AMPHITHEATER
AT DOWNTOWN PARK

REQUEST FOR PROPOSALS (RFP)
FOR NAMING RIGHTS AGREEMENT
REQUEST FOR PROPOSALS

NAMING RIGHTS AGREEMENT FOR THE CITY OF POWDER SPRINGS
AMPHITHEATER AT DOWNTOWN PARK

Request for Proposal Number: 23-009

Issue Date: July 7, 2023

Issued By: City of Powder Springs, GA
1114 Richard Sailors Pkwy
Powder Springs, Ga. 30127

I. OVERVIEW

The City of Powder Springs Ga. has begun construction of a new downtown park located at 4485 Pineview Drive, Powder Springs, Ga. 30127. Included in the park will be an amphitheater that will host numerous concerts and special events year-round. The amphitheater will be the primary amenity of the park and will bring tens of thousands of visitors and residents to the park each year. The park/amphitheater will serve as the centerpiece of a downtown revitalization program by the city aimed at bringing new events/activities as well as new businesses into the downtown area. Accessibility to the park is easily available by car as well as through the trail system within the city. An additional trail connection with the Silver Comet Trail will make getting to the downtown park easy by bicycle as well as by foot.

II. PURPOSE

The purpose of this Request for Proposals is to associate a corporate name with this public assembly / outdoor entertainment facility. This opportunity will forge a partnership between the private and public sectors. Public sector financial benefits include the enhancement of marketing budgets to attract new concerts and special events, venue upgrades and continued facility capital improvements.

For the corporate partner, naming rights can mean far more than traditional advertising and marketing buys. Naming rights will give the corporation an opportunity to showcase its’ products/services at the facility, while creating a cost-efficient method to advertise and brand itself.

The appeal of Amphitheater naming rights extends beyond local audiences to concerts and special event attendees from across the State and Region. This diversity of clientele is extremely valuable and difficult to reach in an effective manner, and as such gives the corporate partner an excellent marketing tool.

The naming rights package, while garnering thousands of impressions annually, also gives the corporation extensive signage, public relations, and promotional opportunities not available in most media placements.

Therefore, the overall objective of this naming rights Request for Proposal is to effectively identify one regionally based corporation that can create a successful partnership that enhances
the company’s community marketing efforts and image while offering the City of Powder Springs revenue to continue to attract and develop new business for the region.

III. AMPHITHEATER GENERAL INFORMATION

The Amphitheater is in beautiful downtown Powder Springs formerly known as the town square. It is surrounded by local businesses, government offices, trails, and new residential properties making it a popular gathering area for year-round activities as well as a place to come and relax in a safe and convenient recreational area.

Within the park, the City of Powder Springs will host numerous year-round special events that will provide additional Amphitheater partner exposure. Current events include Christmas Parade and Tree Lighting, multiple road races/fun runs, 4th of July Celebration, National Day of Prayer, Earth Day activities, and National Night Out. Since implementation the city has added new events/programs to include, but not limited to, movie nights, school programs, brown bag lunch concerts, and additional festivals. The amphitheater serves as the sole venue to the annual summer concert series featuring national recording artists as well as emerging local talent with a projected attendance of five to seven thousand per concert. Concerts will be held from May-September with a minimum of one show per month.

IV. SELECTION CRITERIA DETAILS

**Financial Proposal** - Respondent shall outline its financial proposal including, but not limited to, payment plan and escalation factors in sufficient detail so that a thorough analysis of the proposal may be performed. In valuing naming rights, corporations generally consider the following attributes:

- Proposed term of the contract
- Number and type of events at the facility
- Annual attendance
- Demographics of the audience
- Media exposure
- Value of benefits in package
- Comparative analysis with other similar facilities
- Competition for the opportunity in the market

The City desires the payment plan to consist of a payment of fifty percent (50%) of the naming rights fee in advance and the balance to be paid in equal annual installments over the term of the agreement.

**Term** - A minimum term of five (5) years must be contemplated. Renewal options may be included in the proposal.

**Exclusivity** - Respondent shall define the entities that are within the Respondent's area of business which it desires to preclude from having naming rights for areas within the park. The City intends to avoid the granting of naming rights for other areas within the park to entities which are in the same area of business of the successful Respondent.
Proposed Name of Amphitheater: Respondent shall propose alternative names for the facility. These will be discussed more fully during the negotiation process, with the City of Powder Springs having final approval authority of the name of the facility and the facility logo. The successful Respondent will be required to license the right to include any trademarks which are included in the facility name and facility logo.

