



City of Pelham, Alabama

Request for Proposal

Naming Rights of the Main Arena at the Pelham Civic Complex & Ice Arena

The City of Pelham is accepting Proposals for Naming Rights of the Main Arena at the Pelham Civic Complex & Ice Arena (PCC&IA). The purpose and goal of this request is to publicly provide the opportunity for a potential Partner to submit Proposals which support existing and future events held at the PCC&IA. The tentative effective date of this agreement shall be April 1, 2019. Said agreement shall remain in effect until March 31, 2025 with an option to renew for an additional five (5) years with the consent of all parties. Proposals must be received by the City Clerk/Treasurer at Pelham City Hall, Post Office Box 1419 / 3162 Pelham Parkway, Pelham, Alabama 35124 prior to Tuesday, February 12, 2019, 11:00 AM, at which time they will be publicly opened and read in the Council Chambers of Pelham City Hall.

The Proposal Envelope must be marked: Sealed Proposal for Naming Rights of the Main Arena at the Pelham Civic Complex & Ice Arena, February 12, 2019, 11:00 AM

All Proposals must be completed, sealed, and delivered before the specified time of the Proposal opening. Representatives must be present before the specified time. Representatives will not work on or assemble Proposal related materials in any way after entering the room assigned for the Proposal opening. No representative arriving after the first Proposal has been opened will be permitted to participate.

The City of Pelham is tax exempt under State and Federal Law. Proposals will not include State Sales Tax, Federal Excise Taxes, or any other fee.

The agreement will be awarded to the responsible applicant deemed, by the City of Pelham, to be the most advantageous to the City. The City of Pelham reserves the right to reject any/or all Proposals.

To be considered by the City of Pelham, applicants must comply with Alabama Law, including but not limited to, ALA. Code (1975) Sections 41-16-50 ET Seq. 31-13-1 ET Seq., and provide documentation of enrollment in the E-Verify program pursuant to ALA. Code, Section 31-13-9.

Tom Seale, MMC, City Clerk/Treasurer
205.620.6404

Posting Date: January 11, 2019

Address sealed Proposals to the following:

City of Pelham
Attention: Office of the City Clerk/Treasurer
Post Office Box 1419
Pelham, Alabama 35124

PROPOSAL

I. BACKGROUND AND HISTORY

The Pelham Civic Complex & Ice Arena (PCC&IA) was constructed in 1997 in Pelham, Alabama, a city of approximately 24,000 citizens. Located only 20 minutes south of Birmingham, Alabama with easy access to I-65 and U.S. Highway 31, the PCC&IA is one of Shelby County's finest entertainment, conference, and banquet facilities. The PCC&IA is a premiere multi-use facility hosting over 190,000 patrons every year. The facility is adjacent to Live Nation's Oak Mountain Amphitheatre, a venue which hosts internationally renowned artists with a seating capacity of over 10,000.

The Birmingham Bulls, a member of the Southern Professional Hockey League (SPHL), is the most recognized professional sports team in the Birmingham area. In 2017, the Birmingham Bulls selected the City of Pelham and the PCC&IA as its new home. In addition, the PCC&IA is also the home for the club hockey teams for the University of Alabama and the University of Alabama at Birmingham (UAB).

To improve customer service and fan experience, the City of Pelham recently completed an \$8 million dollar renovation project which drastically improved the aesthetics and functionality of the Main Arena. The PCC&IA is now capable of hosting larger and more nationally recognized events due to the improvements and additions which includes:

- Updated and expanded seating
- LED lighting
- New audio system
- New offices, locker rooms, and meeting space
- New restroom facilities
- New concession areas
- New Corporate Suite
- New Daktronics four-sided, center-hung digital display

The PCC&IA offers countless opportunities to build customer relationships which are vital in today's increasing market and brand-driven society. The Pelham Civic Complex & Ice Arena is proud to offer the following amenities, programs, and events:

- Two National Hockey League (NHL) regulation sized arenas, one which easily transforms into 17,000 square-feet of exhibition space.
- Only year-round public ice skating facility in the Birmingham metro area
- Birthday Party Rooms
- 7,000 square-feet of elegant banquet and conference space capable of hosting events such as weddings, proms, business gatherings, continuing education programs, and much more. The PCC&IA easily transforms to accommodate any event.

