



# Mayor & City Council

## Workshop Session

~ Agenda ~

City of College Park  
3667 Main Street  
College Park, GA 30337

<http://www.collegeparkga.com>  
404-669-3756 (Main)

Experience College Park  
Georgia's Global City

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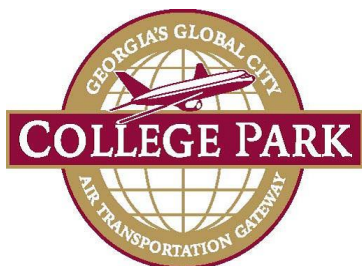
Tuesday, January 18, 2022

6:00 PM

Council Chambers

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1. City of College Park Employee Benefits Update
2. Public Records Request by Governing Body
3. Presentation of GICC/ARENA Naming Rights Proposals by Vendors



# CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

## WORKSHOP AGENDA ITEM

DOC ID: 9387

**DATE:** January 11, 2022

**TO:** The Honorable Mayor and Members of City Council

**THROUGH:** Mercedes Miller, Interim City Manager

**FROM:** Christa Gilbert, Director of Human Resources & Risk Management

**RE:** City of College Park Employee Benefits Update

**PURPOSE:** Presentation on employee benefits update for Plan Year 2021-22 by representative of NFP.

**REASON:** To give Mayor and Council an update on what benefits are being offered to the City of College Park employees and how our claims are currently trending for the plan year.

**RECOMMENDATION:** This information is presented for the purposes to inform the Mayor and Council on the current benefit plan and how it is projecting for the year.

**BACKGROUND:**

**COST TO CITY:** NA

**BUDGETED ITEM:** NA

**REVENUE TO CITY:** NA

**CITY COUNCIL HEARING DATE:** January 18, 2022

**CONSIDERATION BY OTHER GOVERNMENT ENTITIES:** NA

**AFFECTED AGENCIES:** All City Departments

**RELATIONSHIP TO EXISTING ORDINANCE OR RESOLUTION:** NA

**REQUIRED CHANGES TO WORK PROGRAMS:** NA

**STAFF:**

**ATTACHMENTS:**

- City of College Park Employee Benefits Update- Council (PDF)

**Review:**

- Christa Gilbert Completed 01/11/2022 5:48 PM
- Sonya Harold Completed 01/12/2022 8:32 AM
- Sonya Harold Completed 01/12/2022 8:32 AM
- Mercedes Miller Pending
- Mayor & City Council Pending 01/18/2022 6:00 PM



Employee Benefits Update  
January 18, 2022



May 3, 2021



## July 1, 2021 Recap

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- Commissions removed from all benefits effective June 1, 2021: \$220,000
  - NFP will receive a flat fee for consulting and benefit administration services: \$80,000
  - Annual savings with just commission removal: \$140,000
- Medical coverage moved to Humana: -\$589,227
- Improved network availability with Humana: Grady, Emory, Piedmont, CHOA, Wellstar  
Employee provider accessibility based on home zip code:
  - 2 PCPs within 10 miles (HMO average 3.9 miles)
  - 2 Pediatricians in 10 miles (HMO average 5.3 miles)
  - 2 OB/GYNs in 15 miles (HMO average 5.3 miles)
  - 1 Hospital in 20 miles (HMO average 9.4 miles)
- Robust wellness program- employee rewards and renewal savings potential
- Renewal rate cap based on claims experience
- Aligned medical plan renewal with Fiscal Year
- Reduced premiums on all ancillary lines

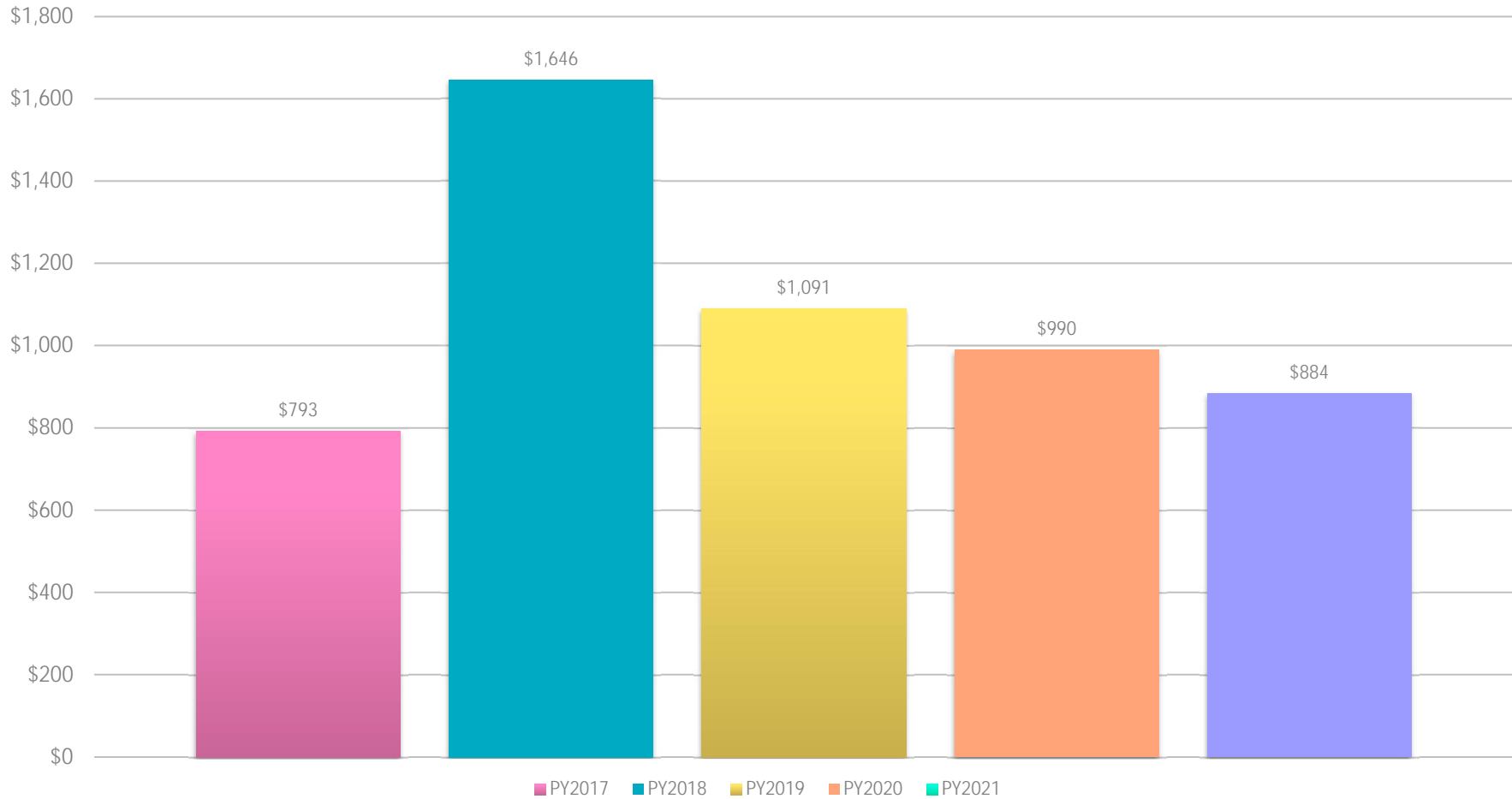
Health Plan Update



# Annual Medical/Rx Claims PEPM



City of College Park  
Annual Medical/Rx Claims PEPM PY2017 - PY2021 YTD (October)

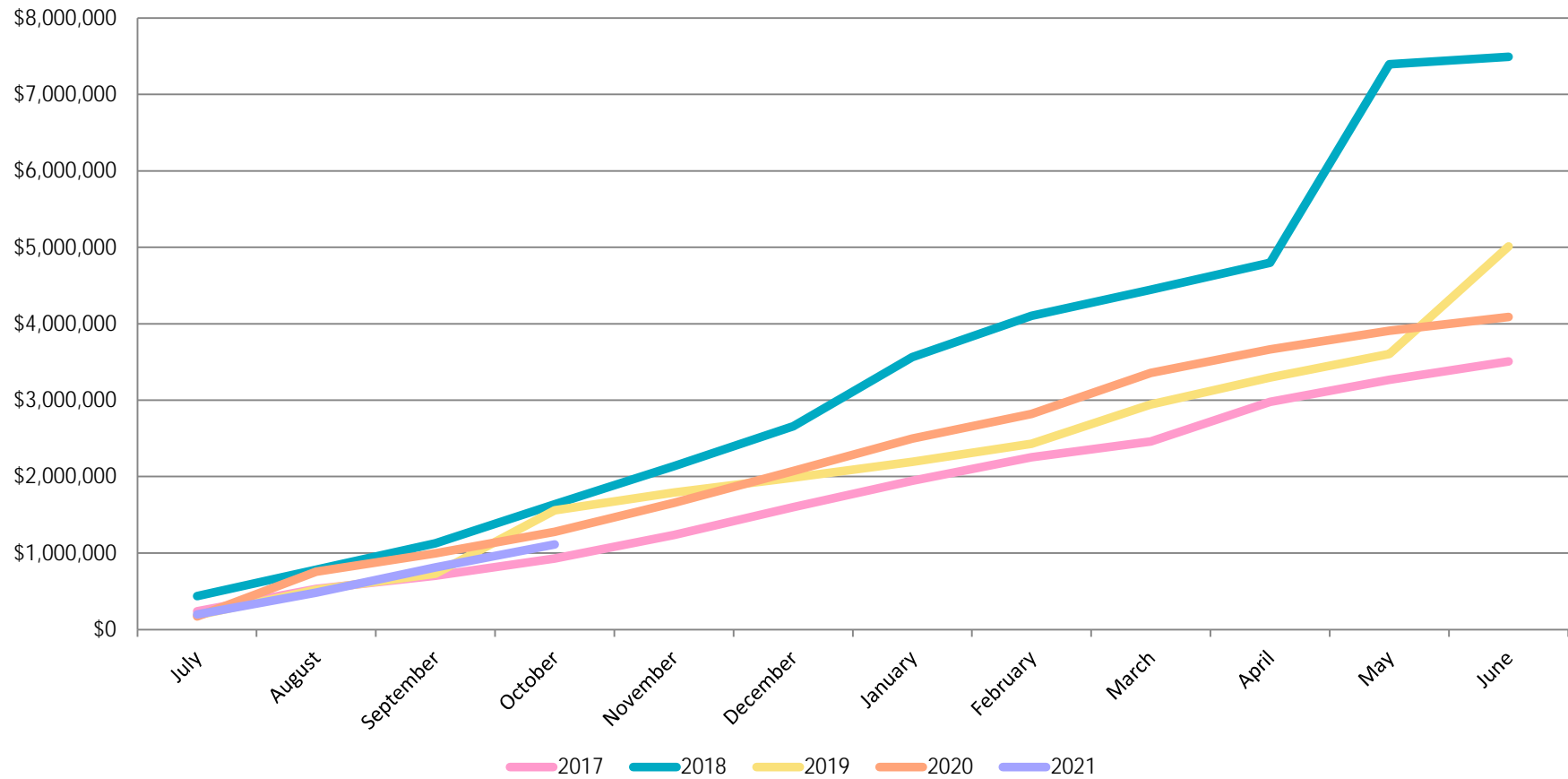


2021 claims do not include runout claims from Kaiser.  
Current year is plan year to date. For comparison purposes, prior years are rolling 12 months ending in June each year.

# Medical and Rx Claims PY 2017 – PY 2021



City of College Park  
Cumulative Medical/Rx Claims  
PY2017 - PY2021 YTD (October)

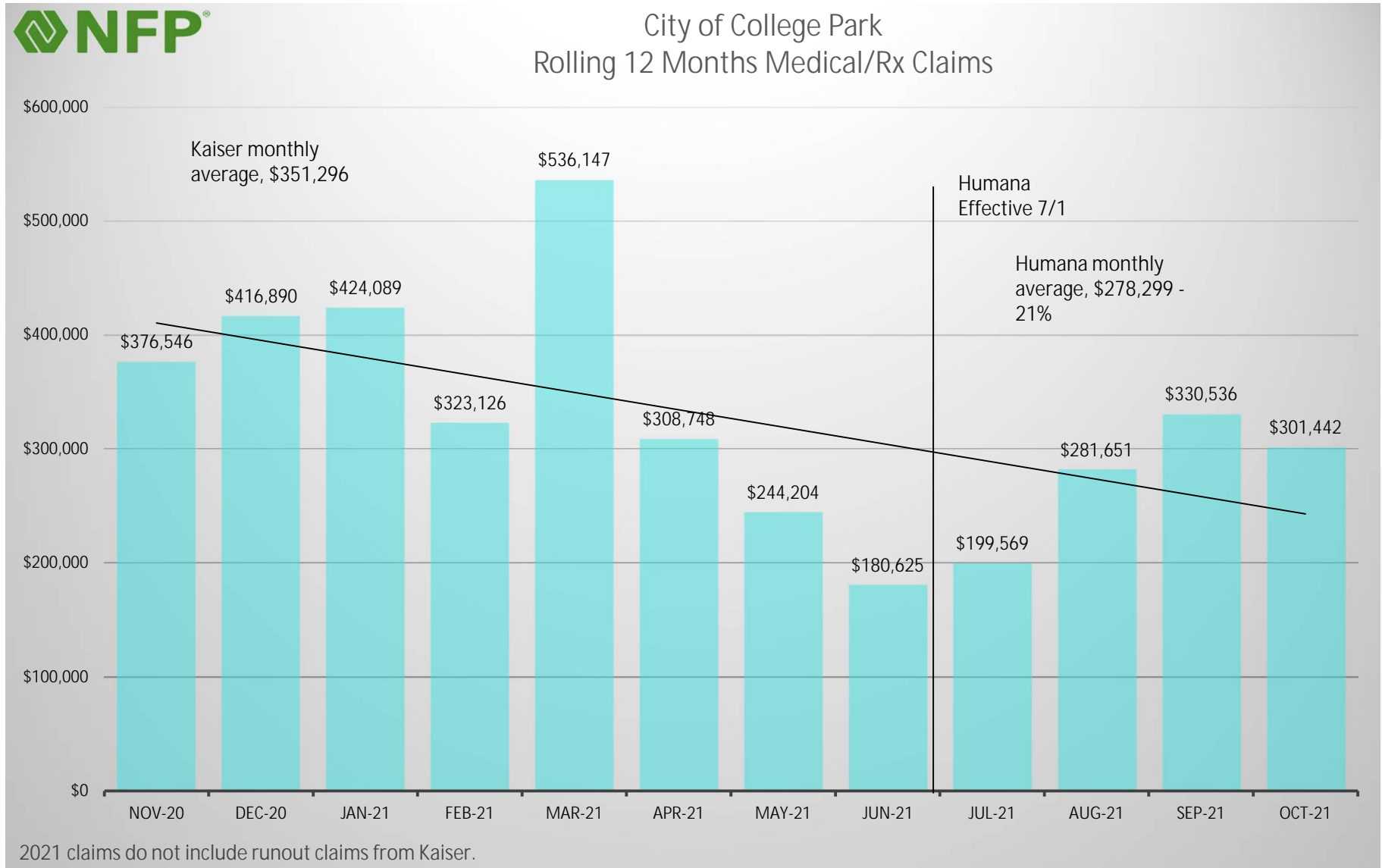


2021 claims do not include runout claims from Kaiser.

Current year is plan year to date. For comparison purposes, prior years are rolling 12 months ending in June each year.



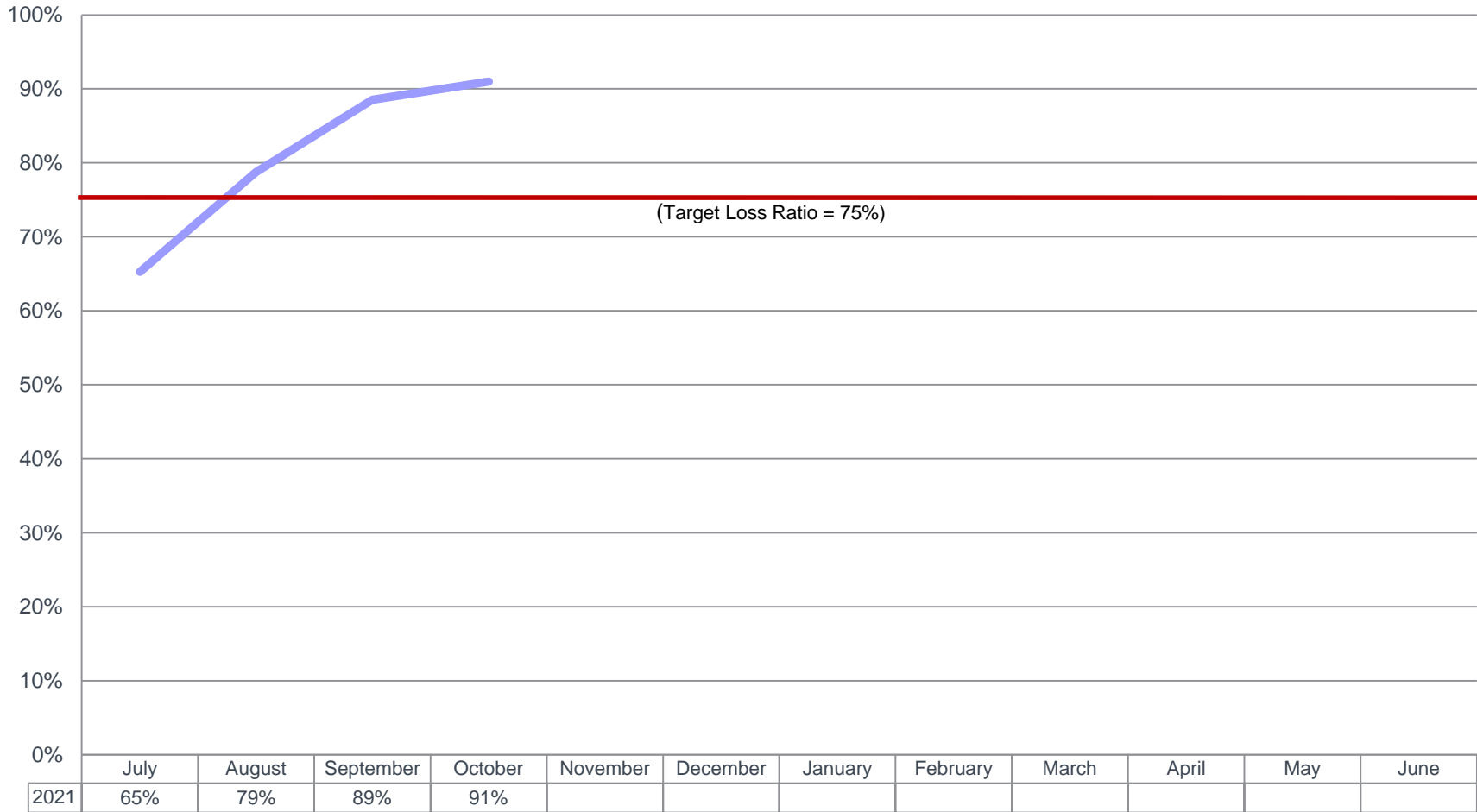
# Monthly Medical/Rx Claims Rolling 12 Months



# Cumulative Loss Ratio PY



## City of College Park Cumulative Loss Ratio PY2021 YTD (October)



Ancillary Coverage



## Cigna Ancillary Coverage Renewal

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- Dental -13.0%, -\$15,380
- Vision -14%, -\$3,235
- Basic Life -11.8%, -\$1,592
- Voluntary Term Life -17%
- Short Term Disability -21.8%, -\$12,885
- Long Term Disability -11.9%, -\$8,565

## Supplemental Benefits

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- Implemented Aflac Group plans offer enhanced coverage and lower premiums than current individual policies
- Enrollment counselors reviewed employee's current Aflac coverage and assisted in comparisons to new group options
- Employees provided option continue current coverage
  
- Accident: 172 enrolled
- Critical Illness: 113 enrolled
- Hospital Indemnity: 104 enrolled

Humana Wellness- Go365



# Go365 rewards members for everyday healthy activities

Standard activities offered in four categories:



## Education

- Health Assessment
- Online health calculators
- First aid certification
- CPR certification
- Other online health curriculums



## Fitness and exercise

- Virtual and facility workouts
- Sports league
- Fitness habit
- Step Challenges



## Prevention

- Mammograms
- PSA or Prostate specific antigen test
- Colorectal screening
- Dental and vision exams
- Flu shot



## Healthy living

- In-range biometric screening
- Negative nicotine test
- Sleep diary
- Mindfulness activities
- Logging food, weight

# Go365<sup>®</sup>

Getting healthier is lots more fun with Go365. Receive activities personalized to help you reach your health goals, no matter where you are on your wellness journey. Just unlock your activities and earn Points for higher Status. The higher you move up in Status, the more Bucks you can earn and spend in the Go365 Mall.



Unlock activities by getting out of Blue Status.





# Rewards with Go365 – redeem on Go365 mobile app or Go365.com



amazon



FEEDING AMERICA

GARMIN

fitbit

- ü Earn 1 Buck for every 1 Point, in addition to Bonus Bucks
- ü Earn up to 30,000 Bucks (or \$300) per adult member (up to 60,000 or \$600 for employee + spouse)
- ü Bucks rollover for 2 years
- ü Double Bonus Bucks for achieving prior year Status
- ü When you redeem your Bucks for rewards, your Points remain untouched
- ü Bucks can only be redeemed through the employee's Go365 account

Status	Bonus Bucks for Member	Bonus Bucks for Spouse
Blue	N/A	N/A
Bronze	0	0
Silver	500	250
Gold	1,500	750
Platinum	5,000	2500

# Wellness Premium Discount

## How does the Humana Wellness Premium Discount work?

- Available to fully insured businesses with 100 or more employees
- Discount achieved when 10 percent of employees reach Silver Status or higher
- The more employees participate, the higher your discount — up to 8 percent in a single plan year

+ For example: If you have...



35% Silver + 10% Gold + 5% Platinum = **50% total**

Total % of Silver or higher	Discount for Silver or higher
10 – 19.9%	1%
20 – 39.9%	2%
 <b>40%+</b>	<b>4%</b>



10% Gold + 5% Platinum = **15% total**

Total % of Gold or higher	<b>BONUS</b> Discount for Gold or higher
 <b>10 – 19.9%</b>	<b>1%</b>
20 – 39.9%	2%
40%+	4%

Your total wellness discount

**5%\***

**How can I get a discount?** It's easy. It's already part of your plan. All you have to do is encourage employees to take advantage of Go365 and increase their wellness participation. Your discount will automatically be applied upon renewal.



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[www.NFP.com](http://www.NFP.com)



# CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

## WORKSHOP AGENDA ITEM

DOC ID: 9390

**DATE:** January 12, 2022  
**TO:** The Honorable Mayor and Members of City Council  
**FROM:** Mercedes Miller, Interim City Manager  
**RE:** Public Records Request by Governing Body

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**PURPOSE:**

Public Records Request by Governing Body

**REASON:**

Public Records Request by Governing Body

**RECOMMENDATION:** N/A

**BACKGROUND:** N/A

**COST TO CITY:** N/A

**BUDGETED ITEM:** N/A

**REVENUE TO CITY:** N/A

**CITY COUNCIL HEARING DATE:** January 18, 2022

**CONSIDERATION BY OTHER GOVERNMENT ENTITIES:** N/A

**AFFECTED AGENCIES:** N/A

**RELATIONSHIP TO EXISTING ORDINANCE OR RESOLUTION:** N/A

**REQUIRED CHANGES TO WORK PROGRAMS:** N/A

**ATTACHMENTS:**

- Public Records Requests by Governing Body (PDF)

**Review:**

Updated: 1/12/2022 5:15 PM by Sonya Harold

Page 1

- Mercedes Miller      Pending
- Sonya Harold Pending
- Sonya Harold Pending
- Mercedes Miller      Pending
- Mayor & City Council      Pending      01/18/2022 6:00 PM

### **Public Records Requests by Governing Body**

(a) The Mayor and City Council of the City of College Park ("City") serve the governing body of the City and are vested the Charter with all of the powers of the City. Therefore, the Mayor and City Council having full access to all City records is necessary to exercising municipal power and is an inherent aspect of governing. This includes records that are not available to the members of the general public.

(b) Despite the critical need for access to City records, the Mayor and Council recognize the importance of protecting the privacy of members of the public and avoiding the unnecessary disclosure of sensitive, personal information. This policy is therefore created for the following purposes: (1) to establish an orderly process for distribution of records and information to the Mayor and City Council; and (2) to protect the privacy of members of the public whose personal information may be contained in requested City records.

(c) The Mayor and City Council shall have complete access to all City information and records in accordance with the following rules:

- (1) The Mayor and the members of City Council shall not be required to submit requests for records or information in writing. It shall be sufficient that such requests are clearly communicated to the City Manager or his or her designee.
- (2) The Mayor and the members of City Council shall not be required to pay for any records requested or received.
- (3) The Mayor and members of City Council shall not be entitled to records or information if the request is for personal, campaign, or other non-City related purposes.
- (4) If the Mayor or a member of City Council makes a request for City records and such records contain any citizen's personal identifying information, such request shall be denied or the records produced shall be subject to redaction to the same extent as requests made by citizens under the Georgia Records Act.



# CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

## WORKSHOP AGENDA ITEM

DOC ID: 9356

**DATE:** January 11, 2022

**TO:** The Honorable Mayor and Members of City Council

**THROUGH:** Mercedes Miller, Interim City Manager

**FROM:** Denise Cole, Interim GICC Executive Director

**RE:** Presentation of GICC/ARENA Naming Rights Proposals by Vendors

To present under the guidance of the Honorable Mayor and Council three qualified Naming Rights companies for consideration and selection for GICC & the Gateway Center Arena sponsorship representation. A RFP was initiated in November 2021 and three companies met the qualifications: Independent Sports & Entertainment, The Superlative Group and Fun Spot America Theme Parks. We are asking that Mayor and Council make the selection based on the presentations by the vendors. This is a revenue generating item.

### ATTACHMENTS:

- RFP – NAMING & SPONSORSHIP RIGHTS AGREEMENT - Specs (PDF)
- Bid Tabulation - RFP – NAMING & SPONSORSHIP RIGHTS AGREEMENT - 010422 (PDF)
- The Superlative Group – Proposal (PDF)
- ISE - Proposal (PDF)
- Fun Spot America - Proposal (PDF)

### Review:

- Denise Cole Completed 01/10/2022 5:37 PM
- Sonya Harold Completed 01/11/2022 1:17 PM
- Willis Moody Completed 01/12/2022 8:16 AM
- Mercedes Miller Completed 01/12/2022 11:10 AM
- Mayor & City Council Pending 01/18/2022 6:00 PM



## REQUEST FOR SEALED PROPOSAL

### ADVERTISEMENT for CONTRACTUAL SERVICES

#### RFP – NAMING & SPONSORSHIP RIGHTS AGREEMENT - 010422

The City of College Park is accepting sealed proposals from qualified vendors for **NAMING & SPONSORSHIP RIGHTS AGREEMENT**. Proposals will be received no later than **TUESDAY, JANUARY 4, 2022 at 9:30 am (EST)** at the City of College Park Purchasing Department, 3667 Main Street, College Park Georgia, 30337. Proposals received after the above date and time, or in any other location other than the Purchasing Department will not be considered.

A bid packet may be obtained by clicking related solicitation link on the City of College Park website [www.collegeparkga.com](http://www.collegeparkga.com) under the Bids / RFPs section.

#### Timeline

Q&A and Clarifications (email only to <a href="mailto:wmoody@collegeparkga.com">wmoody@collegeparkga.com</a> ) Ref: City Naming & Sponsorship Rights	December 28, 2021	12:00 pm (EST) deadline
Addendum(s) published	December 31, 2021	4:00 pm (EST)
Open Sealed Bids (via Zoom)	January 4, 2022	10:00 am (EST)

Any/all addenda must be signed and dated and made a part of bid packet. It is always the vendor's responsibility to check the City of College Park's website for any/all addenda.

The City of College Park reserves the right to reject any or all bids based on past performance and to waive technicalities and informalities and re-advertise. All Minority, Woman and Small Businesses are strongly encouraged to apply. Only responsive bids that are determined to meet the requirements and criteria set forth by the City of College Park will be considered.





## PURPOSE and SCOPE of WORK

### GENERAL PURPOSE

The City of College Park in order to operate in a maximum revenue position will need a market analysis of the Georgia International Convention Center (GICC) and Gateway Center Arena @ College Park (The Arena). The analysis should provide the value of the naming rights and facility sponsorship packages; identify marketable assets and associated facility sponsorship opportunities and identify other marketing/sales opportunities for revenue generation.

### INFORMATION and INSTRUCTIONS

The responsibility is on the bidder to show their knowledge, understanding and capacity to conduct the work outlined in the Request for Proposal (RFP).

The responses will be assessed according to how well the bidder meets the City's needs and assure the City's success in relation to the submission requirements. The detail and clarity of the written submission will be considered indicative of the bidder's expertise and competence.

All information provided in response to this RFP must contain sufficient detail to support these services being proposed. Incomplete submissions will not be considered.

A Bid Bond of AIA Document A310 Bid Bond (5%) will be required with the submitted proposal.

A Performance and Payment Bond of 100% Performance and Payment Bond before execution of contract.

All pricing proposed must be in United States funds and exclusive of all appropriate taxes. The prices will include all cost related to work to be performed (i.e. vehicle, travel, equipment, labor, materials, freight, etc.).

The City of College Park is not liable for any costs incurred by interested parties in the preparation of their response to this request or interviews. Furthermore, the City shall not be responsible for any liabilities, costs, expenses, loss or damage incurred, sustained or suffered by any interested party, prior to, subsequent to, or by reason of the acceptance, or non-acceptance by the City of any response, or by reason of any delay in the acceptance of the response.

### FORM of PROPOSALS

The proposal shall be submitted on the Form of Proposal and Quote Sheet included in this document and enclosed in a sealed envelope.

The bidder should adhere to the "General Instruction to Proposer" instructions for submission. In addition, proposals containing changes, erasures, overwriting, whiteouts, cross-outs, or strikeouts not initialed by the bidder may not be accepted.

The Form of Proposal must contain an original manual signature in ink in the specified place by an authorized signing officer. Any digital, mechanical or electronic signatures will be rejected. No part of the Form of Proposal included in this package shall be altered or deleted.

The completed proposal shall be dated and properly signed in the space(s) by a duly authorized official(s) of the entity submitting a proposal. Signatures on behalf of a non-incorporated entity or by individuals shall be witnessed.

Proposals shall not be made by e-mail or facsimile. Adjustment by e-mail, facsimile, letter or otherwise to a proposal already submitted shall not be accepted or considered. Proposals may be withdrawn prior to the time of opening thereof only by notice to the City of College Park Purchasing Department signed by the bidder.

### **PROCESSING of PROPOSALS**

On receipt by the City representative of a properly sealed package delivered by or on behalf of a bidder, the City representative will mark the envelope as to the time and date of receipt and the envelope will be retained unopened until the opening of proposals.

After the proposal has been opened, City staff may clarify any aspect of a proposal with the bidder, however, the City is not required to clarify any part of a proposal. Any such clarification will not alter the proposal and will not be constituted as a negotiation or renegotiation of the proposal. Any clarification of a proposal by a bidder shall not be effective until confirmation has been delivered in writing.

The City may make all necessary corrections to any proposal which is in error through addition or extension, the corrected value prevailing.

The City retains the right to select any proposal for purposes that are in the best interests of and for the best value for the City and/or to select parts of various proposals or to reject all proposals for budgetary or other reasons that are in the best interests of and for the best value for the City. The City reserves the right to award a contract to other than the bidder submitting the most responsive submission.

The selected bidder will be notified after City Council has approved the proposal. The issuance of the proposal in no way implies that the City will proceed with an order or contract for the specified items or services and will not reimburse any bidder for any costs incurred in preparing, submitting or presenting a proposal.

### **CONFLICT of INTEREST**

Bidders must disclose to the City in the proposal any potential conflict of interest, including any, which may involve City employees, Council members or members or employees of City agencies, boards, or commissions who may have a financial interest in a bidder. If such conflict of interest does exist, the City may at its discretion refuse to consider the proposal.

### **BRIBERY/FRAUD**

Should any prospective bidder or any of their agents give or offer any gratuity or attempt to bribe any employee of the City or attempt to commit fraud, the City shall be at liberty to cancel the prospective submission or contract and to rely upon the surety submitted for compensation.

### **BLACKOUT PERIOD**

The City prohibits communications with respect to this bid opportunity initiated by a bidder to any City official, consultant or employee for the period of time from the closing of the tender up to and including the date that the contract has been awarded (the “Blackout Period”).

Any communication between the bidder and the City during the Blackout Period will be initiated by the City’s Purchasing Department for the sole purpose of obtaining information or clarification necessary in order to ensure a proper and accurate evaluation of the bid.

Any communication initiated by a bidder during the Blackout Period may be grounds for disqualifying the offending bidder from consideration for the contract award.

### **ERROR and OMISSION(s)**

While the staff has used considerable efforts to ensure an accurate representation of information of the Request for Proposal, the information combined in the Request for Proposal is supplied solely as a guideline for bidders. The information is not guaranteed or warranted accurate, nor is it necessarily comprehensive or exhaustive. Nothing in this Request for Proposal is intended to relieve bidders from forming their own opinions and conclusion in respect of the matters addressed in the Request for Proposal.

### **INDEMNIFICATION**

Without limiting any other obligation of the bidder under this contract or otherwise; the bidder hereby agrees to Indemnify and Save Harmless the City of College Park, its elected officials, officers, employees, servants, agents and others for whom the City is in law responsible, from and against any liability, loss, claims, demands, damages, fines and penalties, costs and expenses (including consulting fees), investigatory and legal expenses, and any other actions or causes of actions, suits, caused by or attributed to any willful or negligent act, omission, delay or allegations thereof on part of the bidder, its officers, employees, sub-contractors, agents, licensees, assignees, invites or other persons engaged in the performance, non-performance or attempted performance of the work pursuant to the contract or anyone else for whom the bidder is in law responsible.

Should the City be made a part of any litigation commenced by or against the bidder, then the bidder will protect, indemnify and hold the City harmless and will promptly pay all costs, expenses, and legal fees incurred or paid by City in connection with such litigation upon demand. The bidder will also promptly pay upon demand all costs, expenses and legal fees that may be incurred or paid by the City in enforcing the terms, covenants and conditions in this contract.

### **NONPERFORMANCE**

The City reserves the right to determine nonperformance or poor quality of goods and/or services, and further reserves the right to cancel the contract. The opinion of the City of College Park in this regard shall be final in all instances.

In the event that the bidder shall be discharged before all the services contemplated hereunder have been completed, or the services are for any reason terminated, stopped or discontinued because of the inability of the bidder to serve under this agreement, they shall be paid only for the portion of the work which shall be satisfactorily completed at the time of termination.

### **OWNERSHIP of WORK PRODUCT**

All plans, drawings, submittals and other documents submitted to the City by the bidder become and are the property of the City and the City, without restriction, may make use of such documents

and underlying concepts as it sees fit. The bidder shall not be liable for any damage that may result from any use of said documents for purposes other than those described in this proposal.

### **NETWORK and COMPUTER SOFTWARE/HARDWARE STANDARDIZATION**

To ensure compatibility with the current City of College Park systems technical environment all network IP based hardware and all network and/or standalone computer hardware and/or peripherals must be granted permission by the Information Technology and Telecommunication Department, Chief Information Officer (CIO).

### **INFORMAL or UNBALANCED PROPOSALS**

Proposals that are incomplete, unconditional, illegible or obscure, or contain reservations, erasures, alterations or irregularities of any kind, may be rejected as informal.

Proposals that contain prices, which appear to be as unbalanced as likely to adversely affect the interest of the City, may be rejected.

