report may include the following fields as available:

- Participating Entity Contact Name;
- Participating Entity Contact Email Address;
- Participating Entity Contact Telephone Number;

- 7) **Administrative Fee.** In consideration for the support and services provided by Sourcewell, Supplier will pay an Administrative Fee to Sourcewell on all completed transactions to Participating Entities utilizing this Agreement. Supplier will include its Administrative Fee within its proposed pricing. Supplier may not directly charge Participating Entities to offset the Administrative Fee.
- 8) **Fee Calculation.** Supplier's Administrative Fee payable to Sourcewell will be calculated as a stated percentage (listed in Supplier's Proposal) of all completed transactions utilizing this Master Agreement within the preceding Reporting Period. For certain categories, a flat fee may be proposed. The Administrative Fee will be stated in Supplier's Proposal.
- 9) **Fee Remittance.** Supplier will remit fee to Sourcewell no later than 45 calendar days after the close of the preceding calendar quarter in conjunction with Supplier's Reporting Period obligations defined herein. Payments should note the Supplier's name and Sourcewell-assigned Agreement number in the memo; and must be either mailed to Sourcewell above "Attn: Accounts Receivable" or remitted electronically to Sourcewell's banking institution per Sourcewell's Finance department instructions.



- 10) **Noncompliance.** Sourcewell reserves the right to seek all remedies available at law for unpaid or underpaid Administrative Fees due under this Agreement. Failure to remit payment, delinquent payments, underpayments, or other deviations from the requirements of this Agreement may be deemed a material breach and may result in cancellation of this Agreement and disbarment from future Agreements.
- 11) **Audit Requirements.** Pursuant to Minn. Stat. § 16C.05, subdivision 5, the books, records, documents, and accounting procedures and practices relevant to this Agreement are subject to examination by Sourcewell and the Minnesota State Auditor for a minimum of six years from the end of this Agreement. Supplier agrees to fully cooperate with Sourcewell in auditing transactions under this Agreement to ensure compliance with pricing terms, correct calculation and remittance of Administrative Fees, and verification of transactions as may be requested by a Participating Entity or Sourcewell.
- 12) **Assignment, Transfer, and Administrative Changes.** Supplier may not assign or otherwise transfer its rights or obligations under this Agreement without the prior written consent of Sourcewell. Such consent will not be unreasonably withheld. Sourcewell reserves the right to unilaterally assign all or portions of this Agreement within its sole discretion to address corporate restructurings, mergers, acquisitions, or other changes to the Responsible Party and named in the Agreement. Any prohibited assignment is invalid. Upon request Sourcewell may make administrative changes to agreement documentation such as name changes, address changes, and other non-material updates as determined within its sole discretion.
- 13) **Amendments.** Any material change to this Agreement must be executed in writing through an amendment and will not be effective until it has been duly executed by the parties.
- 14) **Waiver.** Failure by Sourcewell to enforce any right under this Agreement will not be deemed a waiver of such right in the event of the continuation or repetition of the circumstances giving rise to such right.
- 15) **Complete Agreement.** This Agreement represents the complete agreement between the parties for the scope as defined herein. Supplier and Sourcewell may enter into separate written agreements relating specifically to transactions outside of the scope of this Agreement.
- 16) **Relationship of Sourcewell and Supplier.** This Agreement does not create a partnership, joint venture, or any other relationship such as employee, independent contractor, master-servant, or principal-agent.
- 17) **Indemnification.** Supplier must indemnify, defend, save, and hold Sourcewell, including their agents and employees, harmless from any claims or causes of action, including attorneys' fees incurred by Sourcewell, arising out of any act or omission in the performance of this Agreement by the Supplier or its agents or employees; this indemnification includes injury or death to person(s) or property alleged to have been caused by some defect in design, condition, or performance of Included Solutions under this Agreement. Sourcewell's responsibility will be governed by the State of Minnesota's Tort Liability Act (Minnesota Statutes Chapter 466) and other applicable law.
- 18) **Data Practices.** Supplier and Sourcewell acknowledge Sourcewell is subject to the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13. As it applies to all data created and

maintained in performance of this Agreement, Supplier may be subject to the requirements of this chapter.

19) **Grant of License.**

a) **During the term of this Agreement:**

i) **Supplier Promotion.** Sourcewell grants to Supplier a royalty-free, worldwide, non-exclusive right and license to use the trademark(s) provided to Supplier by Sourcewell in advertising, promotional materials, and informational sites for the purpose of marketing Sourcewell's Agreement with Supplier.

ii) **Sourcewell Promotion.** Supplier grants to Sourcewell a royalty-free, worldwide, non-exclusive right and license to use Supplier's trademarks in advertising, promotional materials, and informational sites for the purpose of marketing Supplier's Agreement with Sourcewell.

b) **Limited Right of Sublicense.** The right and license granted herein includes a limited right of each party to grant sublicenses to their respective subsidiaries, distributors, dealers, resellers, marketing representatives, partners, or agents (collectively "Permitted Sublicensees") in advertising, promotional, or informational materials for the purpose of marketing the Parties' relationship. Any sublicense granted will be subject to the terms and conditions of this Article. Each party will be responsible for any breach of this section by any of their respective sublicensees.

c) **Use; Quality Control.**

i) Neither party may alter the other party's trademarks from the form provided and must comply with removal requests as to specific uses of its trademarks or logos.

ii) Each party agrees to use, and to cause its Permitted Sublicensees to use, the other party's trademarks only in good faith and in a dignified manner consistent with such party's use of the trademarks. Each party may make written notice to the other regarding misuse under this section. The offending party will have 30 days of the date of the written notice to cure the issue or the license/sublicense will be terminated.

d) **Termination.** Upon the termination of this Agreement for any reason, each party, including Permitted Sublicensees, will have 30 days to remove all Trademarks from signage, websites, and the like bearing the other party's name or logo (excepting Sourcewell's pre-printed catalog of suppliers which may be used until the next printing). Supplier must return all marketing and promotional materials, including signage, provided by Sourcewell, or dispose of it according to Sourcewell's written directions.

20) **Venue and Governing law between Sourcewell and Supplier Only.** The substantive and procedural laws of the State of Minnesota will govern this Agreement between Sourcewell and Supplier. Venue for all legal proceedings arising out of this Agreement between Sourcewell and Supplier will be in court of competent jurisdiction within the State of Minnesota. This section does not apply to any dispute between Supplier and Participating Entity. This Agreement reserves the right for Supplier and Participating Entity to negotiate this term to within any transaction documents.

- 21) **Severability.** If any provision of this Agreement is found by a court of competent jurisdiction to be illegal, unenforceable, or void then both parties will be relieved from all obligations arising from that provision. If the remainder of this Agreement is capable of being performed, it will not be affected by such determination or finding and must be fully performed.
- 22) **Insurance Coverage.** At its own expense, Supplier must maintain valid insurance policy(ies) during the performance of this Agreement with insurance company(ies) licensed or authorized to do business in the State of Minnesota having an "AM BEST" rating of A- or better, with coverage and limits of insurance not less than the following:
- a) **Commercial General Liability Insurance.** Supplier will maintain insurance covering its operations, with coverage on an occurrence basis, and must be subject to terms no less broad than the Insurance Services Office ("ISO") Commercial General Liability Form CG0001 (2001 or newer edition), or equivalent. At a minimum, coverage must include liability arising from premises, operations, bodily injury and property damage, independent contractors, products-completed operations including construction defect, contractual liability, blanket contractual liability, and personal injury and advertising injury. All required limits, terms and conditions of coverage must be maintained during the term of this Agreement.
    - \$1,500,000 each occurrence Bodily Injury and Property Damage
    - \$1,500,000 Personal and Advertising Injury
    - \$2,000,000 aggregate for products liability-completed operations
    - \$2,000,000 general aggregate
  - b) **Certificates of Insurance.** Prior to execution of this Agreement, Supplier must furnish to Sourcewell a certificate of insurance, as evidence of the insurance required under this Agreement. Prior to expiration of the policy(ies), renewal certificates must be mailed to Sourcewell, 202 12th Street Northeast, P.O. Box 219, Staples, MN 56479 or provided to in an alternative manner as directed by Sourcewell. The certificates must be signed by a person authorized by the insurer(s) to bind coverage on their behalf. Failure of Supplier to maintain the required insurance and documentation may constitute a material breach.
  - c) **Additional Insured Endorsement and Primary and Non-contributory Insurance Clause.** Supplier agrees to list Sourcewell, including its officers, agents, and employees, as an additional insured under the Supplier's commercial general liability insurance policy with respect to liability arising out of activities, "operations," or "work" performed by or on behalf of Supplier, and products and completed operations of Supplier. The policy provision(s) or endorsement(s) must further provide that coverage is primary and not excess over or contributory with any other valid, applicable, and collectible insurance or self-insurance in force for the additional insureds.
  - d) **Waiver of Subrogation.** Supplier waives and must require (by endorsement or otherwise) all its insurers to waive subrogation rights against Sourcewell and other additional insureds for losses paid under the insurance policies required by this Agreement or other insurance applicable to the Supplier or its subcontractors. The waiver must apply to all deductibles and/or self-insured retentions applicable to the required or any other insurance maintained by the Supplier or its subcontractors. Where permitted by law, Supplier must require similar written express waivers of subrogation and insurance clauses from each of its subcontractors.

- e) **Umbrella/Excess Liability/SELF-INSURED RETENTION.** The limits required by this Agreement can be met by either providing a primary policy or in combination with umbrella/excess liability policy(ies), or self-insured retention.
- 23) **Termination for Convenience.** Sourcewell or Supplier may terminate this Agreement upon 60 calendar days' written notice to the other Party. Termination pursuant to this section will not relieve the Supplier's obligations under this Agreement for any transactions entered with Participating Entities through the date of termination, including reporting and payment of applicable Administrative Fees.
- 24) **Termination for Cause.** Sourcewell may terminate this Agreement upon providing written notice of material breach to Supplier. Notice must describe the breach in reasonable detail and state the intent to terminate the Agreement. Upon receipt of Notice, the Supplier will have 30 calendar days in which it must cure the breach. Termination pursuant to this section will not relieve the Supplier's obligations under this Agreement for any transactions entered with Participating Entities through the date of termination, including reporting and payment of applicable Administrative Fees.

### **Article 3: Supplier Obligations to Participating Entities**

The Terms in this Article 3 relate specifically to Supplier and a Participating Entity when entering transactions utilizing the General Terms established in this Master Agreement. Article 1 General Terms control over any conflict with this Article 3. Where this Master Agreement is silent on any subject, Participating Entity and Supplier retain the ability to negotiate mutually acceptable terms.

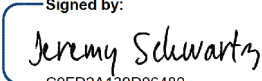
- 1) **Quotes to Participating Entities.** Suppliers are encouraged to provide all pricing information regarding the total cost of acquisition when quoting to a Participating Entity. Suppliers and Participating Entities are encouraged to include all cost specifically associated with or included within the Suppliers proposal and Included Solutions within transaction documents.
- 2) **Shipping, Delivery, Acceptance, Rejection, and Warranty.** Supplier's proposal may include proposed terms relating to shipping, delivery, inspection, and acceptance/rejection and other relevant terms of tendered Solutions. Supplier and Participating Entity may negotiate final terms appropriate for the specific transaction relating to non-appropriation, shipping, delivery, inspection, acceptance/rejection of tendered Solutions, and warranty coverage for Included Solutions. Such terms may include, but are not limited to, costs, risk of loss, proper packaging, inspection rights and timelines, acceptance or rejection procedures, and remedies as mutually agreed include notice requirements, replacement, return or exchange procedures, and associated costs.
- 3) **Applicable Taxes.** Participating Entity is responsible for notifying supplier of its tax-exempt status and for providing Supplier with any valid tax-exemption certification(s) or related documentation.
- 4) **Ordering Process and Payment.** Supplier's ordering process and acceptable forms of payment are included within its Proposal. Participating Entities will be solely responsible for payment to Supplier and Sourcewell will have no liability for any unpaid invoice of any Participating Entity.
- 5) **Transaction Documents.** Participating Entity may require the use of its own forms to complete transactions directly with Supplier utilizing the terms established in this Agreement. Supplier's

standard form agreements may be offered as part of its Proposal. Supplier and Participating Entity may complete and document transactions utilizing any type of transaction documents as mutually agreed. In any transaction document entered utilizing this Agreement, Supplier and Participating Entity must include specific reference to this Master Agreement by number and to Participating Entity's unique Sourcewell account number.

