

# MACON-BIBB COUNTY, GEORGIA

Request for Proposals (RFP)

FOR

## **Naming Rights Partnership for the Auditorium & Coliseum**

15-066-CW

915-01

915-03

918-76



## MACON-BIBB COUNTY

ISSUE DATE: May 29, 2015

DUE DATE: July 9, 2015

MBE/WBE/DBE Participation: Minority, Women Owned, and other Disadvantaged Business Enterprises are encouraged to participate in the solicitation process. Additionally, respondents are encouraged to use M/W/DBE sub-consultants where possible. Small and other disadvantaged businesses requiring assistance with the competitive process can contact Dr. James Louis Bumpus, Director of Small Business Affairs at (478) 951-2192 or [jbumpus@maconbibb.us](mailto:jbumpus@maconbibb.us)

## I. GENERAL

### A. Invitation

Notice is hereby given that Macon-Bibb County will receive responses to the Request for Professional Services (original **plus 3 copies**) in the Procurement Department, 682 Cherry Street, 8<sup>th</sup> Floor, Macon, Georgia 31201, until **12:00 o'clock NOON** at the time legally prevailing in Macon, Georgia on July 9, 2015, for **Naming Rights for the Auditorium & Coliseum** for Macon-Bibb County.

### **NO LATE RESPONSES WILL BE CONSIDERED**

The names of responding firms will be publicly read on Thursday, July 9, 2015, at 2:00 P.M. in the Macon-Bibb County Procurement Department Conference Room, located on the 8<sup>th</sup> Floor of the Government Center Annex Building at 682 Cherry Street, Macon Georgia 31201.

### B. Pre-Submittal Meeting

A mandatory pre-submittal conference and Facility Tour is scheduled for 10:00 o'clock a.m., June 16, 2015 in the Procurement Department Conference Room, located on the 8th Floor of the Government Center Annex Building at 682 Cherry Street, Macon Georgia 31201.

### C. Solicitation Documents

Announcement of this Request for Professional Services may also be posted on the Macon-Bibb County website at [www.maconbibb.us/purchasing](http://www.maconbibb.us/purchasing) and on the Georgia Procurement Registry website [https://ssl.doas.state.ga.us/PRSapp/PR\\_index.jsp](https://ssl.doas.state.ga.us/PRSapp/PR_index.jsp)

### D. Insurance Requirements

Insurance coverage shall be carried with an insurance company licensed to do business in the State of Georgia. All coverage should be written with insurance company with a Best Rating of A or better. Insurance shall be obtained prior to commencement of work and shall remain in force throughout the period of the contract. Macon-Bibb County shall be named as additional insured on the policy.

Workers' Compensation:	Statutory (No Exemptions)
Commercial General Limit (CGL):	
Each Occurrence Limit	\$1,000,000
Personal & Advertising Injury	\$1,000,000
General Aggregate Limit	\$2,000,000
Products/Completed Ops. Aggregate Limit	\$2,000,000
Automobile Liability:	
Combined Single Limit	\$1,000,000

### E. Submittals

Responses must be sealed and identified on the outside of the package as and delivered to

### **“RFP 15-066-CW Naming Rights for the Auditorium & Coliseum”**

Macon-Bibb County Procurement Department  
682 Cherry Street  
8<sup>th</sup> Floor  
Macon, Georgia 31201  
Telephone: (478) 803-0550

Submissions may not be withdrawn for a period of one hundred and twenty (120) days after the deadline on date of closing. Macon- Bibb reserves the right to reject any and all submissions and to waive technicalities and formalities. Respondents shall carefully read the information contained herein and submit a complete response to all requirements and questions as directed. Submittals and any other information submitted by in response to the RFP shall become the property of Macon-Bibb County.

#### F. Definitions

Wherever the term “Owner”, “County”, or “Macon-Bibb County” occur in this document, it shall mean Macon-Bibb County, a political subdivision of the State of Georgia acting through the Macon-Bibb County Board of Commissioners.

#### G. Responsiveness

In order to be considered “*responsive*” the submission must include completed copies of the following documents:

- Price Proposal Form
- All forms included in Attachment “A” – Required Submission Documents
  - Bidder Information Form
  - Proposer Qualification Form
  - List of Sub-Consultants
  - Minority Participation Goal
  - Financial & Legal Stability Statement
  - Insurability Statement
  - Georgia Security and Immigration Compliance Act (E-Verify) Affidavit

#### H. Responsibility

In order to be considered “*responsible*” the submitting firm must meet the following minimum qualifications:

- Licensed to do business in the State of Georgia
- Financially and Legally responsible to perform the services included herein
- Proposed Name of the Facility
- Professional background of entity submitting bid, including description of business, copies of any annual reports, and number of years in business
- Description of entity’s presence in Macon-Bibb County, Georgia
- Why this particular sponsorship opportunity is of interest to you and how does it align with your corporate values and direction.

#### I. Reservations

Macon-Bibb County will not provide compensation to Respondents for any expenses incurred by the Respondent(s) for submittal preparation or for any demonstrations that may be made, unless otherwise expressly stated or required by law.