### **SCOPE of WORK**

These services are to include, but not be limited to the following:

- A. An overview of current trends in naming rights for venues and markets.
- B. Comparable(s) for pricing structure to justify any costs to potential advertisers/sponsors.
- C. Perform the marketing asset inventory of tangible and non-tangible assets.
- D. Determination of fair value for naming rights of the facility.
- E. Assign values to the inventoried assets.
- F. Identification of potential sponsors who have brand awareness strategies that are most apt to benefit from naming rights and sponsorship opportunities.
- G. Development of a target list of accounts. Sources should indicate contacts on a local as well as a national level.
- H. A detailed description of how inventory will be marketed; the process for getting naming rights and sponsorship packages to market; and selling strategies used to achieve the most desired results.
- I. Development of recommended strategy to maximize the overall revenue to be derived from naming rights, sponsorships, signage, and any other marketing opportunities associated with the GICC and The Arena in addition to a comprehensive estimate of the amount of revenue that can be expected.
- J. Assistance in the preparation of all contracts with naming rights and sponsorship vendors, as well as, any future reassignments on an as needed basis.
- K. All materials needed to market and see the naming rights and sponsorships.
- L. Monthly status reports to the City of College Park designated representative.

### **PROPOSAL CONTENT**

The proposal should address each of the requirements as specified.

- A. Fees stated in the proposal will be in a "commission" format.
- B. The fee structure proposed must include all out of pocket costs and expenses incurred by the bidder relating to this project.
- C. The City will not be liable to pay any costs and expenses or to reimburse or compensate under any circumstance fees not included in proposal.

The proposal should include:

1. Understanding of the Project

A written statement demonstrating the bidder's understanding of the project, including the scope of work. Provide in text or graphic format a representation of your expected approach using completed projects of like functionality.

2. Experience and Qualifications of the Bidder's Corporate Team

Experience and qualifications of the firm in successfully developing and implementing corporate sponsorship programs for venues of similar nature i.e. other convention facilities. Firms with experience in providing corporate sponsorship program services to government entities to include but not limited to municipal, federal, state, regional, school boards, universities or colleges. Highlight previous experience and identify projects that the bidder has delivered together in the past.

3. Experience of Individual Team Members

Identify and provide evidence of the expertise and experience of the Project Leader, as well as the individuals who will assume responsibility for the project. Include but not limited to:

- a. Name
- b. Corporate affiliation
- c. Role on the Project, including the period for which the individual is to be associated with the project, and the extent of the individual's time that will be devoted to the project during that period.
- d. A list of projects completed within the past five (5) years on which this individual has provided services comparable to the services contemplated for the project (maximum of four projects per individual).
- e. For each of the listed projects include:
  - i. Project name,
  - ii. Description of project and role of the individual,
  - iii. Owner's name and contact information (name, address, phone number and email address).

## **PROPOSAL EVALUATION**

The Request for Proposal is intended to provide a framework for the City of College Park to evaluate each proposal and determine which submission most closely addresses the City's needs. Bidders are encouraged to provide any additional information or innovative approaches not specifically outlined in the context of the proposal.

Proposals will be evaluated based on information provided by the bidder at the time of the submission as well as by the City checking references that reveal the previous experience of the bidder in comparable projects. Bidders are advised that only complete submissions will be reviewed and evaluated.

An evaluation/selection team comprised of staff with relevant expertise will evaluate proposals. The team will review proposals against the established criteria, (possibly) interview selected and reach a consensus on the final rating results.

If the selection team determines that interviews are required, the date, time and location of the interviews will be communicated, through the Purchasing Department, to a shortlist of bidders only.

## **EVALUATION SELECTION CRITERIA**

The evaluation of proposals will be assessed primarily according to the bidder's experience and technical merit, with regard to cost. Through no particular order or priority, the City will base its selection on a combination of the following criteria outlined below.

- A. A clear understanding of the project's objectives, goals and vision.
- B. Experience and qualifications of the firm's team.
- C. Experience of the individual team members.
- D. Quality and Innovation, which may include a comprehensive submission with attention to detail and elements or perspectives not included in the RFP but may addvalue to the project.
- E. Bidder effort level and project deliverables.
- F. Project work plan and schedule for completion.
- G. Value for money/percentage based on fees quoted in the proposal.

While cost is a very important factor, the City will select the most responsive bidder using all of the criterialisted above



# City of College Park

3667 Main Street | College Park, GA | 30337  
(404)-767-1537



## Bid Tabulation

RFP – NAMING & SPONSORSHIP RIGHTS AGREEMENT - 010422

	Company Name	Bid Amount (\$)	Identified Minority Class	Located within city limits	Previously worked w/CP
1	Independent Sports & Entertainment	Commission Based	N	N	N
2	The Superlative Group	Commission Based	N	N	Y
3	Fun Spot America Theme Parks	\$2,500,000.00	N	N	N

A “**Minority Business Enterprise**” (MBE) is a business which is an independent and continuing operation for profit, performing a commercially useful function, which is owned and/or controlled by one or more minority group member(s).

- (1) African American Business Enterprise (AABE) (2) Hispanic Business Enterprise (HBE)  
(3) Female Business Enterprise (FBE) (4) Asian Business Enterprise (ABE)  
(5) Native American Business Enterprise (NABE) (6) Minority Veteran (MV)

An “**Owned**” is a minority or female owner which possesses an ownership interest 51% of the business

A “**Controlled**” is a minority or female which possess and exercise the legal authority and power to manage business assets, good will and daily operations of the business and actively and continuously exercise such managerial authority and power in determining the policies and directing the operations of the business.

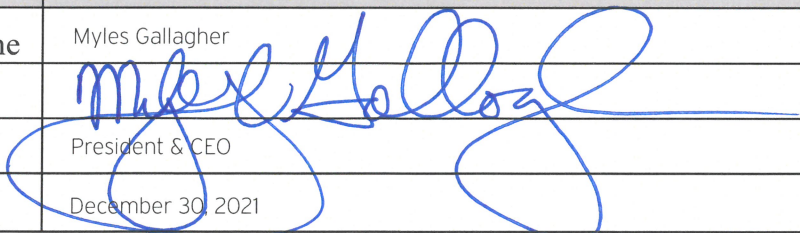
The original proposal(s) are available for review in the Purchasing Department. Contact Willis Moody, Purchasing & Fleet Administrator ([wmoody@collegetparkga.com](mailto:wmoody@collegetparkga.com)) to schedule a time.

### Form of Proposal

To: The City of College Park  
College Park, GA 30337

I/We the undersigned hereby offer and agree to supply and deliver the service(s) as outlined in the Request for Proposal documents. The signatures(s) below dignify the I/We have read and agree with the procedures outlined in the Request for Proposal documents.

### Proposal Submitted By:

Company Name	The Superlative Group, Inc.
Address	2843 Franklin Blvd.
City, State, Zip	Cleveland, Ohio 44113
Phone	216-592-9400
Email	canter@superlativegroup.com
Website	<a href="https://www.superlativegroup.com">https://www.superlativegroup.com</a>
Print/Type Name	Myles Gallagher
Signature	
Title	President & CEO
Date	December 30, 2021





## RFP DOCUMENT REQUIREMENTS & CHECKLIST

Complete, sign and submit the following RFP documents in the order listed below. The proposal shall be submitted using the forms included in the RFP document.

- |   |   |
|---|---|
| x | 1. Form of Proposal completed, signed and dated   |
| x | 2. RFP document requirements & checklist completed, signed and dated  |
| x | 3. One (1) marked "Original", Two (2) marked "Copy" and One (1) flash drive of the proposal                         |
| x | 4. Exceptions Sheet   |
| x | 5. Contract Affidavit   |
| x | 6. Proofs of Insurance ( <u>must be included in proposal package</u> )  |
| x | 7. List of subcontractors   |
| x | 8. Reference Request pages  |
| x | 9. Any/All Addenda must be signed, dated and made a part of bid packet  |
| x | 10. Successful bidder acknowledges requirement to provide Performance and Payment Bond before execution of contract |
| x | 11. Current Form W-9  |
| x | 12. Purchasing Vendor Questionnaire   |

1. Is the vendor located within the city limits of College Park? No

2. Is your company a minority-owned business? No  
if yes, which category? \_\_\_\_\_ \* **Include copy of current MBE certificate(s) in packet**

A "**Minority Business Enterprise**" (MBE) is a business, which is an independent and continuing operation for profit, performing a commercially useful function, owned and/or controlled by one or more minority group member(s).

*African American Business Enterprise (AABE), Hispanic Business Enterprise (HBE), Female Business Enterprise (FBE), Asian Business Enterprise (ABE), Native American Business Enterprise (NABE)*

3. Has the vendor previously conducted business with College Park? Yes

4. Has your company ever been debarred from doing business with any federal, state or local agency?  
No (If yes, on a separate sheet of paper, provide details including agency name, date(s) and reason for debarment.)

Kyle Canter	Chief Operating Officer
Vendor Contact Name (print)	Title
	12/30/2021
Vendor Contact Signature	Date

**Faxed, emailed or late proposals will not be accepted**

The City of College Park is not responsible for submissions not properly identified, late or undelivered mail or courier service(s).



# City of College Park



## Georgia International Convention Center & Gateway Center Arena

Request For Proposals – Naming & Sponsorship Rights Agreement - 010422



City of College Park Purchasing Department  
3677 Main Street  
College Park, Georgia 30337

December 30, 2021

To whom it may concern,

It is with pleasure that we submit The Superlative Group's proposal for the City of College Park's RFP – Naming & Sponsorship Rights Agreement - 010422.

We believe our core competencies and distinguished history in Naming Rights and sponsorship valuation, development and execution on behalf of many convention centers, municipalities, arenas, and other entertainment and sports properties makes us uniquely qualified to efficiently work with the City of College Park.

More specifically, our previous success representing the City of College Park should serve as validation of our ability to successfully execute projects of identical size and scope.

We look forward to the opportunity to meet with you and other stakeholders to answer questions, discuss the methodology our firm has developed and explain how we plan to leverage our expertise and experience to lead the City of College Park in this exciting opportunity.

Please do not hesitate to reach out with any questions.

Warm regards,

A handwritten signature in blue ink that reads "Myles".

Myles Gallagher  
President & CEO

[gallagher@superlativegroup.com](mailto:gallagher@superlativegroup.com)

The Superlative Group, Inc.

# Sponsorship is Evolving. We're Leading the Way.

Headquartered in Cleveland, OH, with satellite offices in Las Vegas, NV, and London, UK, The Superlative Group is the foremost expert in the valuation and sale of Naming Rights and corporate sponsorships for public and private sector clients. Founded in 1994 by current President and CEO Myles Gallagher, Superlative is an industry-leading team of sales executives, valuation analysts, attorneys and accountants that manage the entire sponsorship marketing process from stakeholder engagement, industry research and valuation to negotiating, closing and stewarding of partnerships. Over the past 27 years, Superlative has delivered more than \$2.7 billion in Naming Rights, sponsorship and premium seating revenue for our clients.

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## OUR MISSION & VALUES

At Superlative, superior customer service has been woven into the fabric of our firm since its inception. As a result, Superlative's culture and core beliefs are rooted in exceeding our clients' expectations. Our client focus is evident by the manner in which we organize and manage our projects:

- Understanding each client's needs, objectives and desires;
- Building a sponsorship marketing and sales plan that meets those goals;
- Drawing upon our extensive experience to optimize Naming Rights and sponsorship inventory;
- Maximize sponsorship revenues through sales propositions and long-term agreements;
- Supplying senior management and on-site staff to direct and execute each plan
- Providing immediate feedback and ongoing reporting to each client as the project progresses.

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## OUR APPROACH

The Naming Rights and sponsorship industry is continually changing because we are changing it. Our approach challenges the outmoded belief that sponsorships are sold primarily by intangibles. We use an impressions-based valuation methodology that employs real-world values that can be later justified in a sales pitch. We speak the language sponsors speak, plain and simple. Every day, our executives are challenged to create innovative partnerships that will deliver optimum value to each client—whether it's a property or a sponsor.

## OUR CAPABILITIES

KEY CAPABILITIES	COMMENTS
<p><b>EXPERIENCED SALES PROFESSIONALS WITH A TRACK RECORD OF REVENUE GENERATION</b></p>	<p>The Superlative Group has generated over \$2.7 billion of additional revenue for a range of clients in a variety of sectors. We identify and value sponsorship opportunities which will use new and existing assets to generate revenue through Naming Rights and sponsorship contracts. We have the experience to apply existing concepts to new scenarios and successfully implement revenue.</p>
<p><b>CONVENTION CENTER NAMING RIGHTS</b></p>	<p>Naming Rights to Convention Centers and Arenas offer a distinctive partnership opportunity and take a certain level of creativity to maximize value. Superlative has secured Naming Rights to multiple Convention Centers and Arenas in recent years, including the SAFE Credit Union Convention Center in Sacramento - the most lucrative Convention Naming Agreement in the U.S. - the Huntington Bank Convention Center of Cleveland and FTX Arena - a \$215 million partnership.</p>
<p><b>IN-DEPTH KNOWLEDGE OF THE PUBLIC SECTOR</b></p>	<p>Our team has worked with a large number of convention centers, expo centers, arenas, amphitheatres, colleges and universities and other municipal infrastructures to deliver new and innovative mechanisms to introduce private sector finance to projects.</p>
<p><b>FINANCIAL, LEGAL AND VALUATION SPECIALISTS</b></p>	<p>Our team includes in-house financial accountants, attorneys and valuation specialists with direct experience of valuing and selling Naming Rights and corporate sponsorships.</p>
<p><b>KNOWLEDGE OF OUT-OF-HOME MEDIA PRICING</b></p>	<p>Our company has in-depth knowledge of out-of-home media pricing and relationships with senior executives in the industry. In certain cases, bulletin billboard pricing can be a useful pricing benchmark. We have developed relationships to allow us to leverage this information on behalf of our clients.</p>
<p><b>EXPERIENCE WORKING WITH SIGNAGE ENGINEERS</b></p>	<p>The Superlative Group understands that engaging signage engineers at the outset is critical to success. Valuations must be based on the size and location of signage, both of which affect the number of impressions and media valuation. The Superlative methodology involves working collaboratively with signage experts to deliver the most impactful sponsorship opportunities, in concert with intangible elements of sponsorship like prestige and other qualitative factors.</p>
<p><b>SUPERIOR PROJECT MANAGEMENT &amp; DELIVERY</b></p>	<p>Successful delivery of this program will require coordination of the required skills identified above, regular engagement with the City's personnel, presentations at senior management meetings as required and collation of findings into a comprehensive valuation document and sales strategy. The Superlative Group has direct and recent experience of managing projects of similar size and scope to the requirements of the GICC and the GCA.</p>

# Project Understanding

The Superlative Group understands that the City of College Park is seeking a highly experienced and professional firm most responsive and responsible to the City to, in order to assist the City operate in a maximum revenue position, identify, develop, value, and sell naming rights and facility sponsorship packages for the Gateway International Convention Center (“GICC”) and the Gateway Center Arena at College Park (“GCA”) - staples to the College Park community. And for each of the above services, the City expects the firm to engage in a comprehensive approach to cultivate the most beneficial partnership for the GICC, the GCA, and the City of College Park.

Below Superlative provides its methodology and timelines for achieving a successful outcome for the project.

# Methodology

## EXECUTIVE SUMMARY

Superlative's sales executives, accountants, analysts and attorneys engineered our approach to sponsorship marketing to focus on maximizing revenue generation for our clients while over-delivering value against each corporate partner's marketing objectives. From start to finish, each facet of our process is guided by well-rounded sponsorship professionals who have over 100 combined years of practical experience valuing, selling and executing partnerships.

Our executives have successful track records working for both properties and sponsors, spanning every sector from convention centers to charitable nonprofits to top tier research universities. This wealth of real-world experience informs our work on a daily basis and ensures that our sponsorship strategy accounts for every marketable asset and capitalizes on every possible revenue stream. Our process is divided into two components: Phase I Valuation and Phase II Strategic Sales. The following sections summarize our valuation methodology, itemize key deliverables and provide standard timelines for completion of each phase of the project.

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## PHASE I: ASSET INVENTORY & VALUATION

During Phase I, our team of Valuation specialists identify and value all of the assets that the GICC and the GCA have available to generate revenue. Our Valuation process includes five key components:

- 1) Quantitative Analysis;
- 2) Qualitative Analysis;
- 3) Contract & Policy Analysis;
- 4) Industry Benchmarking; and
- 5) Prospect Identification.

Each component is briefly summarized in the following pages.

### QUANTITATIVE ANALYSIS

Quantitative Benefits reflect the ability to effectively measure the return on investment that GICC and GCA partners can expect to receive. These include the direct, or tangible, benefits available to the partner. Quantitative Benefits typically form a significant portion of fair market value because each item is quantifiable and guaranteed to the partner.

Quantitative Benefits are separated into several categories including:

- Property Media Buys;
- Signage Benefits;
- Print Marketing Collateral;
- Social and Digital Media Exposure; and
- Display Opportunities.

The first step in identifying quantitative value is by studying real-world media value in the marketplace. This involves understanding the total number of possible impressions available through each asset that reaches the target audience. We identify television, signage, print, digital and social media exposure and then scale impressions for each asset from "valued impressions" to "waste impressions," adjusting the media value accordingly. Standard discount rates range between 10 and 75 percent depending on the type and quality of exposure.

Quality of exposure is determined by:

- How prevalent the partner's ID (Name) is through the exposure period; and
- The impact of its placement with its intended audience.

Our specialists then use pre-impression, or rate-card, values to assign a price or value to each benefit identified. CPMs used for this purpose are culled from local, regional and national advertising rates depending on the scope of the opportunity. Typical CPMs can range from \$2.50 for online exposure to \$15 for large format out-of-home digital signage. They also represent the most accurate metric by which to determine exposure value for any particular Naming Rights or sponsorship asset.

Our quantitative analysis also includes an assessment of the value of engaging the target audience and the quality of exposure received. Understanding the value of each impression with respect to a specific demographic or target audience is an important component. For example, a target student demographic of 18- to 21-year-old females may be considered a "premium audience" by one partner, while another may be trying to reach 35- to 54-year-old males. Our valuation is adjusted accordingly for each opportunity and asset.

The final aspect of our quantitative assessment is identifying the costs of engaging the target audience and achieving high-quality exposure. This includes an assessment of the cost of delivery (to the partner) and may include direct costs (installing a hard sign), overhead costs (maintaining a media platform) or development costs.

### **QUALITATIVE ANALYSIS**

Qualitative Benefits, or intangible benefits, enhance the value of Naming Rights and sponsorships and typically fall outside traditional media platforms making them difficult to quantify. Superlative classifies Qualitative Benefits into five distinct categories based on its extensive experience selling, negotiating and auditing Naming Rights and corporate sponsorships:

- Prestige of Property;
- Value of Audience;
- Opportunity to Activate;
- Partner Protection; and
- Geographic Reach.

Functionally, Qualitative Benefits represent the premium value Naming Rights and sponsorships demand over alternative marketing investments. By simplifying intangible benefits into the above five categories, Superlative is able to effectively justify premium Naming Rights and sponsorship value by focusing on the qualitative aspects of an opportunity that align with the objectives of a corporate marketer.

### **CONTRACT & POLICY ANALYSIS**

As part of its analysis, Superlative conducts a thorough contract review prior to completing every Phase I report. The goal of this process is to establish a list of any limitations, processes or existing policies that affect a contract. Then Superlative develops a strategy to minimize the effects of those limitations and maximize all of the identified opportunities through a logical priority assessment.

Not only are prices, fulfillment obligations and relative value for each party reviewed, but also values against similar contracts with other entities. The value of Naming Rights and sponsorships to GICC and GCA will be inhibited by any pre-existing contracts relating to Naming Rights and corporate sponsorships. A thorough understanding of GICC and GCA's existing advertising contracts will assess the impact that existing agreements place on new Naming Rights and sponsorship agreements.

The project team spends time early in the project reviewing all relevant statutes, signage regulations and rules to ensure that GICC and GCA marketing opportunities, within context of established guidelines, are understood. Superlative remains in close contact with GICC and GCA's legal and executive teams to ensure



that the asset database is being developed in a manner that is consistent with their existing policy(-ies) regarding assets for marketing purposes.

### **INDUSTRY BENCHMARKING**

Superlative maintains an extensive database of Naming Rights and sponsorship agreements that is continuously updated and includes, but is not limited to, Naming Rights and sponsorship contracts from expo centers, arenas, convention centers, theaters, park districts, municipalities, stadia, transit agencies, universities and nonprofit organizations. Once our Valuation specialists have developed the asset database and determined the Naming Rights and corporate sponsorship value for each opportunity and asset, a list of similar sponsorship contracts, including their terms, associated fees and other pertinent details, is compiled for each asset. The goal of this process is to identify not only the fair market value of each Naming Rights and sponsorship opportunity, but also the minimum (floor) and maximum (ceiling) revenue garnered in the marketplace by similar organizations. Each Naming Rights and sponsorship asset is presented in this manner in our final Phase I report.

### **PROSPECT IDENTIFICATION**

As a final step, Superlative draws upon its extensive background in Naming Rights and sponsorship sales and its proprietary database to outline prospective partners for each marketable opportunity. This database includes both category identification and major corporate partners within each category. In our experience, optimum revenue generation is attained when there is a comprehensive understanding of:

- The inventory available; and
- How that inventory aligns with the needs of potential partners.

Superlative's experience in identifying and documenting marketing rights, combined with our knowledge of (and relationships with) large corporations, will give GICC and GCA the tools to ensure the maximum revenues are leveraged out of every corporate partnership.

## PHASE II: STRATEGIC SALES CAMPAIGN DEVELOPMENT

Superlative's main priority is to generate maximum revenue for our clients. Upon completion of Phase I, Superlative recommends immediately moving forward with a strategic sales campaign, beginning with the client's most valuable opportunities. Prioritizing assets in this manner ensures optimum revenue generation by taking the largest asks to market first. To ensure that coverage is comprehensive, Superlative uses a systematic approach to contact marketing partners.

### PROSPECTING

- Collaborate closely with GICC and GCA's leadership and development teams on recommendations they may have;
- Exhaust Superlative's contact database of thousands of corporate contacts, which is continually updated;
- Identify and research prospective corporations through various subscribed databases to match the marketing needs of corporations with the logical and most valuable marketing assets of GICC and GCA;
- Promote sales campaign with a description of GICC and GCA's initiatives through a myriad of resources;
- Create presentation material that will provide specific information for potential investments and/or partnerships with GICC and GCA as part of the Naming Rights or sponsorship program, including:
  - Market/Demographic data;
  - Measured media value;
  - Value justification for unmeasured media;
  - Sponsorship benefits and options;
  - Options for renewal; and
  - Financial investment.

### NEGOTIATING AND COMPLETING AGREEMENTS

Superlative will assist in any way that is comfortable for GICC and GCA. Superlative's executives can be the upfront negotiator or advise GICC and GCA stakeholders, depending on your desire and needs.

### PRESENT AGREEMENTS TO GICC & GCA EXECUTIVES AND THE MEDIA

Superlative is well versed in the appropriate procedures for announcements to local and national media outlets. Superlative will work with GICC and GCA to accurately present a negotiated Naming Rights and sponsorships to the appropriate executives and media. It is important that Naming Rights and sponsorships be communicated accurately, both financially and politically, while being cognizant of objections and concerns.

### CONTRACT FULFILLMENT

Superlative will work with GICC and GCA to develop a system that accurately tracks the status of newly developed Naming Rights and corporate sponsorships. Our experience shows that contract fulfillment requires participation from development, legal and accounting functions to ensure high-quality partner relationships.

### MANAGE AND AUDIT ONGOING RIGHTS

Superlative establishes post-contract review mechanisms to ensure that all benefits owed to GICC and GCA are captured, and that the organization is meeting its obligations under these contracts. Superlative is a strong advocate of audits, especially when payments are performance based.

### ACTIVATION AND AUDIT (TERM OF AGREEMENT)

After delivery of a campaign agreement, the project team will assist GICC and GCA in the activation and compliance of each aspect of that agreement. Specifically, Superlative will:

- Finalize agreement terms and conditions;
- Assist GICC and GCA with the first year of activation of each Naming Rights and/or sponsorship;
- Assist in the development of payment schedules and compliance issues; and
- Provide other services as requested by GICC and GCA.

## PROGRESS REPORTS

Superlative understands that effective communication with the client is a critical part of successful project delivery. As part of our standard reporting procedure, we use template reports to provide sales updates:

- Following all meetings with target companies regarding any Naming Rights, corporate sponsorship or revenue-potential opportunity;
- On a monthly basis, to provide GICC and GCA an update on activity during the period. We discuss these periodic sales update reports on a scheduled conference call.

Reports are prepared in a template and serve as a record of discussion during sales meetings and log the following project details. Generally, our progress reports include the following information:

- Project timescales and sale priorities
- Status of progress of deliverables in Scope of Services
- Status of all activities, events and efforts
- Summary of meetings and presentations
- Summary of activity regarding market interest and feedback
- Summary of communications with potential partners
- Any deviations from project deliverables or schedule
- Plan of activities for next 30 days

The Superlative Group will agree to the format with GICC and GCA's project team as part of our project initiation process.

## PROJECT TIMELINES

Superlative understands that every client situation is unique, and our sales and marketing process allows for flexibility and customization depending on GICC and GCA's specific needs. For our engagement, Superlative will complete the following steps:

### PHASE I VALUATION (3-4 months, immediately following contract execution)

#### WEEKS 1 – 4

- **KICKOFF MEETING AND SITE VISITS.** Site visits are undertaken as soon as possible to view the assets being valued and kick-start the asset research process. Our valuation team will compile a digital inventory of images and renderings that will be referenced during the valuation process and used in development of promotional materials for the sales implementation process.

Concurrent with our site visit, Superlative requests a kickoff meeting at GICC and GCA's offices to introduce our team in person, identify project leads and go over timelines and responsibilities.

- **GATHERING OF PRELIMINARY INFORMATION.** Upon appointment as sales agents on any new engagement, The Superlative Group carries out initial research to review relevant documentation such as strategic plans, design briefs and project renderings to gain an in-depth knowledge of the project and make an accelerated start on our asset identification process.

Upon completion of our site visit, Superlative will send GICC and GCA staff a detailed Information Request that identifies the key pieces of information that we would like to review as part of our valuation process and present our initial thoughts on the structure of the final report. We will schedule a follow-up call to answer any questions pertaining to our request to facilitate and expedite the information gathering process.

#### WEEKS 5 – 8

- **RECEIPT AND REVIEW OF INITIAL INFORMATION.** Superlative allows 2-3 weeks for receipt of the bulk of information requested of GICC and GCA, although this process will likely continue until the report is finalized, and potentially, throughout the strategic sales process as Superlative obtains interest from potential partners. In most cases, Superlative secures most of what it needs to begin building GICC and GCA's asset database by Week 6.
- **DEVELOPMENT OF ASSET DATABASE.** Concurrently, Superlative's valuation specialists begin compiling GICC and GCA's assets and determining their quantitative value based on local, regional and national media rates.
- **QUALITATIVE ASSESSMENT OF NAMING RIGHTS & SPONSORSHIP ASSET VALUE.** Our valuation team conducts original research to ascertain the intangible value of GICC and GCA's Naming Rights and sponsorship opportunities when compared to other, similar properties, using annual reports, press releases and other relevant information provided by the GICC and GCA as well as Superlative's proprietary database of Naming Rights and sponsorship contracts.

#### WEEKS 9 – 12

- **CONTRACT REVIEW.** Once Superlative has determined the Naming Rights and sponsorship value for GICC and GCA assets, packages are compared to the GICC and GCA's existing Naming Rights and sponsorship agreements. A database of potential challenges and limitations that could potentially impact revenue generation is created, from both external (e.g., signage restrictions) and internal (e.g., category restrictions like tobacco or alcohol) processes.

- **INDUSTRY BENCHMARKING AND PROSPECT IDENTIFICATION.** Drawing upon its proprietary database, Superlative builds a list of comparable Naming Rights and sponsorship contracts relevant to each GICC and GCA opportunity. This list is also used to identify target partner entities along with input from the Superlative sales team.
- **EXECUTIVE REVIEW.** Superlative conducts an extensive internal review process where senior leadership has an opportunity to weigh in on potential contract value and overall program revenue potential, lending insight critical insight to the project and ensuring that all potential revenue is accounted for.
- **DELIVERY OF DRAFT PHASE I REPORT.** Superlative allows 1-2 weeks for review by GICC and GCA staff, followed by a conference call with Superlative's valuation experts to walk through our findings together. Subsequently, any feedback is incorporated, and the document is finalized.

#### **PHASE II SALES (12 months, recommended minimum)**

- **DEVELOPMENT OF SALES MATERIALS.** Superlative's design team will begin developing presentations, one-sheets and other sales materials using information obtained through the Phase I Valuation process, including audience demographics, proposed sponsorship value and images obtained through site visits and GICC and GCA.
- **PIPELINE DEVELOPMENT.** Superlative's sales executives will work with GICC and GCA personnel to develop a database of sponsor contacts, to be reviewed and agreed upon by the GICC and GCA's staff prior to Superlative making its first call.
- **MONTHLY REPORTING.** Superlative's sales executives will coordinate a regular conference call with GICC and GCA leadership to provide regular updates on progress made to date. Additional calls may be requested on an ad hoc basis as sponsor interest and pitch meetings are secured. Superlative will provide an updated sales report GICC and GCA's review prior to the call.
- **NEGOTIATE AND COMPLETE NAMING RIGHTS & SPONSORSHIP AGREEMENTS.** As noted above, Superlative's valuation process determines not only the fair market value of each opportunity, but also the range of contract value obtained by similar organizations from corporate sponsors. With GICC and GCA's approval, Superlative will open negotiations at the ceiling of this range, or higher, and secure partnerships within the parameters of contract value provided, beginning with the GICC and GCA's most valuable assets first.

# Experience – Corporate Team



## CASE STUDY | FTX ARENA

NAMING RIGHTS, SPONSORSHIP  
ASSET INVENTORY, VALUATION & SALES

### SUMMARY OF SERVICES



The Superlative Group was engaged to value and sell the Naming Rights to American Airlines Arena, home of the Miami HEAT, in Miami, Florida. Once the comprehensive valuation was completed, Superlative secured a 19-year Naming Rights partnership totaling more than \$215 million. The partnership was secured with FTX, a leading cryptocurrency exchange platform founded by Sam Bankman-Fried. The partnership is the first of its kind and spearheaded a full category policy review by the NBA in anticipation of a massive influx of new sponsorship revenue from consumer-focused cryptocurrency exchange platforms, banks and other supporting industries.





## CASE STUDY | CITY OF SALT LAKE CITY, UT

### NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

#### SUMMARY OF SERVICES



The Superlative Group was hired by SMG, South Towne Exposition Center and Salt Palace Convention Center to value the assets and develop a marketing plan to sell Naming Rights to the convention centers. Within a few months, Superlative delivered a comprehensive asset inventory and valuation for Naming Rights to the centers as well as exhibition halls and pre-function areas. The project team also provided opportunities for category sponsorships throughout the facility. Superlative has secured a 10-year, \$1.59 million pouring rights agreement with Coca-Cola and, more recently, secured Mountain America Credit Union as the Naming Rights partner to the South Towne Exposition Center at \$4 million over 10 years.





## CASE STUDY | CITY OF SACRAMENTO. CA

### NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



### SUMMARY OF SERVICES

The Superlative Group was hired in January 2014 to conduct a valuation of assets inside and outside the Sacramento Community Theater that could benefit from corporate partnerships and sponsorships. In April 2014, the valuation team delivered the completed asset inventory and valuation to the City that identified the value of Theater Naming Rights and other key assets. The project team was subsequently re-hired by the City in May 2017 to re-visit Naming Rights and sponsorships for the Theater, Convention Center and Memorial Auditorium. The project team has completed a comprehensive report outlining key findings including top-tier partnerships and/or donor categories and key prospects for Naming Rights outreach. Most recently, the sales team finalized a 25-year, \$23 million Naming Rights deal with SAFE Credit Union for the Theater and Convention Center.



## CASE STUDY | CUYAHOGA COUNTY, OH

### NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



### SUMMARY OF SERVICES

The Superlative Group was hired as the exclusive Naming Rights consultant for the Cleveland Convention Center and Global Center for Health Innovation. The project team delivered a complete asset inventory and valuation. This included recommendation for the best approach to maximizing revenues, project asset prioritization, innovative ways to package assets for potential partners and determining a fair market value for Naming Rights to the Cleveland Convention Center and Global Center for Health Innovation. Superlative announced an agreement between the Cleveland Convention Center and FirstMerit Bank (now Huntington Bank) for Naming Rights, making the convention center the “FirstMerit Convention Center of Cleveland” (now “Huntington Convention Center of Cleveland”). The agreement is worth \$10 million over 20 years.



## CASE STUDY | PLACER VALLEY, CALIFORNIA

### NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



### SUMMARY OF SERVICES

The Superlative Group was hired by Placer Valley Tourism for detailed asset valuation to be followed by sponsorship and Naming Rights sales of their assets. Placer Valley redeveloped the county fairgrounds and rebranded the venue as @the Grounds to include a new sports complex and other highly visible attractions. Upon starting the sales campaign, Superlative secured an exclusive pouring rights agreement as well as an exclusive partnership for internet and telecommunication services for @the Grounds. With the 160,000-square foot event center opening in early 2020, The Superlative Group recently finalized a naming rights agreement that will generate in excess of \$4 million over a 20-year term agreement.



## CASE STUDY | CITY OF ST. CATHARINES, ON, CA

### NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



### SUMMARY OF SERVICES

Superlative was hired to provide fundraising consulting services for the City's Spectator Facility, the new home of the Ontario Hockey League's Niagara IceDogs. The project team secured a 25-year, \$5.26 million Naming Rights agreement with Meridian Credit Union, making it the most lucrative Naming Rights agreement in the Ontario Hockey League. Superlative also sold the 25 luxury suites in only two weeks, generating an additional \$2.6 million in contractually obligated revenue. Superlative then secured over \$2 million in club seats sales and an additional \$2.5 million in sponsorship sales. Sponsorship sales included:

- 10-year agreement with Canadian Automobile Association for \$400,000
- 10-year agreement with Coca-Cola for \$750,000 (this is a citywide pouring rights agreement)
- 10-year agreement with Molson for \$500,000



## CASE STUDY | ROCKFORD PARK DISTRICT, IL

### NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

### SUMMARY OF SERVICES



The Superlative Group was selected in June 2015 to serve as the sole Naming Rights and sponsorship consultant for the Rockford Park District's Sportscore Downtown and Sportscore II. The Rockford Park District is the third largest park and recreation system in Illinois and its network includes four sports complexes, five golf courses, four museums, two ice arenas, an equestrian center and numerous recreational paths and public gardens. The project team secured University of Wisconsin Health as the Naming Rights partner to the Sportscore Downtown at 10 years and \$2.1 million as well as MercyRockford Health System on a 10-year, \$1.9 Naming Rights agreement to Sportscore I, Sportscore II and the Indoor Sports Center.



## CASE STUDY | SEDGWICK COUNTY, KS

### NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

### SUMMARY OF SERVICES



Superlative was hired by Sedgwick County to evaluate the Naming Rights, sponsorship and premium seating revenue potential of their new downtown arena, home of the Wichita State Shockers' basketball team. Through focus groups, industry-standard benchmarking and individual one-on-one interviews with potential corporate or individual customers, the project team provided the County with a revenue projection report within 3% variance of the actual revenue generated. The project team was subsequently retained as the exclusive sales agent on behalf of Sedgwick County. In addition to the 25-year, \$8.75 million Naming Rights agreement with INTRUST Bank for the naming of the arena, naming partners were secured for the Entrance Plaza (Cessna Aircraft Company) and Main Concourse (Spirit AeroSystems) were delivered for \$3 million each.



## CASE STUDY | CITY OF WOODBURY, MN

### NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

#### SUMMARY OF SERVICES



The Superlative Group was selected in April 2015 to secure Naming Rights and sponsorship partners for Minnesota United Football Club's soccer stadium (National Sports Center), indoor multisport complex (Bielenberg Sports Complex) and the team kits. The project team completed a full asset inventory and valuation on the Bielenberg Sports Complex prior to the sale of Naming Rights and sponsorships. Superlative secured a 10-year, \$3 million Naming Rights agreement to the Bielenberg Sports Complex with HealthEast Care System.



