

# Request for Proposal Naming Rights for the Stadium (Formerly Qualcomm Stadium)



Issue Date:

August 1, 2017

Closing Date:

September 1, 2017

Closing Location:

5302 55<sup>th</sup> Street, Room 1010

San Diego CA, 92182

Contact Person

Duke Little VP/GM

Fox Sports College Properties

Phone 619-594-4455

Email – [duke.little@foxsports.net](mailto:duke.little@foxsports.net)

## 1.1 ABOUT THE STADIUM

The Stadium is a multi-purpose stadium. With a seating capacity of 70,561, the Stadium is located in the heart of Mission Valley, minutes from downtown San Diego.

The Stadium is host to the San Diego State University Aztecs football, Holiday Bowl, and more. The parking lot surrounding the Stadium is used for over 500 events annually.

The Stadium has hosted three Super Bowl games: Super Bowl XXII in 1988, Super Bowl XXXII in 1998 and Super Bowl XXXVII in 2003. It also hosted the 1978 and 1992 Major League Baseball All-Star Games, the 1996 and 1998 National League Division Series, the 1984 and 1998 National League Championship Series, and the 1984 and 1998 World Series. It is the only stadium ever to host both the Super Bowl and the World Series in the same year (1998).

## 1.2 2017 AND 2018 EVENT SCHEDULE

In addition to Aztec Home Football games, the Stadium hosts a myriad of events throughout the year and attracts an international audience.

### 2017

- Sept 2 SDSU Football vs. U.C. Davis
- Sept 16 SDSU Football vs. Stanford
- Sept 22 U2 Concert
- Sept 30 SDSU Football vs. Northern Illinois
- Oct 8 Coldplay Concert
- Oct 14 SDSU Football vs. Boise State
- Oct 21 SDSU Football vs. Fresno State
- Nov 18 SDSU Football vs. Nevada
- Nov 24 SDSU Football vs. New Mexico
- Dec 28 SDCCU Holiday Bowl

### 2018

- Six (6) SDSU Football Games (Sept. – Nov.)
- December SDCCU Holiday Bowl

**Total Projected Attendance Figures for 2017 & 2018 = 715,000**

## 1.3 WHY YOU SHOULD CONSIDER

- Position your company as a forward-thinking, community leader
- Expose your brand to a cross-section of demographic, geographic and lifestyle market segments
- Build engaging relationships
- Build positive associations through beloved events, experiences, traditions and memories-made at the Stadium
- Drive sales for a new and existing business
- Corporate community engagement
- Influence consumer perceptions

#### 1.4 SUMMARY OF REQUIREMENTS

Fox Sports College Properties requests Proposals from interested parties for the naming rights of the Stadium located in Mission Valley.

#### 1.5 TERM

The term for the naming rights of the Stadium will be from the date for award through the 31<sup>st</sup> of December, 2018. Should the Stadium be granted an extension for future years of service, the Proponent will have the first right of offer to continue as the naming rights partner.

#### 1.6 SUBMISSION OF PROPOSAL

The Proposal must be received in a sealed envelope by the Contact Person by registered mail courier, or hand delivery no later than 4:00 PM on Friday September 1, 2017.

#### Mailing Address

5302 55<sup>th</sup> Street, room 1010

San Diego, CA 92182

#### 1.7. NUMBER OF PROPOSALS

Your Proposal package must include two (2) hard copies of your submission. Each copy shall be complete and shall not refer to any of the other copies for additional information, clarification or details.

#### 1.8 ENQUIRIES

All technical questions regarding this Proposal (including submission requirements, timing or similar contractual matters) should be directed to:

Duke Little

Phone 619-594-4455

Email [duke.little@foxsports.net](mailto:duke.little@foxsports.net)

## 1.9 EVALUATION CRITERIA

Evaluation of Proposals and selection will be by the City of San Diego and Fox Sports College Properties. Proposals will be evaluated in terms of the response to the requirements of this RFP, taking into consideration the Proponent's Qualifications, Scope of Services, Term of Agreement and Financial Proposal. The City of San Diego and Fox Sports College Properties retains sole discretion and may not necessarily accept the highest Proposal or any Proposal, and reserves the right to reject any Proposal received and to accept any Proposal which it considers the best overall value.

## 2.0 TIMING OF PROPOSAL

The following is a schedule for this RFP process:

- \*Deadline for Proponent questions – September 1st, 2017
- \*Deadline for Proponent submissions – September 1st, 2017
- \*Proposal Official Name Dedication – September 9<sup>th</sup>, 2017 or September 16

## 2.1 PROPOSAL CONTENTS

All qualified Proposals will be initially evaluated by the City of San Diego and Fox Sports College Properties to assess the qualifications and capabilities of Proponents to meet the minimum standards specified in the RFP

## 2.2 INITIAL PROPOENENT SELECTION PROCESS

As a result of the initial evaluation of the written Proposals, the City of San Diego and Fox Sports College Properties may request oral presentations and enter into detailed discussions with selected Proponents, prior to completing the preliminary evaluation process

## 2.3 SELECTED PROPONENT NEGOTIATIONS

The City of San Diego and Fox Sports College Properties reserves the right to enter into contract negotiations with a selected Proponent based only on the evaluation of the written Proposals and/or an evaluation of the combination of the written Proposals, oral presentations and detailed discussions.

## 2.4 NO CONTRACT

By submitting a Proposal and participating in the process as outlined in this RFP, Proponents expressly agree that no contract on any kind is formed under, or arises from this RFP, prior to the signing of a formal written Contract.

