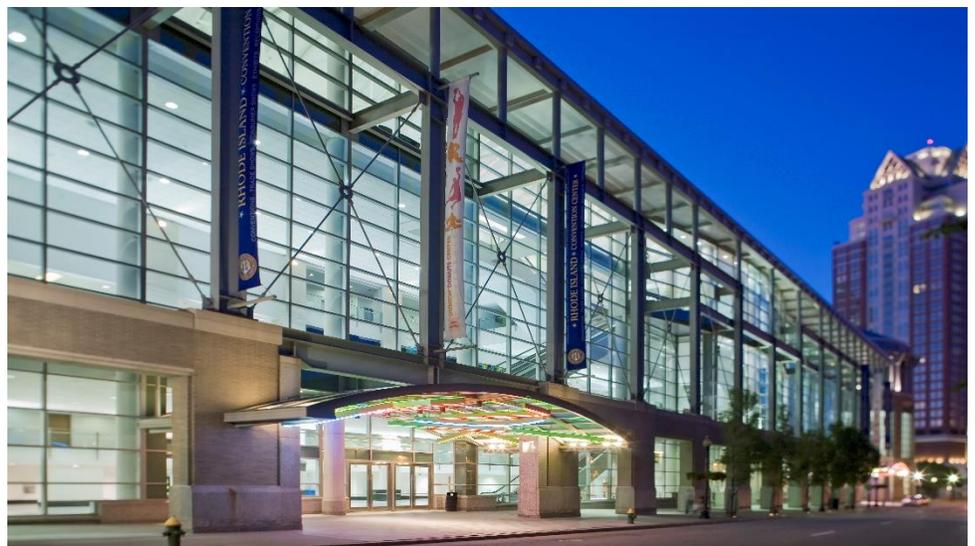


Request for Proposals

Naming Rights for the Civic Center & Convention Center



Issue Date: April 1, 2022

Proposals Due:

May 4, 2022

Contact Person Daniel McConaghy

Rhode Island Convention Center Authority

Phone 401-351-4295

Email: daniel.mcconaghy@riccauth.com

The Rhode Island Convention Center Authority, a public corporation of the State of Rhode Island (the “Authority”), requests proposals (“RFP”) from interested parties for the purchase of the naming rights of its Civic Center and Convention Center (collectively the “Center”).

1.1 ABOUT THE CIVIC CENTER

For nearly 50 years the Civic Center (now known as the Dunkin’ Donuts Center) has been bringing entertainment to Southern New England. Located in the heart of Providence at One LaSalle Square, the venue is New England’s premier 14,000 seat multi-use arena. Home to the AHL Providence Bruins and Big East Providence College Men’s Basketball, the arena hosts a wide variety of concerts, sporting events, family shows and more. The arena easily adapts to accommodate various event configurations and capacity needs.

ABOUT THE CONVENTION CENTER

Convention Center (now known as the Rhode Island Convention Center), adjacent to the Civic Center at One Sabin Street, a state-of-the-art meeting venue, features 100,000 square feet of exhibit space and an additional 67,000 square feet of ballroom, breakout, and meeting spaces. The venue hosts national & international trade shows, consumer shows, exhibits, receptions, banquets, meetings, tournaments, competitions, and of course, conventions.

1.2 EVENT SCHEDULE

In addition to the AHL Providence Bruins and the Big East Providence Men's Basketball games, the Civic Center hosts a myriad of events throughout the year and attracts patrons from all over Southern New England. The Convention Center hosts local, regional, national, and international meeting, conference, and events annually.

Total Projected Average Attendance Figures Annually = 800,000

1.3 WHY YOU SHOULD CONSIDER THE NAMING RIGHTS

- 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 Civic Center & Convention Center
- Drive sales for a new and existing business
- Engage in corporate community experiences
- Influence consumer perceptions

1.4 SCOPE OF SERVICES

Title Sponsorship entitles the successful Proponent to rename the Center with a name chosen by the it, subject to approval by the Authority.

The Proponent will commit to provide exterior signage at the main entrance at their cost. All sign placements must be approved by the Authority and be in accordance with all municipal approvals, zoning and building code requirements. The successful naming rights Proponent 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 successful naming rights Proponent shall be required to provide certificates of insurance in compliance with the insurance requirements set forth by the State of Rhode Island.

It will be the responsibility of the successful naming rights Proponent to work and compensate the Authority to change the signs in the facility, once installed.

Proponents are strongly encouraged to offer and shall describe promotional advertising opportunities that may include additional revenue or marketing benefits which support the Center's attendance and attendees.

Proponents shall state their objectives and strategy to introduce, build and increase awareness of the Center's new name. This is a 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.

1.5 TERM

It is contemplated that this proposal will be for a term of ten (10) consecutive years for the naming rights. Proposed commencement is July 1, 2022 through June 30, 2032. Should the Rhode Island Convention Center Authority choose to grant an extension, the Authority will be open to future negotiations in naming rights for future years.