## CASE STUDY | KENT STATE UNIVERSITY

### NAMING RIGHTS & CORPORATE PARTNERSHIPS VALUATION

#### SUMMARY OF SERVICES



Superlative was recently hired to determine a Fair Market Value for Naming Rights and other corporate partnership opportunities as means of generating additional revenue for the Kent State University College of Business Administration ("COBA"). Superlative has specifically been tasked with performing a comprehensive Asset Inventory & Valuation Analysis for its new College of Business Administration academic building that is scheduled to begin construction in 2020. The valuation of the new COBA building has been finalized and the project team has secured a \$30 million gift to Name the COBA which will fund the final investment needed for the academic building construction.





## CASE STUDY | ST. LOUIS CARDINALS

### NAMING RIGHTS, PREMIUM SEATING & SPONSORSHIP ASSET INVENTORY & VALUATION

#### SUMMARY OF SERVICES



Superlative was hired to conduct a comprehensive asset inventory and valuation of the Cardinals' potential sponsorship, club suites and premium seating opportunities and develop a Revenue Potential Study. Executive team members conducted an industry-wide and marketplace comparative analysis and assessment for the Cardinals including the revenues, financing and advertising entitlements associated with new MLB stadiums. The team then developed a comparative analysis report on MLB Naming Rights agreements that served as a vital piece of the overall efforts for the new stadium construction when forecasting potential revenues.



## CASE STUDY | CLEVELAND INDIANS

### PREMIUM SEATING & SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



### SUMMARY OF SERVICES

The team members served as the exclusive Premium Seating and Sponsorship sales consultant for the Cleveland Indians during their transition from Cleveland Municipal Stadium to Jacob's "Progressive" Field. During the team's in-depth market analysis, it was discovered that the corporate and individual customer base had a far greater appetite for support than originally projected. The Cleveland Indians ownership group changed the cantilever of the upper deck and increased the number of suites from 76 to 126. All 126 suites sold out, as did loge boxes, club seats and other premium seating options. During the sales campaign, project members were able to generate additional revenue by offering exclusive membership and access to The Terrace Club, a full-service restaurant, bar and lounge overlooking the Home Run Deck.



## CASE STUDY | CINCINNATI REDS

### NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

#### SUMMARY OF SERVICES



The project team conducted an in-depth financial analysis of the potential revenue opportunities at the Cincinnati Reds' new baseball park. This included extensive market research, focus groups and interviews. Results showed extremely high market demand, indicating the ability to support more suites than planned. It was the project team's recommendation that the suite inventory remain the same and that the pricing be increased to capitalize on market demand. As a result, all suites sold out at the escalated price per suite in a Major League-record 37 days. During the suite sales campaign, the project team developed an innovative new Premium Seating product called Scout Seats, located in the lower sections behind Home Plate and between the batting circles. Scout Seats sold at a price point more than double traditional club seats and included a benefits package of admission to special events, access to the Cincinnati Bell Lounge and more. The project team subsequently sold the Naming Rights to Great American Insurance for \$75 million over 30 years. In total, Superlative generated over \$120 million for the Cincinnati Reds.



## CASE STUDY | QUICKEN LOANS ARENA

### NAMING RIGHTS ADVISORY SERVICES

### SUMMARY OF SERVICES

Superlative advised members of the minority ownership group in the naming of The Quicken Loans Arena (now Rocket Mortgage FieldHouse), as the majority owner of the Cavaliers is the Founder and Chairperson of Quicken Loans.





## CASE STUDY | FIRSTENERGY STADIUM

### NAMING RIGHTS & SPONSORSHIP ADVISORY SERVICES

### SUMMARY OF SERVICES

Superlative worked directly with FirstEnergy's former Executive Vice President, Dennis Chack and Chief Executive Officer, Chuck Jones to review and analyze FirstEnergy's Naming Rights partnership with the Cleveland Browns.





## CASE STUDY | UNITED CENTER

### SPONSORSHIP MANAGEMENT SERVICES



### SUMMARY OF SERVICES

A project team member, while working for another agency, was a member of the United Airlines account management team that managed the relationship between United Airlines and the Chicago Bulls ownership group.



## CASE STUDY | CITY OF IRVINE, CA

### SPONSORSHIP ASSET INVENTORY, VALUATION & SALES



### SUMMARY OF SERVICES

The Superlative Group was retained by the City of Irvine to complete an Assessment and Valuation of Amenities and Facilities at the Orange County Great Park. The City of Irvine, located in Orange County, California, has a population of nearly 224,000, and covers 65 square miles. The Orange County Great Park on a section of the former Marine Corps Air Station El Toro, continues its evolution across approximately 1,300 acres as it attracts visitors to its ongoing amenities. The city-owned Great Park is an arts and sports recreational hub with 688 acres of parkland. Within that acreage is the development of a 194-acre Sports Complex. The project team has begun the Phase II Sales Campaign. Superlative recently secured a presenting partnership to the Great Park which could bring nearly \$14M in new revenue.

#### REFERENCE:

#### **PAM BAIRD**

Director of Community Services

City of Irvine, California

949-724-6692

[pbaird@cityofirvine.org](mailto:pbaird@cityofirvine.org)



## CASE STUDY | CITY OF PALMDALE, CA

### NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

#### SUMMARY OF SERVICES



The City of Palmdale hired The Superlative Group to serve as its exclusive sales and management agency to provide sponsorship sales and management services for City programs, events and facilities. Opportunities include on-site promotions, product sales, special events, sampling and more. The project team delivered a Phase I report, which identified and valued their current sponsorship assets, as well as identified potential new sponsorship assets to market and ultimately sell Naming Rights and sponsorships. Once the valuation was completed, the team moved into Phase II and immediately procured a City-wide Pouring Rights partnership totaling over \$300,000. In addition to the Pouring Rights agreement, the team also secured a Title Sponsorship totaling \$275,000 for the City's new Fitness Court currently under construction at the Pelona Vista Park.





## CASE STUDY | CITY AND COUNTY OF DENVER, CO

### NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

#### SUMMARY OF SERVICES

Superlative was hired as the exclusive agent to serve the City and County of Denver for its sponsorship sales and management services. Prior to the sales phase, Superlative created in-depth sponsorship valuation for the Denver Coliseum, Denver International Airport, Denver Performing Arts Complex, Red Rocks Amphitheatre and Denver Public Library. Valuation deliverables included valuing current sponsorship assets, the opportunity for new assets as well as Naming Rights potential for the Denver Performing Arts Complex, Denver Coliseum and Denver Convention Center. The project team handles all sponsorship activation and sales for Denver Arts & Venues. As the sole agency handling sponsorship for the venue, we handle the scheduling of all onsite activation, fulfillment of all assets as well as all year-end recaps. We also handle the sponsorship of DAV events, such as Yoga on the Rocks, the Five Points Jazz Festival, Film on the Rocks and Fitness on the Rocks. Some of the sponsorship agreements Superlative has secured include:

- 3-year agreement with Brown-Forman for nearly \$300,000
- 2-year agreement with Southwest Airlines for \$240,000
- 3-year agreement with Miller-Coors for \$1.1 million
- 5-year agreement with Pepsi for \$1.3 million
- 2-year agreement with Jeep for \$330,000
- 3-year agreement with Treasury Wine Estates for \$204,000
- 3-year agreement with Red Bull for \$180,000



**RED ROCKS**  
PARK AND AMPHITHEATRE



- 2-year agreement with Conoco for \$300,000

## NAMING RIGHTS, SPONSORSHIP & PREMIUM SEATING VALUATION & SALES

### SUMMARY OF SERVICES



Superlative signed an agreement with the San Diego Symphony Orchestra to develop a holistic marketing and corporate fundraising strategy for the organization. The project includes a Fair Market Valuation of Naming Rights opportunities at the Jacobs Music Center—the Orchestra's home venue—and The Rady Shell at Jacobs Park, as well as an assessment of the potential revenue to be realized through premium seating sales at the Park, Concert Series Sponsorships and organization-wide Exclusive Partnerships in a variety of industry categories. The Superlative Group completed its Phase I analysis in May 2018 and is currently in Phase II strategic sales campaign for the Orchestra. To date, Superlative has secured an exclusive pouring rights agreement, hotel sponsorship, and multiple other partnerships including single-event and programmatic sponsorship for the inaugural summer season.



## CASE STUDY | HOUSTON FIRST CORPORATION

NAMING RIGHTS, SPONSORSHIP  
ASSET INVENTORY, VALUATION & SALES

**Houston**first

### SUMMARY OF SERVICES

In 2014, The Superlative Group was hired by Houston First to secure a pouring rights partner for a number of their theatres and entertainment facilities. The project team successfully secured Coca-Cola as the pouring rights partner under a 5-year, \$2.14 million agreement. In February 2017, the project team was re-hired by Houston First to value assets and pursue Naming Rights and sponsorship partners. Assets include the George R. Brown Convention Center, Theater District (Wortham Theater and Jones Hall), Miller Outdoor Theater and a number of parking garages. Superlative has completed the Phase I Valuation report and has moved into the sales phase to procure the most valuable assets first.



## CASE STUDY | MOHEGAN SUN ENTERTAINMENT

### NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

#### SUMMARY OF SERVICES



The Superlative Group was recently hired by Mohegan Sun Entertainment as their exclusive sponsorship sales agent for their 9+ properties. Superlative has already completed a full asset inventory and valuation of Inspire Integrated Resort Co. Ltd located in South Korea. Inspire is a wholly owned special purpose corporation set up in South Korea by Mohegan Gaming and Entertainment (“MGE”), a leading integrated resort and casino developer and operator in the United States, to develop Inspire Entertainment Resort, a multipurpose entertainment resort in Yeongjong-do, Incheon. The resort is currently under construction at Incheon International Airport’s International Business Complex-III area on 1.7 million square meters of ground space and is due for completion by June 2022. The resort comprises a five-star hotel with 1,257 rooms, a foreigner-only casino, an indoor arena (“the arena”), a MICE centre and various other entertainment facilities. The arena is an integral part of Inspire Entertainment Resort and will be the first multipurpose indoor arena in South Korea upon completion. With the size of 33,000m<sup>2</sup> and seating capacity of 15,000, the arena will be one of the biggest, state-of-the-art event venues in Northeast Asia. Superlative will move into the Phase II Sales Campaign for Inspire, as well as the multiple other facilities across the United States that Mohegan operates.



## CASE STUDY | GLENVIEW PARK DISTRICT

### NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY & VALUATION

#### SUMMARY OF SERVICES



The Superlative Group was recently hired by Glenview Park District, located in Glenview, Illinois, to serve as the exclusive naming rights and sponsorship representative. Superlative was tasked to identify and value of the assets that the Glenview Ice Center has available to generate revenue. The project team has completed and delivered the Phase I Valuation Report.



CASE STUDY | CITY OF FRISCO, TX

## SPONSORSHIP ASSET INVENTORY VALUATION & SALES

### SUMMARY OF SERVICES



Superlative was hired by the City of Frisco to begin a citywide sponsorship program. The project team was tasked with valuing and assessing city events, facilities, parks and other intangible/intangible assets. Events included in the valuation include Frisco Freedom Fest, Prelude to Freedom Fest, Merry Main Street, Frosty, Daddy Daughter Dance, Easter Eggstravaganza and Mother Son Dance. Facilities and other assets include the Frisco Athletic Center, Frisco Fun Radio, Frisco Fun Guide, Harold Bacchus Community Park, Senior Center, Frisco Heritage Center and Frisco Fire Safety Town. A comprehensive asset inventory and valuation was delivered, and the sales phase has already resulted in a new, city-wide partnership with a major health care network for sponsorship of several community events, initiatives and a presenting partnership for the Frisco Fire Safety Town.



## CASE STUDY | NASSAU COUNTY, NY

### NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY VALUATION

#### SUMMARY OF SERVICES



Recently, The Superlative Group was awarded a contract with Nassau County, New York, and their Department of Parks, Recreation and Museums to value and assess the revenue potential for the Department's assets in regards to sponsorship, Naming Rights and outdoor signage opportunities. The County operates three 18-hole golf courses, a driving range, the Aquatic Center, their outdoor amphitheater, as well as numerous ball fields, parks, athletic facilities and museums.



## CASE STUDY | CITY OF DORAL

### NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

### SUMMARY OF SERVICES



The Superlative Group was recently hired by the City of Doral, Florida, to complete a full asset database development, valuation and comprehensive Naming Rights and sponsorship policy for the City's Parks and Recreation Department with a focus on their new Amateur Sports Complex. The Department operates and maintains nine parks with an abundance of amenities for all ages and lifestyles including: a community center, lighted sports fields, basketball courts, volleyball courts, bike trails, exercise stations, playgrounds, pavilions, etc. The project team has commenced their Phase I Valuation.





## CASE STUDY | CITY OF MCKINNEY, TX

### SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

#### SUMMARY OF SERVICES



The Superlative Group was recently hired by the City of McKinney, Texas, to perform a comprehensive asset inventory and valuation for their Parks and Recreation System. The City of McKinney Parks and Recreation System has 49 parks and sports complexes, four recreation facilities, and nearly 3,000 acres of parkland. The department hosts dozens of special events and programs each year as well. With a newly awarded \$91 million bond, they will be undergoing many updates and renovations to their system. The project team is currently completing their Phase I valuation report.

# Experience – Individuals

Please note that The Superlative Group devotes every member of our team listed in the section entitled, “Resumes” throughout our representation of the City of College Park. As previously noted, Superlative is an industry-leading team of sales executives, valuation analysts, attorneys and accountants that will manage the entire sponsorship marketing process from stakeholder engagement, industry research and valuation to negotiating, closing, activating, and stewarding of Naming Rights and sponsorships for the City of College Park. However, please see below for a list of Superlative’s team members that will be primarily responsible for this project. A list of full bios for the following key individuals, as well as the rest of the Superlative team, are included in the “Resumes” section.

Additionally, comprehensive descriptions of the projects listed for each team member below are included in the section entitled, “Experience, - Corporate Team.”

## MYLES GALLAGHER, President & CEO

**Project Role: Valuation and Sales Support.** Myles will be involved throughout the entire project period.

Projects Completed in Previous 5 Years.

Project Name	Project Description	Project Role	Contact
Miami-Dade County, FL - FTX Arena	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Valuation and Sales Support	DAN WALL
Cuyahoga County, OH - Huntington Convention Center of Cleveland	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Valuation and Sales Support	JOSEPH BOATWRIGHT
City of Sacramento, CA - SAFE Credit Union Convention Center	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Valuation and Sales Support	SABRINA TEFFT
Salt Lake County, UT - Mountain America Expo Center	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Valuation and Sales Support	DAN HAYES

### Contacts:

- DAN WALL
  - Assistant Director, Office of Management & Budge, Miami-Dade County, Florida
  - 305-375-4742
  - [Daniel.wall@miamidade.gov](mailto:Daniel.wall@miamidade.gov)
  - 111 NW 1st Street 22nd Floor

Miami, Florida 33128-2241

- JOSEPH BOATWRIGHT
  - Former Chief Corporate Counsel, Cuyahoga County
  - 440-552-7908
  - [josephboatwright@yahoo.com](mailto:josephboatwright@yahoo.com)
  - 2079 East 9th Street, 7th floor  
Cleveland, Ohio 44115
- SABRINA TEFFT
  - Sacramento Convention Center & Theater, Project Manager
  - 916-808-3789
  - [stefft@cityofsacramento.org](mailto:stefft@cityofsacramento.org)
  - 915 I Street  
Sacramento, CA 95814
- DAN HAYES
  - General Manager, Salt Palace Convention Center
  - 385-468-2200
  - [dhayes@saltpalace.com](mailto:dhayes@saltpalace.com)
  - 100 South West Temple  
Salt Lake City, UT 84101

#### KYLE CANTER, Chief Operating Officer

**Project Role: Project Lead.** Kyle will be involved throughout the entire project period.

Projects Completed in Previous 5 Years.

Project Name	Project Description	Project Role	Contact
Miami-Dade County, FL - FTX Arena	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Project Lead	DAN WALL
Cuyahoga County, OH - Huntington Convention Center of Cleveland	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Project Lead	JOSEPH BOATWRIGHT
City of Sacramento, CA - SAFE Credit Union Convention Center	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Project Lead	SABRINA TEFFT
City of St. Catharines, ON, CA	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Project Lead	DAVID OAKES

#### Contacts:

- DAN WALL

- See above.
- JOSEPH BOATWRIGHT
  - See above.
- SABRINA TEFFT
  - See above.
- DAVID OAKES
  - City of St. Catharines
  - Deputy Chief Administrative Officer
  - 905-688-5600
  - [doakes@stcatharines.ca](mailto:doakes@stcatharines.ca)
  - PO Box 3012  
50 Church St.  
St. Catharines, ON, L2R 7C2

**PAT NIESER, Executive Vice President, Corporate Partnerships & Development**

**Project Role: Sales Lead.** Pat will be involved throughout the sales period of the project.

Projects Completed in Previous 5 Years.

Project Name	Project Description	Project Role	Contact
Miami-Dade County, FL - FTX Arena	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Sales Lead	DAN WALL
City of Sacramento, CA - SAFE Credit Union Convention Center	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Sales Lead	SABRINA TEFFT
Salt Lake County, UT - Mountain America Expo Center	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Sales Lead	DAN HAYES
Placer Valley, CA - Roebbelen Center	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Sales Support	KIM SUMMERS

**Contacts:**

- DAN WALL
  - See above.
- SABRINA TEFFT
  - See above
- DAN HAYES
  - See above.

- KIM SUMMERS
  - Placer Tourism, Director of Marketing
  - 916-773-5450
  - [ksummers@placertourism.com](mailto:ksummers@placertourism.com)
  - 2204 Plaza Drive, Suite 110  
Rocklin, CA 95765

**ROSS KENNERLY, Executive Vice President of Analytics, Valuation and Development**

**Project Role: Valuation Lead.** Ross will be involved throughout the valuation period of the project.

Projects Completed in Previous 5 Years.

Project Name	Project Description	Project Role	Contact
Miami-Dade County, FL - FTX Arena	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Valuation Lead	DAN WALL
City of Sacramento, CA - SAFE Credit Union Convention Center	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Valuation Lead	SABRINA TEFFT
Salt Lake County, UT - Mountain America Expo Center	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Valuation Lead	DAN HAYES
Placer Valley, CA - Roebbelen Center	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Valuation Lead	KIM SUMMERS

Contacts:

- DAN WALL
  - See above.
- SABRINA TEFFT
  - See above
- DAN HAYES
  - See above.
- KIM SUMMERS
  - See above.

**MATTHEW KORTE, Vice President, Corporate Partnerships & Development**

**Project Role: Sales Support.** Matt will be involved throughout the sales period of the project.

Projects Completed in Previous 5 Years.

Project Name	Project Description	Project Role	Contact
City of Irvine, CA - Great Park Presented by UCI Health	Sponsorship Asset Inventory, Valuation & Sales	Sales Lead	PAM BAIRD
Placer Valley, CA - Roebbelen Center	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Sales Lead	KIM SUMMERS
Kent State University - Ambassador Crawford College of Business & Entrepreneurship and Crawford Hall	Naming Rights and Corporate Partnerships Valuation & Sales	Sales Lead	DEBORAH SPAKE
Houston First Corporation	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Sales Lead	AIMEE MCCURTAIN

Contacts:

- PAM BAIRD
  - Director of Community Services, City of Irvine, California
  - 949-724-6692
  - [pbaird@cityofirvine.org](mailto:pbaird@cityofirvine.org)
  - 1 Civic Center Plaza
  - Irvine, CA 92606
- KIM SUMMERS
  - See above.
- DEBORAH SPAKE
  - Dean, College of Business Administration, Kent State University
  - O: 330-672-6317
  - [dspake@kent.edu](mailto:dspake@kent.edu)
  - 475 Terrace Drive  
PO Box 5190  
Kent, OH 44242-0001
- AIMEE MCCURTAIN
  - Director of Partnership Marketing, Houston First Corporation
  - 713-853-8383
  - [Aimee.mccurtain@houstonfirst.com](mailto:Aimee.mccurtain@houstonfirst.com)
  - 701 Avenida de las Americas  
Houston, TX 77010

**AARON CAPUTO, Executive Director, Legal and Client Services**

**Project Role: Legal and Account Support.** Aaron will be involved throughout the entire project period.

## Projects Completed in Previous 5 Years.

Project Name	Project Description	Project Role	Contact
Miami-Dade County, FL - FTX Arena	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Legal and Account Support	DAN WALL
City of Irvine, CA - Great Park Presented by UCI Health	Sponsorship Asset Inventory, Valuation & Sales	Legal and Account Support	PAM BAIRD
Placer Valley, CA - Roebbelen Center	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Legal and Account Support	KIM SUMMERS
Kent State University - Ambassador Crawford College of Business & Entrepreneurship and Crawford Hall	Naming Rights and Corporate Partnerships Valuation & Sales	Legal and Account Support	DEBORAH SPAKE

## Contacts:

- DAN WALL
  - See above.
- PAM BAIRD
  - See above.
- KIM SUMMERS
  - See above
- DEBORAH SPAKE
  - See above.

**CLAIRE REDDY, Executive Director, Client Services**

**Project Role: Account Support.** Claire will be involved throughout the entire project period.

## Projects Completed in Previous 5 Years.

Project Name	Project Description	Project Role	Contact
Miami-Dade County, FL - FTX Arena	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Account Support	DAN WALL
City of Sacramento, CA - SAFE Credit Union Convention Center	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Account Support	SABRINA TEFFT

City of Irvine, CA - Great Park Presented by UCI Health	Sponsorship Asset Inventory, Valuation & Sales	Account Support	PAM BAIRD
Placer Valley, CA - Roebbelen Center	Naming Rights, Sponsorship Asset Inventory, Valuation & Sales	Account Support	KIM SUMMERS

Contacts:

- DAN WALL
  - See above.
- SABRINA TEFFT
  - See above.
- PAM BAIRD
  - See above.
- KIM SUMMERS
  - See above.



# Resumes

## **MYLES GALLAGHER, President & CEO**

Professional Qualifications: 34 years of Naming Rights and Sponsorship experience, 27 years as President and CEO of The Superlative Group

Educational Attainment: B.A., John Carroll University

Background: A sales and marketing leader with 34 years of experience in Sports Marketing, Corporate Consulting, Entertainment Property representation and Municipal Marketing, Gallagher opened his full-service agency, The Superlative Group, Inc., in January 1994.

Before founding The Superlative Group, Gallagher played a key role in premium seating and sponsorship sales with the Cleveland Indians during their transition from Cleveland Municipal Stadium to Jacobs Field (now Progressive Field) in the early 90s.

Gallagher also served in IMG's Motorsports Division, responsible for driver endorsements and team representation, as well as the sales and marketing of Motorsports events, where he represented such brands as Eddie Cheever, Jackie Stewart, and Emerson Fittipaldi and directed sales of the Marlboro Grand Prix and other prestigious properties. Prior to IMG, Gallagher served as the youngest brand manager in the tire industry at Dunlop Tire Corporation.

Gallagher pioneered the field of Municipal Marketing and has led the transition of Naming Rights from a sports stadium niche to an integral part of public infrastructure financing.

## **KYLE CANTER, Chief Operating Officer**

Professional Qualifications: 16 years of experience in Naming Rights and sponsorship valuation, sales and consulting

Educational Attainment: B.A., Tiffin University

Background: As Chief Operating Officer of The Superlative Group, Canter is responsible for all aspects of business development, client management, strategic planning, staffing, financial forecasting and sales.

Canter has 16 years of experience in the Naming Rights and corporate sponsorship analysis and sales arena. He's worked in the areas of municipal marketing, consulting, auto racing, basketball, baseball, hockey, music, beach volleyball and figure skating. His unique experience with municipal leaders at the federal, state and local levels combined with his understanding of team executives, owners and C-suite leaders at some of the world's most successful and recognizable brands including M&M's, Anheuser-Busch, Corona, Coca-Cola, PepsiCo, Harley-Davidson, Nestle, The Home Depot, Cleveland Clinic, and Snickers provide him an intuitive understanding of how executive teams value and analyze potential sponsorship and marketing partnerships. As corporate partnerships in higher education continue to expand, Canter has been a leader of the program at California State University System, the largest system in the world, and many other higher education institutions. He has worked across the professional and minor leagues negotiating and consulting on behalf of sponsors in all categories including healthcare, higher education, financial services, utilities, insurance, automotive, travel and more.

**SIMON HAWKINS, ACA Managing Director, UK & Europe**

Professional Qualifications: 12 years of experience as a Chartered Accountant. Experience on a wide range of infrastructure projects which include using a range of funding sources, including Naming Rights and Corporate Sponsorships.

Educational Attainment: M.A., University of Edinburgh

Background: Simon Hawkins is an experienced financial accountant and financial modeler with 12 years of experience on a range of Government and Infrastructure projects in the UK, Ireland, United States and Asia. Simon has advised a wide range of Government bodies and private sector clients on financial valuations, statistical analysis and business planning.

Simon joined The Superlative Group in 2013 and led the valuation team in the United States on projects in the Sport, Leisure and Transportation sectors. Now located in London, he leads Superlative projects based in the UK & Europe. Before joining Superlative, Simon worked for the Grant Thornton UK LPP Government and Infrastructure Advisory team, where he trained as a financial accountant and gained experience on all aspects of project management, commercial negotiation, strategic planning and business development. Simon worked in an advisory role at the interface between major public entities, banks and private sector infrastructure companies.

Simon has been lead valuation specialist on a wide range of Superlative valuation projects including the London 2012 Olympic venues, Public Bicycle Hire programs and Naming Rights valuations for Department of Transportation clients, Convention Centres and major entertainment Arenas. Simon's experience provides an understanding of the relationship between infrastructure assets and sponsorship opportunities, through direct experience of how executive teams value and analyse potential sponsorship and marketing partnerships.

**ROSS KENNERLY, Executive Vice President of Analytics, Valuation and Development**

Professional Qualifications: 17 years of experience previously working for IEG, BeatNIK Marketing Group, Social Capital, Inc. and the University of Nevada, Las Vegas

Educational Attainment: B.A., Alma College; Diplome de Langue Française, Alliance Française Paris Ile-de-France

Background: Ross Kennerly brings 17 years of experience in corporate sponsorship valuation, consulting, activation and sales on behalf of both rightsholders and buyers. This includes four years of public sector property consulting with Superlative; more than three years in nonprofit management, cause marketing consulting and university preferred partner program development; three years as a creative consultant for some of the world's most recognizable brands, including RJ Reynolds, Anheuser-Busch InBev, Kraft Foods Group, Jockey and Newell-Rubbermaid; and five years as a sponsorship valuation analyst at IEG. He is responsible for business development, client management and all facets of the Superlative valuation process.

Before joining Superlative, Kennerly worked for the University of Nevada, Las Vegas as the university's sponsorship director, where he was responsible for soliciting corporate investment in Black Fire Innovation, the first public-private partnership between a university and a private casino gaming corporation and the first gaming and hospitality business incubator in the world. Kennerly also directed all corporate fundraising efforts at UNLV, including the UNLV Foundation Annual Dinner; Alumni Association sponsorship and affinity programs; philanthropic giving to individual colleges and schools; and business partnerships through UNLV Purchasing and Contracts. Additionally, Kennerly served as an advisor to the President's Cabinet to drive development of UNLV's university-wide preferred partner program. In his first year with UNLV, Kennerly raised over \$9.9 million in current and future revenues for the university, including multi-year agreements

with Herff Jones, Emerald Island Casino, Capgemini SE, Adobe, Panasonic, Salesforce, Nutanix, Intel, LG and more.

Also in the public sector, Kennerly previously consulted with Social Capital, Inc. to provide nonprofit fundraising strategy, lead sales training and raise millions of dollars through sponsorship sales as part of the development teams for more than 10 international nonprofits, including the American Society for the Prevention of Cruelty to Animals, Disabled American Veterans, American Red Cross, National 4-H Council, Rotary International, Children's Miracle Network, Feeding America and the National Park Foundation. In the private sector, Kennerly helped launch the Margaritaville, Bud Light Platinum and Lime-a-Rita brands for A-B InBev; developed a valuation methodology for television product placement for NBC Universal; and secured primary sponsors for Michael Jordan Motorsports' Aston Martin racing team.

Over his career, Kennerly's client list has also included the Rock and Roll Hall of Fame and Museum, Minnesota Twins, Walt Disney Corporation, DIAGEO, Grupo Modelo, High Museum of Atlanta, Genting Malaysia, City of Chicago, Caesars Entertainment and the U.S. Department of Defense, covering every industry vertical from emerging segments like eSports to the American military industrial complex.

### **PAT NIESER, Executive Vice President, Corporate Partnerships & Development**

Professional Qualifications: 16 years of experience in public and private sector Naming Rights, partnerships, and sponsorship sales

Educational Attainment: B.S., Ohio University; M.B.A., Ohio University, M.S.A., Ohio University

Background: Pat Nieser brings over 16 years of experience in the sponsorship sales world with time spent in the NCAA, MLB, NBA, NFL and digital sports field. He has also consulted, activated and valued marketing opportunities with the majority of his time prior to Superlative spent selling corporate partnerships with the Cincinnati Bengals. During his time in Cincinnati, Pat was involved in major projects such as a stadium-wide Wi-Fi network installation.

At The Superlative Group, Pat has secured several Naming Rights, beverage rights, and partnership agreements on behalf of clients in the sports, entertainment, healthcare, transit, higher education and convention sectors. He is also deeply involved in business development and consulting efforts for the firm and enjoys working with the Valuation Division while leading the sales team.

Nieser has enjoyed developing partnerships with the CPG, retail, automotive, healthcare, malt beverage, financial services, insurance, and technology industries. He received his Master of Sports Administration and Master of Business Administration degrees from Ohio University and has enjoyed supporting the American Cancer Society, University School and Ohio University through various volunteer and fundraising initiatives.

**MATTHEW KORTE, Vice President, Corporate Partnerships & Development**

Professional Qualifications: 15 years of experience in sponsorship, sports sales and development

Educational Attainment: B.A. Miami University

Background: Matt Korte joined The Superlative Group in early 2019 as Director, Corporate Partnerships. In his current role as the Vice President of Corporate Partnerships and Development for The Superlative Group, Matt is responsible for all aspects of business development, client management, strategic planning and sponsorship sales. His experience includes stops in Minor League Baseball working with Mandalay Sports Properties and the Frisco Roughriders, the NCAA with Wake Forest University's Athletic Department and most recently the Cleveland Cavaliers of the NBA. Through the years, Matt's focus has been on ticket sales leadership, premium inventory sales, development, networking and fostering long-term partnerships. During his time with the Cavaliers, Matt was instrumental in The Q Transformation Project; spearheading multi-year agreements for new hospitality spaces following a \$200M+ renovation to Quicken Loans Arena.

Korte has enjoyed working with clients throughout numerous industry sectors, including, but not limited to; Automotive, Healthcare, Construction, Financial Services and Higher Education. He received his B.A. in Political Science from Miami University where he was active within the Athletic Department and ISP/IMG. In his free time, he enjoys spending time with his wife, son and two German Shepherds.

**JOSH LAW, Vice President, Analytics & Valuation**

Professional Qualifications: 9 years of sales, marketing, and data analytics experience in professional sports

Educational Attainment: B.S., M.B.A., M.S.A, Ohio University

Background: Josh Law brings a combination of sales, marketing, and data analytics experience into his role as Vice President of Analytics & Valuation. After having spent time in ticket sales for the Cincinnati Bengals and Cleveland Indians, he moved into the analytics side of sales and marketing with the Columbus Blue Jackets. He has also worked on consulting projects for the National Football League, National Hockey League, San Diego Padres, Phoenix Suns, and NBC Sports. He is a three-time graduate of Ohio University, receiving his Bachelor's, MBA, and Master of Sports Administration.

**AARON CAPUTO, Executive Director, Legal and Client Services**

Professional Qualifications: 4 years of experience negotiating and drafting a variety of contracts in the sports industry.

Educational Attainment: B.A., Ohio Wesleyan University; J.D., Cleveland-Marshall College of Law; LL.M., University of Miami School of Law

Background: As Director of Legal and Client Services, Aaron Caputo is primarily responsible for negotiating, drafting, interpreting, and managing contracts on behalf of The Superlative Group, while also assisting in client outreach. Additionally, Aaron supports The Superlative Group by providing general legal counsel and analysis.

In his experience, Aaron has focused on transactional law and has provided legal advice in the areas of minor league baseball, professional athlete representation, municipal law, and sports law consultancy. His prior experience most notably consists of negotiating and drafting presenting sponsorship, vendor, suit/loge, and stadium use agreements as well as athlete representation, endorsement, and appearance agreements.

### **CLAIRE REDDY, Executive Director, Client Services**

Professional Qualifications: 4 years of professional experience in client research and sales development and management

Educational Attainment: B.S., The Ohio State University

Background: As Executive Director of Client Services, Claire Reddy is responsible for initial and continued client outreach and the development of sales material. She has supported successful sale efforts for NFTA, the City of Sacramento, Sacramento Regional Transit and more. Claire is vital to client servicing and acts as a direct link between the client and Superlative's executive team.

### **ADAM SMITH, Director, Corporate Partnerships & Development**

Professional Qualifications: 12 years of experience in public and private sector Naming Rights, partnerships, activations, and sponsorship sales

Educational Attainment: B.S., The Ohio State University

Background: Prior to Superlative, Adam Smith's experience includes work at The Ohio State University, in Minor League Baseball, and with G3 Marketing. In his most recent and extensive experience, Adam worked on sponsorship activations with Fortune 500 companies, giving them access to prominent athletes from the NBA, NFL, NHL, MLB, PGA, MLS, USWNT, and PLL. Through the years, Adam has also sold and managed brand activations and hospitality to tentpole events that include the NFL Super Bowl Experience, NFL Draft Experience, NCAA Final Four, NBA All-Star, MLB All-Star, NCAA College World Series, and The Masters.

Smith has enjoyed engaging with clients in various industries, including, but not limited to, Financial Services, Healthcare, International Franchise, Automotive, and Footwear.

### **ALEC KATSAROS, Director, Analytics & Valuation**

Professional Qualifications: 4 years of professional experience in industry research and data analytics

Educational Attainment: B.S. Miami University

Background: As Director of Analytics and Valuation, Alec Katsaros is responsible for project management and industry analytics. He has worked on consulting projects in industry sectors including but not limited to; Higher Education, Municipal Assets & Infrastructure, Professional Sports and Transit. To date, Katsaros has completed over \$300 million in valuation work.

### **SEAN CAIN, Director, Corporate Partnerships & Development**

Professional Qualifications: 3 years of experience in collegiate athletic fundraising and sponsorship sales

Educational Attainment: B.B.A., Adrian College; M.B.A., Ohio University, M.S.A., Ohio University

Background: Sean Cain brings over 4 years of professional experience working in non-profit fundraising and sponsorship sales in the collegiate athletic and academic space. Sean also has consulted on many projects across the sponsorship world via his work with SportFive and GMR Marketing. Some of his most recent projects include organizations like the NY Jets, Atletico Madrid, Angel City FC, Premier Lacrosse League, ESPN, Burnley FC, Schmuckers, Nike, and more.

Sean received his Masters of Business Administration and Sports Administration from Ohio University. He enjoys supporting his community by coaching youth and collegiate soccer and has found passion in supporting St. Jude's Children's Hospital, The Jimmy V Foundation for Cancer Research, Special Olympics and both his alma mater's- financially and through service.

**SEAN GALLAGHER, Director, Corporate Partnerships and Development**

Professional Qualifications: 5 months of professional experience working under the elite Superlative sales team

Educational Attainment: B.S. Miami University

Background: Recently joining the Superlative sales team full time, Sean has been immersed in the company his entire life. He joins with over 3 years of intern experience where he worked under the sales team, drafting outreach materials, building outreach lists, and assisting with internal projects as needed. Sean is now supporting various sales campaigns under the Superlative Group portfolio in multiple sectors including, but not limited to transit, parks and recreation, micro-mobility, and private-public infrastructure projects.