Each submission should be prepared simply and economically, providing a straightforward, concise description of your firm’s ability to meet the requirements of this RFP. Emphasis should be on completeness, clarity of content, responsiveness to the requirements, and an understanding of the Owner’s needs.

Macon-Bibb County makes no guarantee that an award will be made as a result of this RFP and reserves the right to accept or reject any or all submittals, with or without cause, waive any formalities or minor technical inconsistencies, or delete any item/requirement from this RFP or contract when deemed to be in the Owner’s best interest.

Macon-Bibb County will consider only representations made within the submission in response to this RFP. Owner will not be bound to act by any previous knowledge, communication or submission by the firms other than this RFP.

Failure to comply with the requirements contained herein may result in the submission being deemed “non-responsive” or “non-responsible”. None responsive submissions will not be reviewed for potential award.

## II. BACKGROUND

The overall objective is to identify an entity that can create a successful partnership, which will enhance the entity’s marketing efforts and image, while offering the Auditorium and Coliseum revenue to continue to attract and develop new business for the Macon-Bibb area.

### **Auditorium**

Completed in 1925, the Macon City Auditorium is nestled in the historic district of downtown Macon and is, in itself, a historic landmark listed in the National Register of Historic Places. Its monumental assembly hall - circular in plan - is about the size of the Pantheon in Rome and its unique copper dome is reportedly the largest in the world. Adding even more to its splendor and stately architecture is the Doric-style limestone colonnade which surrounds three sides of the building at the balcony level. On the inside, the Great Hall seats 2,688 total - 1,700 on the main floor and 988 in a cantilevered balcony. Over the stage, a breathtaking mural by Don Carlos Dubois and Wilbur Kurtz depicts Macon's history from DeSoto's visit in 1540 to WWI. The Great Hall can also be set up for shows/exhibitions needing up to 14,000 sq. ft. of floor space as well as for banquets of up to 1,100 and also features removable carpet squares for a built-in dance floor. The Auditorium also features two meeting/banquet rooms, the largest measuring over 2,100 sq. ft, located on the lower level, as well as a catering kitchen operated by the Centreplex's full-time catering staff and equipped to handle full-service meals for up to 1,100 people. The Auditorium is also equipped with an elegant Green Room and five dressing rooms. The Auditorium has hosted an array of events, including Jerry Seinfeld, filming location of Oprah Winfrey’s 2007 Favorite Things episode, the Allman Brothers Band, Willie Nelson, Ron White, Bill Mahr, Tedeschi Trucks Band, Widespread Panic, Ray LaMontagne, Casting Crowns, The Beach Boys, Merle Haggard, Jerry Lee Lewis, and many others. In addition, the Auditorium is a premier destination for local events, such as fundraisers, weddings, large social events, and other community endeavors.

### **Coliseum**

The 9,252-capacity Macon Coliseum is the entertainment center for Macon and Middle Georgia's 30 surrounding counties. Built in 1968 and renovated in 1996, it was the first facility of its size and type in the state and has housed full-house crowds for national entertainers. In addition to concerts and family shows, the Coliseum is the perfect site for a variety of events from conventions and trade shows to basketball, ice shows, circuses and just about any other sporting or entertainment event you can imagine. A prime location and proven market. Located in the Heart of Georgia, just 80 miles south of Atlanta and two miles off of I-75, over two-thirds of Georgia's population live within one hour of the facility. Services include advertising, promotions and public relations, event coordination, full-service catering, security, TicketMaster ticketing and complete box office operations. The Coliseum has a 2,300-space paved and lighted parking lot as well as backstage parking for 11 trucks and buses, two loading docks and one drive-in entrance for easy ingress and egress. The interior of the Coliseum features state-of-the-art equipment and furnishings, including a 60' x 40' stage with sound wings and an expanded rigging grid, 10 Super Trouper spotlights, an ice floor, a basketball floor, a new high performance sound system, and much more. The Coliseum also contains newly refurbished production office and 11 dressing rooms. An adjoining 7,068 sq. ft. meeting/banquet room, known as The Monument Room, as well as a complete convention center with exhibition hall, ballroom and other breakouts are also available

for rental and are perfect for hosting conventions, conferences, and other events. In addition, the Coliseum has hosted an array of events, including Elvis Presley, Elton John, Led Zeppelin, KISS, Van Halen, James Brown, Jackson 5, Kenny Rogers, Hank Williams, Jr., Rick James, Prince, Red Hot Chili Peppers, The Temptations, Aerosmith, R.E.M., Billy Joel, Katy Perry, Reba McEntire, George Jones, Earth, Wind, and Fire, Parliament/Funkadelic, Jethro Tull, War, Sarah MacLachlan, The O'Jays, The Commodores, ZZ Top, Miranda Lambert, WWE events, Monster Truck shows, regular community ice skating events, and many others. The Coliseum is also the annual home to the Georgia High School Basketball Championships and will be the future home of the Macon Mayhem, a minor league hockey team set to take the ice in the Fall of 2015.