- 6) **Additional Terms and Conditions Permitted.** Participating Entity and Supplier may negotiate and include additional terms and conditions within transaction documentation as mutually agreed. Such terms may supplant or supersede this Master Agreement when necessary and as solely determined by Participating Entity. Sourcewell has expressly reserved the right for Supplier and Participating Entity to address any necessary provisions within transaction documents not expressly included within this Master Agreement, including but not limited to transaction cancellation, dispute resolution, governing law and venue, non-appropriation, insurance, defense and indemnity, force majeure, and other material terms as mutually agreed.
- 7) **Subsequent Agreements and Survival.** Supplier and Participating Entity may enter into a separate agreement to facilitate long-term performance obligations utilizing the terms of this Master Agreement as mutually agreed. Such agreements may provide for a performance period extending beyond the full term of this Master Agreement as determined in the discretion of Participating Entity.
- 8) **Participating Addendums.** Supplier and Participating Entity may enter a Participating Addendum or similar document extending and supplementing the terms of this Master Agreement to facilitate adoption as may be required by a Participating Entity.

Sourcewell

Wright Manufacturing, Inc.

Signed by:  
  
 By: \_\_\_\_\_  
 C0FD2A139D06489...  
 Jeremy Schwartz  
 Title: Chief Procurement Officer  
 Date: 1/29/2025 | 6:20 AM CST  
 \_\_\_\_\_

Signed by:  
  
 By: \_\_\_\_\_  
 FDF5EB39345B4B2...  
 Jake Segrin  
 Title: Business Development Manager  
 Date: 1/29/2025 | 6:04 AM CST  
 \_\_\_\_\_

# RFP 112624 - Grounds Maintenance Equipment and Related Attachments

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## Vendor Details

Company Name: Wright Manufacturing, Inc. - Frederick, MD

Does your company conduct business under any other name? If yes, please state: No but we are often referred to as Wright Commercial Products

Address: 4600 Wedgewood Blvd.  
Suite X  
Frederick, Maryland 21703-7167

Contact: Jake Segrin

Email: jakese@wrightmfg.com

Phone: 301-360-9810

Fax: 888-869-3390

HST#: 52-1369930

## Submission Details

Created On: Tuesday October 08, 2024 13:51:14

Submitted On: Thursday November 21, 2024 07:52:28

Submitted By: Jake Segrin

Email: jakese@wrightmfg.com

Transaction #: af1c2c5d-9245-49e4-a281-7dadccc34d14

Submitter's IP Address: 47.34.37.91

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**Specifications**

**Table 1: Proposer Identity & Authorized Representatives (Not Scored)**

**General Instructions** (applies to all Tables) Sourcewell prefers a brief but thorough response to each question. Do not merely attach additional documents to your response without also providing a substantive response. Do not leave answers blank; respond “N/A” if the question does not apply to you (preferably with an explanation).

Table 1 Specific Instructions. Sourcewell requires identification of all parties responsible for providing Solutions under a resulting master agreement(s) (Responsible Supplier). Proposers are strongly encouraged to include all potential Responsible Suppliers including any corporate affiliates, subsidiaries, D.B.A., and any other authorized entities within a singular proposal. All information required under this RFP must be included for each Responsible Supplier as instructed. Proposers with multiple Responsible Supplier options may choose to respond individually as distinct entities, however each response will be evaluated individually and only those proposals recommended for award may result in a master agreement award. Unawarded entities will not be permitted to later be added to an existing master agreement through operation of Proposer’s corporate organization affiliation.

Line Item	Question	Response *
1	Provide the legal name of the Proposer authorized to submit this Proposal.	Wright Manufacturing, Inc.
2	In the event of award, is this entity the Responsible Supplier that will execute the master agreement with Sourcewell? Y or N.	Yes
3	Identify all subsidiaries, D.B.A., authorized affiliates, and any other entity that will be responsible for offering and performing delivery of Solutions within this Proposal (i.e. Responsible Supplier(s) that will execute a master agreement with Sourcewell).	N/A
4	Provide your CAGE code or Unique Entity Identifier (SAM):	Unique Entity Identifier (SAM) - ZQVUHE6LPZ59 CAGE Code - 6ZBA7
5	Provide your NAICS code applicable to Solutions proposed.	NAICS Code - 333112
6	Proposer Physical Address:	4600 Wedgewood Blvd., Suite X, Frederick, MD 21703
7	Proposer website address (or addresses):	www.wrightmfg.com
8	Proposer’s Authorized Representative (name, title, address, email address & phone) (The representative must have authority to sign the “Proposer’s Assurance of Compliance” on behalf of the Proposer):	<ul style="list-style-type: none"> <li>• Name: Jake Segrin</li> <li>• Title: Business Development Manager</li> <li>• Address: 4600 Wedgewood Blvd., Suite X, Frederick, MD 21703</li> <li>• Email: jakese@wrightmfg.com</li> <li>• Phone: 414-587-8398</li> </ul>
9	Proposer’s primary contact for this proposal (name, title, address, email address & phone):	<ul style="list-style-type: none"> <li>• Name: Jake Segrin</li> <li>• Title: Business Development Manager</li> <li>• Address: 4600 Wedgewood Blvd., Suite X, Frederick, MD 21703</li> <li>• Email: jakese@wrightmfg.com</li> <li>• Phone: 414-587-8398</li> </ul>
10	Proposer’s other contacts for this proposal, if any (name, title, address, email address & phone):	Alternate 1: <ul style="list-style-type: none"> <li>• Name: Brian O'Donnell</li> <li>• Title: Regional Sales Manager</li> <li>• Address: 4600 Wedgewood Blvd., Suite X, Frederick, MD 21703</li> <li>• Email: briano@wrightmfg.com</li> <li>• Phone: 630-669-3070</li> </ul> Alternate 2: <ul style="list-style-type: none"> <li>• Name: Dennis Opalacz</li> <li>• Title: Vice President of Sales</li> <li>• Address: 4600 Wedgewood Blvd., Suite X, Frederick, MD 21703</li> <li>• Email: denniso@wrightmfg.com</li> <li>• Phone: 708-362-2566</li> </ul>

**Table 2A: Financial Viability and Marketplace Success (50 Points)**

Line Item	Question	Response *
11	Provide a brief history of your company,	Wright Manufacturing, a privately owned family business, has been at the forefront of

including your company's core values, business philosophy, and industry longevity related to the requested Solutions.

lawn maintenance technology for over three decades. Wright has built our reputation on innovation, quality, and an unwavering focus on the needs of commercial landscapers.

Our History of Innovation:

Founded in 1981 as a landscape maintenance company with 13 crews, Wright transitioned to a full-fledged manufacturer of commercial mowers in 1997 by consistently leading the industry with groundbreaking innovations see attachment in the Additional Documents Upload pages 1 to 4 to reference company innovations outlined below with supporting graphics and product write up:

- The Grass Gobbler™: Introduced in 1983, the Grass Gobbler™ revolutionized grass collection for commercial mowers. This high-grade metal collection system was engineered to overcome the limitations of existing plastic collection systems that were prone to clogging and premature failure. Originally designed to enhance the efficiency of Wright's own landscaping operations, the Grass Gobbler's robust construction and aerodynamic design proved so successful that it quickly became an industry standard. Today, this system continues to be produced and utilized not only on Wright mower models but universally across various brands throughout the industry, demonstrating the lasting impact of Wright's commitment to solving real-world landscaping challenges.
- Clip Software: Introduced in 1986 Clip was the first billing, scheduling and routing software, similar to a CRM, geared towards the commercial landscape maintenance application.
- The Velke Sulky™, introduced in 1989, transformed the commercial mowing industry by transforming walk-behind mower operation, dramatically improving efficiency and reducing operator fatigue. Originally engineered to enhance Wright's own landscaping operations, this innovative ride-on attachment eliminated the need for operators to walk up to 20 miles per day behind their mowers. The Velke Sulky's impact has been so significant that, similar to Kleenex® becoming synonymous with facial tissue, the term "Velke" or "Sulky" is now universally used by landscapers to describe any ride-on walk-behind attachment, demonstrating Wright's enduring influence on commercial mowing equipment design.
- The invention of the industry's first stand-on mower [introduced in 1997 with original patents starting in 1993] marked Wright's pivotal transition from landscaping company to manufacturing innovator. Building upon the success of the Velke Sulky™, Wright engineered an entirely new equipment category by integrating stand-on operation directly into the mower's design. This groundbreaking approach combined the best attributes of both walk-behind and riding mowers—delivering the maneuverability to navigate tight spaces like a walk-behind while providing the power and efficiency of a rider for open areas. This versatility helped establish stand-on mowers as an entirely new segment in commercial mowing, which has now become the industry's fastest-growing category. Wright's pioneering of the stand-on mower demonstrates our ability to transform practical landscaping experience into groundbreaking equipment innovations.
- The industry's first fully autonomous wide area zero-turn mower, introduced in 2020, the Autonomous ZK was built to help commercial and public sector customers overcome the labor shortage challenge. This supervised mowing solution allows agencies the ability to increase their productivity while lowering the total cost to cut an acre of grass. Since its inception, this solution has mowed 2.5+ billion square feet of turf with zero lost time, OSHA incidents or injuries reported.

These innovations stem from our deep understanding of landscapers' needs, as our founder began his career mowing lawns before transitioning into manufacturing. Today, Wright offers a full spectrum of commercial mowing equipment including zero-turn riders, wide-area hydro walk-behinds, stand-ons, and autonomous, along with a full accessory offering including the aforementioned Grass Gobbler and Velky.

Core Values and Business Philosophy:

At Wright Manufacturing, our core values and business philosophy are encapsulated in our motto: "E2B4 - Everybody, Everyday, Building Mowers, Building Teams, Building Companies, Building Lives." This philosophy drives our approach to business. A full company mission and vision statement via the Additional Documents Upload, pages 5 to 8.

- Innovation-Driven: We're leaders, not followers, constantly pushing the boundaries of what's possible in lawn maintenance technology.
- Customer-Focused: We build what our customers need and nothing else, maintaining an exclusive focus on commercial-grade equipment -- the same grade of equipment Sourcewell Quality-Obsessed: Our 125,000 square foot plant in Frederick, MD employs the latest 'just-in-time' production techniques and rigorous quality control measures.



		<ul style="list-style-type: none"> <li>• <b>People-Centric:</b> With approximately 300 employees and a commitment to diversity, we foster a culture of engagement, empowerment, and freedom.</li> </ul> <p><b>Industry Longevity and Expertise:</b> Our 40+ years in the industry as one of the largest, privately-owned manufacturer of commercial grade lawn mowers, has allowed us to accumulate unparalleled expertise. This is demonstrated through our portfolio of over 50 U.S. patents, with more pending, as well as our recognition as a member of the Maryland World Class Manufacturing Consortium. Through our decades of experience, we have developed a deep understanding of the commercial landscaping industry, from the needs of individual operators to large-scale fleet management.</p> <p><b>Commitment to Customer Service:</b> We believe that our success is intrinsically linked to the success of our distributors, dealers, and end-users. Our commitment to customer service extends beyond the point of sale through comprehensive support throughout the product lifecycle. We maintain continuous engagement with our distribution network to ensure mutual growth and success, while demonstrating our dedication to helping our customers build their teams, companies, and lives through the use of our products. At Wright Manufacturing, we're not just building mowers – we're building partnerships that drive the entire landscaping industry forward.</p>
12	<p>What are your company's expectations in the event of an award?</p>	<p>At Wright Manufacturing, we view this potential award not just as another contract, but as a pivotal opportunity to demonstrate our commitment to the public sector (SLED) customer. We recognize this as one of the most sought-after and respected contracts in our industry, and as such, we are prepared to dedicate significant resources to ensure the success of this partnership.</p> <p>We understand the critical labor shortages facing the industry and are bullish about Wright's Autonomous mowing solution being an industry unique offering that Sourcewell members can rely on by addressing this challenge head-on. We believe that SLED customers will continue to see great benefits from our innovative technology and a tool like Sourcewell will expose even more of those customers to this solution.</p> <p>Financial flexibility is crucial in today's market, and we're prepared to offer customized solutions to ensure accessibility. We will work closely with NCL, our approved municipal leasing agency, to offer tailored financial packages. Additionally, we will actively promote and facilitate the use of other Sourcewell approved vendors to provide a range of financial options. Our goal is to develop contract-specific leasing and purchasing programs that maximize value for your organization.</p> <p>Given the high demand from Wright's dealer and distributor base to get on Sourcewell, and Wright's added investment into a growing sales team (as further outlined in response to question 26) we fully anticipate in year one to achieve at a minimum of \$500,000 in Sourcewell sales rather organically. The sales growth throughout the term of the contract is expected to be a strong combination of current Sourcewell purchasing agencies and our present agencies that will shift their procurement method to Sourcewell. Mixing with the efforts outlined throughout this response to not just get on Sourcewell, but get on and grow that business, year-over-year, we expect to be one of the top performing brands on the contract in the commercial mower market.</p>
13	<p>Demonstrate your financial strength and stability with meaningful data. This could include such items as financial statements, SEC filings, credit and bond ratings, letters of credit, and detailed reference letters. Upload supporting documents (as applicable) in the document upload section of your response. <b>DO NOT PROVIDE ANY TAX INFORMATION OR PERSONALLY IDENTIFIABLE INFORMATION.</b></p>	<p>In the Financial Strength and Stability upload section you will find the following 4 documents that demonstrate Wright's financial strength:</p> <p>[A3_Q13_Financial_Strength_Wells]: Wells Fargo (a dealer and distributor floor plan partner) Reference Letter</p> <p>[A4_Q13_Financial_Strength_Sheffield]: Sheffield (a dealer retail finance partner) Finance Reference Letter.</p> <p>[A5_Q13_Financial_Strength_TD]: TD Yardcard (a dealer retail finance partner) Reference Letter.</p> <p>[A6_Q13_Financial_Strength_MTBank]: M&amp;T Bank (Wright Manufacturing's primary bank) Reference Letter.</p>