# Proposed Fees

## Option 1

### PHASE I: ASSET DATABASE DEVELOPMENT AND VALUATION

- Project Fee: \$0

### PHASE II: STRATEGIC SALES CAMPAIGN DEVELOPMENT

- Monthly Retainer: \$0
- Commission: 25%
- Travel & Expenses: To be covered by The Superlative Group

## Option 2

### PHASE I: ASSET DATABASE DEVELOPMENT AND VALUATION

- Project Fee: \$0

### PHASE II: STRATEGIC SALES CAMPAIGN DEVELOPMENT

- Monthly Retainer: \$5,000
- Commission: 15%
- Travel & Expenses: Travel budget not to exceed \$10,000

## QUOTE SHEET

**Bidding Company:** The Superlative Group, Inc.

**Company Rep:** Kyle Canter

**Project Name:** Naming & Sponsorship Rights Agreement

<u>ITEM DESCRIPTION</u>	<u>LUMP SUM COST</u>
<u>Option I</u>	
Phase I Asset Database Development and Valuation - Project Fee	\$0
Phase II Strategic Sales Campaign Development - Monthly Retainer	\$0
Phase II Strategic Sales Campaign Development - Commission	25% commission on all sales
Phase II Strategic Sales Campaign Development - Travel & Expense Budget paid by City	\$0
<u>Option II</u>	
Phase I Asset Database Development and Valuation - Project Fee	\$0
Phase II Strategic Sales Campaign Development - Monthly Retainer	\$5,000/month
Phase II Strategic Sales Campaign Development - Commission	15% commission on all sales
Phase II Strategic Sales Campaign Development - Travel & Expense Budget paid by City	Not to Exceed \$10,000
Option I - \$0 out of pocket cost; and - 25% commission on all sales	Option II - \$5,000/month; - 15% commission on all sales; and Travel budget not to exceed \$10,000
<b>GRAND TOTAL</b>	



12/30/2021

BIDDERS SIGNATURE

DATE





CITY OF COLLEGE PARK  
PURCHASING DEPARTMENT



REF: NAMING & SPONSORSHIP RIGHTS AGREEMENT  
Show all exceptions and comments below

The Superlative Group has no exceptions.

Lined area for providing exceptions and comments.

SIGNATURE: *[Handwritten Signature]*

DATE: 12/30/2021



### E-VERIFICATION AFFIDAVIT

The College Park contract holder, signed below, confirms and verifies its compliance with Georgia law (See OCGA § 13-10-91), and affirmatively states that the business (Sole Proprietor, Partnership, Corporation, Non-Profit, LLC Corporation, or LLC Partnership) which performs services for the College Park: (check and complete #1 or #2 below)

  X   1. Has registered with, is authorized to use, and uses the federal work authorization program commonly known as "E-Verify", or any subsequent replacement program. Furthermore, the undersigned will continue to use the federal work authorization program throughout the contract period. The undersigned will contract for the physical performance of services for the contract only with subcontractors who present an affidavit to the contract holder with the information required by OCGA § 13-10-91, as amended. The undersigned hereby attests that its federal work authorization user identification number and date for authorization are as follows:

  1126366    
Federal Work Authorization User Identification Number (not Taxpayer ID)

  6/1/2013    
Date of Authorization

  The Superlative Group, Inc.    
Legal Business Name of City of College Park Contract Holder/Applicant

       2. Employs no employees, or otherwise does not fall within the requirements of OCGA § 13-10-91.

**I hereby declare under penalty of perjury that the foregoing is true and correct.**

Executed on       December 30      , 20  21   in   Cleveland   (city)   Ohio   (state)

*Kle*

**Signature of Authorized Owner/Officer**

  Kyle Canter, Chief Operating Officer  

**Printed Name and Title of Authorized Owner/Officer**

*[Signature]*

NOTARY PUBLIC

AARON M. CAPUTO, ATTORNEY  
NOTARY PUBLIC • STATE OF OHIO  
My commission has no expiration date  
Section 147.03 O.R.C.



My Commission Expires:   N/A





### Subcontractor

I will / will not propose to subcontract some of the work on this project? Will not  
(response)

I propose to subcontract work to the following:

	<b>Subcontractor Print Name</b>	<b>Brief Description of Work to be Performed by Subcontractor</b>	<b>Percent of Work</b>
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Kyle Canter	Chief Operating Officer
Vendor Contact Name (print)	Title
	12/30/2021
Vendor Contact Signature	Date

**Note:**

- 1. The City of College Park requires the (primary) contracted vendor to complete no less than fifty-one (51) percent of the proposed projected.*
- 2. It is the sole responsibility of the prime contractor to ensure any/all subcontractors are properly insured for the type and amount of work completing under the contract.*



## Reference Request

The following references are from current and past government, educational and/or commercial accounts of similar size and scope. Your list should consist of a minimum of five (5) references, and will not include the City of College Park. Nor should your references be current of former City of College Park employees.

### REFERENCE # 1:

Name of Company/Entity: Miami-Dade County, FL

City/State: Miami-Dade County, FL

Contact Person Name: Dan Wall

Contact Email: Daniel.wall@miamidade.gov

Contact Person Telephone Number: 305-375-4742

Date When Work Performed: 2018 - Present

Brief Description of Work Performed NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

### REFERENCE # 2:

Name of Company/Entity: City of Salt Lake City, Utah

City/State: Salt Lake City, Utah

Contact Person Name: Dan Hayes

Contact Email: dhayes@saltpalace.com

Contact Person Telephone Number: 385-468-2200

Date When Work Performed: 2015-2018

Brief Description of Work Performed NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

**REFERENCE # 3:**

Name of Company/Entity: City of Sacramento, California

City/State: Sacramento, California

Contact Person Name: Sabrina Tefft

Contact Email: stefft@cityofsacramento.org

Contact Person Telephone Number: 916-808-3789

Date When Work Performed: 2014-2019

Brief Description of Work Performed NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

**REFERENCE # 4:**

Name of Company/Entity: Cuyahoga County, Ohio

City/State: Cuyahoga County, Ohio

Contact Person Name: Joseph Boatwright

Contact Email: josephboatwright@yahoo.com

Contact Person Telephone Number: 440-552-7908

Date When Work Performed: 2013-2016

Brief Description of Work Performed NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

**REFERENCE # 5:**

Name of Company/Entity: Placer Valley, California

City/State: Placer Valley, California

Contact Person Name: Kim Summers

Contact Email: ksummers@placertourism.com

Contact Person Telephone Number: 916-773-5450

Date When Work Performed: 2018-Present

Brief Description of Work Performed NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

**REFERENCE # 6:**

Name of Company/Entity: City of St. Catharines, Ontario, Canada  
City/State: City of St. Catharines, Ontario, Canada  
Contact Person Name: David Oakes  
Contact Email: [doakes@stcatharines.ca](mailto:doakes@stcatharines.ca)  
Contact Person Telephone Number: 905-688-5600  
Date When Work Performed: 2012-2014  
*Brief* Description of Work Performed: NAMING RIGHTS, SPONSORSHIP ASSET  
INVENTORY, VALUATION & SALES

**REFERENCE # 7:**

Name of Company/Entity: Rockford Park District  
City/State: Rockford, Illinois  
Contact Person Name: Lori Berkes-Nelson  
Contact Email: [loriberkesnelson@rockfordparkdistrict.org](mailto:loriberkesnelson@rockfordparkdistrict.org)  
Contact Person Telephone Number: 815-987-1675  
Date When Work Performed: 2015-2016  
*Brief* Description of Work Performed: NAMING RIGHTS, SPONSORSHIP ASSET  
INVENTORY, VALUATION & SALES

**REFERENCE # 8:**

Name of Company/Entity: City of Woodbury, Minnesota  
City/State: Woodbury, Minnesota  
Contact Person Name: Eric Searles  
Contact Email: [Eric.searles@woodburymn.gov](mailto:Eric.searles@woodburymn.gov)  
Contact Person Telephone Number: 651-714-3532  
Date When Work Performed: 2015-2017  
*Brief* Description of Work Performed: NAMING RIGHTS, SPONSORSHIP ASSET  
INVENTORY, VALUATION & SALES

**REFERENCE # 9:**

Name of Company/Entity: City and County of Denver, Colorado  
City/State: Denver, Colorado  
Contact Person Name: Amy Lindsey  
Contact Email: [Amylindsey1@gmail.com](mailto:Amylindsey1@gmail.com)  
Contact Person Telephone Number: 720-373-5419  
Date When Work Performed: 2015-2017  
*Brief* Description of Work Performed: NAMING RIGHTS, SPONSORSHIP ASSET  
INVENTORY, VALUATION & SALES

**REFERENCE # 10:**

Name of Company/Entity: San Diego Symphony

City/State: San Diego, California

Contact Person Name: Katy McDonald

Contact Email: [kmcdonald@sandiegosymphony.org](mailto:kmcdonald@sandiegosymphony.org)

Contact Person Telephone Number: 619-236-5421

Date When Work Performed: 2017-Present

*Brief* Description of Work Performed: NAMING RIGHTS, SPONSORSHIP & PREMIUM SEATING, VALUATION & SALES

**REFERENCE # 11:**

Name of Company/Entity: Houston First Corporation

City/State: Houston, Texas

Contact Person Name: Aimee McCurtain

Contact Email: [Aimee.mccuratin@houstonfirst.com](mailto:Aimee.mccuratin@houstonfirst.com)

Contact Person Telephone Number: 713.853.8383

Date When Work Performed: 2017-Present

*Brief* Description of Work Performed: NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES

**REFERENCE # 12:**

Name of Company/Entity: Mohegan Sun

City/State: Uncasville, Connecticut

Contact Person Name: Ryan McDermott

Contact Email: [rmcdermott@mohegansun.com](mailto:rmcdermott@mohegansun.com)

Contact Person Telephone Number: 860-862-3561

Date When Work Performed: 2020-Present

*Brief* Description of Work Performed: NAMING RIGHTS, SPONSORSHIP ASSET INVENTORY, VALUATION & SALES





## REQUEST FOR SEALED PROPOSAL

### ADVERTISEMENT for CONTRACTUAL SERVICES

#### RFP – NAMING & SPONSORSHIP RIGHTS AGREEMENT - 010422

#### **ADDENDUM No 1**

#### **OWNER'S BID PROPOSAL FORM**

OWNER: City of College Park  
3667 Main Street  
College Park, GA 30337

PROJECT: Naming & Sponsorship Rights Agreement

DATE: December 28, 2021

BID #111021 is hereby revised as instructed throughout attached ADDENDUM No. 1.

This Addendum forms a part of the contract documents and modifies the original bid documents. The following items shall take precedence over the originally published bid documents for the above named project and shall become a part of the contract documents:

1. Please advise/clarify how we are able to secure a bid number as referenced in the "General Instruction to Proposer".
  - a. Use the bid title as your bid title/number, since this is the only bid the City currently advertises for this project
2. In reviewing the RFP document Requirements & Checklist, we did not see mention of the *Quote Sheet*. Please advise as to where this document should be included in the proposal package.
  - a. You are allowed to submit your proposal cost on a separate page.
3. Is an Umbrella Insurance Policy required by the City? If so, what are the required limits?
  - a. This would not be required for this project.
4. Our organization has an established relationship with a visual branding firm with whom we have collaborated on projects of this scope and if awarded the contract, would use on this project. For the determination within the City's RFP, would this firm be considered a subcontractor and subsequently need to complete the Subcontractor Affidavit and Subcontractor itemization of work?
  - a. If this organization is completing work on behalf of your company they would be considered a subcontract and would need to complete the subcontractor affidavit.
5. Can you please elaborate on the scoring mechanism for the valuation of the proposals? Are there points associated with the evaluation selection criteria listed on pgs. 19 (bottom) and 20 (top) of the RFP?


- a. The review committee will review the content of each proposal then make a recommendation based on the outlined criteria.
- b. No number/point system will be used during the evaluation.

# Form of Proposal

To: The City of College Park  
College Park, Georgia 30337

I/We the undersigned hereby offer and agree to supply and deliver the service as outlined in the Request for Proposal documents. The signature(s) below dignify that I/we have read and agree with the procedures outlined in the Request for Proposal document.

The undersigned acknowledges receipt of Addendum No. 1.

<b>PROPOSAL SUBMITTED BY:</b>	
Company Name	The Superlative Group, Inc.
Address	2843 Franklin Blvd.
City, State and Zip	Cleveland, Ohio 44113
Phone	216-592-9400
Facsimile	N/A
Email	canter@superlativegroup.com
Website	<a href="https://www.superlativegroup.com">https://www.superlativegroup.com</a>
Signature	
Print/Type Name	Kyle Canter
Title	Chief Operating Officer
Date	12/30/2021



City of College Park Purchasing Department  
3677 Main Street  
College Park, Georgia 30337

December 30, 2021

To whom it may concern,

The Superlative Group is attaching this letter to explain why our bid for the City of College Park's RFP – Naming & Sponsorship Rights Agreement – 010422 is not accompanied by a bid bond. The language of the RFP states that, "each bid must be accompanied by a bid bond, on a surety company's standard bid bond form acceptable to the City in an amount no less than 5% of the amount bid." Because our proposed pricing for this bid includes a commission only option – meaning, the City will not incur any out-of-pocket cost – we interpreted the potential bid amount, and therefore the bid bond requirement, to be \$0.

However, if we misunderstood and are required to provide a bid bond, we are more than happy to comply with the bid bond requirements.

Lastly, The Superlative Group also acknowledges that if we are the awarded bidder, we are required to provide Performance and Payment Bond before execution of contract.

Warm regards,

A handwritten signature in blue ink, appearing to read "Myles", with a large blue scribble underneath it.

Myles Gallagher  
President & CEO

[gallagher@superlativegroup.com](mailto:gallagher@superlativegroup.com)

The Superlative Group, Inc.

# Request for Taxpayer Identification Number and Certification

Give Form **1.3.c**  
 requester. Do not  
 send to the IRS.

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

See Specific Instructions on page 3.

**1** Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.  
**The Superlative Group, Inc.**

**2** Business name/disregarded entity name, if different from above

**3** Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC     C Corporation     S Corporation     Partnership     Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► \_\_\_\_\_

**Note:** Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ► \_\_\_\_\_

**4** Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) \_\_\_\_\_

Exemption from FATCA reporting code (if any) \_\_\_\_\_

(Applies to accounts maintained outside the U.S.)

**5** Address (number, street, and apt. or suite no.) See instructions.  
**2843 Franklin Blvd.**

**6** City, state, and ZIP code  
**Cleveland, OH 44113**

**7** List account number(s) here (optional)

Requester's name and address (optional)

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

**Social security number**

			-			-					
--	--	--	---	--	--	---	--	--	--	--	--

or

**Employer identification number**

3	4	-	1	7	6	2	9	5	4
---	---	---	---	---	---	---	---	---	---

## Part II Certification

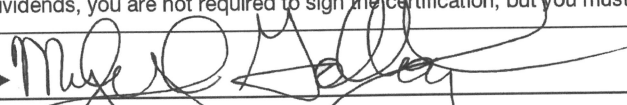
Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

**Sign Here**

Signature of U.S. person ►



Date ► **January 21, 2021**

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.



The City of College Park Purchasing Department is seeking vendor information to create a database of current and new businesses doing business with the City of College Park. We ask that all vendors take this time to provide the following information so that we can update our records and develop a process to benefit the needs of the community. The information collected from this questionnaire will not be used in the award of bids. The City will continue to utilize a fair, equitable and impartial process and award bids based upon the lowest responsible bidder.

Vendor Name: The Superlative Group, inc.

Vendor Category: Naming Rights and Sponsorships Valuation and Sales Consultancy (Marketing)

Physical Address: 2843 Franklin Blvd.

City, State, Zip: Cleveland, OH 44113

Telephone: 216-592-9400

Fax: N/A


Alternate Phone: N/A

Remit To: 2843 Franklin Blvd.

City, State, Zip: Cleveland, OH 44113

- ◇ A **“Minority Business Enterprise” (MBE)** is a business, which is an independent and continuing operation for profit, performing a commercially useful function, which is owned and/or controlled by one or more minority group member(s).  
*African American Business Enterprise (AABE), Hispanic Business Enterprise (HBE), Female Business Enterprise (FBE), Asian Business Enterprise (ABE), Native American Business Enterprise (NABE)*
- ◇ An **“Owned”** is a minority or female owner which possesses an ownership interest 51% of the business
- ◇ A **“Controlled”** is a minority or female, which possess and exercise the legal authority and power to manage business assets, good will and daily operations of the business and actively and continuously exercise such managerial authority and power in determining the policies and directing the operations of the business.

Classification of your MBE Company (*requested*) N/A

Kyle Canter	Chief Operating Officer
Vendor Contact Name (print)	Title
	12/30/2021
Vendor Contact Signature	Date



## Non-Collusion

By signing below, I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a bid for same materials, supplies or equipment, and is in all respects fair and without collusion or fraud. I understand that collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards. I agree to abide by all conditions of this bid, and certify that I am authorized to sign this bid for the bidder.

In addition, the selected company will be required to comply with all existing State and Federal laws, including applicable equal opportunity employment provisions. The Contract between the company and the City shall be construed and governed in accordance with the law of the State of Georgia and the City of College Park. The company, at its own expense, shall secure all occupational and professional licenses and permits necessary for the fulfillment of its obligations under this contract.

It shall be unethical for any City Employee or City Official to transact any business or participate directly or indirectly in a procurement contract when the City Employee or City Official knows; the City Employee or City Official or immediate family of such has a substantial interest pertaining to the procurement contract, except that the purchase of goods and services from businesses, which a member of the city council or other City Employee has a substantial interest is authorized as per O.C.G.A. § 36-1-14, or the procurement contract is awarded pursuant to O.C.G.A. § 45-10-22 and § 45-10-24, or the transaction is excepted from said restrictions by O.C.G.A. § 45-10-25, interpreting such statutes as if they were applicable to a municipality.

Vendor Name: The Superlative Group, Inc.

Physical Address: 2843 Franklin Blvd.

City, State, Zip Cleveland, OH 44113

Phone: 216-592-9400

Fax: N/A

Signature: 

Date: 12/30/2021



**CITY OF COLLEGE PARK  
PURCHASING DEPARTMENT**



**“GENERAL INSTRUCTION TO PROPOSER”**

1. The following instructions are to be considered an integral part of this proposal; unless otherwise requested and MUST BE TYPEWRITTEN OR PRINTED IN INK. See checklist for number of submittals to provide. The person signing the bid form must initial any changes or corrections made to this proposal, using blue ink.
2. The person, firm or corporation making the proposal shall submit their bid attaching the final page of this proposal to the front of their proposal to City Hall. The cover submittal page must be complete with the bidding company’s name, bid title, bid number and bid date. No proposal may be withdrawn or modified in any way after the bid-opening deadline.
3. If descriptive literature is attached to the bid, bidding company’s name, bid title, bid number and bid date must appear on all sheets.
4. If there is any question whatsoever regarding any portion of the instructions or specifications, it shall be the bidding company’s responsibility to seek clarification immediately from the City of College Park Purchasing Department during the question period stated herein. **It shall be the bidder’s responsibility to check the City’s website (www.collegeparkga.com) for any/all addenda(s).** Answer(s) to all questions will be answered after the deadline for questions has expired, and posted on the City’s web site, if applicable, within the specified timeline on page one (1).
5. Any variation from the specifications must be clearly stated by the bidding company in writing and submitted with his/her proposal.
6. The apparent silence of the specifications and any supplement specifications as to any details or the omission from it of a detailed description concerning any point shall be regarded as meaning that only the best commercial practices are to prevail and that only materials of first quality and correct type, size and design are to be used. All workmanship is to be of first quality. All interpretations of this specification shall be made upon the basis of this statement.
7. The following bid shall be awarded to one “responsible” bidder on a total lump sum price basis. An award shall be made to one vendor, or split between vendors, for the total bid. Unit prices and extensions will be verified and total checked. Unit price extension and net total must be shown. Unit price SHALL prevail.
8. In most cases, proposals shall be evaluated on the following items, but not necessarily in this order:
  - a. Lowest Price (not always the winning proposal)
  - b. Adherence to specifications
  - c. Delivery of good/service(s)
    - i. If Applicable to Scope of Work
    - ii. Though delivery will be a large consideration, please be as truthful and precise with your date(s) as possible.
  - d. Past record of vendor’s delivery/performance to the City of College Park
9. The City of College Park desires delivery of the material or services specified at the earliest possible time after the date of award. An unreasonable delivery proposal may be cause for disqualification of a bid. Each bidder shall state a definite time and avoid using the terms ASAP or approximately so many days.
10. The bidder or contractor shall provide copies of Workers’ Compensation Insurance with a limit of not less than required by the State of Georgia or otherwise stated in the bid instructions. In addition, a copy of your Commercial General Liability Insurance (*if applicable*) shall be provided.



11. All prices shall be for delivery, our destination, and F.O.B. freight prepaid and allows, College Park, Georgia unless otherwise shown. *(if applicable)*
12. Federal or State Sales Tax is *inapplicable*
  - a. The City of College Park's Tax Identification Number (TIN) is 58-6000542
  - b. The City of College Park **is tax-exempt** under the code of Georgia, Charter 88-18
13. Cash discounts or end of month terms should be shown separately, even if terms are net.
14. The City of College Park:
  - a. Reserves the right to accept or reject any or all bids, due to past performance, etc. and waive any informality. Further, the City expressly reserves the right to postpone the opening of proposal for its own convenience and to reject any or all proposals in response to this RFP without indicating any reasons for such rejection(s).
  - b. Request and consider the submission of proposal modifications at any time before the award is made, if such is in the best interest of the City.
  - c. Request clarification and/or additional information from proposers during the evaluation process.
  - d. Negotiate with the selected consultant to include further services not identified in this RFP.
  - e. In the event of contract termination, enter into contract negotiations with other qualified companies that submitted acceptable proposals, rather than redoing the proposal process for the project.
  - f. The City of College Park will accept or reject all bids within 90 days from the date of the bid opening

**The undersigned on the bid proposal certifies that he/she has carefully examined the instructions to bidders, terms and specifications applicable to and made a part of this proposal.**

**He/she further certifies; the prices shown in the schedule of items on which he/she is bidding, are in accordance with the conditions, terms and specifications of the proposal and that any exception taken thereto may disqualify the bid.**

SIGNATURE: \_\_\_\_\_



DATE: 12/30/2021 \_\_\_\_\_

***NOTE: This solicitation document is a standard boilerplate form in addition; take into consideration this may not be modified for every solicitation.***



**REQUEST FOR SEALED PROPOSAL**

**ADVERTISEMENT for CONTRACTUAL SERVICES**

**RFP – NAMING & SPONSORSHIP RIGHTS AGREEMENT - 010422**

The City of College Park is accepting sealed proposals from qualified vendors for **NAMING & SPONSORSHIP RIGHTS AGREEMENT**. Proposals will be received no later than **TUESDAY, JANUARY 4, 2022 at 9:30 am (EST)** at the City of College Park Purchasing Department, 3667 Main Street, College Park Georgia, 30337. Proposals received after the above date and time, or in any other location other than the Purchasing Department will not be considered.

A bid packet may be obtained by clicking related solicitation link on the City of College Park website [www.collegeparkga.com](http://www.collegeparkga.com) under the Bids / RFPs section.

**Timeline**

Q&A and Clarifications (email only to <a href="mailto:wmoody@collegeparkga.com">wmoody@collegeparkga.com</a> ) Ref: City Naming & Sponsorship Rights	December 28, 2021	12:00 pm (EST) deadline
Addendum(s) published	December 31, 2021	4:00 pm (EST)
Open Sealed Bids (via Zoom)	January 4, 2022	10:00 am (EST)

Any/all addenda must be signed and dated and made a part of bid packet. It is always the vendor's responsibility to check the City of College Park's website for any/all addenda.

The City of College Park reserves the right to reject any or all bids based on past performance and to waive technicalities and informalities and re-advertise. All Minority, Woman and Small Businesses are strongly encouraged to apply. Only responsive bids that are determined to meet the requirements and criteria set forth by the City of College Park will be considered.



**CITY OF COLLEGE PARK  
PURCHASING DEPARTMENT**



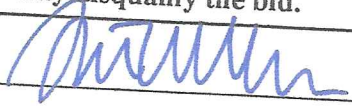
**“GENERAL INSTRUCTION TO PROPOSER”**

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2. The person, firm or corporation making the proposal shall submit their bid attaching the final page of this proposal to the front of their proposal to City Hall. The cover submittal page must be complete with the bidding company's name, bid title, bid number and bid date. No proposal may be withdrawn or modified in any way after the bid-opening deadline.
3. If descriptive literature is attached to the bid, bidding company's name, bid title, bid number and bid date **must** appear on all sheets.
4. If there is any question whatsoever regarding any portion of the instructions or specifications, it shall be the bidding company's responsibility to seek clarification immediately from the City of College Park Purchasing Department during the question period stated herein. **It shall be the bidder's responsibility to check the City's website (www.collegeparkga.com) for any/all addenda(s).** Answer(s) to all questions will be answered after the deadline for questions has expired, and posted on the City's web site, if applicable, within the specified timeline on page one (1).
5. Any variation from the specifications must be clearly stated by the bidding company in writing and submitted with his/her proposal.
6. The apparent silence of the specifications and any supplement specifications as to any details or the omission from it of a detailed description concerning any point shall be regarded as meaning that only the best commercial practices are to prevail and that only materials of first quality and correct type, size and design are to be used. All workmanship is to be of first quality. All interpretations of this specification shall be made upon the basis of this statement.
7. The following bid shall be awarded to one "responsible" bidder on a total lump sum price basis. An award shall be made to one vendor, or split between vendors, for the total bid. Unit prices and extensions will be verified and total checked. Unit price extension and net total must be shown. Unit price **SHALL** prevail.
8. In most cases, proposals shall be evaluated on the following items, but not necessarily in this order:
  - a. Lowest Price (not always the winning proposal)
  - b. Adherence to specifications
  - c. Delivery of good/service(s)
    - i. If Applicable to Scope of Work
    - ii. Though delivery will be a large consideration, please be as truthful and precise with your date(s) as possible.
  - d. Past record of vendor's delivery/performance to the City of College Park
9. The City of College Park desires delivery of the material or services specified at the earliest possible time after the date of award. An unreasonable delivery proposal may be cause for disqualification of a bid. Each bidder shall state a definite time and avoid using the terms ASAP or approximately so many days.
10. The bidder or contractor shall provide copies of Workers' Compensation Insurance with a limit of not less than required by the State of Georgia or otherwise stated in the bid instructions. In addition, a copy of your Commercial General Liability Insurance (*if applicable*) shall be provided.

- 11. All prices shall be for delivery, our destination, and F.O.B. freight prepaid and allows, College Park, Georgia unless otherwise shown. *(if applicable)*
- 12. Federal or State Sales Tax is *inapplicable*
  - a. The City of College Park's Tax Identification Number (TIN) is 58-6000542
  - b. The City of College Park is tax-exempt under the code of Georgia, Charter 88-18
- 13. Cash discounts or end of month terms should be shown separately, even if terms are net.
- 14. The City of College Park:
  - a. Reserves the right to accept or reject any or all bids, due to past performance, etc. and waive any informality. Further, the City expressly reserves the right to postpone the opening of proposal for its own convenience and to reject any or all proposals in response to this RFP without indicating any reasons for such rejection(s).
  - b. Request and consider the submission of proposal modifications at any time before the award is made, if such is in the best interest of the City.
  - c. Request clarification and/or additional information from proposers during the evaluation process.
  - d. Negotiate with the selected consultant to include further services not identified in this RFP.
  - e. In the event of contract termination, enter into contract negotiations with other qualified companies that submitted acceptable proposals, rather than redoing the proposal process for the project.
  - f. The City of College Park will accept or reject all bids within 90 days from the date of the bid opening

The undersigned on the bid proposal certifies that he/she has carefully examined the instructions to bidders, terms and specifications applicable to and made a part of this proposal.

He/she further certifies; the prices shown in the schedule of items on which he/she is bidding, are in accordance with the conditions, terms and specifications of the proposal and that any exception taken thereto may disqualify the bid.

SIGNATURE:  DATE: 1-4-2021

**NOTE: This solicitation document is a standard boilerplate form in addition; take into consideration this may not be modified for every solicitation.**



CITY OF COLLEGE PARK  
PURCHASING DEPARTMENT



REF: NAMING & SPONSORSHIP RIGHTS AGREEMENT  
Show all exceptions and comments below

*No exceptions or comments to share*

Lined area for providing exceptions and comments.

SIGNATURE:

*[Handwritten Signature]*

DATE:

*1-4-2021*



### E-VERIFICATION AFFIDAVIT

The College Park contract holder, signed below, confirms and verifies its compliance with Georgia law (See OCGA § 13-10-91), and affirmatively states that the business (Sole Proprietor, Partnership, Corporation, Non-Profit, LLC Corporation, or LLC Partnership) which performs services for the College Park: (check and complete #1 or #2 below)

\_\_\_ 1. Has registered with, is authorized to use, and uses the federal work authorization program commonly known as "E-Verify", or any subsequent replacement program. Furthermore, the undersigned will continue to use the federal work authorization program throughout the contract period. The undersigned will contract for the physical performance of services for the contract only with subcontractors who present an affidavit to the contract holder with the information required by OCGA § 13-10-91, as amended. The undersigned hereby attests that its federal work authorization user identification number and date for authorization are as follows:

*\*We have not provided this in the past but will deliver as soon after bid award as possible.*

\_\_\_\_\_ Federal Work Authorization User Identification Number (not Taxpayer ID)

\_\_\_\_\_ Date of Authorization

\_\_\_\_\_ Legal Business Name of City of College Park Contract Holder/Applicant

\_\_\_ 2. Employs no employees, or otherwise does not fall within the requirements of OCGA § 13-10-91.

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on \_\_\_\_\_, 20\_\_\_ in \_\_\_\_\_ (city) \_\_\_\_\_ (state)

\_\_\_\_\_  
Signature of Authorized Owner/Officer

\_\_\_\_\_  
Printed Name and Title of Authorized Owner/Officer

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires: \_\_\_\_\_



# RFP DOCUMENT REQUIREMENTS & CHECKLIST

Complete, sign and submit the following RFP documents in the order listed below. The proposal shall be submitted using the forms included in the RFP document.

- 1. Form of Proposal completed, signed and dated
- 2. RFP document requirements & checklist completed, signed and dated
- 3. One (1) marked "Original", Two (2) marked "Copy" and One (1) flash drive of the proposal
- 4. Exceptions Sheet
- 5. Contract Affidavit
- 6. Proofs of Insurance (must be included in proposal package)
- 7. List of subcontractors
- 8. Reference Request pages
- 9. Any/All Addenda must be signed, dated and made a part of bid packet
- 10. Successful bidder acknowledges requirement to provide Performance and Payment Bond before execution of contract
- 11. Current Form W-9
- 12. Purchasing Vendor Questionnaire

1. Is the vendor located within the city limits of College Park? NO

2. Is your company a minority-owned business? NO  
if yes, which category? \_\_\_\_\_ \* Include copy of current MBE certificate(s) in packet

A "Minority Business Enterprise" (MBE) is a business, which is an independent and continuing operation for profit, performing a commercially useful function, owned and/or controlled by one or more minority group member(s).

*African American Business Enterprise (AABE), Hispanic Business Enterprise (HBE), Female Business Enterprise (FBE), Asian Business Enterprise (ABE), Native American Business Enterprise (NABE)*

3. Has the vendor previously conducted business with College Park? NO

4. Has your company ever been debarred from doing business with any federal, state or local agency? NO (If yes, on a separate sheet of paper, provide details including agency name, date(s) and reason for debarment.)

PHIL MCCARN VP, Sales  
Vendor Contact Name (print) Title

[Signature] 1-4-2021  
Vendor Contact Signature Date

**Faxed, emailed or late proposals will not be accepted**

The City of College Park is not responsible for submissions not properly identified, late or undelivered mail or courier service(s).



# Request for Taxpayer Identification Number and Certification

1.3.d

Give Form to the requester. Do not send to the IRS.

Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

**INDEPENDENT SPORTS & ENTERTAINMENT**

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.

Individual/sole proprietor or single-member LLC     C Corporation     S Corporation     Partnership     Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ P  
Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see Instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) \_\_\_\_\_

Exemption from FATCA reporting code (if any) \_\_\_\_\_

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See Instructions.

676 N MICHIGAN AVE SUITE 3000

6 City, state, and ZIP code

CHICAGO, IL 60611

7 List account number(s) here (optional)

Requester's name and address (optional)

Print or type. See Specific instructions on page 3.

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number								
			-					

or

Employer identification number									
8	0	-	0	8	3	2	8	1	6

## Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here    Signature of U.S. person ▶ B. Keal

Date ▶ 8-9-21

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.



The City of College Park Purchasing Department is seeking vendor information to create a database of current and new businesses doing business with the City of College Park. We ask that all vendors take this time to provide the following information so that we can update our records and develop a process to benefit the needs of the community. The information collected from this questionnaire will not be used in the award of bids. The City will continue to utilize a fair, equitable and impartial process and award bids based upon the lowest responsible bidder.

Vendor Name: Independent Sports + Entertainment

Vendor Category: Sports + Entertainment

Physical Address: 1720 Peachtree Rd, NW Suite 1062

City, State, Zip: Atlanta, GA 30309

Telephone: 678.488.6047

Fax:

Alternate Phone:

Remit To: Independent Sports + Entertainment

City, State, Zip: Atlanta, GA 30309

- ◇ A "Minority Business Enterprise" (MBE) is a business, which is an independent and continuing operation for profit, performing a commercially useful function, which is owned and/or controlled by one or more minority group member(s).  
*African American Business Enterprise (AABE), Hispanic Business Enterprise (HBE), Female Business Enterprise (FBE), Asian Business Enterprise (ABE), Native American Business Enterprise (NABE)*
- ◇ An "Owned" is a minority or female owner which possesses an ownership interest 51% of the business
- ◇ A "Controlled" is a minority or female, which possess and exercise the legal authority and power to manage business assets, good will and daily operations of the business and actively and continuously exercise such managerial authority and power in determining the policies and directing the operations of the business.

Classification of your MBE Company (requested) n/a

PHIL MCCARN

VP, Sales

Vendor Contact Name (print)

Title

[Signature]

1-4-2022

Vendor Contact Signature

Date



### Insurance Requirements

Within ten (10) days of Notice of Award, and at all times that this contract is in force, the contractor shall obtain, maintain and furnish the City of College Park, Certificates of Insurance from licensed companies doing business in the State of Georgia and acceptable to the City of College Park covering:

1. Worker's Compensation Insurance
2. Comprehensive General Liability Insurance
3. Automobile Liability
4. Umbrella Liability Insurance

Copies of these Certificates of Insurance shall be furnished to the City of College Park prior to execution of the contract. Such policies shall be non-cancellable except on thirty-day (30) written notice to the City of College Park.

### Local Preference Policy

Local preference may be given to businesses that have a business location within the geographic boundaries of the City of College Park (Fulton County) as long as all requirements of the bid have been met. Should a local vendor submit a bid proposal that is not more than three percent (3%) greater than the bid of the lowest non-local vendor for bids up to \$150,000 or not more than three percent (3%) greater than the bid of the lowest non-local vendor for bids in excess of \$150,000, then the local vendor's bid shall be recommended for approval provided all requirements of the bid proposal/process have been met.

This policy shall not apply to any purchases of materials, equipment or services in excess of \$1,000,000. The term business location means that the business has a staffed, fixed, physical place of business located within City of College Park City Limits and has had the same for at least one (1) year prior to the date of the business' submission of its proposal or bid, as applicable and has held a valid business license from the City of College Park.

### Sealed Bid Delivery Service(s)

If your company elects to use a delivery service (FedEx, UPS, USPS, etc.), the City assumes no responsibility for submittals received after the advertised deadline or at any office or location other than that specified herein, whether due to mail delays, courier mistake, mishandling, or any other reason.

If proposals are delivered other than by hand delivery, it is recommended that the proposer verify delivery. Any proposal received after the specified time and date will not be considered and may be returned unopened to the Proposer.

