SKATE PARK
AT THE
SILVER COMET LINEAR PARK

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

NAMING RIGHTS AGREEMENT FOR THE CITY OF POWDER SPRINGS SKATE PARK
AT THE SILVER COMET LINEAR PARK

Request for Proposal Number: 23-011

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. is nearing completion of a new skate park located at the Silver Comet Linear Park at 1301 Richard D. Sailors Pkwy, Powder Springs, Ga. 30127. The skate park will be a state-of-the-art course that will host numerous skate competitions and special events year-round. The skate park will be a significant amenity of the park and will bring thousands of visitors and residents to the park each year. The skate park will serve as a key attraction at the linear park and is aimed at bringing skate enthusiasts, events, and competitions into the City of Powder Springs. Accessibility to the skate park is easily available by car as well as through the Silver Comet Trail system within the city.

II. PURPOSE

The purpose of this Request for Proposals is to associate a corporate name with this skate park and its features. This opportunity will forge a partnership between the private and public sectors. Public sector financial benefits include the enhancement of marketing budgets to attract newcomers and special events, venue enhancements and continued 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 skate park, while creating a cost-efficient method to advertise and brand itself.

The appeal of naming rights extends beyond local parameters and skate park 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. **SKATE PARK GENERAL INFORMATION**

The Skate Park is conveniently located at the Silver Comet Linear Park in Powder Springs. It is surrounded by local businesses, government offices, trails, and new residential properties making it a popular gathering area for attendees as well as a place to come and relax in a safe and convenient recreational area.

With this skate park, the City of Powder Springs will be able to host numerous year-round special events and competitions that will provide additional partner exposure. This skate park will consist of a street league and park series certified for training and high competition. This will be a world-class skate park in the City of Powder Springs.

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 Skate Park** - 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 Skate Park operation with marketing support in the form of media, promotions, and community projects.

**Financial Stability**- Respondent must submit with proposal sufficient evidence of financial stability.

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

**Park Attendance**

The average annual attendance at the Silver Comet Linear Park where the skate park will be located is expected to grow dramatically each year. Additionally, the park has an all-inclusive playground, outdoor fitness equipment, outdoor basketball courts, climbing structure, a small pavilion and direct access to the Silver Comet trail that draws residents year round to enjoy.

Individuals visiting the skate park will come from the local area as well as from all over the Southeastern United States. An estimated 75% of the skate park attendees will be from the local Powder Springs / Cobb, Paulding, and Douglas County area.
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 skate park is an open public amenity when not in use for events, competitions, and other city scheduled events. This will bring in thousands of park patrons annually providing additional exposure.

Signage will be allowed at the skate park itself as well as directional signage will be placed in various locations throughout the city.

Listed below are the types of benefits that will be made available to our naming sponsor. A 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.