14	<p>What is your US market share for the Solutions that you are proposing?</p>	<p>At Wright Manufacturing, we've developed a nuanced approach to benchmarking our market position, focusing on what we term "commercial mobile mowing" - a category that we believe most accurately represents our target market and the solutions we're proposing.</p> <p>Our definition of "commercial mobile mowing" excludes engine/deck combinations associated with commercially labeled prosumer engines as well as diesel-powered units. Instead, we concentrate on equipment specifically designed for daily vocational use that is transported between job sites. This approach provides a more precise picture of our market position within the professional landscaping sector.</p> <p>Based on our analysis of recent OPEI data, which reported approximately 256,000 commercial units last year, we estimate that about 115,000 of these units fall within our "commercial mobile mowing" classification. Within this more focused market segment:</p> <ul style="list-style-type: none"> <li>We make up more than 20% of the stand-on mower category, which is currently the fastest-growing segment in commercial mowing.</li> <li>In terms of the overall "commercial mobile mowing" market as we define it, Wright Manufacturing holds approximately a 10% market share.</li> </ul> <p>It's important to note that these figures reflect recent market conditions, where our company experienced growth while the overall industry saw a decline of around 22%. As a result, our current market share may be somewhat inflated compared to typical years. We anticipate that our relative market position may adjust once the broader market returns to normal growth patterns.</p> <p>Our strong performance in the stand-on mower category, which comprises over 20% market share in the fastest-growing segment, underscores our leadership in innovation and our ability to meet evolving market demands. This is particularly relevant to the solutions we're proposing, as it demonstrates our expertise in developing and delivering cutting-edge products that resonate with professional users.</p> <p>While market share provides valuable insight, we believe that our commitment to innovation, quality, and customer satisfaction is equally important in evaluating our position in the industry. Our focus on developing solutions like autonomous mowing technology shows our dedication to addressing current and future challenges in the commercial landscaping sector, potentially expanding our market influence in emerging categories that are not yet fully reflected in traditional market share data.</p>
15	<p>What is your Canadian market share for the Solutions that you are proposing?</p>	<p>Measurement of market share in the Canadian market via our method presents a much more fuzzy picture without as clear a definition. Via a non-slice and diced look at OPEI data, Wright maintains 2% market share in the Canadian market. As of summer 2024, Wright has on boarded a new and additional Canadian distributor with a focus on covering an untapped market for the brand, western Canada.</p>
16	<p>Disclose all current and completed bankruptcy proceedings for Proposer and any included possible Responsible Party within the past seven years. Proposer must provide notice in writing to Sourcwell if it enters a bankruptcy proceeding at any time during the pendency of this RFP evaluation.</p>	<p>Wright Manufacturing, Inc. has no current or past bankruptcy proceedings.</p>
17	<p>How is your organization best described: is it a manufacturer, a distributor/dealer/reseller, or a service provider? Answer the question that best applies to your organization, either a) or b).</p> <p>a) If your company is best described as a distributor/dealer/reseller (or similar entity), provide your written authorization to act as a distributor/dealer/reseller for the manufacturer of the products proposed in this RFP. If applicable, is your dealer network independent or company owned?</p> <p>b) If your company is best described as a manufacturer or service provider, describe your relationship with your sales and service force and with your dealer network in delivering the products and services proposed in this RFP. Are these individuals your employees, or the employees of a third party?</p>	<p>Option B: Manufacturer</p> <p>The two-step distribution model is the brand's go-to-market, the bulk of the sales and service force representing the brand and serving the agencies are independently owned business (both at distribution and dealership level).</p> <p>Distributors are integral to Wright's service model, offering substantial value to SLED agencies through their localized support and enhanced responsiveness. These distributors maintain a strong local market presence, with representatives and staff living and working in the same areas as the agencies. This proximity enables swift responses to market needs, often facilitating in-person visits as required. Wright's corporate sales and service teams work closely and intimately with the distributor sales force with communications daily and in-market travel every week.</p> <p>With respect to the Wright dealer, they receive support and investment into their business growth by both the distributor and Wright corporate level sales and service teams. These ~ 700 full service independently owned and operated dealers will often carry multiple competing brands, but Wright's focus when working with the dealer is to support their entire business. Supporting the dealer to grow their business in this fashion allows the brand to work with the industry's highest level of dealer, most of whom put their predominate business focus on the commercial use application.</p>

18	If applicable, provide a detailed explanation outlining the licenses and certifications that are both required to be held, and actually held, by your organization (including third parties and subcontractors that you use) in pursuit of the business contemplated by this RFP.	N/A	*
19	Disclose all current and past debarments or suspensions for Proposer and any included possible Responsible Party within the past seven years. Proposer must provide notice in writing to Sourcwell if it enters a debarment or suspension status any time during the pendency of this RFP evaluation.	Wright Manufacturing, Inc. has no current or past debarments or suspensions since the company's inception.	*
20	Describe any relevant industry awards or recognition that your company has received in the past five years.	<p>Industry Awards:</p> <ul style="list-style-type: none"> <li>• 2024 - North American Equipment Dealers Association (NAEDA) Dealers Choice - Gold Level</li> <li>• 2024 - Landscape Business Twenty for 2024 - New Product Award Winner - Stander LG</li> <li>• 2023 - North American Equipment Dealers Association (NAEDA) Dealers Choice - Gold Level</li> <li>• 2022 - North American Equipment Dealers Association (NAEDA) Dealers Choice - Gold Level</li> <li>• 2021 - North American Equipment Dealers Association (NAEDA) Dealers Choice Award</li> <li>• 2020 - North American Equipment Dealers Association (NAEDA) Dealers Choice - Gold Level</li> <li>• 2019 - Green Industry Pro's Editor's Choice Award for new product = Stander B</li> <li>• 2019 - North American Equipment Dealers Association (NAEDA) Dealers Choice - Gold Level</li> <li>• 2019 - Landscape Business Twenty for 2019 - New Product Award Winner - Stander B</li> </ul> <p>Please reference the Additional Document Upload attachment, pages 9 to 14 for a comprehensive overview of the NAEDA Dealer Choice Award summary. This prestigious recognition is based on survey responses from outdoor power equipment industry dealer owners and sales managers. The attached document provides detailed information about the survey methodology, scoring system, and Wright's 2024 results, including year-over-year performance comparison between 2023 and 2024 and how Wright measures against industry average. This attachment is referenced many times throughout the response. The two QR codes or clickable links will take you to a full press release from an industry trade publication and NAEDA's official 2024 award announcement.</p>	*
21	What percentage of your sales are to the governmental sector in the past three years?	<p>The established governmental sector book of customers comes predominately from efforts by the Wright network of distributors and dealers. The dealer network has a very high product registration rate with the Wright brand as yearly incentives are tied to dealers properly registering product in an accurate and timely matter. As part of the new effort, the registration system, as of fall 2023, now tracks entity type, which includes specific designation for government, charity, education and religion. This new data tracking has allowed Wright to better understand and create future benchmarks of sales activity to the various public entity customers. Our data indicates an estimate of 5% of sales went to SLED qualifying agencies.</p> <p>Our national level salesforce has grown rapidly in the past year going from a team of two to six in the last year (further detail in Table 3: Question 26). The Wright sales team is no stranger to Sourcwell, where presently three individuals on staff are either listed on active Sourcwell Grounds Maintenance contracts for competitive brands, having been the authorized prosper representative for their then employer and/or been the Sourcwell contract manager, post contract award. This level of investment with experienced public sector, and Sourcwell experienced staff, speaks to the added importance placed on growing Wright's market share in the public sector space with public sector sales growth being a key performance indicator for the growing sales department.</p>	*

22	What percentage of your sales are to the education sector in the past three years?	The same concepts described in Table 2A, Question 21, apply to Wright's educational sector sales activity over the past three years as well. A very noteworthy difference pertains to sales of the Autonomous ZK mower (one of our fastest growing products segments in the Wright lineup) to the education sector. The education sector customer group collectively make up one of the largest customer profile groups in Wright's autonomous sales. We see rapid growth with our Autonomous mowing solution with multiple college and university campuses buying multiple units to maintain their vast acreage of athletic fields. With that, the way the Autonomous mowing solution is priced, these agencies are highly incentivized by receiving, in some cases, up to 4% greater discount via the means of procurement through this contract. Our data indicates an estimate of 5% of sales went to SLED qualifying agencies.	*
23	List all state, cooperative purchasing agreements that you hold. What is the annual sales volume for each of these agreement over the past three years?	Wright was awarded its first cooperative purchasing agreement in July 2024 through The Equalis Group and Region 10 (contract #R10-1165) for Grounds Maintenance Equipment and Services. While this contract is new with no sales to report at this time, it represents our entry into the cooperative purchasing arena. Our strategic approach to contract management focuses our corporate sales team on national cooperative agreements like Sourcewell, while empowering our distributors and select dealers to manage and maintain state-level contracts. To ensure competitive pricing across all channels, Wright provides a standard 20% bid-assist discount for state contracts, thereby incentivizing our dealer network to direct public sector business through cooperative purchasing agreements for optimal value and efficiency.	*
24	List any GSA contracts or Standing Offers and Supply Arrangements (SOSA) that you hold. What is the annual sales volume for each of these contracts over the past three years?	Wright holds no GSA contracts, standing offers and supply arrangements at this time.	*

**Table 2B: References/Testimonials**

**Line Item 25.** Supply reference information from three customers who are eligible to be Sourcewell participating entities.

Entity Name *	Contact Name *	Phone Number *	
Georgia Southern University	Michael Carr	912-344-2918	*
Plainfield Consolidated School District	Jason Kuhen	815-693-6530	*
City of Gulf Breeze	Clifton Wells	850-934-5108	*
City of Northport	Ben Rodriguez	205-339-7000	
City of Muscle Shoals	Ken Grisham	256-386-9250	

**Table 3: Ability to Sell and Deliver Solutions (150 Points)**

Describe your company's capability to meet the needs of Sourcewell participating entities across the US and Canada, as applicable. Your response should address in detail at least the following areas: locations of your network of sales and service providers, the number of workers (full-time equivalents) involved in each sector, whether these workers are your direct employees (or employees of a third party), and any overlap between the sales and service functions.

