

# INSTRUCTIONS TO RESPONDENTS – REQUEST FOR PROPOSALS

## Stanly County Agri-Civic Center “Livestock Arena Naming Rights”

### Stanly County, North Carolina

Stanly County, North Carolina (hereinafter referred to as “Stanly County” or “County”) is seeking proposals from interested parties or vendors interested in the naming rights for the proposed Livestock Arena to be constructed on the grounds of the current Agri-Civic Center located at the intersection of NC 24/27 and Newt Road. This is an opportunity to benefit from the exposure to an estimated 15,000 vehicles per day.

The contract length is negotiable with 5-10 years preferred.

#### **I. Benefits in the Naming Rights Package**

Listed below are the benefits that will be made to the successful respondent. The name of the new Livestock Arena which is proposed by the successful respondent and approved by the Stanly County Board of Commissioners (BOCC) will be the exclusive name of the facility in all official facility references, correspondence, and advertisements during the term of the agreement. The successful respondent will have the right to create and develop a proposed logo for the facility to be owned jointly by respondent and Stanly County and which design is subject to approval by the BOCC. Said name and/or logo identification will be in all official facility references made by the BOCC including, but not limited to, the following:

- Media correspondence
- Media placement – television, radio, print, social media links
- Website
- Facility marketing collateral
- Facility related publications
- Promotional items and merchandise
- Advertising/promotional literature

#### ***Exterior facility name and signage opportunities:***

- Additional sign supplement to existing NC 24/27 sign
- Front of the livestock facility at the main entrance
- Signage on all entry doors
- Parking lot directional signs

#### ***Interior facility name and signage opportunities:***

- Common area
- Interior directional signage

*Facility use opportunities:*

- Free use of the arena for its own business/corporate events no more than two (2) days per year (non-transferrable). Uses must be scheduled through the facility Director no less than one month prior to the desired date and are subject to availability. Execution of the County's standard Agri-Civic Center rental agreement is required, but no rental fee will be charged. All applicable cleaning fees will still apply.

## II. Selection Criteria

Any and all proposals will be considered. However, the respondent will address, at a minimum, the selection criteria hereinafter listed:

- A. **Financial Proposal:** Respondent shall outline its financial proposal including, but not limited to, payment plan and escalation factors in sufficient detail so a thorough analysis of the proposal may be performed. In valuing naming rights, corporations generally consider the following attributes:
- Proposed term of contract
  - Number and type of events held at the facility
  - Annual attendance
  - Demographics of the audience(s)
  - Media exposure
  - Comparative analysis with other similar facilities
  - Projected future events/historical performance

Stanly County desires the payment plan to be made in equal annual installments over the term of the agreement. The successful respondent will be responsible for the cost of any and all naming rights signage on the exterior and interior of the facility, including but not limited to the design, fabrication, and installation/placement of said signage.

Additionally, respondents are encouraged to quantify the value of any proposed in-kind contributions. For example, a company may donate the use of a riding lawn mower for a year or donate cleaning supplies, etc. Please include any and all documentation to support the value of the proposed in-kind contribution(s).

- B. **Term:** Respondent shall outline the proposed term of the agreement. A minimum of five (5) years is contemplated. Stanly County prefers a term not to exceed ten (10) years.
- C. **Exclusivity:** Respondent shall define the entities within the respondent's principal area of business which it desires to preclude from having naming rights for selected areas within the facility. Stanly County intends to avoid the granting of naming rights for meeting rooms and other areas within the facility which are in the same principal area of business as the successful respondent, but there will be no restriction for the sponsoring of events or any other sponsorship or promotional use of the facility or in the facility.

- D. **Proposed Name of Livestock Arena:** The respondent shall propose alternative names for the facility. These will be discussed more fully during the negotiation process with the BOCC having approval authority over the name and logo associated with the facility. Stanly County desires to retain “Livestock Arena” as part of any proposed name; however, the County will consider all options. The successful respondent will be required to grant the right to County to include any trademarks which are included in the facility name and facility logo.
- E. **Time for Consideration:** Due to the evaluation process, proposals must remain in effect for at least 120 days after the date of receipt.

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

### **III. Request for Proposal Response Process**

The process for selecting the most suitable corporate naming rights partner is designed to attract competitive bids from businesses and corporations which support increasing Stanly County’s profile in both the Charlotte region and state of North Carolina.

**Criteria for Selection:** Proposals by respondents will be evaluated on the basis of criteria deemed most appropriate for a successful partnership. The criteria include, but are not limited to, the following:

- Financial structure of the proposal
- Term of the proposal
- Exclusivity rights
- Proposed name of the facility
- Marketing initiatives to promote, market and support the facility
- Financial stability of the corporate partner
- Compliance with the County’s Sponsorship Policy

### **IV. Facility Tour**

Perspective respondents have the option to schedule a tour of the Agri-Civic Center facility and grounds beginning on Monday, August 18, 2014 through Friday, August 29, 2014 between the hours of 10:00 AM and 3:00 PM. **Appointments can be made by contacting either Candice Moffitt or Brooke Jones at 704-986-3666.**

### **V. Schedule**

The following outlines the proposed timing of responses, interviews and selection; however, the BOCC reserves the right to modify the dates as necessary. Any changes will be issued via addendum(s) to this RFP.

- Tuesday, August 5, 2014: RFP released on Stanly County website
- Friday, August 22, 2014: Last day to submit written questions regarding RFP

- Friday, September 5, 2014: Deadline for submission of proposal (5:00 PM)
- Week of September 15, 2014: Interviews with selected respondents
- Monday, October 6, 2014 Presentation & approval of naming rights partner by BOCC

## **VI. Respondent Instructions**

A. All respondents should direct all written questions to:

Ms. Candice Moffitt, Director  
Stanly County Agri-Civic Center  
Email: [cmoffitt@stanlycountync.gov](mailto:cmoffitt@stanlycountync.gov)

B. By Friday, September 5, 2014 at 5:00 PM EST (close of business) proposals must be received in a sealed envelope marked "RFP for Naming Rights" and addressed to:

Stanly County  
Attn: County Manager's Office  
1000 N. First Street, Suite 10A  
Albemarle, NC 28001