## 2.5 BENEFITS IN THE NAMING RIGHTS PACKAGE

The naming rights package means far more than a traditional corporate sponsorship. Naming rights provides the Proponent the opportunity to create a valuable, positive association with the residents and visitors of the City of San Diego through marketing, advertising, hospitality, website and promotional opportunities. The Proponent will have the opportunity to gain local, regional and national exposure.

The name of the Stadium which is proposed by the successful Proponent and subject to the approval by the City of San Diego, shall be the exclusive name of the Stadium in all official stadium references during the term of the agreement. The successful Proponent will have the right to create and develop signage for the facility which is subject to approval by the City of San Diego

### 1. Media

Name and logo identification in all official Stadium-related references made by the City of San Diego including, but not limited to, the following:

- Media correspondence
- Media placement – television, radio, billboards and print, LED Road Sign
- Website
- Stadium-related publications
- Advertising/promotional literature

### 2. Signage

- Exterior facility name and signage opportunities
- Front facility marquee and entrance
- LED Sign on Friars Road
- Way finding signage around site

Interior facility name and signage opportunities

- Main concourse area
- Stadium concourses

### 3. Corporate Use of Facility

- Box Suite Usage – 12 tickets to each event scheduled may be considered as part of the final Title Sponsorship agreement

## 2.6 SCOPE OF SERVICES

Title Sponsorship entitles the Proponent to rename the Stadium with a name chosen by the sponsor, subject to approval by the City of San Diego.

The Proponent will commit to provide exterior signage at the main entrance at their cost. All sign placements must be approved by the City of San Diego and be in accordance with all municipal approvals, zoning and building code requirements. The naming rights Contractor shall be responsible for contracting all work related to the installation of all exterior and interior signage. All contractors and subcontractors performing work at the request of the naming rights Contractor shall be required to provide certificates of insurance in compliance with the insurance requirements set forth by the City of San Diego.

The Contractor shall provide all ongoing maintenance and bulb replacement in a timely manner for the signs that are located on the exterior of the building. All other signs in the Stadium, once installed, are the responsibility of the City of San Diego.

It will be the responsibility of the naming rights Contractor to work, and compensate, the City of San Diego to change the signs in the facility, once installed.

Proponents are encouraged to offer, and shall describe promotional advertising opportunities that may include additional revenue or marketing benefits, which support the Stadium attendance or attendees

Proponents shall state their objectives and strategy to introduce, build and increase awareness of the Stadiums new name. This is key component of the Proposal and must be clearly delineated.

Proponents shall describe their strategy to ensure a complete and integrated use of the new name.

## 2.7 REVENUE PROPOSAL

Submit a revenue Proposal for the naming rights, quoting a minimum annual Sum in addition to full proposal details of financial plan to the City of San Diego and Fox Sports College Properties in evaluating your Proposal.

## 2.8 LIABILITY FOR ERRORS

While the City of San Diego and Fox Sports College Properties has used considerable efforts to ensure an accurate representation of the information in this RFP, the information contained in the RFP is supplied solely as a guideline for Proponent. The information is not-guaranteed or warranted to be accurate by Fox Sports College Properties, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in this RFP.

## 2.9 AGREEMENT WITH TERMS

By submitting a Proposal the Proponent agrees to all the terms and conditions of this RFP. Proponents who have obtained the RFP must not alter any portion of the document, with the exception of adding information requested. To do so will invalidate the Proposal.

## 3.0 MODIFICATION OF TERMS

Fox Sports College Properties reserves the right to modify the terms of the RFP at any time at its sole discretion.

## 3.1 PROPONENT EXPENSES

Proponents are solely responsible for their own expenses in preparing a Proposal and for subsequent negotiations with Fox Sports College Properties, if any. If Fox Sports College Properties elects to reject all Proposals, Fox Sports College Properties will not be liable to any Proponent for any claims, whether the costs or damages incurred by the Proponent in preparing the Proposal, loss of anticipated profit in connection with an final Contract or any other matter whatsoever.

## 3.2 CONTRACT NEGOTIATIONS

The successful Proponent will be required to enter into a contract with Fox Sports College Properties.

Fox Sports College Properties reserves the right to negotiate specific terms of the contract with the preferred Proponent prior to the final award of the contract.

If the preferred Proponent and Fox Sports College Properties cannot agree on contract language in the contract document, the process will be terminated. No purchase order shall be



issued and Fox Sports College Properties may begin negotiations with the next preferred Proponent.

### 3.3 CONFIDENTIALITY AND SECURITY

This document and any portion thereof may not be used for any purpose other than submission of Proposal. The successful Proponent shall agree not to divulge or release any information that has been given to it or acquired by it on the confidential basis during the course of carrying out its duties or performing its service. It is Fox Sports College Properties' policy to maintain confidentiality with respect to all confidential information-related to the Request for Proposals, but the City of San Diego and Fox Sports College Properties are subject to the Freedom of Information and Privacy Act.

### 3.4 NO OBLIGATION ON THE PART OF THE CITY OF SAN DIEGO NOR FOX SPORTS COLLEGE PROPERTIES

This RFP is not a tender call, and any submission of any response to this RFP does not create a tender process. This RFP is not an invitation for an offer to contract, and it is not an offer to contract made by the City of San Diego or Fox Sports College Properties. No Proponent will acquire any legal or equitable rights or privileges related to the goods or services until Fox Sports College Properties has accepted its proposal and there is subsequent full execution of a written contract signed by the parties.

The highest of any Proposal will not necessarily be accepted. Fox Sports College Properties reserves the right to waive informalities, to reject any or all Proposals for any reason, or to accept the Proposal deemed most favorable in the interest of Fox Sports College Properties. In no event will the City of San Diego and Fox Sports College Properties be responsible for the costs of preparation and submission of Proposals.