Line Item	Question	Response *
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26	Sales force.	<p>Wright's national salesforce consists of six individuals as well as a highly integrated CEO who previously held the role of Vice President of Sales for the organization. The six positions are broken down as follows: Vice President of Sales, Business Development Manager, Distributor Sales Manager (inside sales support for distribution network) and three Regional Sales Managers (RSM).</p> <p>As a two-step distribution brand, the role of the RSM is to work in tandem with the 50+ distributor Territory Sale Managers and their distributor sales and field sales management staff. Often times the role will also work directly with dealership sales teams. Each RSM covers a portion of the US and Canada in assigned territories. The position will focus on areas like overall market development, dealer development/training and service support. Each RSM will also have additional, corporate wide initiatives such as leading efforts in international sales, marketing support, and public sector and group purchasing contract sales growth (this is done in collaboration with the Business Development Manager position).</p> <p>Eleven distributors across the US (nine total) and Canada (two total) distribute Wright products in their assigned distribution territories. Each distributor staffs a combination of Sales, Field Sales Managers and local Territory Sales Managers (TM), with many having additional inside sales support staff. These pivotal positions in Wright's sales network provide rapid response at the hyper-local level with TM's living in their market and visiting all of their dealers on a weekly or bi-weekly basis.</p>
27	Describe the network of Authorized Sellers who will deliver Solutions, including dealers, distributors, resellers, and other distribution methods.	<p>Wright manufactures and only sells through two-step distribution. By definition, Wright will sell to our network of ten US based distributors and two Canadian based distributors who stock whole goods, accessories and parts. In turn, those distributors distribute Wright mowers through their established network of independently owned and operated outdoor power equipment dealers of over 700 commercial focused dealers who service all customers.</p> <p>Each Wright distributor has their own sales team that serves and supports their respective Wright dealer base within their assigned territories. Below is a breakdown of the US sales force for each Wright distributor where reps all live within their respective markets. Please reference Additional Document Uploads attachment page 15 for Wright distribution territory map.</p> <ul style="list-style-type: none"> <li>- PACE: 1 Regional Sales Director, 4 Field Sales Managers and 18 Regional Territory Managers</li> <li>- OED: 1 Regional Sales Manager and 10 Regional Territory Managers</li> <li>- Midwest: 1 Regional Sales Director and 4 Regional Territory Managers</li> <li>- LL Johnson: 1 Regional Sales Director and 2 Regional Territory Managers</li> <li>- KPM Exceptional: 1 Regional Sales Director, 1 Field Sales Manager and 8 Regional Territory Managers</li> <li>- Keen: 1 Regional Sales Director and 4 Regional Territory Managers</li> <li>- Groundworks: 1 Regional Sales Director and 2 Regional Territory Managers</li> <li>- EDM: 1 Regional Sales Director and 3 Regional Territory Managers</li> <li>- Smith: 1 Regional Sales Director with 3 Regional Territory Managers</li> </ul>

<p>28</p>	<p>Service force.</p>	<p>At the core of our service force is our factory service team, led by a highly experienced trio filling the roles of Director of Customer Service and R&amp;D, and two Service Managers. In addition to these positions, the quality control team works as an internal extension of the service force, analyzing warranty and service case reports and implementing design and/or assembly process changes to reduce future downtime events for Wright owners. The service department also plays the role of hunter as they are integrated into the brand's social media strategy, often putting in effort to search for opportunities to assist customers with their service needs as found in various forums and Wright Owner Facebook Groups.</p> <p>Wright's Regional Sales Managers also each carry extensive technical backgrounds including running service centers at dealerships, holding a distributor service manager position and overseeing warranty department at the OEM level. This vast service orientation in the sales team allows the team to work directly supporting both the sales and service centers while working with dealerships across the country, or in the field with agency visits.</p> <p>Although the corporate service team may be the core of the service support staff for agencies in need of after-sale service support, the foundation on which the service to agencies is built falls on the backs of the Wright dealers and distributors. Our 11 US and Canadian distributors are equipped with dedicated service staff and service-oriented sales personnel, all specially trained on Wright Manufacturing products. This ensures that expert help is always within reach, no matter where our products are operating. Our dealers, deeply connected to local customers, are trained to handle most common service issues, providing rapid response times. This distributor and servicing dealer network is backed by our factory and regional sales teams, creating a seamless escalation process for more complex issues. This comprehensive approach allows us to leverage local expertise while maintaining the ability to tap into our deeper resources when needed.</p> <p>Wright has a dedicated service staff and a unique approach for owners of the Autonomous ZK mower to tap into, thanks to our partnership with the Autonomous technology provider Greenzie™. By simply scanning a QR code, operators are able to see any alerts that are happening live in the field on the machine causing a no-mow scenario. If the customer is unable to remedy the issue on their own, a direct text, chat, and call service support hotline is available with direct access to the internal service team. Should there be any software-related issues, Greenzie™ support is able to (via cell signal) send machine updates for the operator to download and continue on with their mowing.</p> <p>As a result of the collaborative approach of the internal Wright service team that blends field service reports directly into future product production, and the intimate level of localized support by our dealers and distributor service teams, Wright maintains a strong product technical support and product quality rating as voted on by industry dealers. This is displayed in the results of the 2024 NAEDA Dealer Manufacturer Relations Survey where Wright ranked first and second, respectively, in these categories out of 22 OEM manufacturers. The results of the NAEDA survey, which demonstrate Wright's superior performance in technical support and product quality, are included in the supporting documents of this RFP. A summarized review of this report as well as industry press release for this survey can be found in Upload Additional Documents pages 9 to 15.</p>
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<p>29</p>	<p>Describe the ordering process. If orders will be handled by distributors, dealers or others, explain the respective roles of the Proposer and others.</p>	<p>The majority of ordering is expected to take place via the means of direct communication between the Sourcewell agency and their respective in-market Wright dealer with no corporate level involvement. Historically speaking in this relationship based industry, we've found many agencies (both Sourcewell members and non-current Sourcewell members) have existing relationships with their in-market power equipment dealer who presently serves their equipment needs.</p> <p>For agencies without existing relationships with their local dealers, the Buy Sourcewell platform will be promoted and activated to help agencies and Wright dealers alike facilitate product quotes, dealer introductions and/or direct sales.</p> <p>In the interest of assisting the agencies and Wright dealers to ensure accurate quote activity, a quote assistance worksheet has been prepared. This worksheet would afford agencies the ability to reach out directly to Wright and receive a quote worksheet for the applicable contract approved models that displays the MSRP, discount savings amount and Sourcewell member price. The worksheet will also list the agencies closest dealers to assist if they do not already have an existing working relationship with a Wright dealer. Agencies will then be able to take this form to the their dealer to get an official quote that would include any fees not covered (as called out in question 67) and give the agency the out the door price. Additionally, this form will have the audit trail for agencies with QR codes going to live Wright pricing verification, and contract documents. A sample of this form is found as attachment within the Standard Transaction Document Samples section.</p> <p>This form can also be emailed to Wright's Business Development Manager: sales@wrightmfg.com.</p> <p>Whether the sale is initiated directly between the agency and their Wright dealer or through Wright, the order process that follows will be the same. Agencies will receive a formal quote and invoice for their machine order and have that fulfilled through their local Wright dealer.</p>	<p>*</p>
<p>30</p>	<p>Describe in detail the process and procedure of your customer service program, if applicable. Include your response-time capabilities and commitments, as well as any incentives that help your providers meet your stated service goals or promises.</p>	<p>Wright's Customer Service Department is dedicated to promptly addressing all inquiries and issues to ensure a seamless experience for our valued customers. With a multi-tiered approach, we offer specialized support through our Dealer Service Specialists and Distributor Service Specialists, ensuring tailored assistance for specific needs. Customers also have direct access to our Wright Service Specialists via phone at (301) 360-9810 during our business hours, Monday through Friday from 8 am to 5 pm EST. Wright's commitment to proximity and efficiency is evident in our Service department's location within our R&amp;D facility, facilitating close collaboration and swift resolution of customer needs. Whether it's troubleshooting, technical assistance, or general inquiries, our team is poised to deliver personalized support and solutions to meet our customers' needs effectively.</p> <p>In addition to the internal service support, the two-step distribution approach only further enhances Wright's ability to service customer needs. There is a regional service and support team located within the 11 US and Canadian regionally based distribution centers. That, paired with the service trained territory managers on the sales side, allows rapid in field response to customers' needs. Service related needs that come in via Wright's website get directly forwarded to the service team both at Wright and within the distributor to ensure a more rapid response should issues arise. Equipping everyone in the field with the technical know how is a vital part of Wright's support plan.</p> <p>Success of these procedures are confirmed by referencing the Additional Document Upload attachment, pages 9-14. In the area of Product Technical Support, Wright scored a 6.09/7 as compared to the industry average score of 5.54/7, reference page 14 of attachment. In the area of Communications with Wright Management, Wright scored a 5.96/7 as compared to the industry average score of 5.10/7, reference page 14 of attachment.</p>	<p>*</p>
<p>31</p>	<p>Describe your ability and willingness to provide your products and services to Sourcewell participating entities.</p>	<p>Be it a new or existing customer, Wright's business approach is to support Wright Owners in growing their businesses. GPO's afford the sales team to not only sell product to qualifying customers, but offers them a solution to bring an added level of productivity to the GPO customer. For customers who are in a position that requires a bid process, GPO's offer a great solution to ensure those agencies get the product they need at a competitive price. In Wright's sales teams past experience with GPO's, we were able to convey to the sales force that half the sale with these customer types is selling that purchasing solution. The Sourcewell contract will be sold the same way: by the sales team educating current and potential customers about the benefits the GPO affords the procurement officer.</p> <p>With the growing sales team at Wright, an established department KPI is the growth of public sector sales. A tool like Sourcewell, where Wright extends a deeper discount than a standard bid-assist program, will allow Wright and its network of dealers and distributors to achieve those KPI's.</p>	<p>*</p>

32	Describe your ability and willingness to provide your products and services to Sourcewell participating entities in Canada.	Wright will fully support Sourcewell participation for any Canadian entity. Wright presently has two Canadian based distribution partners, Pro-Power Canada in Ontario and Tait Distribution in Alberta (new distributor as of fall 2024), each with a dealer list ready and available to serve the Sourcewell Canadian market. All pricing included in this response is in US dollars.	*
33	Identify any geographic areas of the United States or Canada that you will NOT be fully serving through the proposed agreement.	Presently, Wright does not have any units that are California CARB certified for use in the state of California. There is an electric Stand-On mower built off the Wright Stander LG chassis in testing phase. There is no published or established timeline for production of this unit, but that will be dictated by EV demand, overall market conditions, and finalization of the R&D testing.	*
34	Identify any account type of Participating Entity which will not have full access to your Solutions if awarded an agreement, and the reasoning for this.	So long as the customer is eligible to be a Sourcewell member, they will be eligible to purchase off of the Wright contract, no restrictions.	*
35	Define any specific requirements or restrictions that would apply to our participating entities in Hawaii and Alaska and in US Territories.	Outside of the outlined potential freight fees as defined and called out in question 69, there are no further restrictions to participation in the contract for agencies based in Hawaii, Alaska or the US Territories.	*
36	Will Proposer extend terms of any awarded master agreement to nonprofit entities?	Yes, all terms of the master agreement are available for non-profit entities. Any entity that qualifies to be a Sourcewell member will be eligible to participate with Wright through the Sourcewell agreement.	*

**Table 4: Marketing Plan (100 Points)**

Line Item	Question	Response *
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<p>37</p>	<p>Describe your marketing strategy for promoting this opportunity. Upload representative samples of your marketing materials (if applicable) in the document upload section of your response.</p>	<p>Wright's sales and marketing team has developed a comprehensive, multi-channel marketing strategy to effectively promote this opportunity across all potential stakeholder groups resulting in both internal and external marketing efforts. Our approach begins with direct engagement through active participation in key public sector events and conferences, including NIGP (The Institute for Public Procurement Conference) and NASPD (National Association of State Park Directors Conference). These face-to-face interactions provide invaluable opportunities to demonstrate our equipment's capabilities directly to decision-makers, while building lasting relationships with public sector procurement officials. Full marketing calendar found in Marketing Plan Sample document page 16.</p> <p>To ensure the success of this contract, we place significant emphasis on empowering our sales force through comprehensive training and support. Our program includes in-person training sessions for distributor sales managers and territory sales managers across the US and Canada. This internal marketing/training is reinforced through branded sales collateral materials. These co-branded pieces allow the sales staff the ability to educate the SLED qualifying customers as a leave behind piece when calling on the agencies. We've also integrated contract-specific information into our new dealer training seminars (all new dealers go through these onboarding trainings), ensuring that all customer-facing team members are well-versed in the opportunities and benefits this contract presents.</p> <p>Our physical marketing presence is enhanced through strategic deployment of point-of-purchase (POP) materials, including Sourcewell-provided display items at industry shows and co-branded materials in our dealers' yearly POP kits. These materials work in concert with our custom-designed sell sheets, which are tailored to specific market segments and showcase the unique value propositions of our products and this contract vehicle. Reference Marketing Plan Sample pages 1 to 5.</p> <p>In the digital realm, we employ a multi-channel approach that includes targeted email campaigns (reference Marketing Plan Sample page 6 and 7), strategic digital and social advertising (reference Marketing Plan Sample page 9 to 15), and video marketing (reference Marketing Plan Sample page 8). Our email campaigns deliver segmented messaging to distributors, dealers, and current bid assist customers, while our digital advertising strategy encompasses Google Search, Facebook/Instagram and LinkedIn Ad campaigns with entity-specific ad groups and keywords purchased customized for various Sourcewell member SLED entity types. We've developed specialized landing pages for government and public sector visitors <a href="https://www.wrightmfg.com/government/">https://www.wrightmfg.com/government/</a>, and our video marketing will include public sector-specific testimonial videos that speak to the product available and the ease that Sourcewell brings that agency in procuring the product, along with product demonstrations tailored to public sector applications. We'd be open to collaborating on this effort with Sourcewell via the means of utilizing Sourcewell's in-house studio.</p> <p>Customer retention and remarketing form a crucial component of our strategy. We implement targeted remarketing efforts through direct mail campaigns to OPE-specific targets and maintain strategic communication with Sourcewell's 50-State Usage Report customers. The approach helps ensure that existing customers, of both Wright and Sourcewell, remain engaged with our products and the overall Sourcewell contract while facilitating repeat purchases through the contract vehicle. An additional remarketing effort will include creating direct mail and/or drip campaign to customer sets who have their machine registered and classified as a SLED agency sale but not a Sourcewell sale. The messaging for these efforts will emphasize Wright's dual commitment to supporting its customers both as a trusted equipment provider and as a facilitator of Sourcewell benefits. The message will thank the customer for choosing Wright while also letting them know their next purchase can be easier and help save more than the standard bid-process by going through Sourcewell.</p> <p>Our marketing strategy is continuously monitored and optimized based on performance metrics and feedback from our sales teams and customers. This data-driven approach allows us to refine our messaging and tactics to ensure maximum effectiveness in reaching and engaging potential contract users. Through this comprehensive marketing strategy, Wright Manufacturing demonstrates our commitment to not only promoting this contract opportunity, but also to ensuring its long-term success through sustained engagement with all stakeholder groups.</p>
<p>38</p>	<p>Describe your use of technology and digital data (e.g., social media, metadata usage) to enhance marketing effectiveness.</p>	<p>Wright Manufacturing leverages a sophisticated combination of digital platforms, data analytics, and technology solutions to enhance our marketing effectiveness and maintain strong connections with our dealer network and Wright owners.</p> <p>Data-Driven Customer Intelligence:          At the core of our digital strategy is WIN (Wright Information Network), our comprehensive dealer management system. This platform serves as a central hub for product registration, warranty claims, rebate processing, and customer reporting. Our high product registration rate provides us with accurate, current customer data, enabling easy segmentation of public sector sales following our program tracking updates implemented in fall 2023 as called out in question 21. This data-driven approach allows us to effectively benchmark our growth in the public sector, create targeted marketing segments, and develop customized messaging for specific customer groups.</p>