Hockey related events and programs held in the Main Arena:

90,000+ Annual Attendees

- Birmingham Bulls Hockey (28 home games)
- University of Alabama Hockey (16 home games)
- University of Alabama vs. Auburn University Hockey Game (1 game)
- UAB Hockey (14 home games)
- Youth and Adult Hockey Leagues (500 players)
- Youth Hockey Tournaments (6 total)
- Learn to Play Hockey
- Broomball

Figure Skating events and programs held in the Main Arena:

60,000+ Annual Attendees

- Public Skating Sessions
- Freestyle Skating
- Learn to Skate
- Blades of Bama Competition
- Magic City Classic Competition
- Selected to host the 2019 National Theater on Ice Competition
- Annual Christmas Show
- Camp Skaters
- National Skate Day
- GO SKATE Program

Other events recently held in the Main Arena:

10,000+ Attendees

- Alabama Retired Educators Association
- Alabama Gerontological Association
- American Pool Players Association Tournament
- Alabama Safari Club
- UAB Center for Low Vision
- Annual Community Christmas Tree Lighting Ceremony, hosted by the City of Pelham
- Pelham High School Graduation Ceremony

Banquet Hall events:

30,000+ Attendees

200+ events held in 2018 including:

- Alabama State Department of Education
- The American Legion
- American Red Cross Blood Drive
- Family Reunions
- Auburn Engineering
- Blue Cross Blue Shield Quarterly Luncheons
- Church Events
- Certified Public Accountant Events
- Express Oil
- Flag Day Celebration

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- Graduation Ceremonies
- Human Resources Exposition
- High School Dances
- Pelham Business Council Luncheons
- Pelham Community Christmas Tree Lighting Ceremony
- Shelby County Chamber of Commerce Luncheons
- Shell Oil Company
- Sports Banquets
- Taste of Pelham
- UAB Dentistry
- Voting location used by Pelham residents for various elections

II. ADVANTAGES AND BENEFITS

- Expose your brand to a cross-section of demographic, geographic, and lifestyle market segments
- Team building retreat space and customer relations opportunities
- Position your company as a forward-thinking, community leader
- Build engaging relationships
- Build positive associations through beloved events, experiences, traditions, and memories made at the facility
- Influence consumer perceptions
- Excellent location and venue for advertising; brand awareness; customer interaction

III. TERM OF AGREEMENT

The agreement term for Naming Rights of the Main Arena at the Pelham Civic Complex & Ice Arena is planned to commence on April 1, 2019. The commencement date is subject to change due to contract negotiations or other related delays. Said agreement shall remain in effect until March 31, 2025 with an option to renew for an additional five (5) years with the consent of all parties. The Proponent of said agreement will have the first right of offer to continue as the naming rights partner.

IV. NAMING RIGHTS

The new name of the Pelham Civic Complex & Ice Arena proposed by the successful Request for Proposal Proponent, and approved by city staff will be the exclusive name of the facility in all applicable facility references for the period of time set forth in the approved agreement. The new official name of the facility will be as follows:

_____ Arena at the Pelham Civic Complex
(PROPONENT'S NAME)

The successful Proponent will have the right to create and develop a proposed logo for the facility. Said logo will be subject to final approval and shall be jointly owned by the Proponent and the City of Pelham. The new name and logo of the Pelham Civic Complex & Ice Arena will be included in all references made by the City of Pelham, including but not limited to:

- Media correspondence; press releases
- All media outlets used for promotion and advertisement, including but not limited to print, various websites, social media platforms, radio, and television
- Logo will be incorporated within the Pelham Civic Complex & Ice Arena's website, maintained by the City of Pelham
- All applicable Pelham Civic Complex & Ice Arena related marketing publications

V. EXCLUSIVE OFFERS AND INCENTIVES

The successful Proponent will be awarded, at minimum, all of the following:

- Two (2) Corporate Suite nights for any two (2) Birmingham Bulls home games. This includes 25 premium tickets, free of charge. (Game selection to be determined)
- Eight (8) Gold Seating tickets for all twenty-eight (28) Birmingham Bulls home games
- Four (4) VIP Parking Passes for all twenty-eight (28) Birmingham Bulls home games
- Three (3) free rentals of the Main Arena
- One (1) annual corporate skating night, which includes use of the Main Arena and Banquet Hall facility

VI. EVALUATION AND SELECTION CRITERIA

Evaluation of Proposals and subsequent selection will be completed by the City of Pelham. All Proposals submitted by the deadline will be considered. Proposals will be evaluated in terms of response to the requirements of this Request for Proposal. The City of Pelham will take into consideration the Proponent's Qualifications, Signage Proposal, Scope of Services, and Bid Proposal. As such, the City of Pelham retains sole discretion and may not necessarily accept the highest Bid Proposal. The City reserves the right to reject any Proposal received and to accept any Proposal which it deems is in the best interest of the City.

