



CATOOSA COUNTY  
800 LAFAYETTE STREET  
RINGGOLD, GEORGIA 30736

**REQUEST FOR PROPOSALS FOR**  
**NAMING RIGHTS FOR THE CATOOSA COUNTY AMPHITHEATRE**

Receive Proposals Date/Time: September 20, 2018 / 2:00 PM Local Time



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800 LAFAYETTE STREET  
RINGGOLD, GEORGIA 30736**

**REQUEST FOR PROPOSALS FOR  
NAMING RIGHTS FOR THE CATOOSA COUNTY AMPHITHEATRE**

Sealed proposals for Corporate Sponsorship/Amphitheatre Naming Rights for a minimum 4-year term will be received by Catoosa County Government, 800 LaFayette Street, Ringgold, GA 30736, Attention: Christal Thomas, Projects Administrator, no later than 2:00 p.m., September 20, 2018.

As described in the specifications attached, all proposal submissions for Amphitheatre Naming Rights must comply with all general and special instructions and Sections I - III. Catoosa County reserves the right to accept or reject any or all proposals and award in the best interest of the County.

Proposals must be delivered to the address listed above no later than the time and date indicated. The envelope should be clearly marked with the Company's name and address and shall state **"RFP – AMPHITHEATRE NAMING RIGHTS"** to prevent accidental opening. Catoosa County accepts no responsibility for the premature opening of envelopes that are not properly marked.

QUESTIONS: All questions or requests for information must be submitted in writing no later than 5:00 p.m. EST Thursday, September 13, 2018. Email questions or inquires shall be submitted to [christal.thomas@catoosa.com](mailto:christal.thomas@catoosa.com). After the proposal submission deadline, no contact will be permitted between Companies and any other County staff members or elected officials except Christal Thomas. County Administration office hours are 8:00 a.m. to 5:00 p.m. EST, Monday through Friday. **It is the sole responsibility of the bidder to look at the website and include any addenda in their package.**

Estimated Schedule:

- Publish RFP August 22, 2018
- Deadline for Questions September 13, 2018, 5:00 p.m. EST
- Addenda issued on website September 17, 2018
- Receive Proposals September 20, 2018, by 2 p.m. EST

## GENERAL INSTRUCTIONS

1. All proposals must be delivered to Catoosa County, 800 LaFayette Street, Ringgold, GA 30736, no later than the time and date indicated in the Request for Proposal. Any proposal received after that time will not be considered for award.
2. All proposals submitted shall be all inclusive.
3. Catoosa County reserves the right to waive any and all technicalities, formalities or irregularities. The County may also accept or reject any or all proposals and award the contract to the highest proposal submitted by the most responsive and responsible Company in the best interest of the County.
4. All proposals submitted must use the Section II. Selection Criteria for their proposal package contents. All information regarding Company name, address, telephone number and contact person must be provided.
5. Acknowledgments Sheet and Non-Collusion Forms must be submitted with the proposal package.
6. **All proposals must be submitted with one original and one (1) copy = total of TWO.**

## SPECIAL INSTRUCTIONS

1. **Indemnification**

The County shall be held harmless against any and all claims for bodily injury, sickness, disease, death or personal injury, or damage to property or loss of use of any property or assets resulting therefrom, arising out of resulting from the performance of the products or from the services, of which, the County is contracting hereunder, provided such is caused in whole or in part by any negligent act or omission of the Company, or any subcontractor or any of their agents or employees, or arises from any job-related injury.

The Company agrees to indemnify the County and pay the cost of the County's legal defenses, including the fees of attorneys as may be selected by the County, for all claims described in the hold harmless clause herein. Such payment on behalf of the County shall be in addition to any and all other legal remedies available to the County and shall not be considered to be the County's exclusive remedy.

It is agreed by the parties hereto that specific consideration has been received by the Company under this agreement for this hold harmless/indemnification provision.

## INTRODUCTION AND PURPOSE

The Catoosa County Board of Commissioners wish to rename the Catoosa County Amphitheatre. This facility is a big piece of Benton Place Campus enabling the County to attract many new and larger concerts and special events year-round. The Amphitheatre is a premier facility in Catoosa County Georgia, bringing thousands of visitors into Catoosa County each year.

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 Amphitheatre 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 Catoosa County revenue to continue to attract and develop new business for the region.