### Permits (required)

The contractor shall be responsible for all inspections and ensuring compliance with all Federal, State, and County laws and codes. The contractor shall be solely responsible for obtaining all permits. The contract awardee will need to file with the Building & Inspections with the City of College Park projects; there is no cost for the permit.

### Basis of Award

The contract, if awarded, will be awarded to the most responsive and responsible bidder, which may not be the lowest response. Each bid must be accompanied by a bid bond, on a surety company's standard bid bond form acceptable to the City in an amount no less than 5% of the amount bid.

The successful bidder will be required to furnish a performance bond and payment bond, on or before the issuance of Notice to Proceed, each for 100% of the Contract Amount. All other required contract documents must be fully completed and executed by the contractor and his/her Surety, and submitted to the Owner on or before the issuance of the Notice to Proceed.

The performance bond shall remain in effect for one (1) year after final acceptance of the work or the guaranty period under the agreement, whichever is the larger. The payment bond shall remain in effect for the period required under Georgia law for the payment bonds on public construction agreements. Do not date these bonds, the City will date this bond the same date or later than the date of the Agreement.

### Professional Licenses (if applicable)

The State of Georgia requires that the following professions be required by state law to be licensed:

1. Electricians
2. Plumbers
3. Conditioned Air Contractors
4. Low voltage Contractors

Bidders and any sub-contractors performing any of the above-described work must provide a copy of current license(s) for the work they will perform on this project.

### Ethics Hotline

The City of College Park has an ethics hotline for anyone with the knowledge of possible bid rigging, bidder collusion, or other fraudulent activities should use the "hotline" to report such activities, anonymously online or by phone.

Phone: 1-844-714-0962

Online: [collegeparkga.ethicspoint.com](http://collegeparkga.ethicspoint.com)



**Subcontractor**

I will will not propose to subcontract some of the work on this project? will not  
 (response)

I propose to subcontract work to the following:

	Subcontractor Print Name	Brief Description of Work to be Performed by Subcontractor	Percent of Work
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

PHIL MCCARN VP, Sales  
 Vendor Contact Name (print) Title  
[Signature] 1.4.2022  
 Vendor Contact Signature Date

*Note:*

- 1. The City of College Park requires the (primary) contracted vendor to complete no less than fifty-one (51) percent of the proposed project.*
- 2. It is the sole responsibility of the prime contractor to ensure any/all subcontractors are properly insured for the type and amount of work completing under the contract.*



# Subcontractor Affidavit

Under O.C.G.A. § 13-10-91(b)(3)

By executing this affidavit, the undersigned subcontractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services under a contract with \_\_\_\_\_ (name of subcontractor) on behalf of THE CITY OF COLLEGE PARK, GEORGIA has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned subcontractor will continue to use the federal work authorization program throughout the contract period and the undersigned subcontractor will contract for the physical performance of services in satisfaction of such contract only with sub-subcontractors who present an affidavit to the subcontractor with the information required by O.C.G.A. § 13-10-91(b). Additionally, the undersigned subcontractor will forward notice of the receipt of an affidavit from a sub-subcontractor to the contractor within five business days of receipt. If the undersigned subcontractor receives notice of receipt of an affidavit from any sub-subcontractor that has contracted with a sub-subcontractor to forward, within five business days of receipt, a copy of such notice to the contractor. Subcontractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

*N/A - No subcontractors utilized*

Federal Work Authorization User Identification Number (not Taxpayer ID)

\_\_\_\_\_  
Date of Authorization

\_\_\_\_\_  
Name of Contractor

\_\_\_\_\_  
Name of Project

\_\_\_\_\_  
Name of Public Employer

**I hereby declare under penalty of perjury that the foregoing is true and correct.**

Executed on \_\_\_\_\_, 20\_\_ in \_\_\_\_\_ (city) \_\_\_\_\_ (state)

\_\_\_\_\_  
Signature of Authorized Owner/Officer

\_\_\_\_\_  
Printed Name and Title of Authorized Owner/Officer

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires: \_\_\_\_\_



## Reference Request

The following references are from current and past government, educational and/or commercial accounts of similar size and scope. Your list should consist of a minimum of five (5) references, and will not include the City of College Park. Nor should your references be current of former City of College Park employees.

### REFERENCE # 1:

Name of Company/Entity: Sugar Bowl LLC  
 City/State: New Orleans, LA  
 Contact Person Name: Devek Morel  
 Contact Email: devok.m@sugarbowl.org  
 Contact Person Telephone Number: 540.828.2440  
 Date When Work Performed: July 2020 - September 2022  
 Brief Description of Work Performed: Served as exclusive sales agency to secure partnerships including a naming rights/title sponsorship that was closed at over \$1M.

### REFERENCE # 2:

Name of Company/Entity: The VII Group  
 City/State: Atlanta, GA  
 Contact Person Name: Chris Williams  
 Contact Email: chrise@theviigroup.net  
 Contact Person Telephone Number: 6.46.327.4013  
 Date When Work Performed: January 2020 - present  
 Brief Description of Work Performed: Served to sell and manage all corporate partnerships for college basketball event including title spons

**REFERENCE # 3:**

Name of Company/Entity: Learfield

City/State: Plano, TX

Contact Person Name: Solly Fulp

Contact Email: sfulp@learfield.com

Contact Person Telephone Number: 510.334.6385

Date When Work Performed: June 2019 - Jan 2020

Brief Description of Work Performed Ran naming rights services to identify and close partners for largest college sports rights holder.

**REFERENCE # 4:**

Name of Company/Entity: Washington State University

City/State: Pullman, WA

Contact Person Name: Chris Park

Contact Email: chris.p.park@wsu.edu

Contact Person Telephone Number: 509.335.4631

Date When Work Performed: 2020

Brief Description of Work Performed Football field successful naming rights search.

**REFERENCE # 5:**

Name of Company/Entity: \_\_\_\_\_

City/State: \_\_\_\_\_

Contact Person Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Person Telephone Number: \_\_\_\_\_

Date When Work Performed: \_\_\_\_\_

Brief Description of Work Performed \_\_\_\_\_





### Non-Collusion

By signing below, I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a bid for same materials, supplies or equipment, and is in all respects fair and without collusion or fraud. I understand that collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards. I agree to abide by all conditions of this bid, and certify that I am authorized to sign this bid for the bidder.

In addition, the selected company will be required to comply with all existing State and Federal laws, including applicable equal opportunity employment provisions. The Contract between the company and the City shall be construed and governed in accordance with the law of the State of Georgia and the City of College Park. The company, at its own expense, shall secure all occupational and professional licenses and permits necessary for the fulfillment of its obligations under this contract.

It shall be unethical for any City Employee or City Official to transact any business or participate directly or indirectly in a procurement contract when the City Employee or City Official knows; the City Employee or City Official or immediate family of such has a substantial interest pertaining to the procurement contract, except that the purchase of goods and services from businesses, which a member of the city council or other City Employee has a substantial interest is authorized as per O.C.G.A. § 36-1-14, or the procurement contract is awarded pursuant to O.C.G.A. § 45-10-22 and § 45-10-24, or the transaction is excepted from said restrictions by O.C.G.A. § 45-10-25, interpreting such statutes as if they were applicable to a municipality.

Vendor Name:

Independent Sports + Entertainment

Physical Address:

1720 Peachtree Rd., NW Suite 1062

City, State, Zip

Atlanta, GA 30309

Phone:

404.389.9100

Fax:

Signature:

*[Handwritten Signature]*

Date:

1.4.2022

## PURPOSE and SCOPE of WORK

### GENERAL PURPOSE

The City of College Park in order to operate in a maximum revenue position will need a market analysis of the Georgia International Convention Center (GICC) and Gateway Center Arena @ College Park (The Arena). The analysis should provide the value of the naming rights and facility sponsorship packages; identify marketable assets and associated facility sponsorship opportunities and identify other marketing/sales opportunities for revenue generation.

### INFORMATION and INSTRUCTIONS

The responsibility is on the bidder to show their knowledge, understanding and capacity to conduct the work outlined in the Request for Proposal (RFP).

The responses will be assessed according to how well the bidder meets the City's needs and assure the City's success in relation to the submission requirements. The detail and clarity of the written submission will be considered indicative of the bidder's expertise and competence.

All information provided in response to this RFP must contain sufficient detail to support these services being proposed. Incomplete submissions will not be considered.

A Bid Bond of AIA Document A310 Bid Bond (5%) will be required with the submitted proposal.

A Performance and Payment Bond of 100% Performance and Payment Bond before execution of contract.

All pricing proposed must be in United States funds and exclusive of all appropriate taxes. The prices will include all cost related to work to be performed (i.e. vehicle, travel, equipment, labor, materials, freight, etc.).

The City of College Park is not liable for any costs incurred by interested parties in the preparation of their response to this request or interviews. Furthermore, the City shall not be responsible for any liabilities, costs, expenses, loss or damage incurred, sustained or suffered by any interested party, prior to, subsequent to, or by reason of the acceptance, or non-acceptance by the City of any response, or by reason of any delay in the acceptance of the response.

### FORM of PROPOSALS

The proposal shall be submitted on the Form of Proposal and Quote Sheet included in this document and enclosed in a sealed envelope.

The bidder should adhere to the "General Instruction to Proposer" instructions for submission. In addition, proposals containing changes, erasures, overwriting, whiteouts, cross-outs, or strikeouts not initialed by the bidder may not be accepted.

The Form of Proposal must contain an original manual signature in ink in the specified place by an authorized signing officer. Any digital, mechanical or electronic signatures will be rejected. No part of the Form of Proposal included in this package shall be altered or deleted.

The completed proposal shall be dated and properly signed in the space(s) by a duly authorized official(s) of the entity submitting a proposal. Signatures on behalf of a non-incorporated entity or by individuals shall be witnessed.

Proposals shall not be made by e-mail or facsimile. Adjustment by e-mail, facsimile, letter or otherwise to a proposal already submitted shall not be accepted or considered. Proposals may be withdrawn prior to the time of opening thereof only by notice to the City of College Park Purchasing Department signed by the bidder.

### PROCESSING of PROPOSALS

On receipt by the City representative of a properly sealed package delivered by or on behalf of a bidder, the City representative will mark the envelope as to the time and date of receipt and the envelope will be retained unopened until the opening of proposals.

After the proposal has been opened, City staff may clarify any aspect of a proposal with the bidder, however, the City is not required to clarify any part of a proposal. Any such clarification will not alter the proposal and will not be constituted as a negotiation or renegotiation of the proposal. Any clarification of a proposal by a bidder shall not be effective until confirmation has been delivered in writing.

The City may make all necessary corrections to any proposal which is in error through addition or extension, the corrected value prevailing.

The City retains the right to select any proposal for purposes that are in the best interests of and for the best value for the City and/or to select parts of various proposals or to reject all proposals for budgetary or other reasons that are in the best interests of and for the best value for the City. The City reserves the right to award a contract to other than the bidder submitting the most responsive submission.

The selected bidder will be notified after City Council has approved the proposal. The issuance of the proposal in no way implies that the City will proceed with an order or contract for the specified items or services and will not reimburse any bidder for any costs incurred in preparing, submitting or presenting a proposal.

### CONFLICT of INTEREST

Bidders must disclose to the City in the proposal any potential conflict of interest, including any, which may involve City employees, Council members or members or employees of City agencies, boards, or commissions who may have a financial interest in a bidder. If such conflict of interest does exist, the City may at its discretion refuse to consider the proposal.

### BRIBERY/FRAUD

Should any prospective bidder or any of their agents give or offer any gratuity or attempt to bribe any employee of the City or attempt to commit fraud, the City shall be at liberty to cancel the prospective submission or contract and to rely upon the surety submitted for compensation.

### BLACKOUT PERIOD

The City prohibits communications with respect to this bid opportunity initiated by a bidder to any City official, consultant or employee for the period of time from the closing of the tender up to and including the date that the contract has been awarded (the "Blackout Period").

Any communication between the bidder and the City during the Blackout Period will be initiated by the City's Purchasing Department for the sole purpose of obtaining information or clarification necessary in order to ensure a proper and accurate evaluation of the bid.

Any communication initiated by a bidder during the Blackout Period may be grounds for disqualifying the offending bidder from consideration for the contract award.

### **ERROR and OMISSION(s)**

While the staff has used considerable efforts to ensure an accurate representation of information of the Request for Proposal, the information combined in the Request for Proposal is supplied solely as a guideline for bidders. The information is not guaranteed or warranted accurate, nor is it necessarily comprehensive or exhaustive. Nothing in this Request for Proposal is intended to relieve bidders from forming their own opinions and conclusion in respect of the matters addressed in the Request for Proposal.

### **INDEMNIFICATION**

Without limiting any other obligation of the bidder under this contract or otherwise; the bidder hereby agrees to Indemnify and Save Harmless the City of College Park, its elected officials, officers, employees, servants, agents and others for whom the City is in law responsible, from and against any liability, loss, claims, demands, damages, fines and penalties, costs and expenses (including consulting fees), investigatory and legal expenses, and any other actions or causes of actions, suits, caused by or attributed to any willful or negligent act, omission, delay or allegations thereof on part of the bidder, its officers, employees, sub-contractors, agents, licensees, assignees, invites or other persons engaged in the performance, non-performance or attempted performance of the work pursuant to the contract or anyone else for whom the bidder is in law responsible.

Should the City be made a part of any litigation commenced by or against the bidder, then the bidder will protect, indemnify and hold the City harmless and will promptly pay all costs, expenses, and legal fees incurred or paid by City in connection with such litigation upon demand. The bidder will also promptly pay upon demand all costs, expenses and legal fees that may be incurred or paid by the City in enforcing the terms, covenants and conditions in this contract.

### **NONPERFORMANCE**

The City reserves the right to determine nonperformance or poor quality of goods and/or services, and further reserves the right to cancel the contract. The opinion of the City of College Park in this regard shall be final in all instances.

In the event that the bidder shall be discharged before all the services contemplated hereunder have been completed, or the services are for any reason terminated, stopped or discontinued because of the inability of the bidder to serve under this agreement, they shall be paid only for the portion of the work which shall be satisfactorily completed at the time of termination.

### **OWNERSHIP of WORK PRODUCT**

All plans, drawings, submittals and other documents submitted to the City by the bidder become and are the property of the City and the City, without restriction, may make use of such documents

and underlying concepts as it sees fit. The bidder shall not be liable for any damage that may result from any use of said documents for purposes other than those described in this proposal.

### **NETWORK and COMPUTER SOFTWARE/HARDWARE STANDARDIZATION**

To ensure compatibility with the current City of College Park systems technical environment all network IP based hardware and all network and/or standalone computer hardware and/or peripherals must be granted permission by the Information Technology and Telecommunication Department, Chief Information Officer (CIO).

### **INFORMAL or UNBALANCED PROPOSALS**

Proposals that are incomplete, unconditional, illegible or obscure, or contain reservations, erasures, alterations or irregularities of any kind, may be rejected as informal.

Proposals that contain prices, which appear to be as unbalanced as likely to adversely affect the interest of the City, may be rejected.

### **SCOPE of WORK**

These services are to include, but not be limited to the following:

- A. An overview of current trends in naming rights for venues and markets.
- B. Comparable(s) for pricing structure to justify any costs to potential advertisers/sponsors.
- C. Perform the marketing asset inventory of tangible and non-tangible assets.
- D. Determination of fair value for naming rights of the facility.
- E. Assign values to the inventoried assets.
- F. Identification of potential sponsors who have brand awareness strategies that are most apt to benefit from naming rights and sponsorship opportunities.
- G. Development of a target list of accounts. Sources should indicate contacts on a local as well as a national level.
- H. A detailed description of how inventory will be marketed; the process for getting naming rights and sponsorship packages to market; and selling strategies used to achieve the most desired results.
- I. Development of recommended strategy to maximize the overall revenue to be derived from naming rights, sponsorships, signage, and any other marketing opportunities associated with the GICC and The Arena in addition to a comprehensive estimate of the amount of revenue that can be expected.
- J. Assistance in the preparation of all contracts with naming rights and sponsorship vendors, as well as, any future reassignments on an as needed basis.
- K. All materials needed to market and see the naming rights and sponsorships.
- L. Monthly status reports to the City of College Park designated representative.

### **PROPOSAL CONTENT**

The proposal should address each of the requirements as specified.

- A. Fees stated in the proposal will be in a "commission" format.
- B. The fee structure proposed must include all out of pocket costs and expenses incurred by the bidder relating to this project.
- C. The City will not be liable to pay any costs and expenses or to reimburse or compensate under any circumstance fees not included in proposal.

The proposal should include:

1. Understanding of the Project  
A written statement demonstrating the bidder's understanding of the project, including the scope of work. Provide in text or graphic format a representation of your expected approach using completed projects of like functionality.
2. Experience and Qualifications of the Bidder's Corporate Team  
Experience and qualifications of the firm in successfully developing and implementing corporate sponsorship programs for venues of similar nature i.e. other convention facilities. Firms with experience in providing corporate sponsorship program services to government entities to include but not limited to municipal, federal, state, regional, school boards, universities or colleges. Highlight previous experience and identify projects that the bidder has delivered together in the past.
3. Experience of Individual Team Members  
Identify and provide evidence of the expertise and experience of the Project Leader, as well as the individuals who will assume responsibility for the project. Include but not limited to:
  - a. Name
  - b. Corporate affiliation
  - c. Role on the Project, including the period for which the individual is to be associated with the project, and the extent of the individual's time that will be devoted to the project during that period.
  - d. A list of projects completed within the past five (5) years on which this individual has provided services comparable to the services contemplated for the project (maximum of four projects per individual).
  - e. For each of the listed projects include:
    - i. Project name,
    - ii. Description of project and roll of the individual,
    - iii. Owner's name and contact information (name, address, phone number and email address).

## PROPOSAL EVALUATION

The Request for Proposal is intended to provide a framework for the City of College Park to evaluate each proposal and determine which submission most closely addresses the City's needs. Bidders are encouraged to provide any additional information or innovative approaches not specifically outlined in the context of the proposal.

Proposals will be evaluated based on information provided by the bidder at the time of the submission as well as by the City checking references that reveal the previous experience of the bidder in comparable projects. Bidders are advised that only complete submissions will be reviewed and evaluated.

An evaluation/selection team comprised of staff with relevant expertise will evaluate proposals. The team will review proposals against the established criteria, (possibly) interview selected and reach a consensus on the final rating results.

If the selection team determines that interviews are required, the date, time and location of the interviews will be communicated, through the Purchasing Department, to a shortlist of bidders only.

## EVALUATION SELECTION CRITERIA

The evaluation of proposals will be assessed primarily according to the bidder's experience and technical merit, with regard to cost. Through no particular order or priority, the City will base its selection on a combination of the following criteria outlined below.

- A. A clear understanding of the project's objectives, goals and vision.
- B. Experience and qualifications of the firm's team.
- C. Experience of the individual team members.
- D. Quality and Innovation, which may include a comprehensive submission with attention to detail and elements or perspectives not included in the RFP but may addvalue to the project.
- E. Bidder effort level and project deliverables.
- F. Project work plan and schedule for completion.
- G. Value for money/percentage based on fees quoted in the proposal.

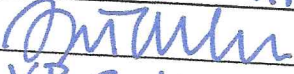
While cost is a very important factor, the City will select the most responsive bidder using all of the criterialisted above.

## Form of Proposal

To: The City of College Park  
College Park, GA 30337

I/We the undersigned hereby offer and agree to supply and deliver the service(s) as outlined in the Request for Proposal documents. The signature(s) below dignify the I/We have read and agree with the procedures outlined in the Request for Proposal documents.

### Proposal Submitted By:

Company Name	Independent Sports + Entertainment
Address	1720 Peachtree Rd., NW, Suite 1062
City, State, Zip	Atlanta, GA 30309
Phone	678.488.6047
Email	pmccarneiseworldwide.com
Website	www.iseworldwide.com
Print/Type Name	PHIL MCCARN
Signature	
Title	VP, Sales
Date	1.4.2022



QUOTE SHEET

Bidding Company: Independent Sports & Entertainment

Company Rep: Phil McCarrn

Project Name: Naming & Sponsorship Rights Agreement

ITEM DESCRIPTION	LUMP SUM COST
Naming rights and sponsorship sales and advisory services	Commission based on performance
GRAND TOTAL	

[Signature]  
BIDDERS SIGNATURE

1.4.2022  
DATE



# Gateway Center Arena + Georgia International Convention Center (GICC)

Naming Rights & Sponsorship Advisory Services - ISE RFP Response  
January 4, 2022



January 4, 2022

1.3.d

## City of College Park

Attn: Purchasing Department  
3667 Main Street  
College Park, GA 30337



### To Whom It May Concern,

Independent Sports & Entertainment (ISE) is pleased to offer this partnership proposal with you on such a pivotal and exciting project. We understand the importance of establishing a strong partnership founded on your trust in our ability to provide strategic sales management and execution as well as advisory services for the City of College Park. In this partnership proposal, we share our approach where we intend to not only meet but exceed the details you have outlined in the RFP.

We have monitored the progress made by the City of College Park in opening the Gateway Center Arena as a pivotal piece of the region known as "Airport City". We are excited about identifying the right partner(s) who will find value in such high visibility in the new Six West development and surrounding projects. We also are excited about the impact that sponsor(s) will have on the City of College Park. Based on our knowledge of your sales environment, we're confident in our ability to accelerate revenue growth for this project. If selected, we will bring a team who is experienced in monetizing venue assets – including naming rights entitlements - and securing corporate partnerships across the sports and entertainment landscape. We are trusted by numerous organizations, venues, leagues, and athletes to align their interests and capabilities with brands through strategic, equity-driven sponsorship deals.

We see this as an opportunity to contribute to the region that is home to ISE Properties. We trust that our response will resonate with your team and look forward to discussing what we have provided in more detail.

Best regards,

*Phil McCarn*

### Phil McCarn

Vice President, Property Sales | Independent Sports & Entertainment (ISE)  
678.488.6047 | [pmccarn@iseworldwide.com](mailto:pmccarn@iseworldwide.com) | 1720 Peachtree Street N.E., Atlanta, GA, 30309

CITY OF COLLEGE PARK

RFP – NAMING & SPONSORSHIP RIGHTS AGREEMENT - 010422  
January 4, 2022

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# Introduction

## Understanding of the Project

We understand that the purpose of this project is to maximize the revenue position of the City of College Park by, first, analyzing the value of the naming rights and facility sponsorship packages for Gateway Arena and the Georgia International Convention Center (GICC). Once valuation is established, we would then work to identify, package and price individual sponsorship assets and implement a go-to-market sales strategy to close a naming rights agreement and other sponsorship deals.

## Premium Sales Strategy Is Our Business

ISE is more than just an agency. We are a client-centric organization focused specifically on delivering best-in-class representation and service. Our team of dedicated professionals are proficient in delivering support in sales strategy and execution, brand management, project development, marketing and client service, and we pride ourselves on our ability to create prominent brand partnerships through strategic alignment and innovation. The team at ISE is well prepared and excited to support this next phase of growth for the City of College Park.

CITY OF COLLEGE PARK

RFP - NAMING & SPONSORSHIP RIGHTS AGREEMENT - 010422

January 4, 2022



## WHO WE ARE

Independent Sports & Entertainment (ISE) is a leading sales, representation, management, consulting and marketing agency building legacies for world-class talent, properties, and brands around the globe.

With a client-centric culture, ISE offers a full suite of services including strategic guidance, superior contract negotiation, premium property sales, brand consultation and management, integrated marketing and global partnership development. The company's team of experts provide personal service, tailored strategy, and elevated execution for each and every client.

ISE has offices Atlanta, Chicago, New York and Indianapolis.





# Our History

Industry-leading Full-Service Property Sales, Talent Representation,  
& Brand Consulting Firm

**35+**  
Years of  
Representation

**\$3B**  
In Contracts  
Negotiated

**\$2B**  
In Brand  
Partnerships  
Secured

CITY OF COLLEGE PARK  
RFP – NAMING & SPONSORSHIP RIGHTS AGREEMENT - 010422  
January 4, 2022

# Our Locations

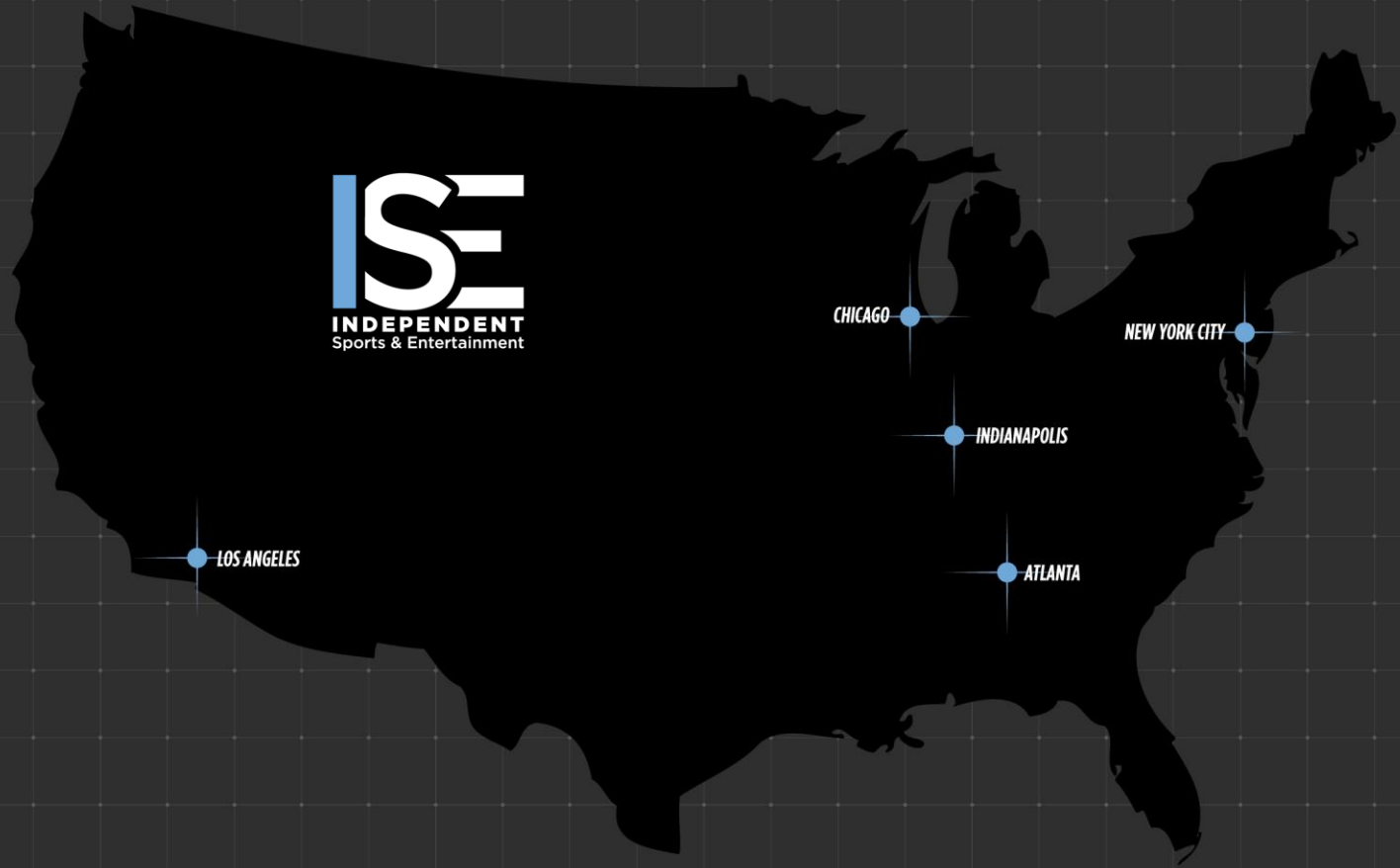
Atlanta, GA

Los Angeles, CA

Chicago, IL

Indianapolis, IN

New York City, NY







# ISE PROPERTIES

# TEAM ISE



**PHIL  
McCARN**  
VICE PRESIDENT,  
SALES

ATLANTA, GA



## PHIL McCARN

VICE PRESIDENT, SALES | PROJECT LEAD

Phil most recently served as the Vice President, Global Partnership Marketing, for the Harlem Globetrotters and Herschend Family Entertainment. His responsibilities included building strategic alliances, licensing partnerships and sponsorships for the organization.

He has more than 25 years of experience and relationships in the sports and entertainment sponsorship industry. He has successfully monetized sponsorship assets in at every level including grassroots sports, collegiate sports, professional sports and Olympic Parties on a local, regional and global scale.

Phil has provided naming rights consultation and valuation services for projects such as Barclays Arena, where he led the team that provided valuation, built strategy and provided negotiation support for the largest arena naming rights deal to date. Other projects included, Amway Arena and work with other high profile properties including NASCAR, franchises in the NBA and NFL, various venues and collegiate athletic conferences, etc.

### Relevant Projects:

1. Holiday Hoopsgiving: Secured title sponsorship for national college basketball event held in Atlanta. Chris Williams, Owner, 646.327.4013, [chris@theviigroup.net](mailto:chris@theviigroup.net),
2. Harlem Globetrotters: Secured landmark global partnership in key category, Steve Hallowell, Chief Marketing Officer, [shallowell@hfecorp.com](mailto:shallowell@hfecorp.com), 417.230.6464

CITY OF COLLEGE PARK

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January 4, 2022

# TEAM ISE



**OWEN SHULL**  
EVP/CO-HEAD  
ISE PROPERTIES

ATLANTA, GA



## OWEN SHULL

### EXECUTIVE VICE PRESIDENT / CO-HEAD, PROPERTIES

1.3.d

Owen Shull has more than 25 years experience working in sports and entertainment sales and marketing. As Executive Vice President at ISE, he utilizes his extensive experience, coupled with his deep relationships with brands across the country, to assist sports and entertainment properties with growing their exposure and revenue.

Prior to joining ISE, Owen founded sports and entertainment sales and consulting company, Intersect Partners, which was acquired by ISE in 2019. In a few short years, Owen built Intersect Partners into a leading agency counting top professional sports teams, universities, premier events and governing bodies as clients. Owen's unique and expansive background includes extensive sales and marketing leadership for college athletics both with schools directly and at ISP Sports and Learfield, now Learfield IMG College. He also previously served as the Chief Revenue Officer for the Chick-fil-A-Bowl and the College Football Hall of Fame.

Throughout his career, Owen has sold and managed over \$100M in corporate sponsorships for various properties. He has managed local, regional, and national sponsorship sales and management teams that consistently exceeded goals. Additionally, he has deep consumer marketing experience helping college athletic departments drive revenues through ticket sales, merchandise sales, media rights holder agreements, and at-venue opportunities.

#### Recent Projects:

1. Sugar Bowl: secured the title partnership of the Louisiana Kickoff game set for Sep 2022 (over \$1m). Derek Morel, EVP, 540.828.2440, [derekm@sugarbowl.org](mailto:derekm@sugarbowl.org)
2. USA Today: brokered the partnership with Ticketmaster to make them the strategic ticketing partner of USA Today and Gannett Media (\$10m total). Chris Pirrone, General Manager, 310.943.4862, [cpirrone@usatoday.com](mailto:cpirrone@usatoday.com)
3. West Virginia University: sold the venue naming rights to West Virginia University Medicine Coliseum (\$12.5m total). Solly Fulp, Learfield EVP, 510.334.6385, [sfulp@learfield.com](mailto:sfulp@learfield.com)
4. Colorado State University: assisted with securing the naming rights of CSU's football venue – Canvas Credit Union Stadium (\$37.5m total). Solly Fulp, Learfield EVP, 510.334.6385, [sfulp@learfield.com](mailto:sfulp@learfield.com)

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# TEAM ISE



**SCOTT  
MALAGA**  
EVP/CO-HEAD  
ISP PROPERTIES

CHICAGO, IL



## SCOTT MALAGA

### EXECUTIVE VICE PRESIDENT / CO-HEAD; PROPERTIES

1.3.d

Scott Malaga has more than 30 years of experience in the sports marketing industry. He has a proven track record in sponsorship sales, consulting for major brands, managing sports properties, negotiating complex agreements and enhancing client relationships. Prior to joining ISE, Scott was a partner at sports and entertainment sales and consulting agency Intersect Partners, which was acquired by ISE in 2019. At Intersect Partners, Scott worked with leading teams, universities, events and governing bodies to help them strategically drive revenue and grow their exposure with long-term vision.

During his career, Scott has served in leadership roles with two national agencies in MKTG and The Marketing Arm. He's consulted for major brands such as AT&T and Head & Shoulders. He led partnership negotiations with two of the most popular sports franchises in the world, FC Barcelona and Manchester United, as well as England's Men and Women's National teams. Before his agency experience, Scott held executive sales and marketing positions at MLS (Chicago Fire) and college athletics (ISP Sports, Learfield and Host Communications).

Scott is a graduate of Cornell University where he was an All-American football player and has a Master's Degree in Sports Administration from Ohio University. Scott currently resides in Chicago, Illinois.

#### Recent Projects::

1. Football field naming rights at Washington State University – Lead
  - Chris Park, Deputy Director of Athletics, Washington State University, (509) 335-4631, [chris.p.park@wsu.edu](mailto:chris.p.park@wsu.edu)
2. Basketball/Student Rec Center at UC Davis naming rights – Lead
  - Heather Hunter, Executive Director, UC Davis Preferred Partnership Program, (503) 754-0633, [hhunter@ucdavis.edu](mailto:hhunter@ucdavis.edu)
3. Brokered largest international sleeve deal between Manchester United and Kohler

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# Property Experience

## Select Examples



# Our Philosophy



## Who We Are

ISE Properties is built on the four pillars of **TRUST, EXPERIENCE, INTEGRITY** and **HARD WORK**. We are a relationship-based sales, marketing and consulting organization with 100+ years of collective valuable experience across the sports and entertainment landscape. Our group focuses on creating authentic partnerships that have a meaningful impact for brands and generate long-term revenue success for our property partners. **ISE Properties boasts extensive experience working with teams, leagues, venues, events and various organizations with a significant focus on developing and executing monetization strategies for premium assets and entitlements.** Our team has deep experience in every major area of the industry, including work in professional, collegiate, agency, brand consulting, domestic and international sectors.

## What We Value

ISE Properties values creating the right partnerships that work for each individual brand and property client. **By customizing our sales approach, we're able to significantly shorten the sales cycle and develop partnerships for clients based on goals, priorities and needs, rather than a one-size fits all scenario.** We understand the importance of delivering exceptional service and creating long-term relationships with the people that we work with. As part of this engagement, ISE will work as an extension of your team and ensure that we will deliver exceptional results.





# Our Expertise

TRUST • EXPERIENCE • INTEGRITY • HARD WORK



# Our Expertise

## Sales Strategy Development

- Conduct a thorough knowledge-based assessment of the property/project by spending significant time with property stakeholders
- Utilize in-depth data and 3<sup>rd</sup> party analysis to drive sales strategy
- Determine assets on all levels of corporate partnerships with a focus on premium entitlements and venue operations
- Understand existing opportunities and identify new revenue streams and inventory that will generate interest from brand prospects
- Targeted approach to prospecting to minimize the sales timeline
- Develop sales collateral and tailored customization for each brand proposal

## Premium Sales Execution

We approach the marketplace with a multi-tiered sales strategy:

- Category specific outreach driven by data
- Focus on the specific attributes of the property
- Focus on the specific attributes of the region
- A targeted outreach to local/regional/national and global companies
- Using the above strategies, develop a quantitative and aggressive sales plan
- Create outreach volume based on the data established

CITY OF COLLEGE PARK

RFP – NAMING & SPONSORSHIP RIGHTS AGREEMENT - 0104

January 4, 2022





# Our Expertise

## Reporting & Projections

- Provide upfront timelines so our clients know what to expect
- Deliver on-going reporting so the property partner remains engaged during the sales process
- Determine realistic projections from sales efforts

## Contract Negotiation

Once engaged with a potential brand partner, ISE will work closely with the City of College Park leadership in contract negotiation. We will apply our expertise and resources based on leaderships' direction.