VII. SIGNAGE

The successful Proponent will have the opportunity to update and add signage to various locations around the PCC&IA campus. The locations and items requested are as follows but not limited to:

- Replace and install a wireless, color LED High Resolution information sign on U.S. Highway 31 at Amphitheater Road

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- Replace sign in front of the PCC&IA along Amphitheater Road. Sign should prominently feature the new name and logo of the facility.
- Premium signage permanently affixed to the four-sided, center-hung, digital scoreboard in the Main Arena and/or digitally incorporated within the scoreboard display
- Main Arena Lobby and Main Arena signage
- Two (2) 3' x 10' dasher board advertisement locations in the Main Arena
- Two (2) 3' x 8' dasher board advertisement locations in the Practice Arena
- Under-ice signage
- Vinyl decal treatments for all applicable windows and doors

Note: The City of Pelham reserves the right to grant final approval on all signage. The Proponent is highly encouraged to provide and offer suggestions regarding signage. This is a key component of the Proposal. (See Section VIII)

VIII. SCOPE OF SERVICES

- Naming Rights entitles the Proponent to rename the Main Arena with a name chosen by the Proponent, subject to final approval by the City of Pelham.
- Proponents are encouraged to offer, and shall describe, promotional advertising opportunities that may include additional revenue or marketing benefits which support the Pelham Civic Complex & Ice Arena.
- Proponents shall state their objectives and strategy to introduce, build, and increase awareness of the new name of the facility as well as the facility itself. Proponents shall describe their strategy to ensure a complete and integrated use of the new name. This is a key component of the Proposal.
- The Proponent selected by the City of Pelham shall be responsible for contracting all work related to the design, installation, and lighting of all exterior and interior signage. Signage specifications will be reviewed with the successful Proponent during the contract negotiation. All sign placements must be approved by the City of Pelham staff and be in accordance with all municipal zoning and building code requirements. All contractors and/or subcontractors performing work shall be required to provide all necessary documentation and certificates required by the City of Pelham.
- The Proponent shall provide all installation services, all maintenance services, and light bulb/LED replacement (if applicable) in a timely manner for all indoor and outdoor signage.

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- All work required to update, replace, or repair signage shall be the responsibility of the Proponent. The Proponent shall be responsible for compensating the City for any work performed by the City relative to the signage.

IX. BID PROPOSAL

- Submit a bid for the Naming Rights of the Main Arena at the Pelham Civic Complex & Ice Arena (See attached Request for Proposal Form). Proposal should also include a minimum annual sum and payment plan.
- Proponent should include any additional information the Proponent feels will strengthen their Proposal.

X. CONTRACT NEGOTIATIONS

- The successful Proponent will be required to enter into a contract with the City of Pelham.
- The City of Pelham 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 the City of Pelham cannot agree on contract language in the contract document, the process will be terminated. The City of Pelham may then begin negotiations with the next preferred Proponent.

XI. DISCLAIMERS AND OTHER INFORMATION

- The City of Pelham is currently under a lease agreement with Birmingham Hockey Club, LLC (Birmingham Bulls). Should the Birmingham Bulls vacate the facility for any reason or purpose whatsoever, the successful Naming Rights Proponent will be given the option to renegotiate a new contract with the City of Pelham.
- The City of Pelham and the PCC&IA is currently under contract with Coca-Cola for the City's non-alcoholic beverage pouring rights service agreement.
- Though the City of Pelham has made considerable effort to ensure the information in this Request for Proposal is accurate, it should be noted that the information is supplied as a guideline for the Proponent. The information is not guaranteed or warranted to be exhaustive or comprehensive. This Request for Proposal is not intended to relieve Proponents from forming their own opinions, questions, or conclusions with respect to the matters addressed in this document.

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- Proponents are solely responsible for their own expenses in preparing a Proposal and for the subsequent negotiations with the City of Pelham, if any. If the City of Pelham rejects all Proposals, the City will not be liable to any Proponent for claims, whether the costs or damages incurred by the Proponent in preparing the Proposal, loss of anticipated profit in connection with a final contract, or any other matter whatsoever.
- This document and any portion thereof may not be used for any purpose other than submission of the Proponent's 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.
- By submitting a Proposal, the Proponent agrees to all the terms and conditions of this Request for Proposal. Proponents who have obtained the Request for Proposal must not alter any portion of the document, with the exception of adding information requested by the City of Pelham. Any unapproved alterations will invalidate the Proposal.

For questions regarding this Request for Proposal or to make an appointment to tour the Pelham Civic Complex & Ice Arena, please contact Tom Seale at 205.620.6404 or tom@pelhamalabama.gov.



City of Pelham, Alabama

Request for Proposal Form

Naming Rights of the Main Arena at the Pelham Civic Complex & Ice Arena

Please complete the information below

Company Name:

Naming Rights Bid:

\$ _____

Mailing/Physical Address:

Authorized Representative:

(Print Name)

Email Address:

Preferred Phone Number:

Authorized Representative:

(Signature)

Date:

Include this form and any additional information with the Proposal packet