

# REQUEST FOR PROPOSALS

for

Hopkinsville Sportsplex Facility Naming Rights Sponsorship

RFP No. 01-190201-40

# HOPKINSVILLE SPORTSPLEX



**City of Hopkinsville  
715 South Virginia Street  
Hopkinsville, KY 42240**

**Mandatory Pre-Bid Meeting will be on Thursday, January 10, 2019  
at 10:00 a.m. (CST) at the Hopkinsville Sportsplex,  
155 Tilley Way, Hopkinsville, KY 42240.**

**Bid Opening will be Thursday, January 17, 2019 at 11:00 a.m. (CST) at  
the Hopkinsville Municipal Center, Conference Room 214,  
715 South Virginia Street, Hopkinsville, KY 42240.**

**Overview:**

The Hopkinsville Sportsplex is seeking a Facility Naming Rights Partner to be associated with the existing indoor sports complex. This Request for Proposal is made pursuant to the Procurement Policies and Procedures of the City of Hopkinsville.

The Hopkinsville Sportsplex (“Sportsplex”) is issuing this Request for Proposal to associate a corporate name with the public assembly facility, the Hopkinsville Sportsplex. In addition, other naming rights opportunities may exist in the overall facility.

Owned & operated by the City of Hopkinsville, the Hopkinsville Sportsplex is a newly constructed facility situated south of downtown and is being built as a key part of the convention center campus, located at 155 Tilley Way. The Sportsplex includes a state-of-the-art 54,000 square foot indoor sports complex, offering three regulation size high school basketball courts, an 85’ x 185’ indoor turf soccer field, one full concessions area, meeting/party room, and offices. The hard surface courts convert into six independent volleyball courts or six youth basketball courts. The soccer field also has six overhead drop-down nets for baseball/softball/golf practice capabilities. The facility seats up to 1,100 spectators with bleacher seating and ample room for standing and additional personal chair seating. The Sportsplex is located adjacent to the 46,000 square foot multi-purpose James E. Bruce Convention Center. A new full-service Holiday Inn is under construction with completion scheduled for late 2019.

The Sportsplex concessions area — managed and operated by the James E. Bruce Convention Center — includes kitchen prep and service areas and counter space for two checkout lines and customer seating within the concessions area.

Once in full operation, the Sportsplex will be programmed for year-round use with local league and private rental capability during the week and up to 40 weekend travel team and specialty events throughout the year. Projected athletic events include competitive basketball, volleyball, soccer, archery, futsal, cheerleading, and dance. Recreation league offerings will also be conducted weekdays and nights. The facility is under the direction of the Hopkinsville Division of Parks and Recreation.

The City of Hopkinsville is currently accepting proposals for the Facility Naming Rights Sponsorship at the Hopkinsville Sportsplex from January 1, 2019 through December 31, 2024. At the end of the five-year term, the City of Hopkinsville reserves the right to extend the Facility Naming Rights Sponsorship contract with Bidder for up to two additional five-year terms upon mutual agreement of both parties.

The location can be viewed by appointment by contacting Tab Brockman, Parks Superintendent, 270-887-4290, or Chris Jung, Marketing/Events Director, 270-887-4290.

## **Benefits in the Facility Naming Rights Sponsorship:**

The Hopkinsville Sportsplex Naming Rights Sponsorship provides far more than a traditional corporate partnership. This offers the opportunity for a business to create a valuable, positive association with the Sportsplex through marketing, advertising, hospitality, website, and promotional opportunities. Through events at the Sportsplex, businesses will have the opportunity to gain local, provincial, and national exposure both through visibility of signage within the facility itself and organically through name association in media mentions, spoken references, etc.

Listed below are the benefits available the successful Bidder.

The name of the Hopkinsville Sportsplex, proposed by the Bidder and approved by the City of Hopkinsville, will be the exclusive name of the facility in all official facility references during the term of the agreement. It is expected that the title of the "Hopkinsville Sportsplex" could become the "XYZ Business Hopkinsville Sportsplex" or the "Hopkinsville Sportsplex: Powered by XYZ Business". Additionally, the successful Bidder will have the right to create and develop a proposed logo for the facility which is subject to approval by the City of Hopkinsville.

Name and logo identification in all official facility references made by Hopkinsville Sportsplex including, but not limited to, the following:

Media/Advertising opportunities:

- Media correspondence
- Media placement – radio, print, and digital
- Website with links
- Facility marketing collateral relating to the facility
- Facility-related publications and/or literature
- Promotional merchandise
- Advertising/promotional literature
- Social media (including promoted posts and content)
- Quarterly corporate use of the party/meeting room
- Monthly newsletter mentions
- Logo scrolled on 65-inch TV/scoreboard monitors (total of 10) between games/matches

Exterior facility name and signage opportunities:

- Large display at front of facility at the main entrance
- Signage on all entry doors
- Directional signage within facility public vehicular areas

Interior facility name and signage opportunities:

- Main lobby/pre-function areas
- Interior directional signage
- Other locations to be coordinated with Hopkinsville Sportsplex sign coordination team

## **How the RFP is scored and considered:**

Any and all proposals will be considered. However, the successful Bidder 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 that 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
- Media exposure
- Comparative analysis with other similar facilities
- Competition for the opportunity in the market
- Projected future events/historical performance

Hopkinsville Sportsplex desires the payment plan to consist of equal annual installments over the term of the agreement. The successful Bidder will be responsible for the cost of naming rights signage on the exterior of the building. The City will be responsible for the cost of the interior naming rights signage.

