



## **Request for Proposals**

### **Naming Rights for the Civic Center & Convention Center**

#### **Inquires & Responses**

Question 5: Is there a specific format the proposal response should be in?

Response: Please visit <http://www.riconvention.com/about-ricca/financials-rfps> and click on "RFP Q & A For Naming Rights" to review the answer to a similar question asked by others.

Question 6: What would the expected payment schedule be? Quarterly, Annually, other?

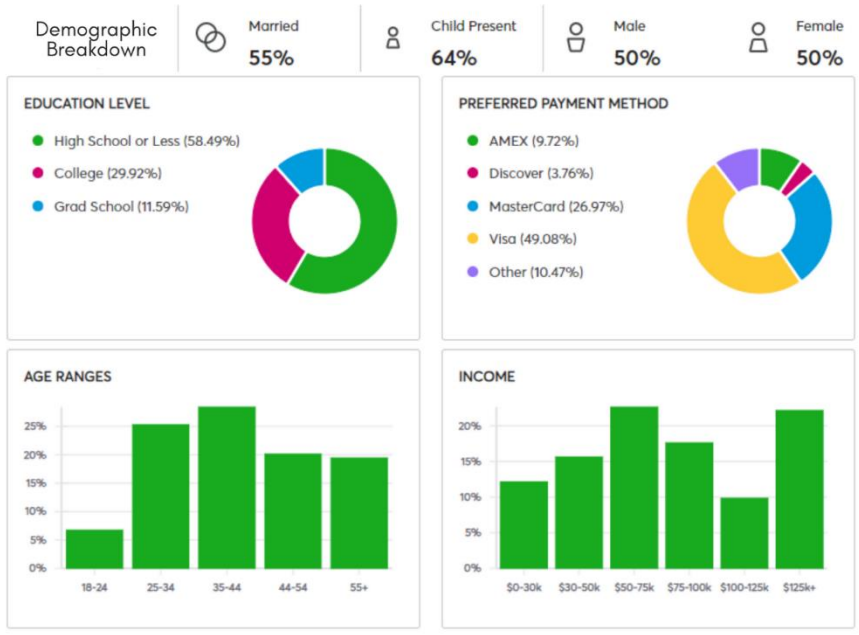
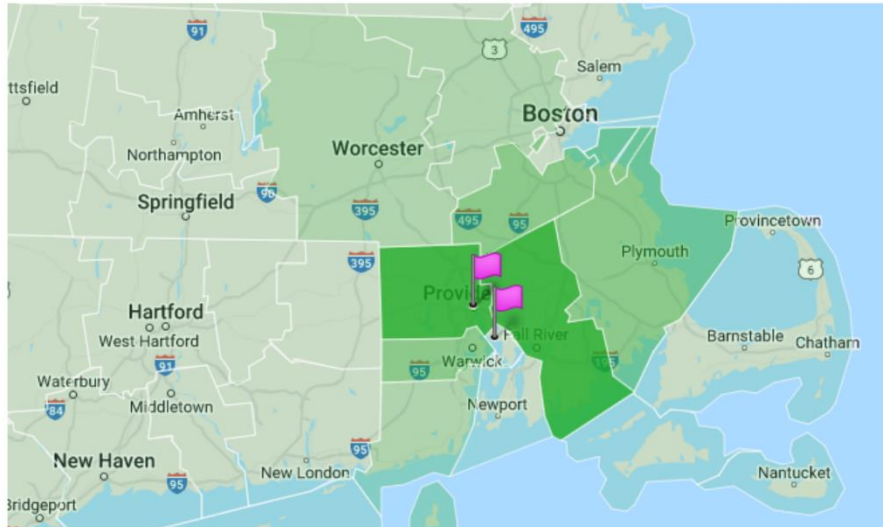
Response: The Authority's previous two agreements included annual payments.

Question 7: Would there be a pause or contingency if there is a shut down due to Covid-19 or other event preventing the public to attend events?

Response: This issue would be subject to negotiation. The Authority would be amendable to some discussion related to this issue as was necessary in its previous arrangement with Dunkin Donuts when the pandemic struck.

**Question 8:** Can you provide the market breakdown (demographics and geography) of visitors to the area and viewers of signage?

**Response:** The following demographic and geographical data below has been obtained from ticket buyer history at the arena from Jan 2017 – to date.



Question 9: Can you provide all of the branding elements and benefits that are included in this opportunity?

Response: Please visit <http://www.riconvention.com/about-ricca/financials-rfps> and click on “RFP Q & A For Naming Rights, 2” to review the previous two agreements for the naming rights at the arena. You will find a complete listing of all arena signage included. Signage at the Rhode Island Convention Center will be mutually agreed upon during contract negotiations.

Question 10: Are there opportunities for Non-profit or community events?

Response: Yes, we would work with our sponsor to identify and design non-profit/community opportunities at the center that will best meet your corporate community initiatives.

Question 11: Can we have access to everything that was included in the past Dunkin Donut Center agreement?

Response: Please visit <http://www.riconvention.com/about-ricca/financials-rfps> and click on “RFP Q & A For Naming Rights, 2” to review the previous two agreements for the naming rights at the arena.

Question 12: Will our proposal and other bidding proposals be available to the public?

Response: As this is a public process, it is anticipated that the proposals will be made available to the public once the process has been completed and the successful respondent has been awarded.