- Legal Support & Contract Review
- Asset Maximization Expertise
- Category Exclusivity Recommendations

CITY OF COLLEGE PARK  
RFP – NAMING & SPONSORSHIP RIGHTS AGREEMENT - 010422  
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# Key Differentiators

## Dedicated Team

At ISE, we pride ourselves in our ability to provide the resources and support of a large agency with the intimacy of a boutique firm. All ISE clients are treated like family with a white glove mentality, and we ensure superior service and support for each of our engagements.

**As part of this partnership, the individuals presenting (and even writing) this proposal are the same individuals who will be working with your team every step of the way.** We

understand the importance of this project and can ensure the City of College Park that our team will be committed and engaged throughout the duration of this project. All brand prospecting, outreach and negotiation is handled at the executive level, so you can feel confident that the same team you are strategizing with is the same group communicating your value to the market.

We understand the importance of having someone with strong familiarity of the local market to help support this engagement. To that end, we plan to assign Phil McCarn, who is based in Atlanta, to lead the project for ISE. Phil, like the rest of our group, will become an extension of the City of College Park team and commit to spending a consistent amount of time on this important project.

CITY OF COLLEGE PARK

RFP – NAMING & SPONSORSHIP RIGHTS AGREEMENT - 010422

January 4, 2022

# Key Differentiators

## Charitable Contributions

It is well known that sports provides all of us with an indescribable psychological “lift” throughout our lifetimes. No matter where we are on the globe or what our favorite sport is, it is the universal language that binds us all.

ISE also recognizes the responsibility that sports and entertainment organizations/venues have to give back to their respective communities to provide another much-needed “lift”. That is why we have implemented a charitable component to this proposal.

ISE will donate a percentage (detailed in the Business Model section) of our commission each year of the contracted partnership term to the City of College Park's charity of choice to help fund local initiatives. It is our feeling that it is all our responsibilities to give back to those less fortunate.

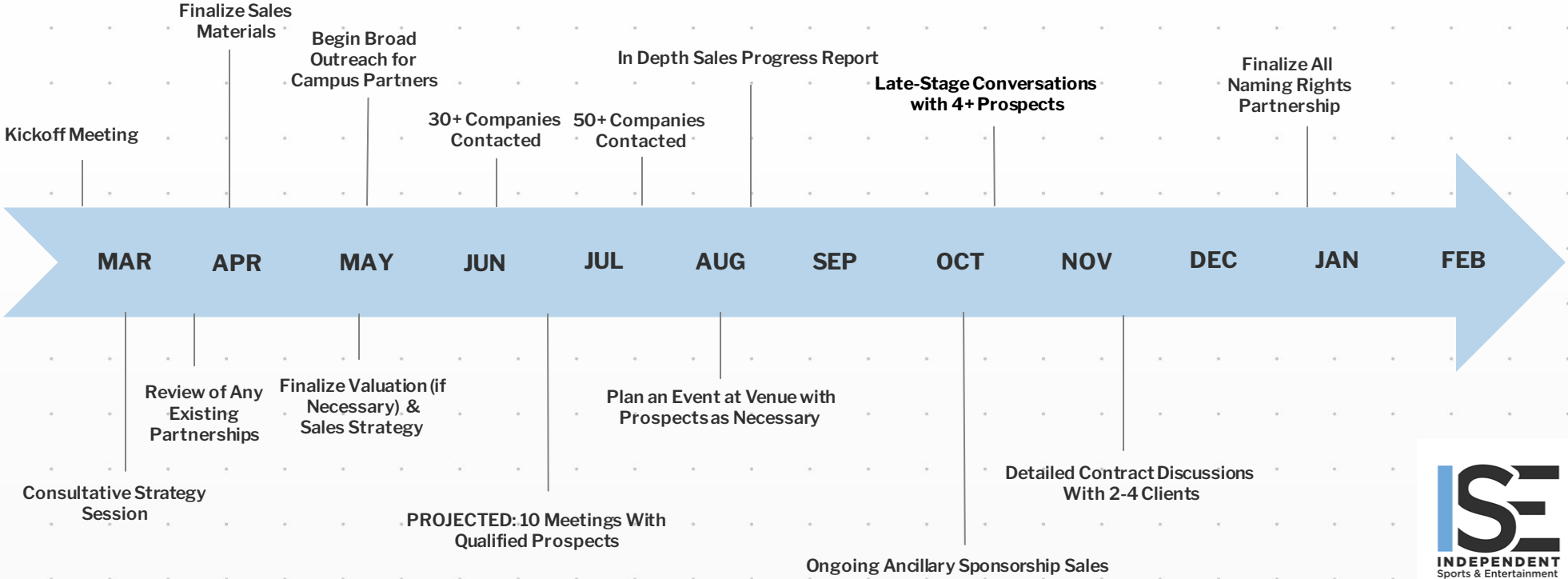
CITY OF COLLEGE PARK

RFP – NAMING & SPONSORSHIP RIGHTS AGREEMENT - 010422

January 4, 2022



# Projected Partnership Timeline



**COMMUNICATION: Status Calls Every 2 Weeks | Monthly Progress Reports | Quarterly Strategy Sessions**



# ISE Business Model

# ISE Business Model

CITY OF COLLEGE PARK - RFP - NAMING & SPONSORSHIP RIGHTS AGREEMENT - 010422 - 1.4.22

**Partnership Term:** 12 Months (Projected March 1, 2022 – February 28, 2023)

**Monthly Retainer:** \$0

## ISE Sales Commission For Full Term of Partnership Agreement:

- 15% of gross revenues for Year 1
- 10% of gross revenues for each future year of the full term
- 5% of all ISE commissions for the naming rights of the Gateway Center Arena will be donated to the City of College Park's charity of choice.

## Pre-Approved Travel & Entertainment Expenses will be covered by the City of College Park

- Must be related to the business
- All invoices (paper or digital) to be included for reimbursement
- Not to exceed \$10,000 total for full term

## Project Fee for Valuation:

- Not expected to be necessary
- If needed as determined by ISE with approval from the City of College Park, ISE will lead in selecting a third-party agency to conduct an evaluation of the venue naming rights opportunity
- All fees would be the responsibility of the City of College Park
- Not to exceed \$25,000 total





# Thank You

Phil McCarn  
VP, ISE Properties  
Independent Sports & Entertainment (ISE)



Re: Request for Sealed Proposal  
RFP – NAMING & SPONSORSHIP  
RIGHTS AGREEMENT – 010422

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*Fun Spot America Theme Parks ("FSA") formally provides this Sealed Proposal as outlined in the "General Instruction to Prosper" and RFP Document Requirement & Checklist including all agendas, attachments and supporting illustration(s) to the City of College Park for consideration.*

Date Submitted: **January 3, 2022**

Bidding Company Name: **Fun Spot America Theme Parks**

Bid Title: **Fun Spot America Georgia International Convention Center & Fun Spot Arena**

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**DIGITAL COPY OF ALL DOCUMENTS AS REQUESTED**





**CITY OF COLLEGE PARK  
PURCHASING DEPARTMENT**



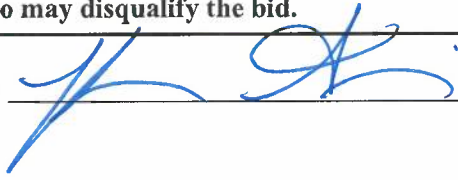
**“GENERAL INSTRUCTION TO PROPOSER”**

1. The following instructions are to be considered an integral part of this proposal; unless otherwise requested and **MUST BE TYPEWRITTEN OR PRINTED IN INK.** See checklist for number of submittals to provide. The person signing the bid form must initial any changes or corrections made to this proposal, using blue ink.
2. The person, firm or corporation making the proposal shall submit their bid attaching the final page of this proposal to the front of their proposal to City Hall. The cover submittal page must be complete with the bidding company’s name, bid title, bid number and bid date. No proposal may be withdrawn or modified in any way after the bid-opening deadline.
3. If descriptive literature is attached to the bid, bidding company’s name, bid title, bid number and bid date **must** appear on all sheets.
4. If there is any question whatsoever regarding any portion of the instructions or specifications, it shall be the bidding company’s responsibility to seek clarification immediately from the City of College Park Purchasing Department during the question period stated herein. **It shall be the bidder’s responsibility to check the City’s website (www.collegeparkga.com) for any/all addenda(s).** Answer(s) to all questions will be answered after the deadline for questions has expired, and posted on the City’s web site, if applicable, within the specified timeline on page one (1).
5. Any variation from the specifications must be clearly stated by the bidding company in writing and submitted with his/her proposal.
6. The apparent silence of the specifications and any supplement specifications as to any details or the omission from it of a detailed description concerning any point shall be regarded as meaning that only the best commercial practices are to prevail and that only materials of first quality and correct type, size and design are to be used. All workmanship is to be of first quality. All interpretations of this specification shall be made upon the basis of this statement.
7. The following bid shall be awarded to one “responsible” bidder on a total lump sum price basis. An award shall be made to one vendor, or split between vendors, for the total bid. Unit prices and extensions will be verified and total checked. Unit price extension and net total must be shown. Unit price **SHALL** prevail.
8. In most cases, proposals shall be evaluated on the following items, but not necessarily in this order:
  - a. Lowest Price (not always the winning proposal)
  - b. Adherence to specifications
  - c. Delivery of good/service(s)
    - i. If Applicable to Scope of Work
    - ii. Though delivery will be a large consideration, please be as truthful and precise with your date(s) as possible.
  - d. Past record of vendor’s delivery/performance to the City of College Park
9. The City of College Park desires delivery of the material or services specified at the earliest possible time after the date of award. An unreasonable delivery proposal may be cause for disqualification of a bid. Each bidder shall state a definite time and avoid using the terms ASAP or approximately so many days.
10. The bidder or contractor shall provide copies of Workers’ Compensation Insurance with a limit of not less than required by the State of Georgia or otherwise stated in the bid instructions. In addition, a copy of your Commercial General Liability Insurance (*if applicable*) shall be provided.

- 11. All prices shall be for delivery, our destination, and F.O.B. freight prepaid and allows, College Park, Georgia unless otherwise shown. *(if applicable)*
- 12. Federal or State Sales Tax is *inapplicable*
  - a. The City of College Park's Tax Identification Number (TIN) is 58-6000542
  - b. The City of College Park **is tax-exempt** under the code of Georgia, Charter 88-18
- 13. Cash discounts or end of month terms should be shown separately, even if terms are net.
- 14. The City of College Park:
  - a. Reserves the right to accept or reject any or all bids, due to past performance, etc. and waive any informality. Further, the City expressly reserves the right to postpone the opening of proposal for its own convenience and to reject any or all proposals in response to this RFP without indicating any reasons for such rejection(s).
  - b. Request and consider the submission of proposal modifications at any time before the award is made, if such is in the best interest of the City.
  - c. Request clarification and/or additional information from proposers during the evaluation process.
  - d. Negotiate with the selected consultant to include further services not identified in this RFP.
  - e. In the event of contract termination, enter into contract negotiations with other qualified companies that submitted acceptable proposals, rather than redoing the proposal process for the project.
  - f. The City of College Park will accept or reject all bids within 90 days from the date of the bid opening

**The undersigned on the bid proposal certifies that he/she has carefully examined the instructions to bidders, terms and specifications applicable to and made a part of this proposal.**

**He/she further certifies; the prices shown in the schedule of items on which he/she is bidding, are in accordance with the conditions, terms and specifications of the proposal and that any exception taken thereto may disqualify the bid.**

SIGNATURE:  DATE: 12/31/21

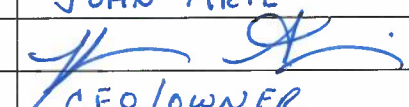
**NOTE: This solicitation document is a standard boilerplate form in addition; take into consideration this may not be modified for every solicitation.**

### Form of Proposal

To: The City of College Park  
College Park, GA 30337

I/We the undersigned hereby offer and agree to supply and deliver the service(s) as outlined in the Request for Proposal documents. The signature(s) below dignify the I/We have read and agree with the procedures outlined in the Request for Proposal documents.

#### Proposal Submitted By:

Company Name	Fun Spot America Theme Parks
Address	5700 Fun Spot Way
City, State, Zip	Orlando, FL 32819
Phone	(407) 363-3867
Email	(407) 363-5313
Website	WWW.FUN-SPOT.COM
Print/Type Name	JOHN ARIE
Signature	
Title	CEO/OWNER
Date	12/31/21



## RFP DOCUMENT REQUIREMENTS & CHECKLIST

Complete, sign and submit the following RFP documents in the order listed below. The proposal shall be submitted using the forms included in the RFP document.

- 1. Form of Proposal completed, signed and dated
- 2. RFP document requirements & checklist completed, signed and dated
- 3. One (1) marked "Original", Two (2) marked "Copy" and One (1) flash drive of the proposal
- 4. Exceptions Sheet
- 5. Contract Affidavit
- 6. Proofs of Insurance (must be included in proposal package)
- 7. List of subcontractors
- 8. Reference Request pages
- 9. Any/All Addenda must be signed, dated and made a part of bid packet
- 10. Successful bidder acknowledges requirement to provide Performance and Payment Bond before execution of contract
- 11. Current Form W-9
- 12. Purchasing Vendor Questionnaire

1. Is the vendor located within the city limits of College Park?   No  

2. Is your company a minority-owned business?   No    
 if yes, which category? \_\_\_\_\_ \* **Include copy of current MBE certificate(s) in packet**

A "**Minority Business Enterprise**" (MBE) is a business, which is an independent and continuing operation for profit, performing a commercially useful function, owned and/or controlled by one or more minority group member(s).

*African American Business Enterprise (AABE), Hispanic Business Enterprise (HBE), Female Business Enterprise (FBE), Asian Business Enterprise (ABE), Native American Business Enterprise (NABE)*

3. Has the vendor previously conducted business with College Park?   No  

4. Has your company ever been debarred from doing business with any federal, state or local agency?  
  No   (If yes, on a separate sheet of paper, provide details including agency name, date(s) and reason for debarment.)

<u>  JOHN ARIE  </u>	Owner/Chief Executive Officer
Vendor Contact Name (print)	Title
<u>   <i>[Signature]</i>   </u>	<u>  12/31/21  </u>
Vendor Contact Signature	Date

**Faxed, emailed or late proposals will not be accepted**

The City of College Park is not responsible for submissions not properly identified, late or undelivered mail or courier service(s).



CITY OF COLLEGE PARK  
PURCHASING DEPARTMENT



REF: NAMING & SPONSORSHIP RIGHTS AGREEMENT  
Show all exceptions and comments below

Fun Spot America Theme Parks will work in concert with the Georgia International Convention Center team to determine any proprietary items for the extent of rebranding including but not limited to any and all ancillary service items (uniforms, catering, fleet vehicles, etc.

Lined area for providing exceptions and comments.

SIGNATURE: [Handwritten Signature] DATE: 12/31/21



### E-VERIFICATION AFFIDAVIT

The College Park contract holder, signed below, confirms and verifies its compliance with Georgia law (See OCGA § 13-10-91), and affirmatively states that the business (Sole Proprietor, Partnership, Corporation, Non-Profit, LLC Corporation, or LLC Partnership) which performs services for the College Park: (check and complete #1 or #2 below)

1. Has registered with, is authorized to use, and uses the federal work authorization program commonly known as "E-Verify", or any subsequent replacement program. Furthermore, the undersigned will continue to use the federal work authorization program throughout the contract period. The undersigned will contract for the physical performance of services for the contract only with subcontractors who present an affidavit to the contract holder with the information required by OCGA § 13-10-91, as amended. The undersigned hereby attests that its federal work authorization user identification number and date for authorization are as follows:

1258441

\_\_\_\_\_  
Federal Work Authorization User Identification Number (not Taxpayer ID)

July 31, 2017

\_\_\_\_\_  
Date of Authorization

Fun Spot America of Atlanta, Inc. dba Fun Spot America Theme Parks

\_\_\_\_\_  
Legal Business Name of City of College Park Contract Holder/Applicant

2. Employs no employees, or otherwise does not fall within the requirements of OCGA § 13-10-91.

I hereby declare under penalty of perjury that the foregoing is true and correct.

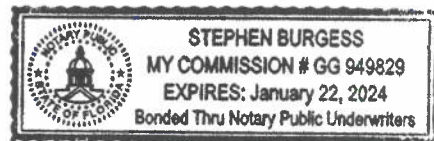
Executed on DECEMBER 31<sup>ST</sup>, 2021 in ORLANDO (city) FL (state)

  
\_\_\_\_\_  
Signature of Authorized Owner/Officer

JOHN ARIE CEO/OWNER  
\_\_\_\_\_  
Printed Name and Title of Authorized Owner/Officer

  
\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires: 1/22/2024



Client#: 708428

FUNSPOT4



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

12/06/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer any rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> <b>Marsh &amp; McLennan Agency</b> <b>Bouchard Region</b> <b>485 N. Keller Road, Suite #450</b> <b>Maitland, FL 32751</b>	<b>CONTACT NAME: Certificate Dept.</b> <b>PHONE (A/C, No, Ext): 727 447-6481</b> <b>E-MAIL ADDRESS: clcerts@bouchardinsurance.com</b> <b>FAX (A/C, No):</b> <b>INSURER(S) AFFORDING COVERAGE</b> <b>INSURER A : Everest National Insurance Company</b> <b>INSURER B :</b> <b>INSURER C :</b> <b>INSURER D :</b> <b>INSURER E :</b> <b>INSURER F :</b>
<b>NAIC # 10120</b>	

**COVERAGES** **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR	<input checked="" type="checkbox"/>		S18ML01163202	08/01/2021	08/01/2022	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$100,000 MED EXP (Any one person) \$Excluded PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$5,000,000 PRODUCTS - COMP/OP AGG \$2,000,000
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY			S18ML01163202	08/01/2021	08/01/2022	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB EXCESS LIAB DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ PER STATUTE OTH-ER
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE/OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		<input type="checkbox"/>	N/A			E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

<b>CERTIFICATE HOLDER</b>  <p style="text-align: center;">For Information Only</p>	<b>CANCELLATION</b>  <p style="text-align: center;">SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.</p> <p style="text-align: center;">AUTHORIZED REPRESENTATIVE</p>
--	---



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

12/21/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer any rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Marsh & McLennan Agency Bouchard Region 485 N. Keler Road, Suite #450 Maitland, FL 32751	<b>CONTACT NAME:</b> Certificate Dept.
	<b>PHONE (A/C, No., Ext):</b> 727-447-6481
	<b>FAX (A/C, No.):</b>
	<b>E-MAIL ADDRESS:</b> clcerts@bouchardinsurance.com
	<b>INSURER(S) AFFORDING COVERAGE</b>
	<b>INSURER A :</b> Everest National Insurance Company <b>NAIC #</b>
	<b>INSURER B :</b> Bridgefield Casualty Ins. Company <b>10120</b>
<b>INSURED</b> Fun Spot of Florida, Inc. dba Fun Spot America Theme Parks 5700 Fun Spot Way Orlando, FL 32819	<b>INSURER C :</b> Owners Insurance Company <b>10335</b>
	<b>INSURER D :</b>
	<b>INSURER E :</b>
	<b>INSURER F :</b>

**COVERAGES      CERTIFICATE NUMBER:      REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	X	X	S18L01109210	04/28/2021	04/28/2022	EACH OCCURRENCE      \$1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)      \$500,000
							MED EXP (Any one person)      \$
							PERSONAL & ADV INJURY      \$1,000,000
							GENERAL AGGREGATE      \$5,000,000
							PRODUCTS - COMP/OP AGG      \$2,000,000
C	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/>	X	X	5173196500	04/28/2021	04/28/2022	COMBINED SINGLE LIMIT (Ea accident)      \$1,000,000
							BODILY INJURY (Per person)      \$
							BODILY INJURY (Per accident)      \$
							PROPERTY DAMAGE (Per accident)      \$
	UMBRELLA LIAB      OCCUR EXCESS LIAB      CLAIMS-MADE DED      RETENTION \$						EACH OCCURRENCE      \$
							AGGREGATE      \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below			19644801	12/14/2021	12/14/2022	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER
							E.L. EACH ACCIDENT      \$100,000 E.L. DISEASE - EA EMPLOYEE      \$100,000 E.L. DISEASE - POLICY LIMIT      \$500,000
A	Liquor Liability			S18L01109210	04/28/2021	04/28/2022	\$1,000,000 Ea. Occ \$2,000,000 Aggregate

**DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)**  
 Certificate Holder is included as an Additional Insured with respects to the General Liability and Auto Liability policies where required by written contract or agreement. A Waiver of Subrogation applies to the General Liability and Auto Liability policies listed herein where required by written contract or agreement.

**CERTIFICATE HOLDER      CANCELLATION**

<b>For Informational Purposes Only</b>	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE
--	---





**Subcontractor**

I will / will not propose to subcontract some of the work on this project? Will  
 (response)

I propose to subcontract work to the following:

	<b>Subcontractor Print Name</b>	<b>Brief Description of Work to be Performed by Subcontractor</b>	<b>Percent of Work</b>
1	Outdoor America Images, Inc.	Installation of all branded assets including but not limited to wall murals, rooftop logo, backlit exterior signs, etc.	95%
2	Fun Spot America Theme Parks	Final design concepts and oversight of subcontractor	5%
3			
4			
5			
6			
7			
8			
9			
10			

JOHN ARIE CEO/OWNER  
 Vendor Contact Name (print) Title  
[Signature] 12/21/21  
 Vendor Contact Signature Date

**Note:**

- 1. The City of College Park requires the (primary) contracted vendor to complete no less than fifty-one (51) percent of the proposed projected.*
- 2. It is the sole responsibility of the prime contractor to ensure any/all subcontractors are properly insured for the type and amount of work completing under the contract.*



### Subcontractor Affidavit

Under O.C.G.A. § 13-10-91(b)(3)

By executing this affidavit, the undersigned subcontractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services under a contract with Outdoor America Images, Inc. (name of subcontractor) on behalf of THE CITY OF COLLEGE PARK, GEORGIA has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned subcontractor will continue to use the federal work authorization program throughout the contract period and the undersigned subcontractor will contract for the physical performance of services in satisfaction of such contract only with sub-subcontractors who present an affidavit to the subcontractor with the information required by O.C.G.A. § 13-10-91(b). Additionally, the undersigned subcontractor will forward notice of the receipt of an affidavit from a sub-subcontractor to the contractor within five business days of receipt. If the undersigned subcontractor receives notice of receipt of an affidavit from any sub-subcontractor that has contracted with a sub-subcontractor to forward, within five business days of receipt, a copy of such notice to the contractor. Subcontractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

1437840

Federal Work Authorization User Identification Number (not Taxpayer ID)

10/21/2021

Date of Authorization

Fun Spot America Theme Parks

Name of Contractor

Fun Spot America Georgia International Convention Center & Fun Spot Arena

Name of Project

Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

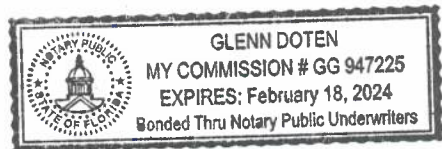
Executed on December 31<sup>st</sup>, 20 21 in Clearwater (city) Fla (state)

William A. Job  
Signature of Authorized Owner/Officer

William A Job  
Printed Name and Title of Authorized Owner/Officer

Glenn Doten  
NOTARY PUBLIC

My Commission Expires: Feb 18, 2024



See other side & →

State of FLORIDA  
 County of PINELLAS  
 On this 31<sup>st</sup> day of DECEMBER 2021  
 before me personally appeared  
William A. JOB  
 to me known to be the person who executed the  
 foregoing instrument, and acknowledged that he  
 executed the same as his free act and deed.  
 SEAL (signed) [Signature]  
 NOTARY PUBLIC

State of Florida  
 County of PINELLAS  
 Sworn to (or affirmed) and subscribed before me by  
 means of  physical presence OR  online notarization  
 this 31<sup>st</sup> day of DECEMBER, 2021  
 by William A. JOB  
[Signature]  
 (Signature of Notary Public)  
GLENN DODEN  
 (Print Name of Notary Public)

Personally known  OR produced identification   
 Type of Identification Produced FLORIDA Driver's License



## Reference Request

The following references are from current and past government, educational and/or commercial accounts of similar size and scope. Your list should consist of a minimum of five (5) references, and will not include the City of College Park. Nor should your references be current of former City of College Park employees.

### REFERENCE # 1:

Name of Company/Entity: Florida Citrus Sports

City/State: Orlando, FL

Contact Person Name: Gabe Park, Senior Director of Business Development

Contact Email: gpark@fcsports.com

Contact Person Telephone Number: (407) 920-0396

Date When Work Performed: 2019-Present

Brief Description of Work Performed Initiated a Five-Year sponsorship agreement at Camping World Stadium (Orlando, FL). Creative design and implementation of FSA intellectual property throughout concourse

### REFERENCE # 2:

Name of Company/Entity: St. Jude Children's Research Hospital

City/State: Orlando, FL

Contact Person Name: Esteban Vidal, Regional Development Director

Contact Email: Esteban.Vidal@stjude.org

Contact Person Telephone Number: (813) 863-2700

Date When Work Performed: 2013 - Present

Brief Description of Work Performed Local host for annual St. Jude Walk/Run. Oversight of event planning, digital advertising campaigns, activation/event logistics and local fundraising efforts.

**REFERENCE # 3:**

Name of Company/Entity: International Drive Resort Area Chamber of Commerce  
 City/State: Orlando, FL  
 Contact Person Name: Maria Triscari, President  
 Contact Email: maria@internationaldrivechamber.com  
 Contact Person Telephone Number: (407) 924-6810  
 Date When Work Performed: 2000-Present  
 Brief Description of Work Performed Long-standing member of the Chamber to engage in development of strategies promote convention/leisure travel. Fun Spot America has held a Board of Directors seat since joining.

**REFERENCE # 4:**

Name of Company/Entity: Rocky Mountain Construction Group  
 City/State: Hayden, ID  
 Contact Person Name: Darren Torr, President  
 Contact Email: darren@rockymtnconstruction.com  
 Contact Person Telephone Number: (208) 651-4137  
 Date When Work Performed: 2020-Present  
 Brief Description of Work Performed Partnership on \$13M roller coaster project in Fayetteville, GA All facets of project including but not limited to concept, design, site construction, branding, marketing, etc.

**REFERENCE # 5:**

Name of Company/Entity: Fayette County (GA) Public Schools  
 City/State: Fayetteville, GA  
 Contact Person Name: Melinda Berry Dreisbach, Public Information Officer  
 Contact Email: berrydreisbach.melinda@fcboe.org  
 Contact Person Telephone Number: (770) 460-3535 ext. 1033  
 Date When Work Performed: 2019-Present  
 Brief Description of Work Performed Philanthropic outreach as annual contributors through Golden Rule Project to Fayette County Education Foundation and Teacher of the Year program.

QUOTE SHEET

Bidding Company: Fun Spot America Theme Parks

Company Rep: John Arie, Jr. - Owner/Chief Executive Officer

Project Name: Naming & Sponsorship Rights Agreement

<u>ITEM DESCRIPTION</u>	<u>LUMP SUM COST</u>
<b>Georgia International Convention Center (GICC) to include:</b>	
General Daily Exterior Value within Gateway Center	
GICC Marquee Digital Entrance Sign and Street Pylons	
Atlanta Airport Sky Train	
GICC Roof Top Branding	
GICC & ATL District Advertising Campaigns/Marketing Materials	
Print Advertising - Special Events	
GICC Website (Convention/Tradeshaw/Consumer Events)	
Earned Media	
Total Cost:	\$1,225,000.00
<b>The Gateway Center Arena @ College Park to include:</b>	
General Daily Exterior Venue Exposure	
GICC Marquee Digital Entrance Sign and Street Pylons	
Atlanta Airport Sky Train	
Gateway Center Arena Advertising Marketing	
SkyHawks Advertising Promotion	
SkyHawks TV/Radio Broadcast	
Arena Advertising (Concert/Special Events)	
GICC/Arena & ATL Airport District Avertising Campaigns/Marketing Materials	
Special Event Website Exposure	
Earned Media	
Total Cost:	\$1,275,000.00
Note: To be paid over Five Years in Equal Installments (SEE ADDENDA) <b>GRAND TOTAL</b>	<b>\$2,500,000.00</b>



BIDDERS SIGNATURE

12/31/21

DATE



## ADDENDA

Re: Request for Sealed Proposal  
RFP – NAMING & SPONSORSHIP  
RIGHTS AGREEMENT – 010422

*Fun Spot America Theme Parks ("FSA") formally provides this Sealed Proposal as outlined in the "General Instruction to Prosper" and RFP Document Requirement & Checklist including all agendas, attachments and supporting illustration(s) to the City of College Park for consideration.*

Date Submitted: **January 3, 2022**

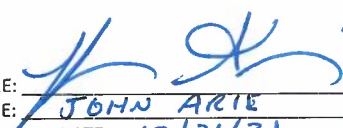
Bidding Company Name: **Fun Spot America Theme Parks**

Bid Title: **Fun Spot America Georgia International Convention Center & Fun Spot Arena**

### ABOUT FUN SPOT AMERICA THEME PARKS

Fun Spot America Theme Parks ("FSA") is a family owned and operated theme park attraction organization based in Orlando, FL. Founded in 1997, FSA quickly established roots in a competitive environment due to strategic, sustainable business operation. The ownership team committed to business development that sought innovation such as patented multi-level go-kart track designs but also recognized the cornerstone of philanthropic community engagement. This dynamic approach led to the organization's acquisition of the Kissimmee (FL) park in 2004 and subsequent 15-acre renovation and expansion of the Orlando (FL) park in 2014. The sustainable business growth was recharacterized in 2017 with the acquisition of the former Fun Junction USA in Fayetteville (GA). The park on Southside Atlanta boasts Georgia's first and only multi-level go-kart track in addition to the current construction of a state-of-the-art world-class steel roller coaster (expected completion in 2022).

Most importantly, FSA ownership and its team members embody a "Golden Rule" philosophy in providing Safe-Clean-Fun to millions of guests collectively every year.

SIGNATURE:   
PRINTED NAME: JOHN ARIS  
DATE: 12/31/21

City of College Park (GA) – RFP – Naming & Sponsorship Rights Agreement – 010422

Date Submitted: January 3, 2022  
Bidding Company Name: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena

**PROPOSED TERMS OF NAMING & SPONSORSHIP RIGHTS (ADDENDA TO QUOTE SHEET)**

Fun Spot America Theme Parks proposes the following to the City of College Park:

**Total Valuation: \$2,500,000.00**

- Five (5) Year Naming & Sponsorship Rights Agreement
- Paid in annual installments equal to \$500,000.00
- Naming & Sponsorship Rights inclusive of Georgia International Convention Center (GICC) and Gateway Center Arena @ College Park


**OVERVIEW AND SCOPE OF WORK**

Fun Spot America Theme Parks’ cumulative expertise in dynamic branding strategies, extensive knowledge of all marketing tactics, established relationships with Tourism leaders (Convention and Visitor Bureaus, Destination Marketing Organizations) and existing creative assets prove it to be the best-equipped organization to implement the Naming & Sponsorship Rights as requested by the City of College Park (GA).

To demonstrate Fun Spot America’s experience for the City of College Park (GA) Project, the attached is presented for consideration to include:

- Examples of Existing creative assets already in similar Marketplace functionality transferrable to the City of College Park (GA) Project
- Identification and conceptualized branding of specific assets within Georgia International Convention Center (GICC) and Gateway Center Arena @ College Park (The Arena)
- Key Accounts (Local and National) & other potential sponsors
- FSA’s Marketing Strategy as it relates to this Project
  - Marketing Inventory (Tangible and Non-Tangible)

**PLEASE REFER TO THE ATTACHED ILLUSTRATIVE ADDENDA**

SIGNATURE:   
 PRINTED NAME: JOHN ARRIE  
 DATE: 12/31/21

City of College Park (GA) – RFP – Naming & Sponsorship Rights Agreement – 010422

Date Submitted: January 3, 2022  
 Bidding Company Name: Fun Spot America Theme Parks  
 Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena




**EXPERIENCE AND QUALIFICATIONS OF FUN SPOT AMERICA THEME PARKS**

Since 1997, Fun Spot America Theme Parks has worked in various capacities to develop, facilitate and implement a variety of corporate sponsorship programs. For example, FSA has completed multi-million-dollar ride construction projects with The Gravity Group and Great Coasters International and successfully launched marketing campaigns to promote the new ride(s). In addition, FSA has partnered with Rocky Mountain Construction to create a world-class rollercoaster for the Fayetteville location. Furthermore, Fun Spot America maintains a long-standing relationship with PepsiCo and other national food & beverage brands such as ICEE, Dippin’ Dots, Inc., Sbarro, LLC, Johnny Rockets Group, Inc. and Nathan’s Famous, Inc. These relationships position Fun Spot to be better equipped to secure similar sponsorships within the Georgia International Convention Center (GICC) and Gateway Center Arena @ College Park.

To bring Fun Spot America into the marketplace, FSA’s Marketing strategy is multifaceted and consists of the following approach; 1) Broadcast (network); 2) Outdoor (billboards – digital and static); 3) Digital (partnership advertising, E-commerce); 4) Social Media (paid and organic); 5) Print (Convention & Visitor Bureau advertisements, Chamber of Commerce, etc.).

In 2019, FSA began a sponsorship agreement with Florida Citrus Sports at Camping World Stadium (Orlando, FL). This project is of similar scope and requires similar components. For example, FSA conceptualized all creative elements, facilitated installation and maintains an ongoing presence within Camping World Stadium and Florida Citrus Sports. In addition to the intellectual property, FSA also collaborates with Florida Citrus Sports, the local government and charities throughout Florida to promote philanthropic responsibility.

John Arie, Jr, Owner and Chief Executive Officer of Fun Spot America Theme Parks exhibits social responsibility through his volunteerism in various capacities. For example, he serves an Elected Director on the Visit Orlando Board of Directors, is a Member for the Florida Citrus Sports Board of Directors, and recently served on the Orange County (FL) COVID-19 panel to recommend pandemic-minded business guidelines

SIGNATURE:   
PRINTED NAME: JOHN ARIE  
DATE: 12/31/21

City of College Park (GA) – RFP – Naming & Sponsorship Rights Agreement – 010422

Date Submitted: January 3, 2022  
Bidding Company Name: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena

## EXPERIENCE OF INDIVIDUAL TEAM MEMBERS

Fun Spot America Theme Parks will designate the following Team Members to the Project:

1. John Chidester – Vice President of Marketing

- a. Project Role – Project Leader from inception to completion
- b. Time Dedicated to Project: 75%
- c. Projects Completed in the last 5 years

Oversight of all Marketing efforts for Fun Spot America Theme Parks to include:

- Media Buy & Sponsorships
- Public Relations
- Social Media Campaign

Florida Citrus Sports (“FCS”) / Camping World Stadium

- Served as Project Consultant and manages day-to-day business relations with FCS.

Project Owner:

Fun Spot America Theme Parks  
5700 Fun Spot Way  
Orlando, FL 32819

2. John Arie, Jr. – Owner & Chief Executive Officer

- a. Role – Project Consultant from inception to completion
- b. Time dedicated to Project: 25%
- c. Projects completed in the last 5 years

Owner of Fun Spot America Theme Parks

- Oversight of multi-million-dollar major ride construction project
  - ArieForce One (Fayetteville) – \$13M - expected comp. 2022
- Acquisition of Fun Junction USA (Fayetteville, GA) in 2017

Project Owner:


Fun Spot America Theme Parks  
1875 N. Highway 85  
Fayetteville, GA 30214

Florida Citrus Sports (“FCS”) / Camping World Stadium

- Served as Project Consultant and manages day-to-day business relations with FCS.