B. Term: The Bidder shall outline the proposed term of the agreement. A minimum term of five (5) years will be considered. Renewal options may be included.

C. Exclusivity: Bidder shall define the entities that are within the Bidder's area of business which it desires to preclude from having naming rights for areas within the facility. Hopkinsville Sportsplex intends to avoid the granting of naming rights for meeting rooms and other areas within the facility to entities which are in the same area of business of the successful Bidder, but not restrict the sponsoring of events or any other use of the facility.

D. Proposed Name of Sportsplex: Bidder shall propose alternative names for the facility. These will be discussed more fully during the negotiation process, with City of Hopkinsville having final approval authority of the name of the facility and the facility logo. Hopkinsville Sportsplex desires to retain "Hopkinsville Sportsplex" as a part of any proposed name; however, will consider all options. The successful Bidder will be required to grant the right to include any trademarks which are included in the facility name and facility logo.

E. Marketing Initiatives: Bidder shall outline the manner in which it will enhance the Hopkinsville Sportsplex profile with marketing support in the form of media, promotions, and community projects.

F. Financial Stability: Bidder shall submit with its proposal sufficient evidence of its financial stability.

### **Request for Proposal Response Process:**

The process for selecting the most suitable corporate naming rights partner is designed to attract competitive bids from corporations supportive of increasing Hopkinsville's profile in both the region and the nation.

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

- Financial structure of proposal
- Term of proposal
- Exclusivity requests
- Proposed name of facility

- Marketing initiatives to promote, market, and support the facility
- Financial stability of corporate sponsor
- Proposals must include (at minimum) the checklist items.

The most qualified responsive and responsible proposal received will determine the Bidder for the Facility Naming Rights Sponsorship. Once approved, a sponsorship agreement will be forwarded for signature by both parties.

**Bidder’s Checklist (must provide with Bid Sheet):**

1. 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.
2. Proposed Name of Facility
3. Proposed Facility Logo.
4. List of entities which are within the Bidder’s area of business which Bidder desires to preclude from having naming rights for areas within the facility

**Bidder agrees to provide (at time of signing Facility Naming Rights Sponsorship Contract):**

1. First installment payment for Facility Naming Rights Sponsorship to the City of Hopkinsville.

Requests for Proposals will be received until **11:00 a.m. (CST) on January 17, 2019** at 715 South Virginia Street, Conference Room 214, Hopkinsville, KY 42240 or by mail to P.O. Box 707, Hopkinsville, KY 42241-0707. **Vendor shall assume full responsibility for the timely delivery of the Proposal.**

All proposals should be mailed to:

City of Hopkinsville  
 ATTN: Procurement Office  
 P.O. Box 707  
 Hopkinsville, KY 42241-0707

or hand-delivered to:

City of Hopkinsville  
 ATTN: Procurement Office  
 715 South Virginia Street  
 Hopkinsville, KY 42240

All proposal ***must*** be enclosed in a second sealed envelope and both envelopes clearly marked:

**“RFP No. 01-190201-40  
 Hopkinsville Sportsplex Facility Naming Rights Sponsorship”**

Copies of the Request for Proposals can be obtained from Tab Brockman, Hopkinsville Parks and Recreation, at 270-887-4290 or email [tab.brockman@hopkinsvilleky.us](mailto:tab.brockman@hopkinsvilleky.us) or on the City of Hopkinsville’s website ([www.hopkinsvilleky.us](http://www.hopkinsvilleky.us)).

## Bid Sheet

Bidder must (at minimum) provide the following items:

1. A copy of City of Hopkinsville Business License.
2. 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.
3. Proposed Name of Facility.
4. Proposed Facility Logo.
5. List of entities which are within the Bidder's area of business which Bidder desires to preclude from having naming rights for areas with the facility.

Bidder must provide the following prior to award of the Facility Naming Rights Sponsorship Contract:

1. First installment payment for Facility Naming Rights Sponsorship payable to the City of Hopkinsville.

Company Name: \_\_\_\_\_

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

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

Acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_, 2019.

\_\_\_\_\_  
NOTARY PUBLIC ID#: \_\_\_\_\_

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

**All Bid Sheets must be received no later than 11:00 a.m. (CST) on January 17, 2019 to be considered.**

**THE CITY OF HOPKINSVILLE RESERVES THE RIGHT  
TO REJECT ANY AND ALL BIDS.**