Marketing Initiatives: Respondent must outline how it will enhance the Amphitheater operation with marketing support in the form of media, promotions, and community projects.


Respondents are welcome to include any additional information deemed appropriate for consideration.

Park Attendance

The average annual Concert and Special Event patron attendance at the downtown park/amphitheater is expected to grow dramatically each year. Additionally, the park has a splash pad, picnic tables, and other recreational amenities that will draw residents year round to enjoy.

Individuals attending events at the Amphitheater will come from the local area as well as from all over the Southeastern United States. An estimated 75% of the Amphitheater attendees will be from the local Powder Springs / Cobb, Paulding, and Douglas County area. The other 25% will travel up to 100 miles attending a concert or festival / event adjacent to the Amphitheater.
V. BENEFITS IN THE NAMING RIGHTS PACKAGE

Everything possible is done to assure that the facility is properly branded in the community, throughout the State of Georgia and Southeast region of the United States. All events using the facility will require use of the name and logo of the facility in their advertisements and/or publications.

The Downtown Park/Amphitheater is an open public park when not in use for concerts and other city scheduled events. This will bring in thousands of park patrons annually providing additional exposure.

Signage will be allowed on the amphitheater building itself as well as directional signage will be placed in various locations throughout the city.

Listed below are the benefits that will be made available to our naming sponsor. A more comprehensive and detailed listing of benefits and business partnerships will be developed in conjunction with the naming rights partner.

- Name and logo identification in all official facility references
- Press conferences – name/logo inclusion on podium and backdrop
- All Media correspondence
- Media placement- TV, Radio, and Print
- Public event advertising. All visual advertising is required to include the facility mark, ensuring branding of the facility and naming rights partner.
- Website with links
- Facility related publications
- Tickets to events (when applicable)
- Facility brochures
- Merchandise- if applicable
- Advertising/Promotional literature
- Sponsorship exclusivity in the sponsor’s category- both product and/or service usage and in advertising.
- Right to utilize the sponsorship and facility name and/or logo in its own advertising.
- Product or service usage in a business partnership at the facility.

VI. Request for Proposal Response Process:

The process for selecting an appropriate corporate partner for naming rights is designed to attract competitive bids from companies supportive of increasing the City of Powder Springs image and reputation.

Criteria for selection- Prospective corporations will be appraised based on categories deemed most appropriate for a successful partnership.
Those are:
• Financial structure of proposal
• Term of proposal
• Business opportunity requirements
• Exclusivity requirements
• Proposed name of the facility
• Marketing initiatives to support the facility
• Financial Stability of Corporate Partner
• Suitability with the City of Powder Springs Image and reputation

The City of Powder Springs reserves the right to reject any or all proposals at its sole discretion.
TIMETABLE

The following outlines the timing of responses:

July 7, 14, and 21 - RFP advertised

July 7, 2023 - RFP’s posted on the City’s website.

August 11, 2023 - Non-mandatory pre-bid questions due.

August 25, 2023, 12 noon EST – Deadline for submission of ten (10) hard copies of proposal plus 1 electronic copy on flash drive or standard storage media in PDF or Microsoft Word file format

Submit Proposals To:

   Kelly Axt, City Clerk
   City of Powder Springs
   1114 Richard Sailors Pkwy
   Powder Springs, GA 30127

August 25 – September 1, 2023 – Evaluation of Proposals

September 4, 2023 - Contact with Respondents by the City of Powder Springs

September 13, 2023 – Recommended respondent discuss proposal and present Naming Presentations to Council with specific package elements and graphics included.

September 18, 2023 – City Council consideration of proposal. Execution of agreement expected to occur within 30 days of City Council approval.
Submit Facility Design and Operation Questions To:

Kelly Axt, City Clerk
1114 Richard Sailors Pkwy
Powder Springs, GA 30127
770-943-1666 ext. 312
kaxt@cityofpowdersprings.org

Written answers will be provided as Proposal Addenda.