Project Owner:

Fun Spot America Theme Parks  
5700 Fun Spot Way  
Orlando, FL 32819

SIGNATURE:   
PRINTED NAME: JOHN ARIE  
DATE: 12/31/21

City of College Park (GA) – RFP – Naming & Sponsorship Rights Agreement – 010422

Date Submitted: January 3, 2022  
Bidding Company Name: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena

3. Randall Smith – Creative Director

- a. Role – Finished creative design and consultative representative to Outdoor America Images, Inc. for installation
- b. Time dedicated to project – 50%
- c. Projects completed in last 5 years

Creative concept and design for ‘Liberty Swing’ ride (Orlando, FL)

Project Owner:  
Fun Spot America Theme Parks  
5700 Fun Spot Way  
Orlando, FL 32819

Creative design leader of collateral assets of ArieForce One roller coaster

Project Owner:  
Fun Spot America Theme Parks  
1875 N. Highway 85  
Fayetteville, GA 30214

4. Michael Voss – Marketing Manager


- a. Role – Project Manager from inception to completion
- b. Time dedicated to project – 75%
- c. Projects completed in last 5 years

Management of major projects for Fun Spot America Theme Parks to include:

- Oversight of all branded park collateral and signage
- Project management of four seasonal event campaigns annually

Project consult for ArieForce One roller coaster

Project Owner:  
Fun Spot America Theme Parks  
1875 N. Highway 85  
Fayetteville, GA 30214

SIGNATURE:   
 PRINTED NAME: JOHN ARIE  
 DATE: 12/31/21

City of College Park (GA) – RFP – Naming & Sponsorship Rights Agreement – 010422

Date Submitted: January 3, 2022

Bidding Company Name: Fun Spot America Theme Parks

Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena

**Request for Taxpayer  
Identification Number and Certification**

**Give Form to the  
requester. Do not  
send to the IRS.**

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

**1** Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.  
Fun Spot America of Atlanta, Inc

**2** Business name/disregarded entity name, if different from above  
Fun Spot America Theme Parks

**3** Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC

C Corporation

S Corporation

Partnership

Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► \_\_\_\_\_

**Note:** Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ► \_\_\_\_\_

**4** Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) \_\_\_\_\_

Exemption from FATCA reporting code (if any) \_\_\_\_\_

(Applies to accounts maintained outside the U.S.)

**5** Address (number, street, and apt. or suite no.) See instructions.  
1675 Hwy 85 N

**6** City, state, and ZIP code  
Fayetteville, Georgia 30214

**7** List account number(s) here (optional)

Requester's name and address (optional)

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number								
			-					

or

Employer identification number									
8	2	-	2	3	6	8	3	4	1

**Part II Certification**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

**Sign Here** Signature of U.S. person ► Stephen Burgess Date ► 06/15/2021

**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*



The City of College Park Purchasing Department is seeking vendor information to create a database of current and new businesses doing business with the City of College Park. We ask that all vendors take this time to provide the following information so that we can update our records and develop a process to benefit the needs of the community. The information collected from this questionnaire will not be used in the award of bids. The City will continue to utilize a fair, equitable and impartial process and award bids based upon the lowest responsible bidder.

Vendor Name:  
Fun Spot America Theme Parks

Vendor Category:  
Attractions/Entertainment

Physical Address:  
5700 Fun Spot Way

City, State, Zip:  
Orlando, FL 32819

Telephone:  
(407) 363-3867

Fax:  
(407) 363-5313

Alternate Phone:  
N/A

Remit To:  
Fun Spot America Theme Parks

City, State, Zip:  
Orlando, FL 32819

- ◇ A **“Minority Business Enterprise” (MBE)** is a business, which is an independent and continuing operation for profit, performing a commercially useful function, which is owned and/or controlled by one or more minority group member(s).

*African American Business Enterprise (AABE), Hispanic Business Enterprise (HBE), Female Business Enterprise (FBE), Asian Business Enterprise (ABE), Native American Business Enterprise (NABE)*

- ◇ An **“Owned”** is a minority or female owner which possesses an ownership interest 51% of the business
- ◇ A **“Controlled”** is a minority or female, which possess and exercise the legal authority and power to manage business assets, good will and daily operations of the business and actively and continuously exercise such managerial authority and power in determining the policies and directing the operations of the business.

Classification of your MBE Company (*requested*) Null

JOHN ARIE

Chief Executive Officer

Vendor Contact Name (print)

Title

Vendor Contact Signature

Date

12/31/21



**Non-Collusion**

By signing below, I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a bid for same materials, supplies or equipment, and is in all respects fair and without collusion or fraud. I understand that collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards. I agree to abide by all conditions of this bid, and certify that I am authorized to sign this bid for the bidder.

In addition, the selected company will be required to comply with all existing State and Federal laws, including applicable equal opportunity employment provisions. The Contract between the company and the City shall be construed and governed in accordance with the law of the State of Georgia and the City of College Park. The company, at its own expense, shall secure all occupational and professional licenses and permits necessary for the fulfillment of its obligations under this contract.

It shall be unethical for any City Employee or City Official to transact any business or participate directly or indirectly in a procurement contract when the City Employee or City Official knows; the City Employee or City Official or immediate family of such has a substantial interest pertaining to the procurement contract, except that the purchase of goods and services from businesses, which a member of the city council or other City Employee has a substantial interest is authorized as per O.C.G.A. § 36-1-14, or the procurement contract is awarded pursuant to O.C.G.A. § 45-10-22 and § 45-10-24, or the transaction is excepted from said restrictions by O.C.G.A. § 45-10-25, interpreting such statutes as if they were applicable to a municipality.

Vendor Name: Fun Spot America Theme Parks

Physical Address: 5700 Fun Spot Way

City, State, Zip Orlando, FL 32819

Phone: (407) 363-3867 Fax: (407) 363-5313

Signature: 

Date: 12/31/21



# Illustrative Addenda to RFP Naming & Sponsorship Rights Agreement – 010422

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Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



# Fun Spot America Georgia International Convention Center & Fun Spot Arena: Strategic Partners

---

Re: RFP – Naming & Sponsorship Rights Agreement – 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena





# Our Strategic Partners

## Network Affiliates



## Food & Beverage



## Philanthropic



Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



# Examples of Existing Creative Assets

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Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



In Partnership with



## Creative Asset Example – Florida Citrus Sports Exterior Entry Signage

Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



In Partnership with

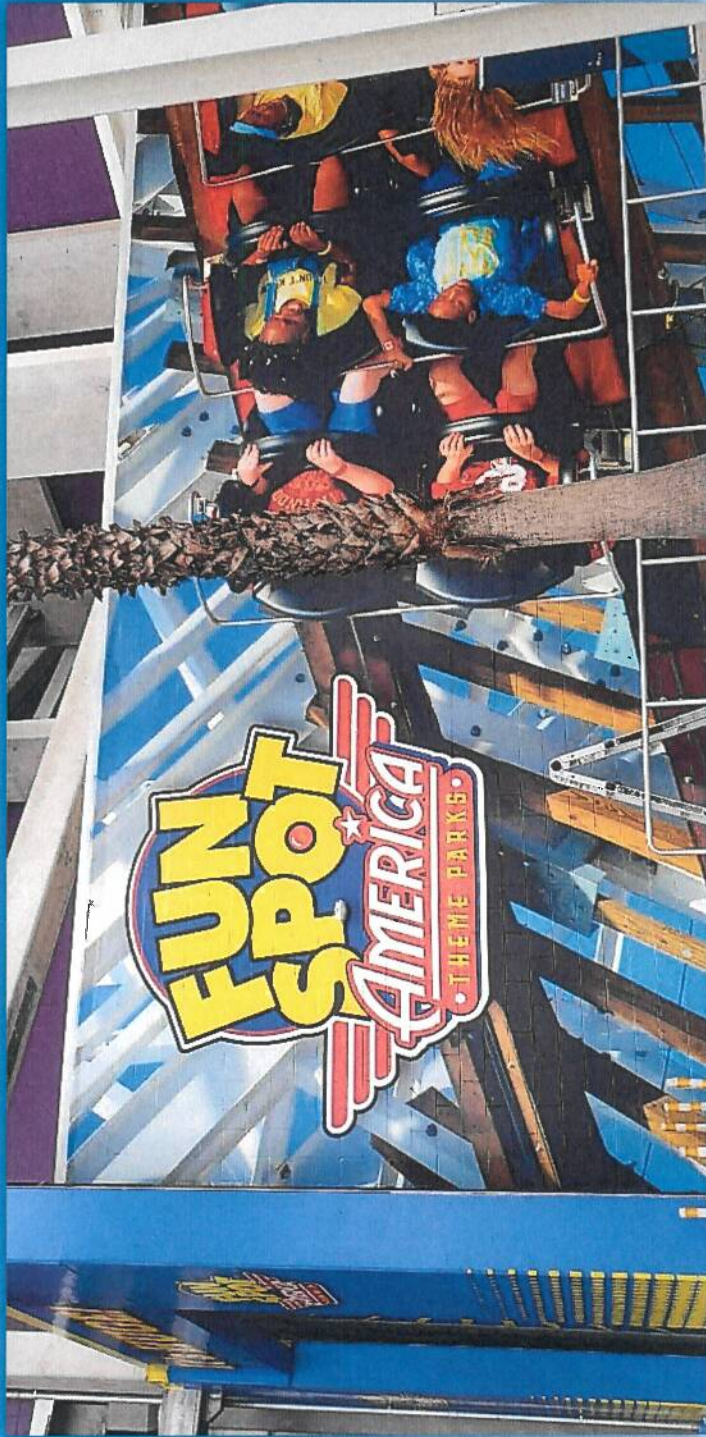


Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena

### Creative Asset Example – Florida Citrus Sports Utilization of Concourse wall space



In Partnership with



Creative Asset Example – Florida Citrus Sports  
Utilization of Concourse wall

Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



In Partnership with



## Creative Asset Example – Florida Citrus Sports Utilization of Concourse/Restroom wall space

Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



In Partnership with



### Creative Asset Example – Florida Citrus Sports Concourse Entry and Escalator

Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



# Conceptualized Re-Branding of Georgia International Convention Center (GLCC) & Gateway Center Arena @ College Park

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Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena





For Illustrative Purposes Only



**CONCEPT:**  
Fun Spot America Convention Center  
Marquee Digital Entrance Sign

Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



For Illustrative Purposes Only



Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena

CONCEPT:  
Utilization of Fun Spot America GICC exterior digital display



For Illustrative Purposes Only

GEORGIA INTERNATIONAL CONVENTION CENTER OUTDOOR MARQUEE LOCATIONS



CONCEPT:  
Rooftop Display

Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



For Illustrative Purposes Only



CONCEPT:  
Utilization of GICC entry doors (combined graphic elements)

Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



For Illustrative Purposes Only

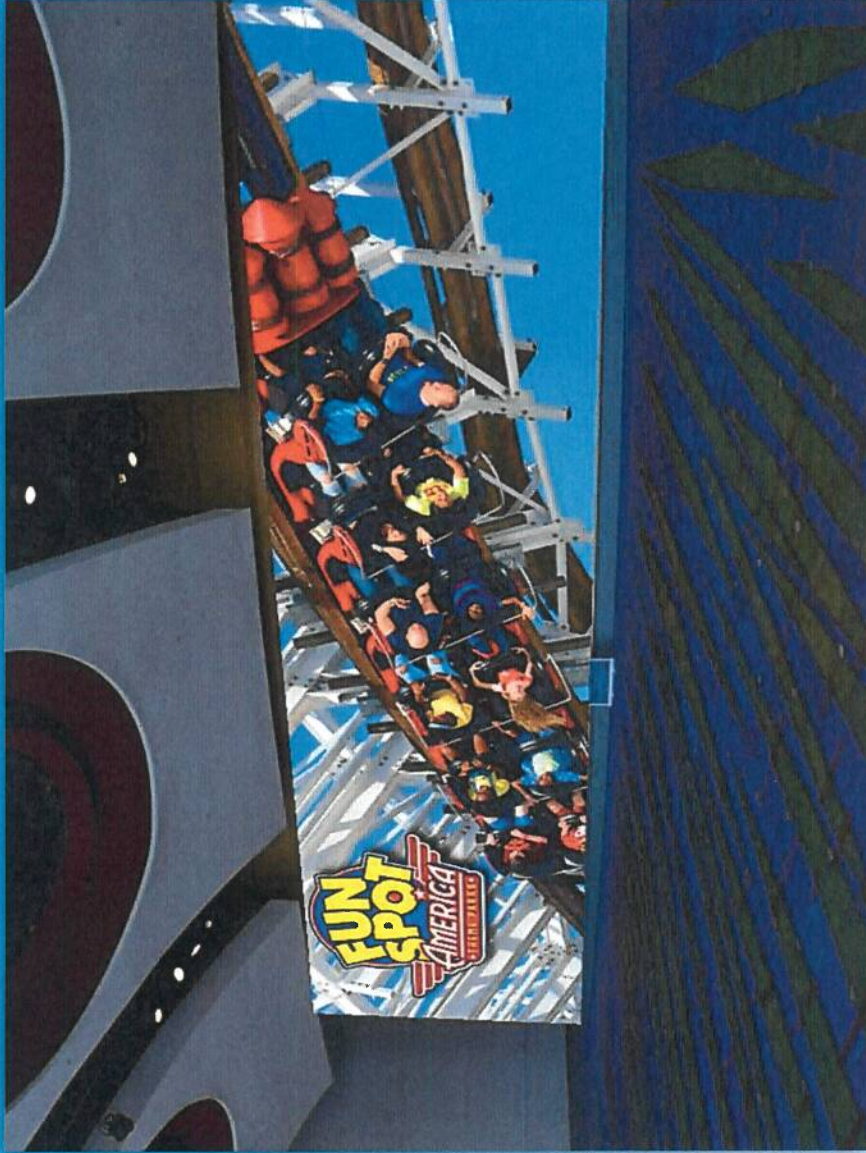


**CONCEPT:**  
Utilization of GICC concourse wall (dimensional art piece)

Re: RFP – Naming & Sponsorship Rights Agreement – 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



For Illustrative Purposes Only



**CONCEPT:**  
Utilization of GICC concourse wall

Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



For Illustrative Purposes Only

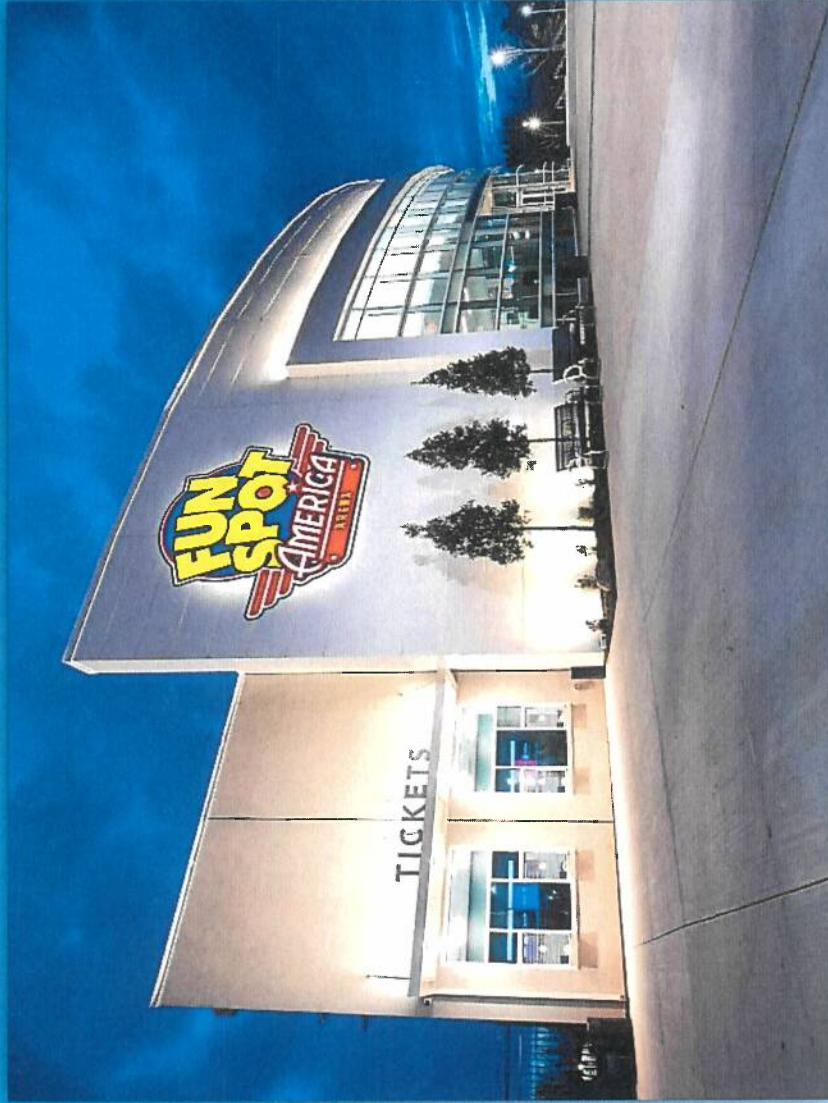


**CONCEPT:**  
The Gateway Arena @ College Park signage converted to  
Fun Spot America Arena

Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



For Illustrative Purposes Only



CONCEPT:  
Fun Spot America Arena logo

Re: RFP – Naming & Sponsorship Rights Agreement – 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena





For Illustrative Purposes Only



CONCEPT:  
Conversion of Gateway Center Arena to Fun Spot Arena

Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



For Illustrative Purposes Only



SCOTTEGE bvrk



CONCEPT:

Introduction of Logos for Convention Center & Arena

Re: RFP – Naming & Sponsorship Rights Agreement - 010422

Bid Date: January 3, 2022

Bidding Company: Fun Spot America Theme Parks

Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



# Fun Spot America Georgia International Convention Center & Fun Spot Arena: Marketing Strategy

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Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



# Our Marketing Strategy

## 12-Month Campaign

**Sponsorship Announcement:**  
Press Release/  
Media Interviews

**Branded Conversion:**  
Physical Assets  
6-Months

Update of existing GICC/Arena websites  
Media Buys (Facebook, Google Ads)  
Social Media Utilization/Content Creation  
CVB/Chamber Advertisements and Meetings  
Attendance at Tourism-related conference to promote GICC/Arena

Fun Spot Georgia  
International Convention  
Center & Fun Spot Arena

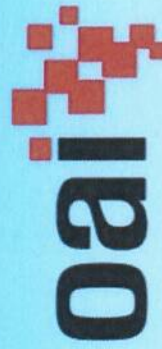
Concurrent

**Note: Illustrative representation of strategy in conjunction with GICC/Gateway Arena rebranding opportunities as indicated in 2018 GICC/Gateway Center Arena Media Brokers International Report**

Re: RFP – Naming & Sponsorship Rights Agreement – 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena



# The attached project showcase provided by Outdoor America Images, Inc.



VISUAL BRANDING

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Re: RFP – Naming & Sponsorship Rights Agreement - 010422  
Bid Date: January 3, 2022  
Bidding Company: Fun Spot America Theme Parks  
Bid Title: Fun Spot America Georgia International Convention Center & Fun Spot Arena

# SPORTS

FACILITIES & EVENTS  
PROJECTS SHOWCASE



# WHO WE ARE

## CREATING CUTTING EDGE SOLUTIONS FOR YOUR BRAND

Founded in 1989, OAI Visual Branding has mastered the integration of brand expression, designed environments and signature events to create compelling and functional visuals. Through our design, print and installation services, we are known among the industry as a corporation constantly pursuing new directions and technologies.

OAI has evolved into the most prominent on-site grand format branding provider in the southeastern United States. We have dominated visual branding services from survey, design, production, project management and installation for a variety of prominent sports properties and facilities, the out-of-home industry, corporate and retail, events, venues and tradeshow.

OAI, a certified minority business, has grown into a multi-million dollar vertically integrated visual branding company. With over 50 employees and a 40,000 square foot production facility, OAI's equipment inventory includes over \$3,000,000 of state-of-the-art equipment that allows us to produce some of the most high-profile visual branding products in the industry.





CUSTOM ON-SITE

# BRANDING



Site Surveys



Project Management



Printing, Fabrication & Finishing

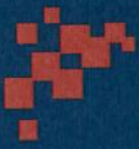


Design Services & Creative Development



Installation & Fulfillment





# IN-HOUSE CAPABILITIES

Full-Service Production Facility  
Grand Format Printing  
Large Format Printing

Dye Sublimation  
Direct Printing to Rigid Substrates  
Die Cutting

Custom Dimensional Solutions  
Color Management

# MACHINE CAPABILITIES

3 MATANS  
1.6ft Wide / 300ft Mill Roll  
Printers

2 Dye-Sublimation  
Printers  
Up to 10ft seamless

Dye-Sublimation Monti  
Transfer  
Up to 10ft seamless

4 Epson Printers  
64in Wide

Anapurna  
Flatbed  
10ft Wide  
Canon 1650 Printer  
64in Wide

CNC Router  
Up to 2" thick  
material

Colex Digital  
Cutter  
Gerber Advantage 600  
Cutter  
Seal 80  
Pro

2 Graphtec Cutters

RF Welder  
Oversized  
Graphics  
Channel Bender



**EXPLORE** OUR WORK

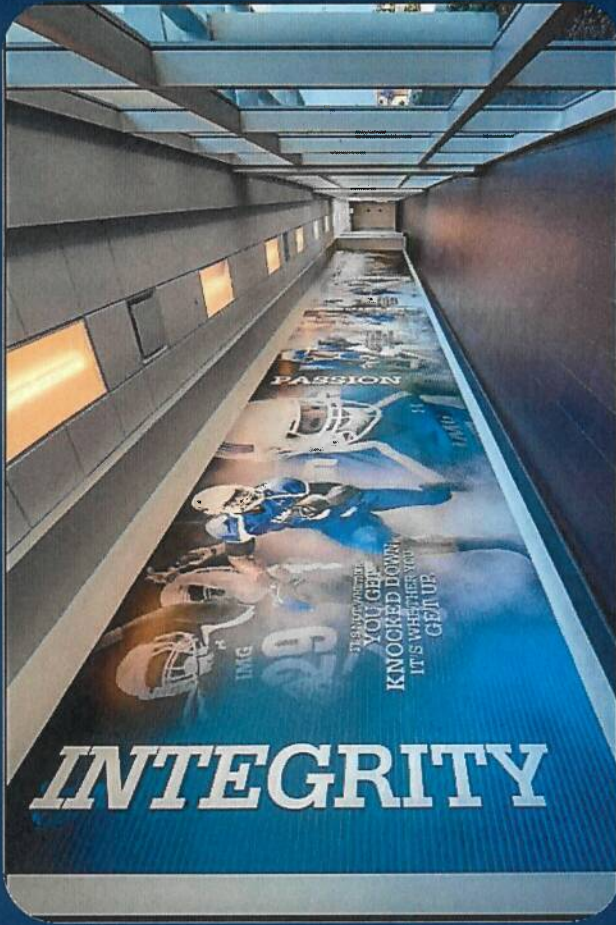


# STADIUM SIGNAGE SOLUTIONS

# CONSESSIONS

## SIGNAGE





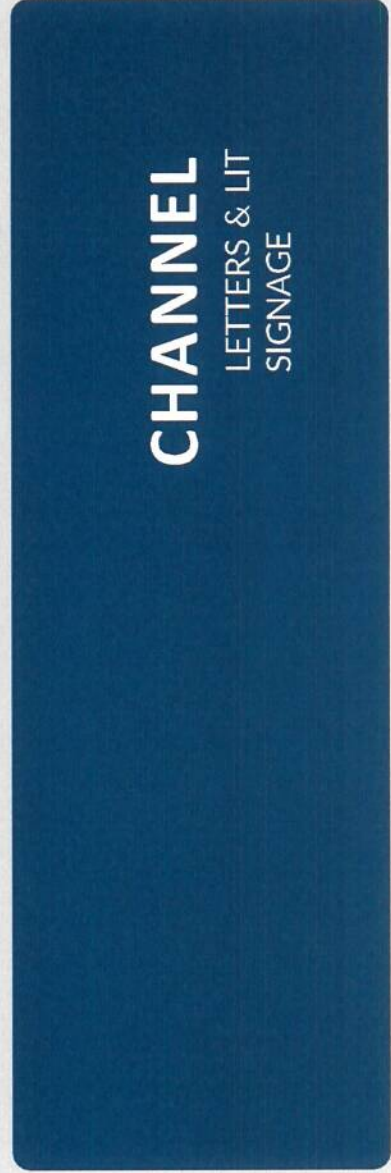
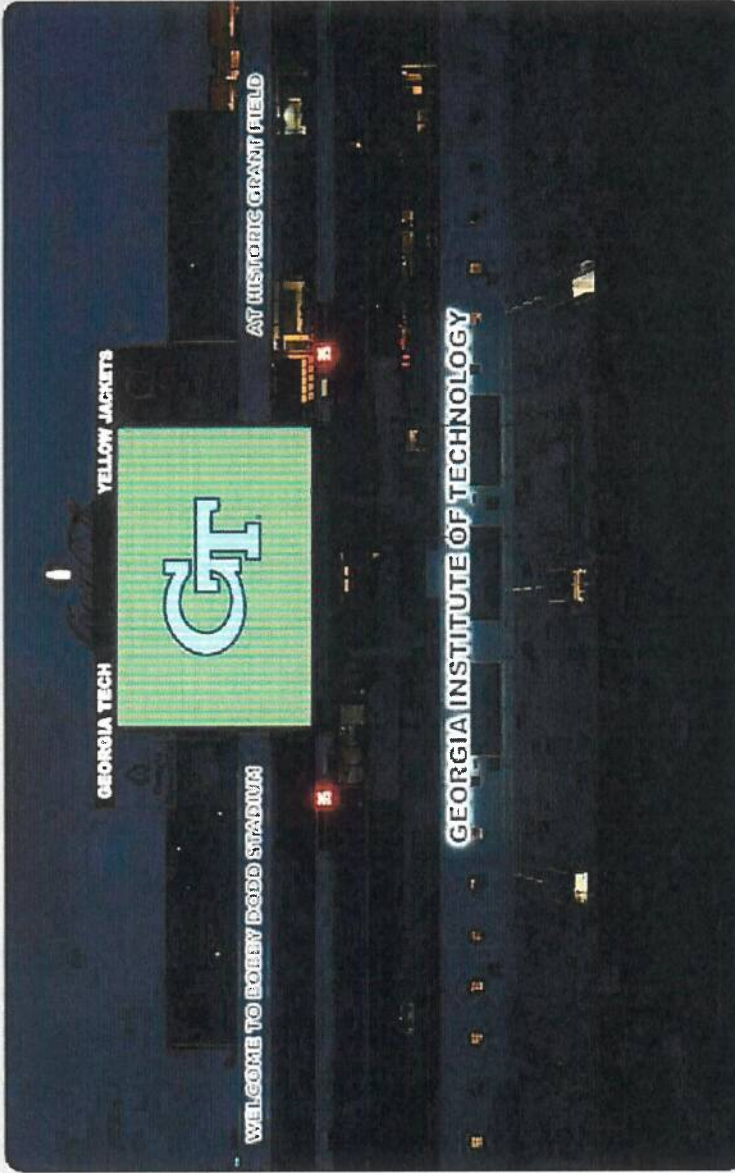
# FACILITY WALL GRAPHICS



# WALL GRAPHICS

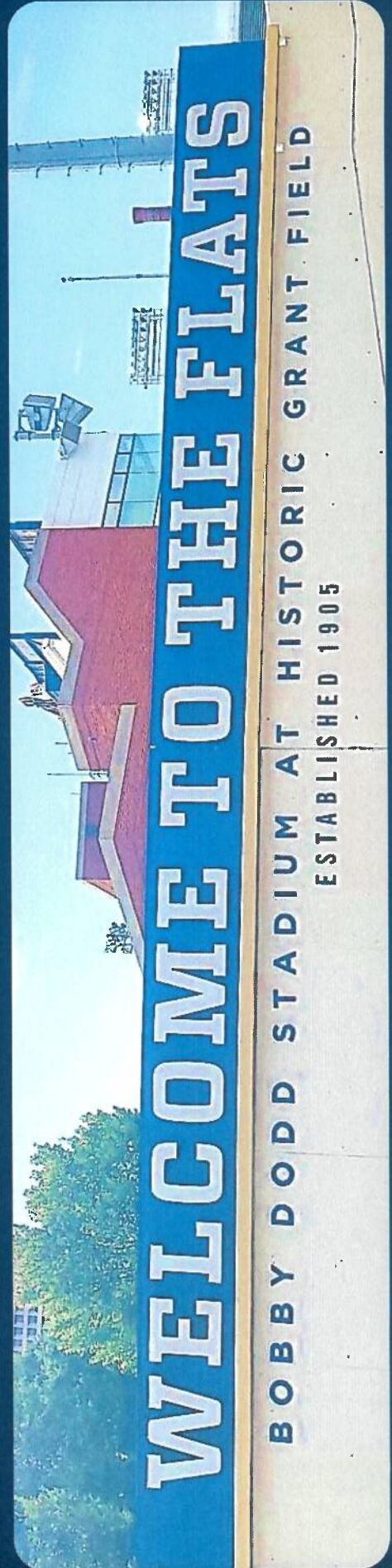
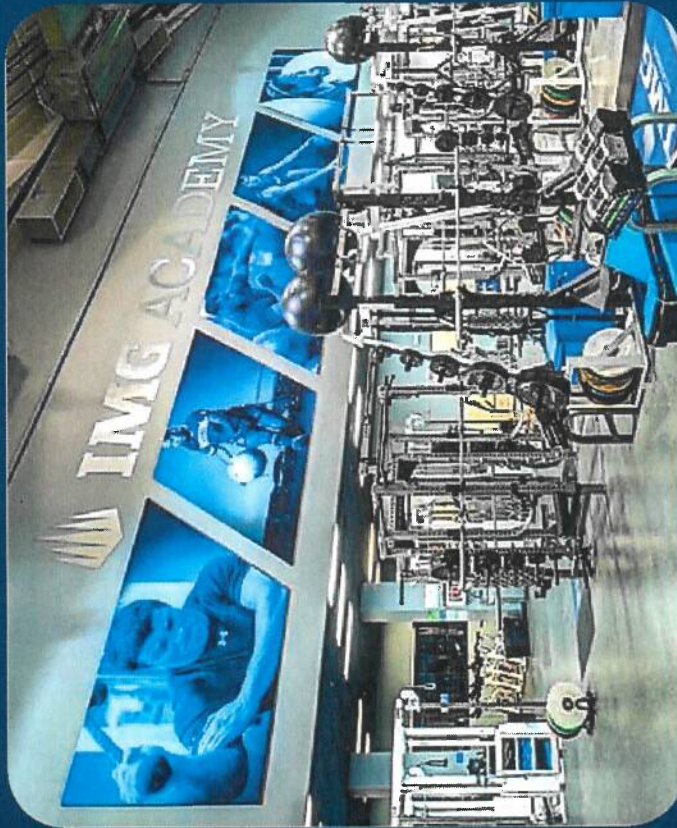


# LOCKER ROOMS

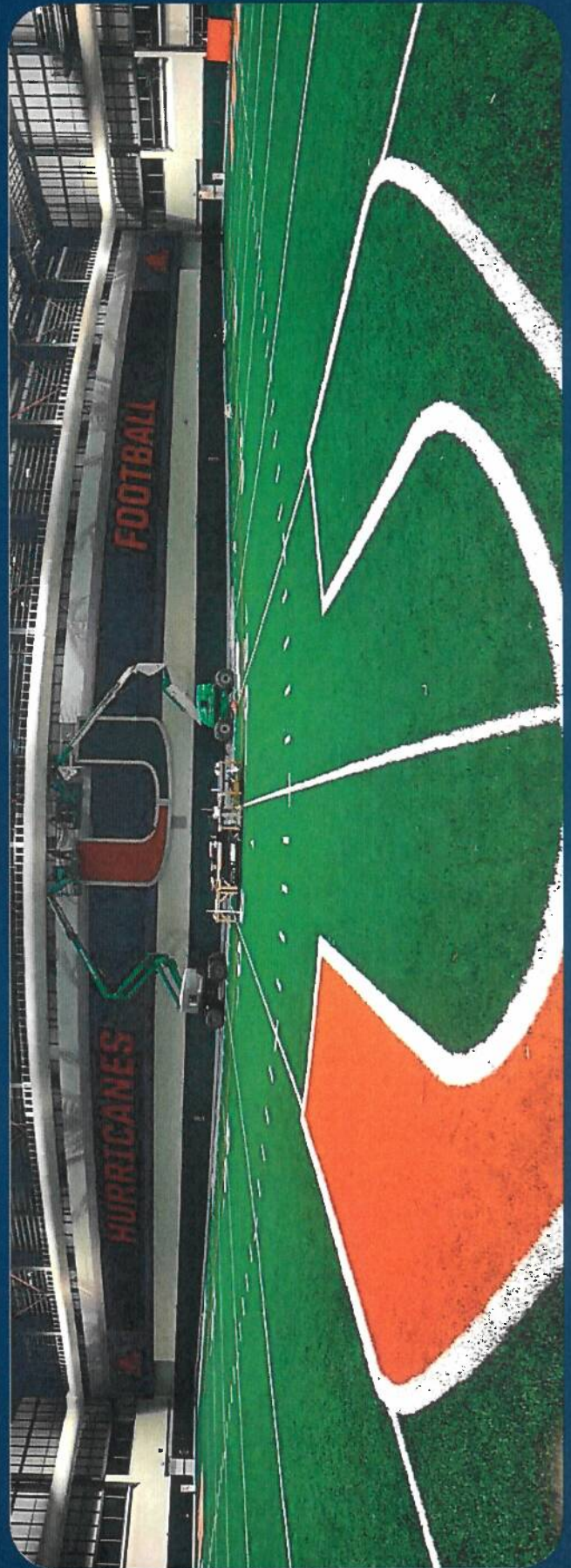


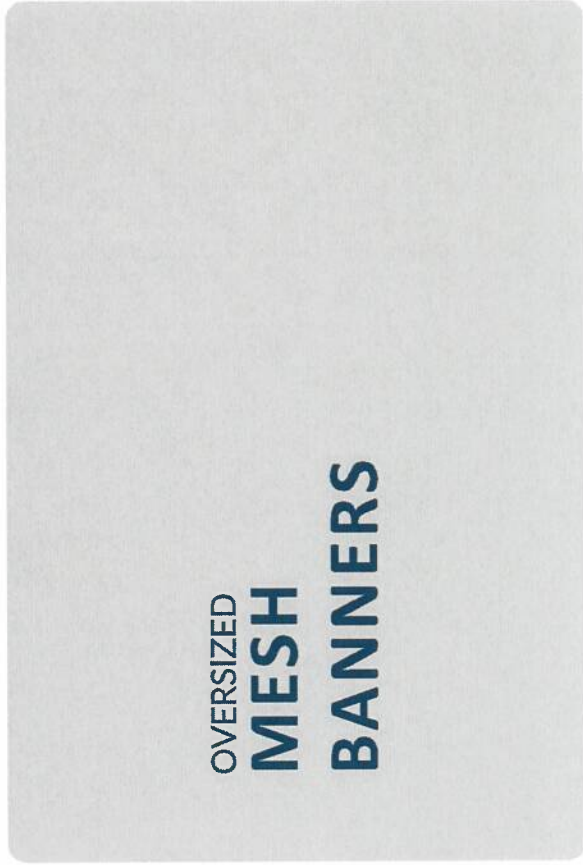


# DIMENSIONAL SIGNAGE



# INDOOR PRACTICE FACILITIES





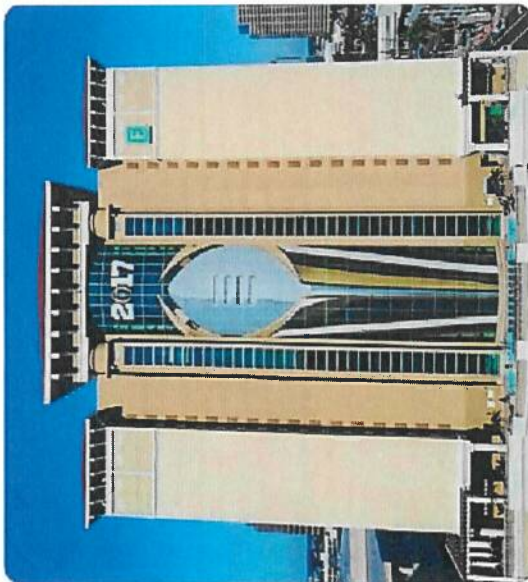


# VINYL BANNERS



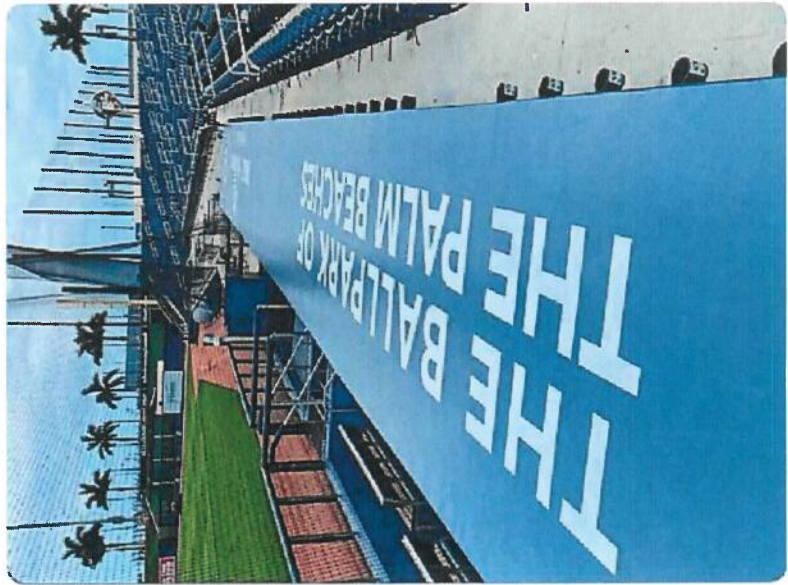
# STADIUM EXTERIORS

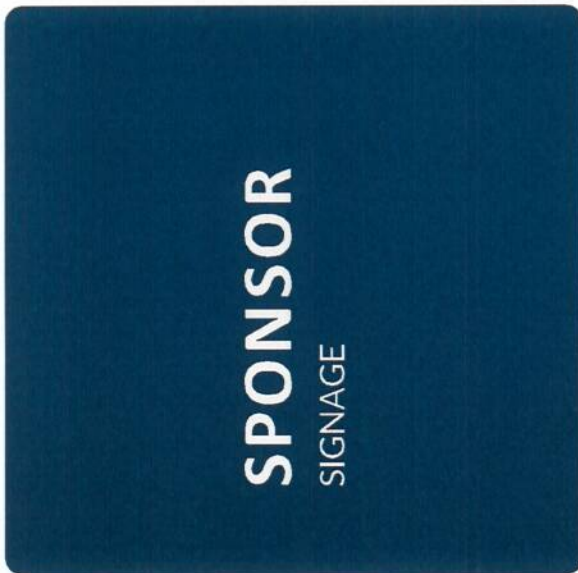
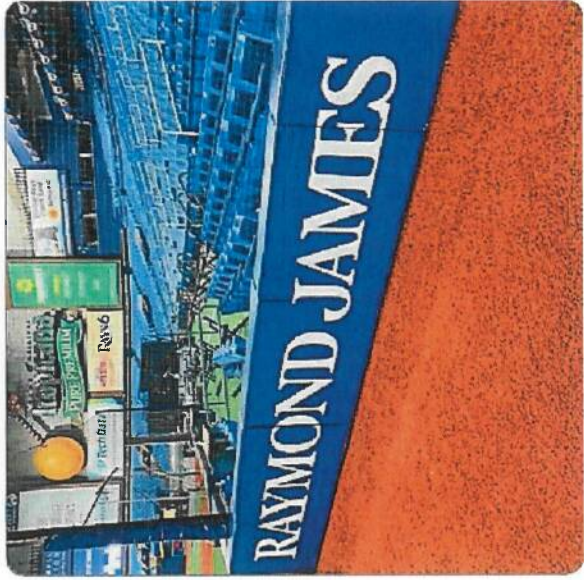
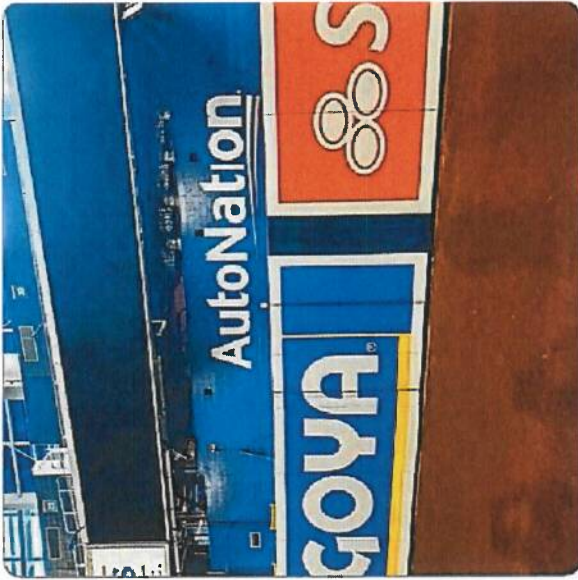