### I. AMPHITHEATRE GENERAL INFORMATION

The Amphitheatre is located in the beautiful Benton Place Campus in Ringgold Georgia. Within Benton Place Campus Catoosa County hosts numerous facilities, Colonnade Event Center, Catoosa County Chamber of Commerce, Catoosa County Library, Catoosa County Literacy Center, Catoosa County Health Department, Catoosa County Transit Service, Catoosa County Senior Center.

#### Attendance

The average annual Concert and Special Event patron attendance at Benton Place Campus and the Amphitheatre is expected to grow dramatically each year.

**Previous Events Held at the Amphitheatre**

Country Fest with Kane Brown	Charlie Daniels Band	Colby Caillat Concert
Smith & Wesley & Friends (John Anderson)	Farmer’s Market (Annually June – October)	Shakespeare in the Park
Duck Derby with Communities in Schools	Movies at the Amphitheatre	Ruck to Remember
Tennessee State Fastpitch Assoc. Opening Ceremonies	LFO Rick Honeycutt World Series Opening Ceremony	Faith and Movie Night
St. Jude Car Show	Farmers Appreciation Concert	Numerous local Fundraisers
Funerals	Weddings	...and more

**II. SELECTION CRITERIA**

The process for selecting an appropriate corporate partner for naming rights is designed to attract competitive proposals from companies supportive of increasing Catoosa County’s 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 Catoosa County’s Image and reputation

**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 County 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 four (4) 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 County intends to avoid the granting of naming rights for other areas within the Benton Place Campus to entities which are in the same area of business of the successful Respondent.

**Proposed Name of Amphitheatre** - Respondent shall propose alternative names for the facility. These will be discussed more fully during the negotiation process, with the Catoosa County 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 Amphitheatre 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.*

### **III. 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 be required to use the name and logo of the facility in their advertisements and/or publications.

Signage will be allowed on the amphitheater building itself and directional signage will be allowed from the various points of entry from Interstate 75, Battlefield Parkway, Pine Grove Road in Ringgold Ga.

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.

**ACKNOWLEDGEMENTS**

- \_\_\_\_\_ We acknowledge that we take no exceptions to the specifications.
- \_\_\_\_\_ We acknowledge that we take exceptions to the specifications and an itemized list of exceptions is attached.
- \_\_\_\_\_ We acknowledge we have signed and included the Affidavit of Non-Collusion in our proposal package.

**COMPANY NAME:** \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_

**PRINTED NAME:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**ADDENDA ACKNOWLEDGEMENT**

The proposer has examined and carefully studied the RFP and the following Addenda, receipt of all which is hereby acknowledged:

Addendum No. 1 \_\_\_\_\_ Addendum No. 2 \_\_\_\_\_  
 Addendum No. 3 \_\_\_\_\_ Addendum No. 4 \_\_\_\_\_

Authorized Representative/Title (Print or Type)	Authorized Representative	Date
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(Copies of each addendum issued must accompany your Proposal – please check the county website as directed in the “Questions” Section on page 2 of this RFP Document.)

**AFFIDAVIT OF NON-COLLUSION**

**SCOPE OF WORK:** Naming Rights for Catoosa County Amphitheatre

**PROJECT LOCATION:** Catoosa County, Georgia

**STATE OF:** \_\_\_\_\_

**COUNTY OF:** \_\_\_\_\_

\_\_\_\_\_  
Being first duly sworn, deposes and says that he/she is

\_\_\_\_\_  
(sole owner, partner, president, secretary, etc...)

The party making the foregoing Proposal; that such Proposed Fee is genuine and not collusive; that said Respondent has not colluded, conspired, connived, or agreed, directly or indirectly, with another Respondent or person, to put in a sham Proposal, or that such other person shall refrain from responding to the Request for Proposals, and has not in any manner, directly or indirectly, sought by agreement or collusion, or communication, or conference, with any person to fix the Contract Price of affiant or any other Respondent, or to fix any overhead, profit, or cost element of said Contract Price, or of that of any other Respondent, or to secure an advantage against the Catoosa County Board of Commissioners or any other person interested in the proposed contract; and that all statements contained in said Proposal are true, and further, that such Respondent has not directly or indirectly submitted this Proposal, or contents thereof, or divulged information or data relative thereto to any association or to any member or agent thereof.

\_\_\_\_\_  
(Affiant)

Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_

\_\_\_\_\_  
(Notary Public in and for)

\_\_\_\_\_  
(County)

[NOTARY SEAL HERE]

My commission expires \_\_\_\_\_, 20\_\_\_\_\_