**Digital Analytics and Targeting:**

We employ advanced digital tracking and analytics tools to optimize our marketing efforts. Our government-focused webpage <https://www.wrightmfg.com/government/> utilizes pixel and tag data to serve targeted advertisements to visitors, demonstrating our commitment to reaching interested public sector buyers. We'd also explore the possibility to enhance our Sourcewell hosted landing page with similar tracking capabilities to better serve potential Wright owners who express interest through this channel.

**Social Media Presence and Community Engagement:**

Wright Manufacturing maintains a robust social media presence across multiple platforms, fostering strong communities of dealers, distributors, and Wright owners:

- Facebook Ecosystem:

- o Main Page: <https://www.facebook.com/wrightcommercialproducts> - 62,167 subscribers.

Serving as the primary hub for marketing and engagement, this page connects the brand with current and potential Wright owners. It features a highly active private inbox, where service and sales inquiries are addressed promptly by the appropriate team members.

- o Private Dealer Group: <https://www.facebook.com/groups/229942241394644/> - 228

verified dealer staff members. This group serves as a secondary channel for announcements, offering current Wright dealers exclusive access to the latest Wright news and events.

- o Private Distributor Sales Group: <https://www.facebook.com/groups/429516877600673> - 54 verified distributor/support staff. Designed for distributor-specific updates, this group empowers field sales staff with the latest news and resources to better support dealers and customers. It's also provides a collaborative space for sharing best practices amongst each other.

- o Private Owners Group: <https://www.facebook.com/groups/1536847439962614> - 2,167 serial number verified product owners. While updates and announcements are shared here, the primary focus of this group is to provide service support. Verified Wright owners can discuss their experiences, share solutions to similar issues, and receive direct assistance from Wright's service team for questions or concerns..

- o Public Mower Forum: <https://www.facebook.com/groups/612895859650441> - 9,854 subscribers. As the official Wright Mowers Facebook group, this forum blends sales, marketing, and service messaging to engage with a broad audience of enthusiasts and customers.

- Instagram: <https://www.instagram.com/wrightmowers/> - 31,344 followers

- LinkedIn: <https://www.linkedin.com/company/68506175> - 1,261 professional connections

- YouTube: <https://www.youtube.com/@WrightMowers> - 16,200 subscribers with 139 training and informative videos and well as Ed Wright CEO videos. The "Ed Videos" as we like to coin them are extremely well received among the Wright customer base to learn what's new, how to's and all necessary announcements.

This multi-platform approach allows us to engage with different audience segments through their preferred channels while maintaining consistent messaging across all platforms.

**Video Technology Integration:**

We utilize Loom video software to create personalized and engaging content tailored to our various stakeholders. This technology enables us to develop detailed product tutorials, crafted personalized messages for dealers, distributors, and Wright owners, provide quick-response video solutions to customer inquiries, and share timely product updates and announcements effectively.

In addition to Loom, our robust YouTube library further enhances our video-first strategy. Organized into playlists such as mower overviews, product releases, Wright updates, and more, our channel provides a wealth of resources for our audience. A standout feature of our video content is the presence of Ed Wright, Wright's CEO. Ed frequently serves as the face of our videos, offering in-depth product walkthroughs and detailed explanations of specifications. He also takes the time to discuss critical topics like operating costs and labor savings. This personal touch resonates with our audience, who appreciate the dedication and transparency he brings to every video.

**Customer Relationship Management (CRM):**

Wright Manufacturing utilizes HubSpot CRM to streamline our sales processes and enhance customer communication. This powerful platform enables us to track sales opportunities through various stages of the sales funnel and maintain consistent and timely communications with prospects. We intend to leverage the system to create targeted drip campaigns for existing public sector customers, monitor customer interactions across multiple touchpoints, and ensure coordinated follow-up efforts throughout the sales cycle. This systematic approach to customer relationship management ensures that no opportunity is missed and that our communication remains relevant and timely.

**Digital Analytics and Campaign Optimization:**

We employ Google Analytics to monitor and optimize our digital marketing efforts. This data-driven approach allows us to track and analyze ad campaign performance in real-time, optimize marketing campaigns based on performance metrics, and monitor user behavior and engagement patterns. Through these tools, we can make informed decisions about resource allocation and measure return on investment for our digital marketing campaigns.

		<p>This analytical approach ensures that our marketing efforts remain efficient and effective while continuously improving based on real-world performance data.</p> <p>Data Security and Privacy:                  Understanding the importance of data security in the public sector, we maintain strict protocols for handling customer information and ensure compliance with relevant data protection regulations. All our digital platforms and data collection methods adhere to industry best practices for security and privacy. Our commitment to data protection extends across all our digital initiatives, ensuring that customer information remains secure while still enabling us to provide personalized and effective service.</p>
39	<p>In your view, what is Sourcewell's role in promoting agreements arising out of this RFP? How will you integrate a Sourcewell-awarded agreement into your sales process?</p>	<p>Wright's expectations for promoting the Sourcewell contract encompass both physical, external marketing initiatives and comprehensive internal marketing strategies.</p> <p>For external marketing, we propose beginning with a co-branded press release announcing Wright's inaugural Sourcewell contract award. While we recognize that Sourcewell will award this contract to multiple manufacturers in our space, including direct competitors, and that not all promotional activities may be feasible for every awarded brand, we seek to collaborate on several key initiatives. These include strategic social media announcements about Wright's first Sourcewell contract award and assistance in distributing planned Sourcewell-specific testimonial videos featuring Wright agency partners. Throughout the contract term, we expect open communication regarding co-branded marketing collateral approval and cooperative representation at public sector events, ensuring this contract award develops into a true partnership between Sourcewell and Wright.</p> <p>Wright and their network of distributors and dealers will also leverage the use of Sourcewell provided POP material including the small teardrop flag, banners, etc. at shows and dealer events.</p> <p>Our internal marketing strategy, which has proven crucial for contract success, focuses on engaging key stakeholders throughout our dealer and distributor network. Upon contract award, we would invite Wright's designated Sourcewell point-of-contact to participate in several key annual events. The events listed below are annual events that have required dealer and distributor participation.</p> <ul style="list-style-type: none"> <li>• Spring Distributor Sales Managers meeting</li> <li>• Summer Distributor Sales Territory Manager meeting</li> <li>• Winter New Dealer Training sessions</li> <li>• Winter Autonomous ZK Training</li> <li>• Various annual distributor dealer meetings</li> </ul> <p>In instances where direct Sourcewell representation isn't possible, Wright's sales leadership will provide comprehensive Sourcewell training and annual updates to team members. Additionally, the ability to attend and invite guests to Sourcewell University Events throughout the year would be an integral part of our internal marketing plan. These educational opportunities have demonstrated significant value in keeping our field sales staff current on Sourcewell and public sector sales strategies, enabling Wright and our dealers to effectively benchmark and grow their public sector sales year over year.</p>
40	<p>Are your Solutions available through an e-procurement ordering process? If so, describe your e-procurement system and how governmental and educational customers have used it.</p>	<p>While Wright does not currently offer e-procurement capabilities, we are fully committed to implementing the necessary solutions if awarded a contract. Our strategy includes leveraging the Buy Sourcewell platform to activate our brand and contract efficiently. This approach is designed to seamlessly serve both our dealer network and potential Wright equipment owners, ensuring an optimized and user-friendly purchasing experience for governmental and educational customers.</p>