### III. SCOPE OF SERVICES

The Entity shall submit a proposed name and proposed terms for each facility individually. Each facility shall be treated as a separate bid and the award for each facility shall be made independently. The proposed terms for each bid will be discussed more fully during the negotiation process, and the Macon-Bibb County government shall pre-approve the name and logo associated with each facility. The successful entity will be required to grant the right to Macon-Bibb County to include any trademarks which are included in the facility name and facility logo. The successful Entity will be responsible for the cost of any and all naming rights signage on the exterior and interior of the facilities, including but not limited to the design, fabrication, and installation/placement of said signage.

#### Financial proposal

The Entity 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, entities generally consider the following attributes:

- ☐ Proposed terms of contract.
- ☐ Number and types 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

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

### IV. BENEFITS TO THE NAMING RIGHTS PARTNER

For an Entity, this Naming Rights partnership can mean far more than just a traditional corporate sponsorship. This partnership includes: a valuable positive association with the people of Macon-Bibb, product exclusivity, marketing, advertising, hospitality and promotional opportunities. The entity that wins the partnership will not only benefit financially from providing exclusive products/services to the center's patrons, but will also have the opportunity to create a cost efficient method to advertise and market itself in the Macon-Bibb market and throughout North America.

There will be continual opportunities for recognition of Macon-Bibb's selected Naming Sponsor(s) through media channels, social media, transit agency websites, and coordination with national tourism agencies. These include the opportunity to have their name on a destination station that will appear in rail schedules, maps and other informational materials and distributed to those that plan their trip to Middle Georgia area. The diverse market is extremely valuable and difficult to reach in an effective manner, which is why the Naming Rights partner will have an excellent marketing tool for this wide range group of people.

**Listed below are the benefits that will be made available to the successful Naming Rights Partner. A more comprehensive and detailed listing of benefits and business partnerships will be developed in conjunction with the Naming Rights partner. Several elements are optional based on the business objectives of the Naming Rights Partner.**

NOTE: These items are guidelines that may be expanded and/or deleted, based upon the needs of the successful offeror. Some items may not apply to each option, as indicated below. Vendors may submit proposals for any or all options.

**A. NAME AND/OR LOGO IDENTIFICATION IN ALL OFFICIAL FACILITY REFERENCES INCLUDING:**

1. Event Advertising
2. Media Placements (Television, Radio, Digital and Print)
3. Media correspondence
4. Television broadcasts
5. Press Conferences – name/logo inclusion on podium and backdrop
6. Facility Items
  - a. Advertising/Promotional Literature
  - b. Name and venue on all event tickets
  - c. Website with links
  - d. Facility stationary
  - e. Facility related publications and collateral
  - f. Staff uniform-jackets, uniform-shirts, caps, etc.

**B. BRANDING**

Everything possible will be done to assure that the facility is properly branded in the community, the region and throughout the country where advertising for the facility and/or show is placed. All events held in the facility will be contractually obligated to use the correct name and/or logo of the facility in all materials and advertising. (Style sheets will be utilized to allow for consistency of branding).

1. Exclusivity in the sponsorship category (optional)
2. Associative Rights including the ability to use the facility's name and logo in the partner's advertising
3. Designation Rights: "Official Product/Service" of Macon City Auditorium

**C. PROMOTIONAL ELEMENTS:**

1. Retail Promotions
2. On-site Giveaways
3. Community programs
4. Charity Fundraisers
5. Other Special Event Sponsorships

**D. EXTERIOR MARKETING/ADVERTISING OPPORTUNITIES:**

1. Large signs located on exterior of the facility
2. Exposure above main entrance
3. Name and logo on outdoor marquee located on Street

**E. INTERIORMARKETING/ADVERTISING OPPORTUNITIES:**

1. Directional signage throughout the facility
2. TBD Additional signage in the facility
3. Permanent kiosk/display space in the main entrance
4. Logo and exposure on the Center Hung scoreboard – includes logo on underside of display

**F. DIGITAL MARKETING:**

1. Name, logo and branding on Macon-Bibb website
2. Inclusion in social media advertising campaigns
3. Inclusion in all electronic mailings to complete facility database

**V. SUBMITTAL FORMAT AND REQUIREMENTS**

Submissions must be limited to a total of fifty (50) pages and must be organized in a manner to display the required information in easily accessible tabs labeled:

Firm's History / Background

- Letter of Interest
- History of the Firm (including years in business)
- Contact information (including address (es), telephone/Fax numbers, email, etc.
- Structure of the firm (include principal(s), project team, if applicable)

Experience

- Resume(s) of key personnel
- Reference list
- List of projects with similar scope and size

Project Approach

- Detailed plan for accomplishing the Naming Rights for Auditorium & Coliseum

Project Timeline

- Provide a project schedule outlining each identified deliverable

Price Proposal

- Provide prices on the forms included

**VI. SCORING (total possible number of points = 100)**

Experience – Maximum 30 points

Project Approach – Maximum 20 Points

Financial Proposal – Maximum 20 Points

Price – Maximum 25 Points

Local Preference – 5 Points

**VII. AWARD BASIS**

Award will be recommended to the respondent with the highest number of points.