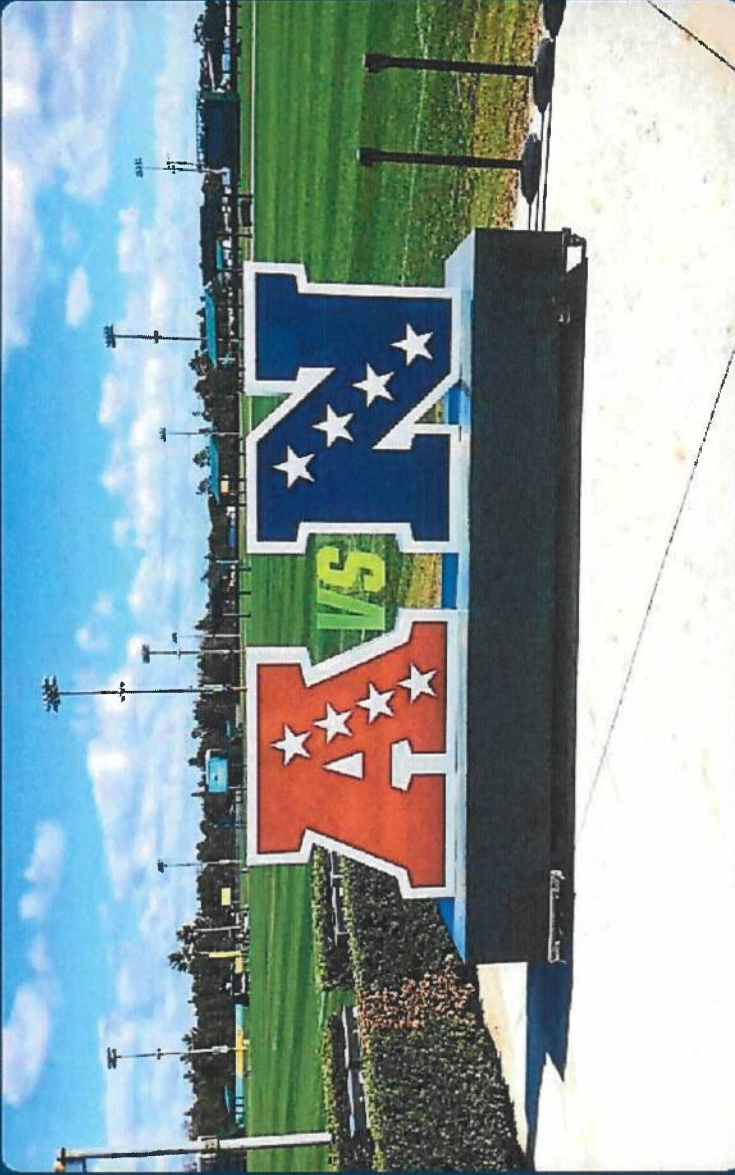
# WINDOW DECALS

# STADIUM INTERIORS





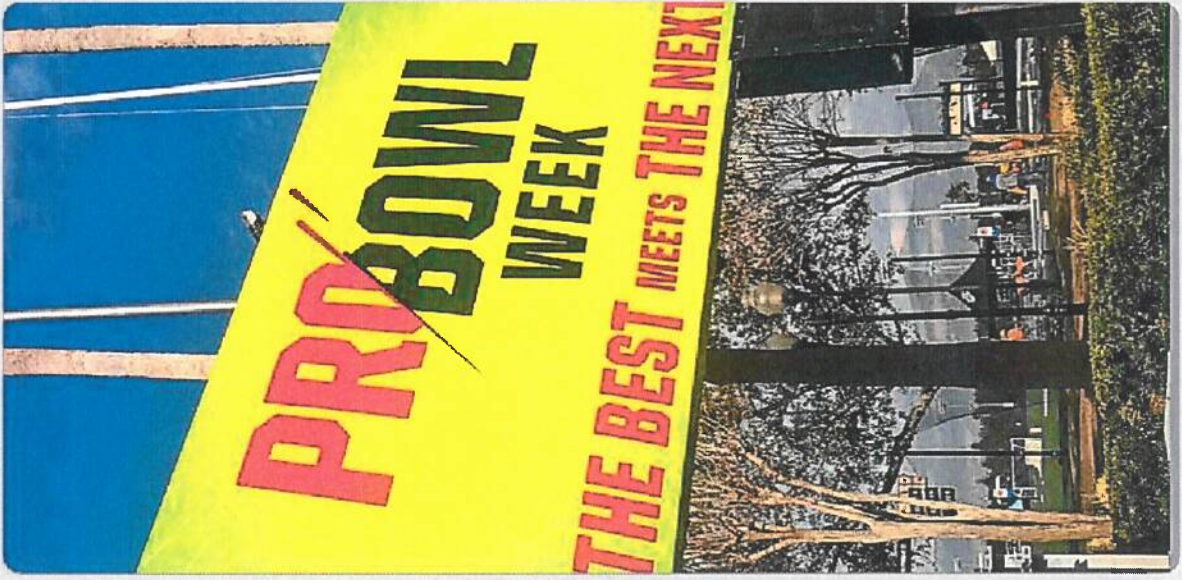
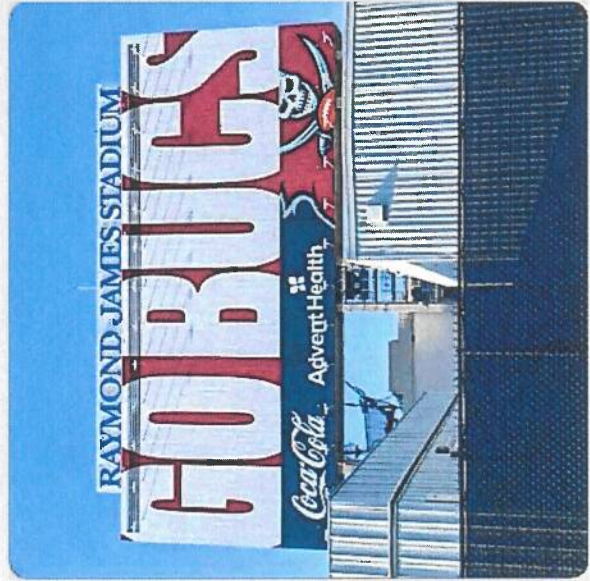
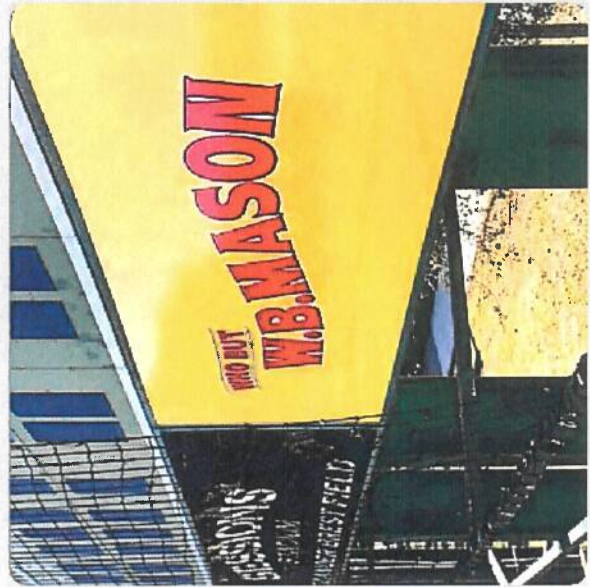




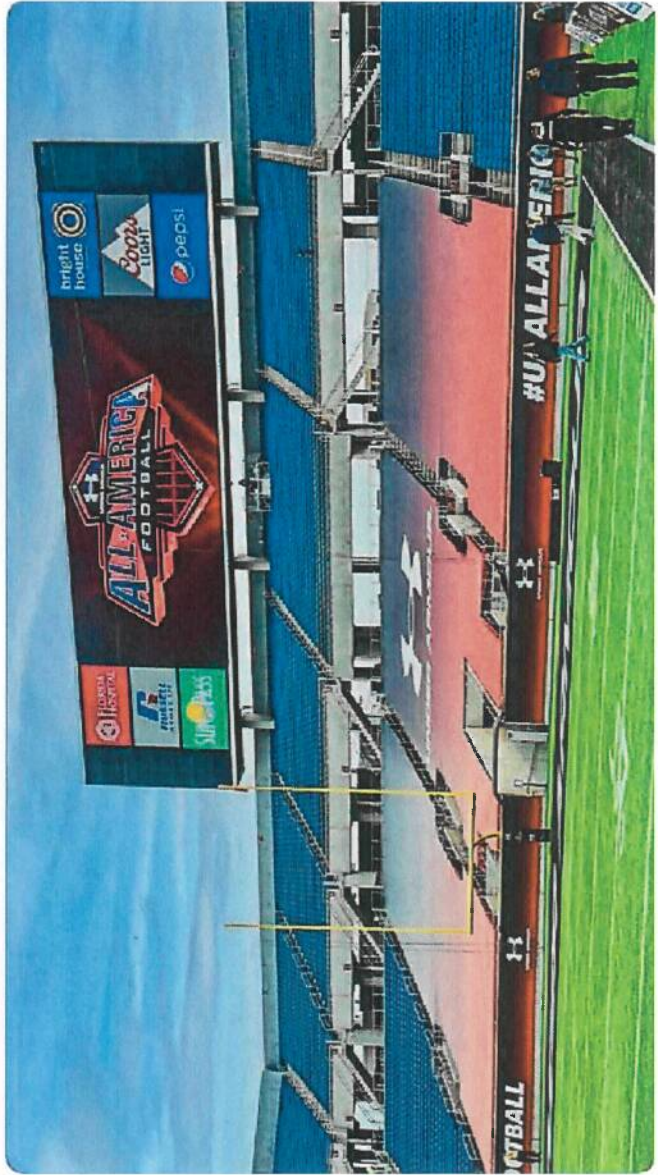
**MONUMENT**  
SIGNS



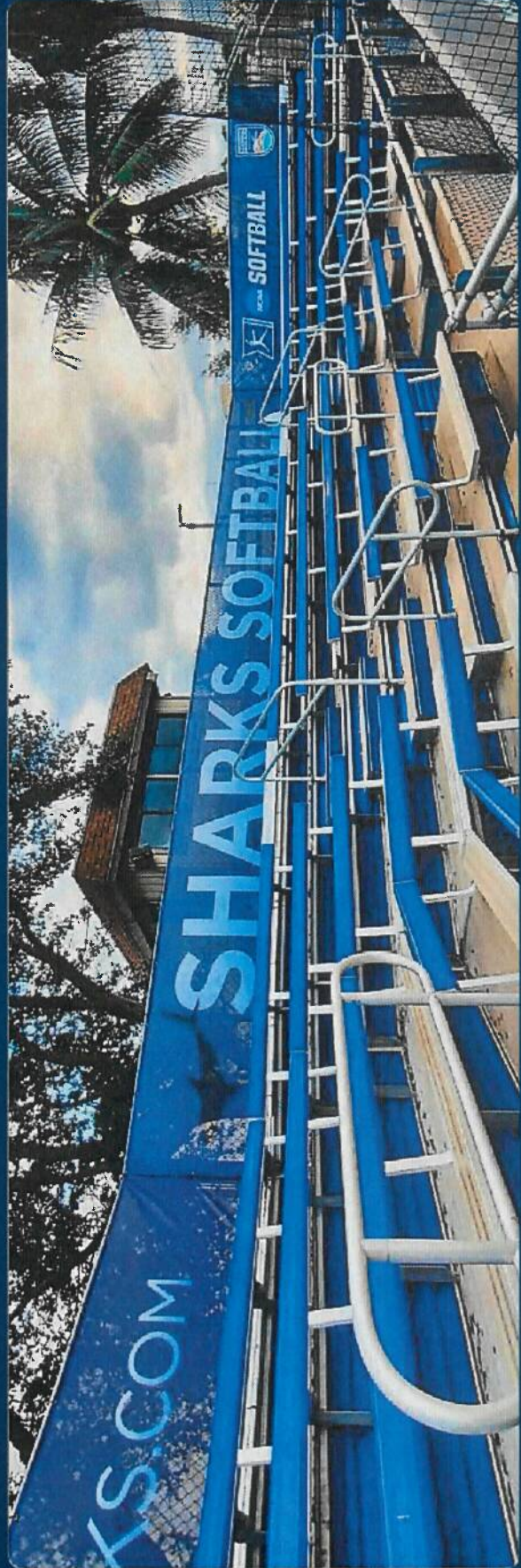
# SCOREBOARD SIGNAGE

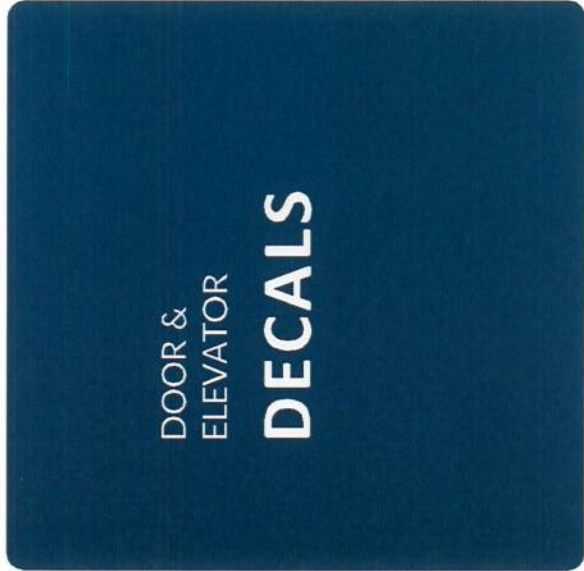
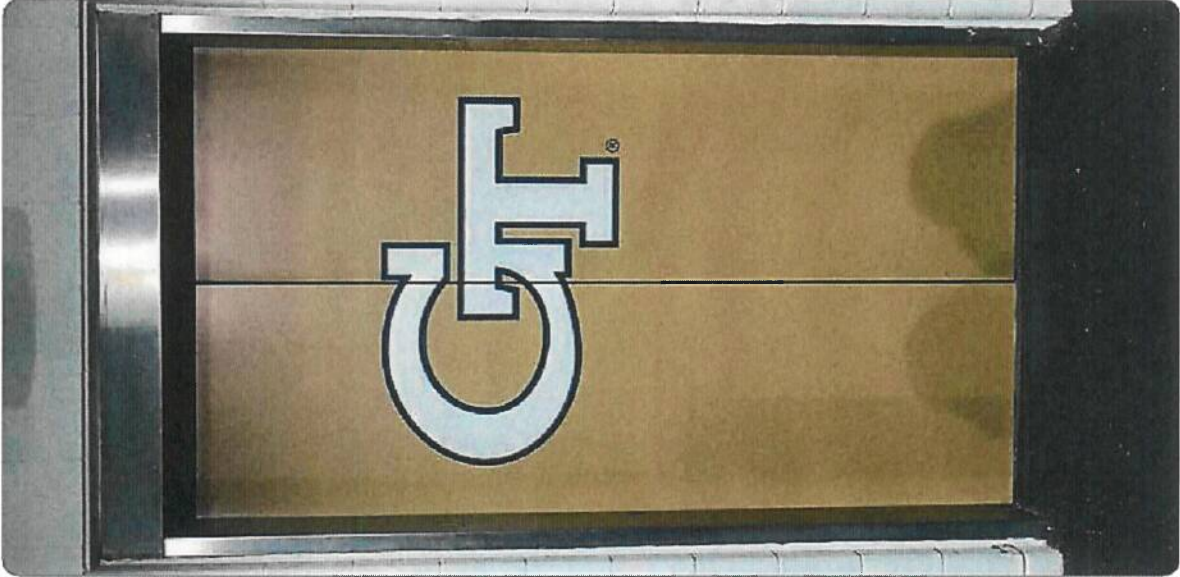
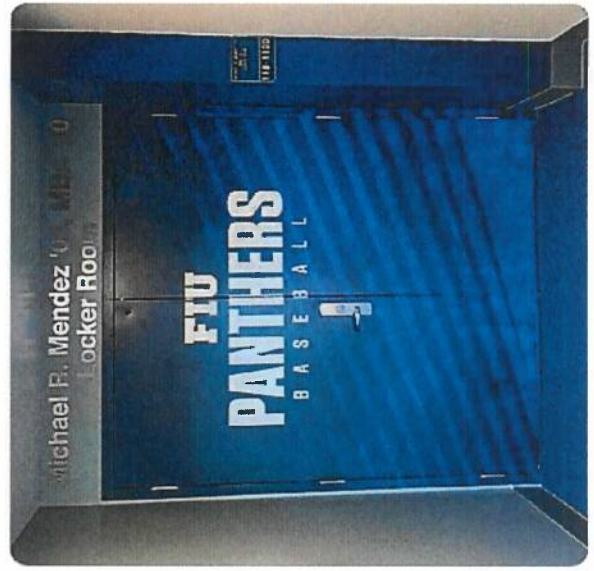
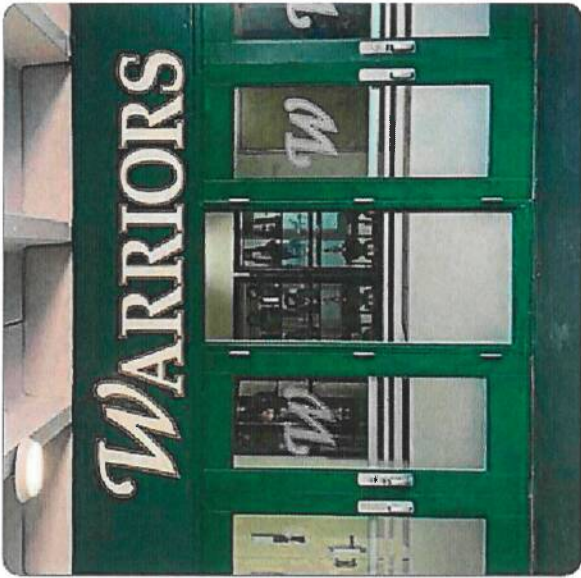


# STADIUM SEAT COVERS

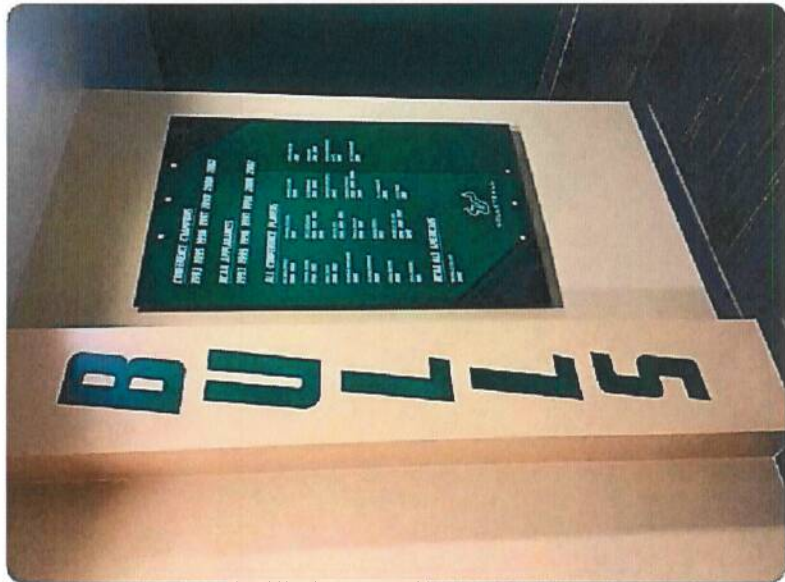


# BLEACHER GRAPHICS





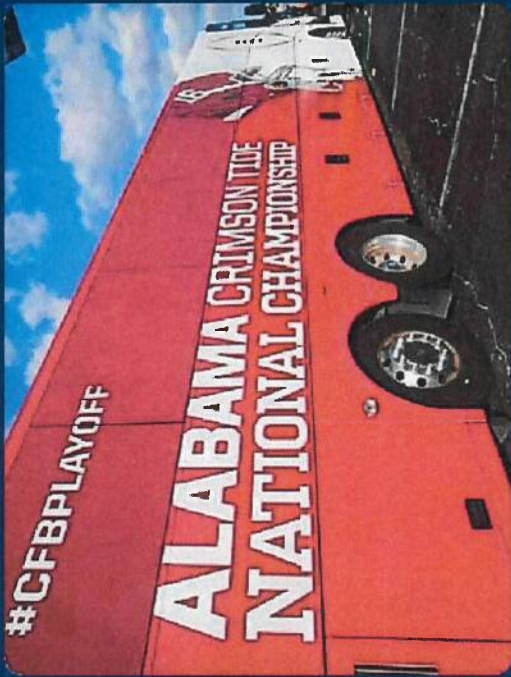
HALL OF FAME &  
**DONOR**  
**WALLS**



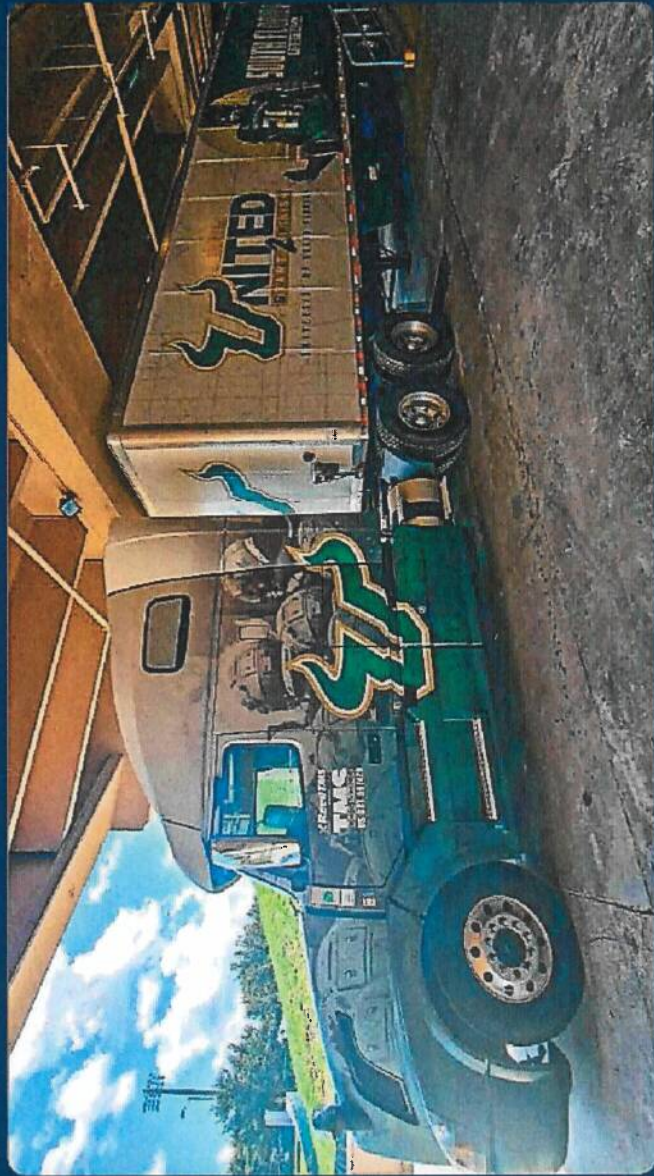


FLOOR & STAIR  
DECALS

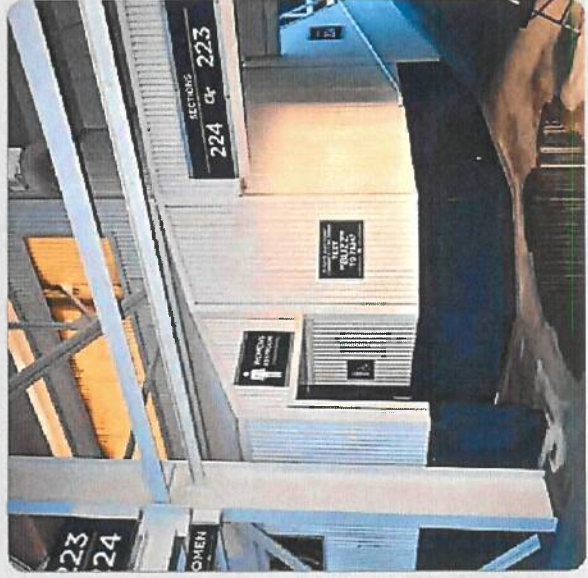
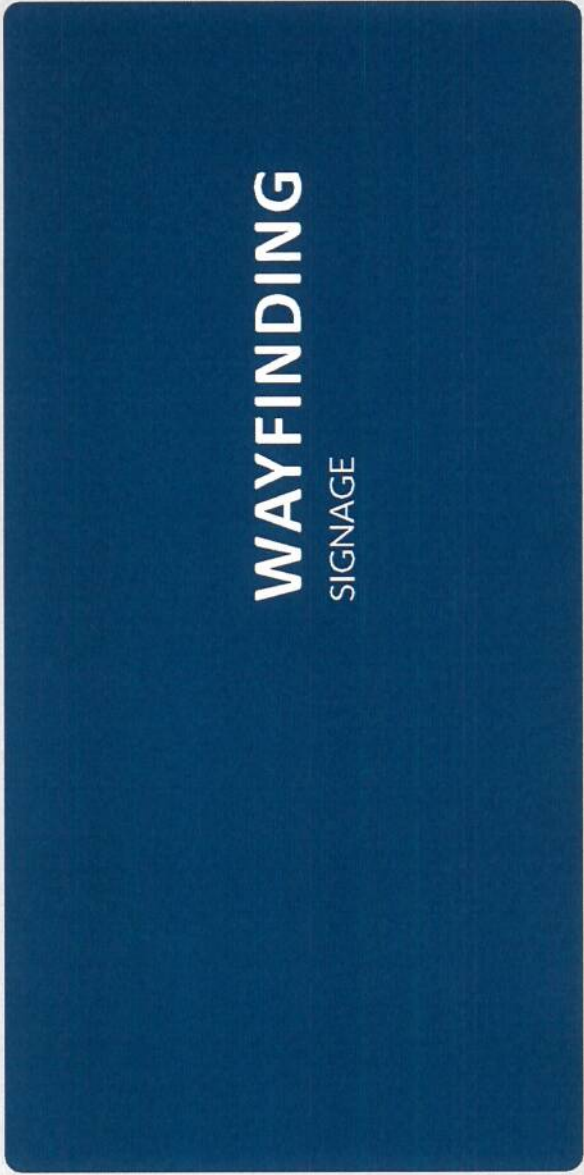


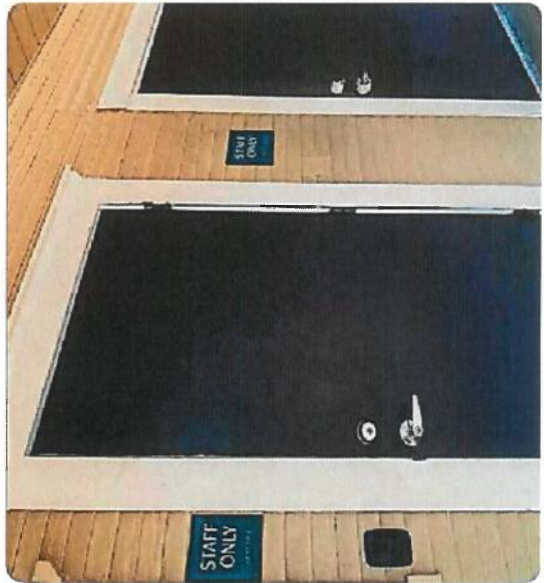
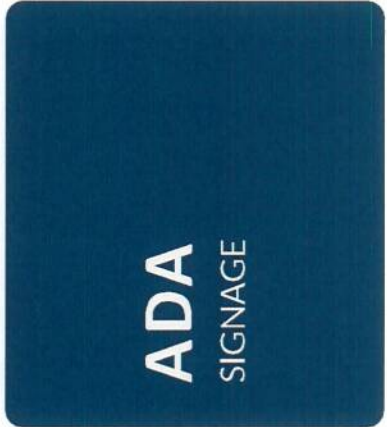
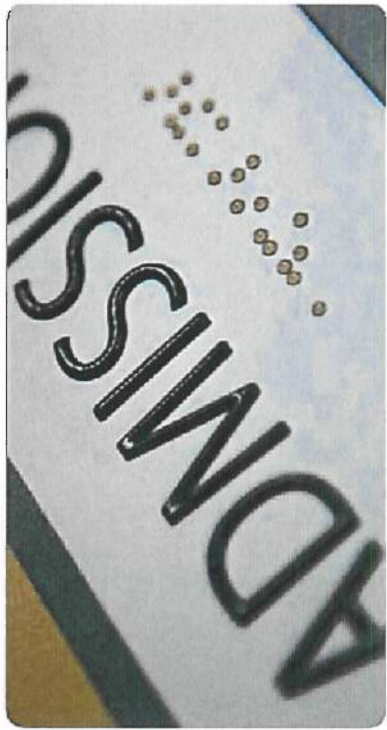


**VEHICLE WRAPS**







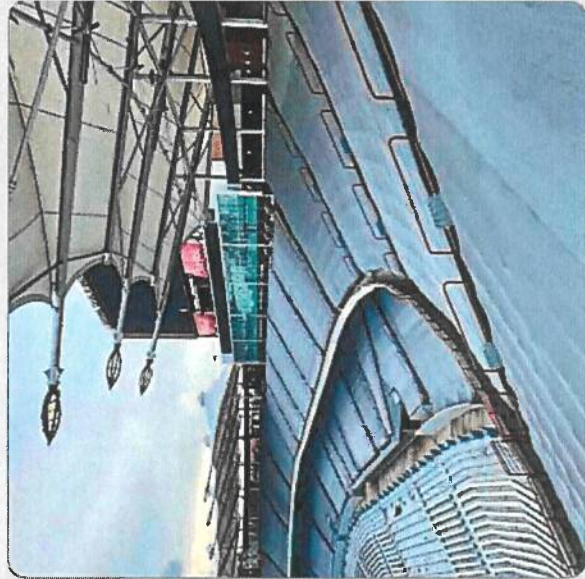




## **AEGIS™ SEAT SHEILDS**

Seat protection from sun, wind, rain and snow. Made from windscreen.

Provides a smooth, blocked area.



EVENT & VENUE

# SIGNAGE PRODUCT LIST



ADA SIGNAGE	FIELD STENCILS	SPONSOR SIGNAGE	WAYFINDING SIGNAGE
AEGIS SEAT SHIELDS	FIELD TARPS	STADIUM EXTERIORS	WINDOW DECALS
ARENA INTERIORS	FLOOR DECALS	STADIUM INTERIORS	AND MORE...
BLEACHER GRAPHICS	LOCKER ROOMS	STAIR DECALS	
CHANNEL LETTERS & LOGOS	MESH BANNERS	TEMPORARY SIGNAGE	
DIMENSIONAL SIGNAGE	MONUMENTS	TUNNEL COVERS	
ELEVATOR DECALS	PLAQUES	VEHICLE WRAPS	
EVENT SIGNAGE	POLE BANNERS	VINYL BANNERS	
FENCE MESH	SEAT COVERS	WALL DISPLAYS	
FIELD WALLS	SCOREBOARD SIGNAGE	WALL MURALS	



VISUAL BRANDING

OAICORP.COM | 813.888.8796 | [SALES@OAICORP.COM](mailto:SALES@OAICORP.COM)