**Table 5A: Value-Added Attributes (100 Points)**

Line Item	Question	Response *
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<p>41</p>	<p>Describe any product, equipment, maintenance, or operator training programs that you offer to Sourcewell participating entities. Include details, such as whether training is standard or optional, who provides training, and any costs that apply.</p>	<p>Wright offers comprehensive training programs designed to ensure optimal product performance and user safety for Sourcewell participating entities. Our primary product training is delivered through our established network of dealers and distributors, with factory-direct training available when required.</p> <p>Specialized in-person, in-market safety and maintenance classes are available at the customer's request, all at no additional charge. These sessions are typically conducted by the local dealer or territory sales representative with a scheduled appointment and/or upon delivery of the machine. This approach ensures maintenance teams and operators are thoroughly familiar with their equipment, maximizing uptime and operational efficiency. For our autonomous mower program, we offer comprehensive in-person factory training, recognizing the sophisticated nature of this technology and the importance of proper operation and maintenance. This is offered at no charge as a benefit to agencies, dealers and the distribution network. Additionally, our technology software provider, Greenzie™, works closely with agencies to optimize their autonomous units for the specific properties they maintain.</p> <p>To support ongoing learning and troubleshooting needs, Wright maintains an extensive digital training library. Our YouTube channel features detailed how-to videos covering various aspects of operation and maintenance. We've also integrated service videos directly into our parts lookup tool, allowing dealership technicians and agencies with in-house mechanics to quickly diagnose and repair machines during downtime events. This innovative approach to service support helps minimize equipment downtime and enables more efficient maintenance operations.</p> <p>Wright has recently made significant investments in our training capabilities by recruiting staff members who have previously developed and implemented comprehensive training platforms for competitive, contract-holding brands. This strategic hiring initiative demonstrates our commitment to building an industry-leading training program. Our investment in expertise and resources underscores our dedication to providing best-in-class training and support services to our customers. Wright is in development of sales and service training for the dealer network to help level up the networks sales and service capability. Training modules will include deep dives into GPO sales strategy and "Why Sourcewell".</p>
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<p>42</p>	<p>Describe any technological advances that your proposed Solutions offer.</p>	<p>Innovation is in Wright's DNA, with various technological advancements throughout our company's history that have pushed the needle for not just our brand, but the industry as a whole. Early innovations that are still in use today include the Velke Sulky (a ride-on attachment for wide-area walk-behinds), which led to the development of the industry's first-ever stand-on mower.</p> <p>Additional product specific feature innovations include:</p> <ul style="list-style-type: none"> <li>• Early adoption of approved applications for airless drive Tweels. This solution enhances machine productivity throughout its life by eliminating common flat tire downtime events.</li> <li>• First to offer application-approved dual-drive wheel setups (both standard wheel and airless Tweel). This configuration enables operators to tackle tougher terrains and steeper slopes, making applicable models more versatile.</li> <li>• Engine Oil Guard System on Briggs Vanguard powered ZXT models. This high-capacity engine oil system allows for 500-hour oil change intervals, saving owner-operators on maintenance labor and supply costs over the machine's life.</li> <li>• High-capacity hydraulic oil system (ZXT model) enabling 1,000-hour oil change intervals, reducing maintenance labor and supply costs over the machine's life.</li> <li>• On various stand-on models, the engine raises and lowers with the cutter deck, resulting in a lower center of gravity for improved hillside stability.</li> </ul> <p>The primary technological advancement that sets Wright apart is the Wright Autonomous ZK Stander model. Available in 72-inch and 61-inch cuts, this unit takes our industry-showcase ZK Stander and adds hardware enabling supervised autonomous operation. Entering its fifth year of field operation, the Autonomous ZK is Wright's fastest-growing product segment, offering operators a proven solution to increase productivity and decrease cost per acre mowed while addressing industry-wide labor shortages.</p> <p>The Autonomous ZK is equipped with depth-sensing cameras and GPS. A custom-built rugged computer uses Greenzie™ software to convert the mower's data into a safe and productive operation within your fleet. Safety remains a top priority, with motion-sensing cameras preventing object collisions and centimeter-accurate GPS keeping the mower within predefined property boundaries. This machine is designed for facilities with large turf areas and organizations dedicated to improving productivity. After creating and saving an initial property map to the mower's account, subsequent mowing sessions require only positioning the machine within the boundary and activating autonomous operation, allowing the machine to work efficiently while the operator supervises. Needless to say this sector of the commercial cutting industry is on the rapid increase and Wright has been the leader in the space.</p> <p>In addition to the product specific technologies that directly impact the agencies, Wright's dealers are equipped with a vast array of advanced technologies that allow them to better serve agencies.</p> <ul style="list-style-type: none"> <li>• Advanced parts lookup tool that expedites service and reduces downtime events by streamlining the maintenance process.</li> <li>• Integration of QR codes on every machine that allows the operator or dealer the ability to quickly access service support, parts look up and manual information.</li> <li>• Zero downtime part ordering process allows dealers to classify their parts orders for expedited next day delivery in the event agencies have out of service machines.</li> </ul>
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<p>43</p>	<p>Describe any “green” initiatives that relate to your company or to your Solutions, and include a list of the certifying agency for each.</p>	<p><b>Factory Based:</b>                  Wright maintains a comprehensive environmental stewardship program that encompasses both our manufacturing operations and facility management. Our recycling program is extensive, covering multiple waste streams throughout our facility. We partner with recycling services to process consumer waste (paper, plastic, cans, and jars), steel from manufacturing processes, wood materials (including pallets and process waste), and corrugated materials through our dedicated baling system. Production fuel tanks come shipped in bags that are repurposed as waste bags throughout the facility. Our closed-loop paint processes incorporate a reclaim system that maximizes the use of powder coating materials by continuously cycling powder until it can no longer be utilized. We utilize returnable crates that are shipped out and returned to the factory for reuse. The majority of our steel purchases are sourced via recycled steel foundries. Additionally, we maintain a printer toner recycling program through a specialized cartridge recycling service.</p> <p>Our commitment to environmental responsibility extends to facility operations and regulatory compliance. We maintain strict adherence to Maryland Department of Environment storm water regulations, with quarterly third-party audits ensuring continuous compliance. Our 125,000-square-foot facility incorporates energy-efficient features including motion-sensor lighting systems in warehouse areas to minimize unnecessary energy usage during periods of inactivity. We have also implemented LED lighting throughout our offices and production areas, significantly reducing our energy consumption. These initiatives demonstrate Wright's ongoing commitment to environmentally responsible manufacturing practices while maintaining our high standards for product quality and operational efficiency.</p> <p><b>Product Based:</b>                  In addition to our facility-based environmental programs, Wright Manufacturing demonstrates our commitment to sustainability through our product engineering and development initiatives. A cornerstone of our green product strategy is the widespread implementation of Electronic Fuel Injection (EFI) engines across our product line. These advanced engines deliver significant environmental benefits while maintaining superior performance. Our EFI systems achieve up to 25% greater fuel efficiency compared to traditional carbureted engines, directly reducing both fuel consumption and emissions. The technology optimizes fuel mixture in real-time, ensuring optimal combustion and minimizing environmental impact across all operating conditions.</p> <p>Our commitment to environmental responsibility extends throughout our entire product design philosophy. Wright equipment is engineered to minimize maintenance requirements and reduce waste through features such as non-greasable spindles and extended service intervals. Our machines feature industry-leading oil change intervals—up to 500 hours for engine oil and 1,000 hours for hydraulic systems—significantly reducing the volume of wasted maintenance materials consumed over the equipment's lifetime. These extended service intervals, combined with our sealed, maintenance-free components, not only reduce operational waste but also minimize the environmental impact of routine maintenance activities.</p> <p>Looking to the future, Wright continues to invest in green technology development, with electric stand-on mowers currently in prototype development and testing. This investment in both current and future technologies on our product and in our facilities demonstrates our ongoing commitment to developing environmentally responsible solutions for the commercial mowing industry.</p>
<p>44</p>	<p>Identify any third-party issued eco-labels, ratings or certifications that your company has received for the Solutions included in your Proposal related to energy efficiency or conservation, life-cycle design (cradle-to-cradle), or other green/sustainability factors.</p>	<p>Wright holds no formal certifications in this space as found on solutions offered in this proposal. However, engines that power these solutions have certifications, EPA Certified Engines as held by the engine manufacturers, Kawasaki and Briggs Vanguard.</p>

<p>45</p>	<p>What unique attributes does your company, your products, or your services offer to Sourcewell participating entities? What makes your proposed solutions unique in your industry as it applies to Sourcewell participating entities?</p>	<p>To best answer this response, understanding Wright's company origins is important. Wright's organization is rooted in being a landscape company in the early 1980s that sought to produce more efficient and productive machines to grow their business. Although we are no longer a landscaping company, the core of what, why, and how we produce our machines remains intact. Unlike other brands in the market, Wright focuses exclusively on commercial mowing solutions. Our brand does not venture into the residential space by producing mower models that Sourcewell agencies would skip over when browsing the product catalog. Simply put, our focus is purely on the mowing categories that Sourcewell agencies rely on to maintain their facilities. The result is the production of mowers with increased uptime and a low cost per acre mowed.</p> <p>Being the inventor and the US patent holder of the original stand-on mower has allowed Wright to create the most diverse stand-on mower offering in the industry. As stand-on mowers represent the fastest-growing segment of traditional mowers (zero-turn riders, stand-ons, and walk-behinds), Wright is uniquely positioned to provide models that meet the specific application needs for Sourcewell entities, regardless of property type. This includes solutions for agencies needing machines for tight-quarter cutting conditions (Stander B and I), higher slopes (dual wheel or Tweel setup on both riders and stand-on models), and high curb appeal value fine detail properties such as campus entrances or wide-open properties (also referenced in the Autonomous topic below). There is a solution that fits the needs of each agency type.</p> <p>As an organization focused on being an industry innovator, our Autonomous ZK provides a unique opportunity for Sourcewell entities to overcome labor shortages, improve worker safety, and enable grounds crews to take on more tasks with the added productivity the solution brings. This mowing solution, geared toward high-acreage applications such as parks, educational campuses, and airports, has been in the market and operating for five cutting seasons, with many SLED agencies increasingly growing their fleet of autonomous mowers.</p>
<p>46</p>	<p>Describe the safety features your equipment offers such as emergency stop, operator presence control, roll over protection systems, guarding, noise reduction, stability controls, warning lights, etc.</p>	<p>Wright incorporates safety systems across our entire product line, with features designed to protect both operators and equipment.</p> <p>All models feature operator presence control systems integrated into the design, such as seat switches, hand control levers, PTO (cutter deck engagement) switches, and brake switches are incorporated into all riders. PTO, foot platform, hand control and brake operator presence switches are incorporated into all stand-on mowers. PTO, break and operator control switches in the handles are incorporated into all walk-behind models. These systems automatically disengage the cutter deck and shut down the machine when operator presence is not detected, preventing potential accidents and ensuring the equipment cannot operate without proper supervision. Additionally, all moving parts, including spindle assemblies, are protected by safety guards, minimizing the risk of contact with operational components.</p> <p>Unlike all competitive mower brands, we started with a stand-on mowing solution rather than wide area walk-behind or zero-turn riders. The overall nature of stand-on machines presents a generally safer operating condition. The open platform of a stand-on allows operators to simply step off the machine and "bail out" should they feel uncomfortable manning the machine.</p> <p>On all our zero-turn riders, Roll-Over Protection Systems (ROPS) are standard, providing crucial operator protection in the unlikely event of a rollover incident. These systems are engineered and tested to meet or exceed industry safety standards.</p> <p>In our Autonomous ZK, we've taken operator safety to the next level by removing the operator from direct exposure to potential hazards. The Wright Autonomous ZK incorporates advanced safety features including motion-sensing cameras, precise GPS boundary control, and emergency stop capabilities. This technology not only enhances operational safety but also provides consistent, reliable performance while reducing operator fatigue and exposure to traditional mowing hazards.</p> <p>Each model in our lineup undergoes rigorous safety testing and is designed to meet or exceed all applicable safety standards and regulations. This commitment to safety, combined with our innovative approach to equipment design, ensures that Wright equipment provides not only superior performance but also maximum operator protection.</p>

<p>47</p>	<p>Describe any ergonomic features your equipment has such as anti-vibration, suspension and swivel seating, adjustable handles, ergonomic control layout for ease of reach, padded shoulder straps or harnesses, easy pull-start cords, etc.</p>	<p>As the inventor and original US patent holder of the stand-on mower, Wright helped pioneered ergonomic design in the commercial mowing industry with this machine category. The stand-on mower represents a fundamental shift in operator comfort and efficiency, addressing key ergonomic challenges that traditional sitting positions create. Standing operation significantly reduces strain on the lower back by eliminating the prolonged seated position that typically causes tight hip flexors, hamstring tension, and lower back fatigue. This natural, upright posture promotes better spinal alignment and reduces operator fatigue during long working hours.</p> <p>The ergonomic advantages of our stand-on design extend beyond operator comfort to enhance operational efficiency. The Stander's compact profile achieves the shortest length of any mower in its width class, enabling operators to maneuver in tight spaces and reduce time spent with a weed eater in hand trimming. The open platform design allows operators to easily duck beneath overhead obstacles such as tree limbs, providing flexibility in operation. Furthermore, our engineering team has optimized weight distribution by strategically positioning the engine, transmissions, deck, and platform as close to the center of rotation as possible, creating the most balanced and stable stand-on mower in the industry. Additionally, the Quad-Lever controls have a stationary handlebar that allows you to stand further back rather than hunched forward.</p> <p>Throughout our entire equipment lineup, we've incorporated numerous ergonomic features to enhance operator comfort and control. Our operator instrument panels are thoughtfully positioned for easy reach and management, while our cutter decks feature enhanced spring assist systems that reduce the effort required for raising and lowering. Riding models include hands-free operation with foot-operated park brakes, eliminating awkward reaching movements. The ZXT zero-turn rider model showcases an adjustable Long Travel Suspension (6-inches of travel) platform system, complemented by full suspension seats on our riding models that can be fine-tuned to individual operator preferences. This combination of machine suspension virtually eliminates all impacts the operator will feel in operation. Select stand-on models feature heavy-duty elastomer springs with damper assist in the foot platform, providing optimal shock absorption and vibration reduction for extended operating comfort.</p> <p>This comprehensive approach to ergonomic design reflects our commitment to not just operator comfort, but to creating equipment that promotes long-term operator health and productivity. By combining the inherent benefits of stand-on operation with thoughtfully engineered comfort features, Wright equipment sets the standard for ergonomic excellence in commercial mowing solutions.</p>
<p>48</p>	<p>Describe features your equipment offers that positively impact the environment such as low-emission engines, battery powered and electric, eco-mode settings, biodegradable fuel use, water conservation technology, solar powered charging capability, smart technology, auto-shut off/no-idling systems, etc.</p>	<p>Wright integrates the use of Electronic Fuel Injection (EFI) systems and electronic throttle controls (ETC) across a vast array of our product lineup. This sophisticated digital fuel delivery system represents a significant advancement over traditional carburetor-based engines, precisely managing fuel consumption based on multiple real-time operating parameters, including air temperature, pressure altitude, throttle position, and engine temperature. The ETC eliminates moving parts and allows for immediate throttle response without lag.</p> <p>The environmental benefits of our EFI technology are substantial, with fuel consumption reductions of 20-30% compared to traditional carbureted engines. The system's precision is further enhanced in models featuring closed-loop technology, which incorporates oxygen sensors in the muffler to provide continuous exhaust feedback to the EFI processor. Additional features, such as the electronic engine speed governor and elimination of manual choke control, not only simplify operation but also ensure optimal performance while maintaining efficiency, demonstrating Wright's commitment to providing environmentally responsible solutions without compromising commercial-grade performance.</p> <p>Wright has an all-electric stand-on mower model in the R&amp;D development and testing phase that will further enhance our position in offering low-emission machines.</p> <p>Drive-by-wire SmarTec by Hydro Gear is technology being incorporated into Wright's EV mower and is currently in use on the Autonomous ZK machine. This technology eliminates additional linkage components in the manufacturing process, thus reducing over material in the machine build.</p>



<p>49</p>	<p>Describe the serviceability of the products included in your proposal (parts availability, warranty and technical support, etc.)</p>	<p><b>Serviceability:</b>                  Be it the commercial mowers or their applicable accessories, Wright's mower offerings minimizes downtime resulting in maximized up-time for the commercial customer counting on their mower, lawn after lawn, day after day, week after week, and season after season. Wright prides itself on being truly the only lawn mower manufacturer with that singular focus of commercial cutting without the presence of homeowner models or other types of commercial use landscape equipment in the product offering. To Sourcewell members this means 100% of Wright's product focus is on mower equipment that these SLED agency customers will be using.</p> <p>With such a focus on commercial customers, Wright is able to build features into the mower lineup that will maximize the productivity of the unit, minimize the amount of needed maintenance, and drive down the total cost of ownership over the life of the machine.</p> <p>Maintenance based examples include:                  - Minimized or elimination of grease fittings: on competitive machines, owners can expect in some cases, to have as many as 17 grease fittings with maintenance intervals ranging from 40 hours (about once a week) on components like spindles, to 100 hours on components like caster wheel bearings or cutter deck lift arms.                  - High capacity hydraulic systems: By integrating components like oversized hydraulic oil reservoirs or cooling fans mounted to hydraulic motors, systems will run cooler and maintenance intervals are gapped. This results in Sourcewell agencies being able to spend more time in the grass cutting with the machine.</p> <p>A major differentiator in Wright's product offerings compared to those of our competitors is the inclusion of a supervised Autonomous mower. The Autonomous ZK is a very popular unit among municipalities and large college campuses, as the unit allows properties with many acres to mow to do that job with one operator running two machines. Wright was the first commercial mower brand to offer a machine in this class nearly 5-years ago and has worked very closely with Wright owners who are bid/GPO eligible owners to continue to enhance the machine since its inception.</p> <p>The full focus on commercial use allows the Wright brand to follow the design emphasis of function over form. The brand has no competing segments within its own lineup that pushes the attention needle to design products that have the best color combo, custom tread patterns on the tires with the brand logo, or flashy zero function rear spoiler. These items provide no utility value to the agencies relying on them to make tall grass short.</p> <p><b>Parts Availability:</b>                  As a brand that sells via two-step distribution, there are multiple layers of support and availability for machines requiring replacement parts. All distributors require their dealer base to stock a minimum parts inventory in order to remain an active dealer. Parts inventory minimums are based on a quick moving and suggested parts list according to the dealers' annual sales volume.</p> <p>In the event a mower requires a replacement part not in the local dealers' inventory, regional distribution partners offer next-day parts shipments to their dealer base. The distribution partners follow the same parts inventory requirements with Wright Manufacturing that they require of their dealers. This is based on historical sales and parts purchase records. Wright requires distributors to stock a sufficient quantity and variety of service parts to achieve a fill rate of 95% for same-day availability. In the event a part is not available in inventory at the dealership or distribution level, it will be shippable by Wright within two business days in most cases.</p> <p><b>Warranty:</b>                  All product warranty work is administered through the Wright dealer. Machines will need to be brought into the dealership for diagnostics which will also allow the dealer to formulate a repair plan. Should the dealer need parts that they do not have in stock, their local in market distributors have drop-ship overnight parts programs in place to expedite the shipping. Dealers will also rely on their regional distribution sales and service support staff, as well as direct lines to corporate level service teams, should they need assistance in diagnosis or repair.</p> <p><b>Auto Approvals on Parts Replacement:</b> Wright has a very elaborate parts lookup tool for dealers to utilize in their repair efforts that assists and allows Wright to go above and beyond in machine repairs. In our warranty system and parts look up tool, dealers have the ability to see recommended and covered parts that would apply to the given repair being performed. What this means in practice: If a clutch were to fail on a machine, the parts lookup tool would also recommend and approve the mechanic to replace the belt right away as a preventative maintenance measure by eliminating a potential future downtime event. These measures are all covered under Wright's 2-year unlimited hour warranty for all product and accessories.</p>
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**Table 5B: Value-Added Attributes**

Line Item	Question	Certification	Offered	Comment
50	Select any Women or Minority Business Entity (WMBE), Small Business Entity (SBE), or veteran owned business certifications that your company or hub partners have obtained. Upload documentation and a listing of dealerships, HUB partners or resellers if available. Select all that apply.		<input type="radio"/> Yes <input checked="" type="radio"/> No	Wright carries no official WMBE certifications, the largest minority shareholder and one of the company founders is a woman. In addition to this women owned ownership stake, an unmeasured amount of the independently owned and operated Wright dealers carry the status of WMBE, SBE and veteran owned business.
51		Minority Business Enterprise (MBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	Please see attachment in the WMBE/MBE/SBE or Related Certificates upload section which showcases our workforce being predominately of minority status.
52		Women Business Enterprise (WBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
53		Disabled-Owned Business Enterprise (DOBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
54		Veteran-Owned Business Enterprise (VBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
55		Service-Disabled Veteran-Owned Business (SDVOB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
56		Small Business Enterprise (SBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
57		Small Disadvantaged Business (SDB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A
58		Women-Owned Small Business (WOSB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	N/A

**Table 6: Pricing (400 Points)**

Provide detailed pricing information in the questions that follow below.

Line Item	Question	Response *
59	Describe your payment terms and accepted payment methods.	Net 30 terms
60	Describe any leasing or financing options available for use by educational or governmental entities.	Wright has established relationships by partnering with the following entities for SLED qualifying agencies, as made available through Wright dealers: Western Equipment Finance, and ClickLease. Additionally, a partnership agreement has been established with NCL Government Capital to be listed as Wright's preferred public sector lease partner to service Sourcewell members and Wright's other GPO contracts.
61	Describe any standard transaction documents that you propose to use in connection with an awarded agreement (order forms, terms and conditions, service level agreements, etc.). Upload all template agreements or transaction documents which may be proposed to Participating Entities.	We do not propose any standard documents for all Sourcewell transactions. Agencies may receive the quote worksheet as described in question 29 to assist with facilitating their transaction with a local Wright dealer.
62	Do you accept the P-card procurement and payment process? If so, is there any additional cost to Sourcewell participating entities for using this process?	Many Wright dealers will accept P-cards as a form of payment with any additional fees being issued at the dealers discretion. Any add-on fees will be presented to the agency during the proposal stage.

63	Describe your pricing model (e.g., line-item discounts or product-category discounts). Provide detailed pricing data (including standard or list pricing and the Sourcewell discounted price) on all of the items that you want Sourcewell to consider as part of your RFP response. If applicable, provide a SKU for each item in your proposal. Upload your pricing materials (if applicable) in the document upload section of your response.	A discount of 22% off MSRP for the full line of commercial mowing equipment applicable in the US and Canada (US dollar). A price list is available as an uploaded in the document upload selection. The pricing structure will be displayed as 22% off the mower model families with all applicable accessories broken down to the SKU level. Accessories must be purchased at the time of sale of the mower in order to qualify for the discount. A pricing file that includes the pricing structure, volume discount, procurement process, team introduction (reference to [A9_Quote_Assistance_Form] and How to Buy Wright in the Standard Transaction Document Samples attachments) and full SKU breakdown can be found in within the Pricing file upload.	*
64	Quantify the pricing discount represented by the pricing proposal in this response. For example, if the pricing in your response represents a percentage discount from MSRP or list, state the percentage or percentage range.	All Wright product families and select accessories will receive a discount of 22% off the manufacturer suggested retail price (MSRP). An active pricing file can be found at all times for all applicable models by visiting Wright's pricing page on the website: <a href="https://wrightmfg.com/pricing/">https://wrightmfg.com/pricing/</a> . This pricing is listed in US dollars but will apply to both US and Canada. It is worth noting that this discount structure exceeds Wright's standard bid-assist discount structure afforded to SLED agencies which is 20% off. This approach was taken to incentivize dealers and agencies alike to complete their purchases through the means of a GPO contract.	*
65	Describe any quantity or volume discounts or rebate programs that you offer.	Single purchase orders reaching the \$100K and \$200K threshold will be eligible for an additional 1% discount with the max discount set at 24%. The qualifying volume amount is based on the MSRP total of the mowers and/or accessories listed on the dealer invoice.  Discount percentage breakdown with the volume discount: - PO's where the MSRP total of the units equals \$0 to \$100,000 = standard 22% discount off MSRP - PO's where the MSRP total of the units equals \$100,001 to \$199,999 = 23% discount off MSRP - PO's where the MSRP total of the units equals \$200,000 and above = 24% discount off MSRP	*
66	Propose a method of facilitating "sourced" products or related services, which may be referred to as "open market" items or "non-contracted items". For example, you may supply such items "at cost" or "at cost plus a percentage," or you may supply a quote for each such request.	Open market or non-Wright produced products or attachments may be included on the Sourcewell invoice as produced by the Wright dealer. Pricing of these aftermarket items and their installation are established by the selling dealer that distributes the non-Wright manufactured product. Pricing will be presented to the agency and agreed upon prior to completing the sale.	*
67	Identify any element of the total cost of acquisition that is NOT included in the pricing submitted with your response. This includes all additional charges associated with a purchase that are not directly identified as freight or shipping charges. For example, list costs for items like pre-delivery inspection, installation, set up, mandatory training, or initial inspection. Identify any parties that impose such costs and their relationship to the Proposer.	Pricing provided to Sourcewell agencies include machine setup/pre-delivery inspection and any potential service or operation training required. Items that are not included in the pricing include any necessary accessory installation, applicable sales tax, finance fees, delivery fees and/or parts pricing.  The Autonomous ZK model is priced to include a 3-year software, cell, and GPS software subscription from our technology partner Greenzie™. This software is what enables the machine to operate autonomously. At the conclusion of the 3-year service plan, agencies will need to connect with Wright in order to establish an ongoing \$200 monthly cell and GPS data subscription in order for their machine to continue having the autonomous functionality. That said, should the agency elect to discontinue autonomous use, the machine is capable of being used in the more traditional sense as a standard mower by simply moving a switch on the instrument panel to manual mow.	*
68	If freight, delivery, or shipping is an additional cost to the Sourcewell participating entity, describe in detail the complete freight, shipping, and delivery program.	It is encouraged by us as an OEM, but also standard practice, that most of Wright's independently owned and operated dealers will afford their customers free delivery on the initial sale of the machine within a given radius of the dealership location (typically +/- 30 miles). Any dealer that charges a delivery fee will provide that in the sales quote prior to the acceptance of the sale.	*
69	Specifically describe freight, shipping, and delivery terms or programs available for Alaska, Hawaii, Canada, or any offshore delivery.	Wright does have dealer representation in all mentioned locations, but additional freight or shipping charges may apply for Alaska, Hawaii or Canadian sales. Any additional charges would be strictly based on the total cost of added freight to the dealer. These are to be presented to, and agreed upon, between the servicing dealer and the Sourcewell agency prior to the confirmation of sale.	*

70	Describe any unique distribution and/or delivery methods or options offered in your proposal.	<p>In the unique scenario where a local dealer or their respective regional U.S. or Canadian-based distributor does not have a requested model in stock, Wright will help facilitate equipment transfers from other distributors or exercise our ability to direct ship to the dealer to fulfill the retail sale. Additionally, the distributor territory representative, who works closely with all in-market dealers, may have the ability to arrange cross-dealer transfers to facilitate expedited product availability. If a desired machine is not presently at the dealership level at the time of order, agencies can expect a transfer time of 2-3 days if coming from the dealer's distributor, or 7 to 10 days if coming from Wright's inventory or assembly build.</p>	*
71	Specifically describe any self-audit process or program that you plan to employ to verify compliance with your proposed agreement with Sourcewell. This process includes ensuring that Sourcewell participating entities obtain the proper pricing.	<p>Wright dealers register product at an extremely high rate as dealer rebates and ability to achieve the maximum margin on whole goods sales are tied to machines being properly registered, within 14 days of invoice. As displayed in the Upload Additional Documents section, page 16 and 17, dealers are required to select the transaction type whereas once live they will select from: GPO – Sourcewell 22%, GPO – Sourcewell Volume Rebate 1 23%, or GPO – Sourcewell Volume Rebate 2 24%. As part of this registration process, dealers are required to upload the customer invoice that displays the MSRP and discounted unit as well as enter in the Sourcewell member number. All of these Sourcewell GPO sales are reviewed for accuracy, adjusted as needed and/or approved by the Wright's GPO contract manager.</p> <p>Our remarketing effort to SLED classified sales and bid assist registered owners, as outlined in question 37, will also act as a self-audit. This dual-purpose exercise allows us to confirm accuracy of purchases that were not registered under Sourcewell.</p>	*
72	If you are awarded an agreement, provide a few examples of internal metrics that will be tracked to measure whether you are having success with the agreement.	<p>Wright will employ a set of key performance indicators (KPIs) to measure the success of our Sourcewell agreement. These KPIs will be focused on growing support for Sourcewell among current Wright customers, current Sourcewell members and agencies new to group purchasing contracts.</p> <p>Within Wright's WIN dealer portal, all bid-assist and GPO- Sourcewell sales are further categorized by SLED entity type: education, state, municipal, non-profit, church, etc. This deep level of data tracking allows our sales team the opportunity to benchmark the current activity and help in creating, by territory and agency type, year-over-year stretch sales goals. With the lowest hanging fruit for any contract sale being your current customers, monitoring the continued bid-assist sales activity will be the initial internal metric we track. A key metric will be seeing a proportional decrease in traditional bid assist participation as dealers increasingly utilize the Sourcewell contract vehicle.</p> <p>Moving forward from benchmarking and growing against current bid-assist metrics the shift will be up funnel by focusing on current Sourcewell members. The Sourcewell 50-state usage report will serve as a crucial benchmark for our performance relative to the contract's full potential.</p> <p>To enhance our geographical performance tracking, we are implementing new metrics that map Sourcewell member locations against our dealer network coverage. This analysis helps identify areas of opportunity and ensures optimal support for contract users. This exercise and KPI will allow Wright to establish dealer and distributor sales goals with the ability to benchmark and grow their public sector sales activity.</p> <p>Additionally, we closely monitor web traffic to wrightmfg.com and our public sector landing page as a leading indicator of contract awareness and interest. Blending this with our stated marketing initiative to run demand based Google search campaigns, we'd monitor and anticipate search traffic and web visits to increase based on building awareness for the contract.</p>	*

73	Provide a proposed Administration Fee payable to Sourcewell. The Fee is in consideration for the support and services provided by Sourcewell. The propose an Administrative Fee will be payable to Sourcewell on all completed transactions to Participating Entities utilizing this Agreement. The Administrative Fee will be calculated as a stated percentage, or flat fee as may be applicable, of all completed transactions utilizing this Master Agreement within the preceding Reporting Period defined in the agreement.	Wright's proposed administration fee to Sourcewell is 1.5% based on the MSRP non-Sourcewell discounted value of the machines invoiced.
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**Table 7: Pricing Offered**

Line Item	The Pricing Offered in this Proposal is: *	Comments
74	The pricing offered is as good as or better than pricing typically offered through existing cooperative contracts, state contracts, or agencies.	The pricing offered in this RFP matches that of Wright's only other GPO contract. With that, GPO pricing (including the proposed volume discounts maxing out at 24%) exceeds the standard bid-assist pricing structure afforded to SLED agencies purchasing product through a standard bid process (bid-assist = 20%). This price approach is meant to encourage agencies to procure their mower needs via the means of a GPO contract.

**Table 8A: Depth and Breadth of Offered Solutions (200 Points)**

Line Item	Question	Response *
75	Provide a detailed description of all the Solutions offered, including used, offered in the proposal.	Wright offers five main categories of solutions in this proposal with various and specific product families under each category, all of which are commercial mowing solutions offered in a variety of cutting widths and powered engine manufacturers. Please see a description of each of the product categories. <ol style="list-style-type: none"> <li>1) Autonomous Commercial Stand-On Mower</li> <li>2) Commercial Stand-On Mower</li> <li>3) Commercial Zero-Turn Rider Mower</li> <li>4) Commercial Wide-Area Walk Behind Mower</li> <li>5) Mower Accessories: Mulch Kit, Grass Collection System and Velke Sulky</li> <li>6) Demo Units: based on product availability</li> </ol>
76	Within this RFP category there may be subcategories of solutions. List subcategory titles that best describe your products and services.	<ol style="list-style-type: none"> <li>1) Autonomous Commercial Stand-On Mower: 61 and 72" deck width</li> <li>2) Commercial Stand-On Mower                             <ol style="list-style-type: none"> <li>a. Stander ZK: 52, 61 and 72" deck width</li> <li>b. Stander LG: 52 and 61" deck width</li> <li>c. Stander X: 48 and 52" deck width</li> <li>d. Stander I: 36 and 42" deck width</li> <li>e. Stander B: 32, 36, 48 and 52" deck width</li> </ol> </li> <li>3) Commercial Zero-Turn Rider Mower                             <ol style="list-style-type: none"> <li>a. ZXT: 61 and 72" deck width</li> <li>b. ZXL: 52 and 61" deck width</li> </ol> </li> <li>4) Commercial Wide-Area Walk Behind Mower                             <ol style="list-style-type: none"> <li>a. Velke LC: 52 and 61" deck width</li> <li>b. Velke HC: 36 and 48" deck width</li> </ol> </li> <li>5) Mower Accessories                             <ol style="list-style-type: none"> <li>a. Mulch Kit</li> <li>b. Grass Collection System</li> <li>c. Velke Sulky</li> </ol> </li> </ol>

**Table 8B: Depth and Breadth of Offered Solutions**

Indicate below if the listed types or classes of Solutions are offered within your proposal. Provide additional comments in the text box provided, as necessary.

Line Item	Category or Type	Offered *	Comments
77	Lawn and garden equipment for all types of lawn, field and turf care, golf course, landscape, sidewalk, walking path, and parking lot maintenance, and snow removal	<input checked="" type="radio"/> Yes <input type="radio"/> No	As outlined in the bid response, Wright's product offering is exclusive to commercial mower equipment. *
78	Irrigation and aeration equipment, systems, parts, and installation	<input type="radio"/> Yes <input checked="" type="radio"/> No	Wright's solution does not cover any irrigation and aeration equipment, systems, parts, and installation *
79	Beach and waterfront maintenance equipment and accessories	<input type="radio"/> Yes <input checked="" type="radio"/> No	Wright's solution does not cover any beach and waterfront maintenance equipment and accessories *

**Table 9: Exceptions to Terms, Conditions, or Specifications Form**

**Line Item 80. NOTICE:** To identify any exception, or to request any modification, to Sourcwell standard Master Agreement terms, conditions, or specifications, a Proposer must submit the proposed exception(s) or requested modification(s) via redline in the Master Agreement Template provided in the "Bid Documents" section. Proposer must upload the redline in the "Requested Exceptions" upload field. All exceptions and/or proposed modifications are subject to review and approval by Sourcwell and will not automatically be included in the Master Agreement.

Do you have exceptions or modifications to propose?	Acknowledgement *
	<input type="radio"/> Yes <input checked="" type="radio"/> No

**Documents**

Ensure your submission document(s) conforms to the following:

1. Documents in PDF format are preferred. Documents in Word, Excel, or compatible formats may also be provided.
2. Documents should NOT have a security password, as Sourcwell may not be able to open the file. It is your sole responsibility to ensure that the uploaded document(s) are not either defective, corrupted or blank and that the documents can be opened and viewed by Sourcwell.
3. Sourcwell may reject any response where any document(s) cannot be opened and viewed by Sourcwell.
4. If you need to upload more than one (1) document for a single item, you should combine the documents into one zipped file. If the zipped file contains more than one (1) document, ensure each document is named, in relation to the submission format item responding to. For example, if responding to the Marketing Plan category save the document as "Marketing Plan."

- [Pricing](#) - A13\_Q63\_Pricing\_and\_Procedure.pdf - Monday November 18, 2024 13:14:24
- [Financial Strength and Stability](#) - A3\_Q13\_Financial\_Strength\_Combo.pdf - Monday November 18, 2024 13:16:01
- [Marketing Plan/Samples](#) - Marketing Plan Samples.pdf - Tuesday November 19, 2024 14:56:53
- [WMBE/MBE/SBE or Related Certificates](#) - A12\_Q51\_Staff\_Demographics.pdf - Tuesday November 19, 2024 13:45:18
- [Standard Transaction Document Samples](#) - A9\_Quote\_Assistance\_Form.pdf - Monday November 18, 2024 13:17:33
- Requested Exceptions (optional)
- [Upload Additional Document](#) - Additional Document Upload.pdf - Tuesday November 19, 2024 15:05:27

## Addenda, Terms and Conditions

### PROPOSER AFFIDAVIT OF COMPLIANCE

I certify that I am an authorized representative of Proposer and have authority to submit the foregoing Proposal:

1. The Proposer is submitting this Proposal under its full and complete legal name, and the Proposer legally exists in good standing in the jurisdiction of its residence.
2. The Proposer warrants that the information provided in this Proposal is true, correct, and reliable for purposes of evaluation for award.
3. The Proposer certifies that:
  - (1) The prices in this Proposal have been arrived at independently, without, for the purpose of restricting competition, any consultation, communication, or agreement with any other Proposer or competitor relating to-
    - (i) Those prices;
    - (ii) The intention to submit an offer; or
    - (iii) The methods or factors used to calculate the prices offered.
  - (2) The prices in this Proposal have not been and will not be knowingly disclosed by the Proposer, directly or indirectly, to any other Proposer or competitor before award unless otherwise required by law; and
  - (3) No attempt has been made or will be made by Proposer to induce any other concern to submit or not to submit a Proposal for the purpose of restricting competition.
4. To the best of its knowledge and belief, and except as otherwise disclosed in the Proposal, there are no relevant facts or circumstances which could give rise to an organizational conflict of interest. An organizational conflict of interest is created when a current or prospective supplier is unable to render impartial service to Sourcewell due to the supplier's: a. creation of evaluation criteria during performance of a prior agreement which potentially influences future competitive opportunities to its favor; b. access to nonpublic and material information that may provide for a competitive advantage in a later procurement competition; c. impaired objectivity in providing advice to Sourcewell.
5. Proposer will provide to Sourcewell Participating Entities Solutions in accordance with the terms, conditions, and scope of a resulting master agreement.
6. The Proposer possesses, or will possess all applicable licenses or certifications necessary to deliver Solutions under any resulting master agreement.
7. The Proposer will comply with all applicable provisions of federal, state, and local laws, regulations, rules, and orders.
8. Proposer its employees, agents, and subcontractors are not:
  1. Included on the "Specially Designated Nationals and Blocked Persons" list maintained by the Office of Foreign Assets Control of the United States Department of the Treasury found at: <https://www.treasury.gov/ofac/downloads/sdnlist.pdf>;
  2. Included on the government-wide exclusions lists in the United States System for Award Management found at: <https://sam.gov/SAM/>; or
  3. Presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from programs operated by the State of Minnesota; the United States federal government, as applicable; or any Participating Entity. Vendor certifies and warrants that neither it nor its principals have been convicted of a criminal offense related to the subject matter of this solicitation.

By checking this box I acknowledge that I am bound by the terms of the Proposer's Affidavit, have the legal authority to submit this Proposal on behalf of the Proposer, and that this electronic acknowledgment has the same legal effect, validity, and enforceability as if I had hand signed the Proposal. This signature will not be denied such legal effect, validity, or enforceability solely because an electronic signature or electronic record was used in its formation. - Jacob Segrin, Business Development Manager, Wright Manufacturing, Inc.

The Proposer declares that there is an actual or potential Conflict of Interest relating to the preparation of its submission, and/or the Proposer foresees an actual or potential Conflict of Interest in performing the obligations contemplated in the solicitation proposal.

Yes  No

The Bidder acknowledges and agrees that the addendum/addenda below form part of the Bid Document.

Check the box in the column "I have reviewed this addendum" below to acknowledge each of the addenda.

File Name	I have reviewed the below addendum and attachments (if applicable)	Pages
<b>Addendum 6 Grounds Maintenance Eqpt RFP</b> Tue November 12 2024 03:29 PM	<input checked="" type="checkbox"/>	1
<b>RFP 112624 Grounds Maintenance Equipment Pre-Proposal Recording Link</b> Mon November 11 2024 08:17 AM	<input checked="" type="checkbox"/>	1
<b>Addendum 5 Grounds Maintenance Eqpt RFP</b> Fri November 8 2024 10:31 AM	<input checked="" type="checkbox"/>	2
<b>Addendum 4 Grounds Maintenance Eqpt RFP</b> Mon November 4 2024 04:03 PM	<input checked="" type="checkbox"/>	1
<b>Addendum 3 Grounds Maintenance Eqpt RFP</b> Mon October 28 2024 03:53 PM	<input checked="" type="checkbox"/>	2
<b>Addendum 2 Grounds Maintenance Eqpt RFP</b> Wed October 16 2024 08:40 AM	<input checked="" type="checkbox"/>	2
<b>Addendum 1 Grounds Maintenance Eqpt RFP</b> Wed October 9 2024 07:54 AM	<input checked="" type="checkbox"/>	2