1.6 SUBMISSION OF PROPOSAL

The Proposal must be received in a sealed envelope by the Contact Person via registered mail, courier, or hand delivery no later than 4:00 PM on Wednesday, May 4, 2022, when at the third-floor conference room, at the following address, they will be opened. **Proposals received after that time will not be considered.**

Proposals shall be delivered to:

Attn: Daniel P. McConaghy, Executive Director
Rhode Island Convention Center Authority
Administrative Offices - DDC
One LaSalle Square
Providence, RI 02903

The outside of the envelope should be marked "Naming Rights Proposal".

1.7. NUMBER OF PROPOSALS

The proposal package must include four (4) hard copies of your submission and a thumb drive with a complete copy of it. Each copy shall be complete and shall not refer to any of the other copies for additional information, clarification, or details. At least one copy shall be an original signed by an individual authorized to bind the Proposer.

1.8 INQUIRIES

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

Daniel McConaghy
Phone: 401-351-4295
Email: daniel.mcconaghy@riccauth.com and ccohen@dunkindonutscenter.com

All questions should be received by April 15, 2022. Responses will be posted as an addendum to this RFP on the Rhode Island Convention Center's website accessible on April 22, 2022 at:

<http://www.riconvention.com/about-ricca/financials-rfps>

1.9 EVALUATION CRITERIA

Evaluation of Proposals and selection will be by the Authority. Proposals will be evaluated in terms of the response to the requirements of this RFP, taking into consideration the Proponent's Qualifications, Term of Agreement, Financial Proposal, and financial ability of the Proposer. The Authority is also seeking proposals that offer creative synergy throughout the partnership. The Authority 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. The Authority may, after considering the financial impact to the Center, prior to making a final determination of award, apply special consideration to the offer of a Rhode Island based enterprises.

2.0 TIMING OF PROPOSAL

The following is a schedule for this RFP process:

- *Deadline for Proponent questions – April 15, 2022
- * Posting of responses to questions – April 22, 2022
- *Deadline for Proponent submissions – May 4, 2022
- *Proposal Official Name Dedication – July 2022

2.1 INITIAL PROPONENT SELECTION PROCESS

As a result of the initial evaluation of the written Proposals, the Authority may request oral presentations and enter into detailed discussions with selected Proponents, prior to completing the preliminary evaluation process.

2.2 SELECTED PROPONENT NEGOTIATIONS

The Authority 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.

2.3 NO CONTRACT

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

2.4 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 State of Rhode Island through marketing, advertising, hospitality, website, and promotional opportunities. The Proponent will have the opportunity to gain local, regional, national, and international exposure.

The name of the Center, which is proposed by the successful Proponent and subject to the approval by the Authority, shall be the exclusive name of the Center in all official references during the term of the agreement. The successful Proponent will have the right to create and develop signage and promotional partnerships for the Center, which is subject to approval by the Authority.

1. Media

Name and logo identification in all official Center-related references made by the Authority including, but not limited to, the following:

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

2. Signage

- Exterior facility name and signage opportunities
- Front facility marquee and entrance
- Way finding signage around site
- Interior facility name and signage opportunities
- Inner arena signage throughout the Center
- Lobby and Pre-function Signage throughout the Convention Center
- Signage throughout the two (2) parking garages

3. Corporate Use of Facility

- Event Ticket Usage – a predetermined number of tickets to public events scheduled at the Center may be considered as part of the final Title Sponsorship agreement

2.5 REVENUE PROPOSAL

Submit a Revenue Proposal for the naming rights, quoting a minimum annual sum in addition to full proposal details of a financial plan to the Authority in evaluating your Proposal. Consideration will be given to additional promotional value and added incentives in the overall proposal. It is contemplated that this proposal will be for a term of ten (10) consecutive years.

2.6 LIABILITY FOR ERRORS

While the Authority 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 the Authority, 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.

2.7 PROPONENT EXPENSES

Proponents are solely responsible for their own expenses in preparing a Proposal and for subsequent negotiations with the Authority, if any. If Authority elects to reject all Proposals, the Authority 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 a final contract, or any other matter whatsoever.

2.8 CONTRACT NEGOTIATIONS

The successful Proponent will be required to enter into a contract with the Authority.

The Authority 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 Authority cannot agree on contract language in the contract document, the process will be terminated. No purchase order shall be issued, and the Authority may begin negotiations with the next preferred Proponent.

2.9 CONFIDENTIALITY AND SECURITY

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 the Authority's policy to maintain confidentiality with respect to all confidential information related to the Request for Proposals, but the Authority is subject to the Rhode Island Access to Public Records Act.

3.0 NO OBLIGATION ON THE PART OF THE RHODE ISLAND CONVENTION CENTER AUTHORITY

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 of an offer to contract made by the Authority. The highest of any Proposal will not necessarily be accepted by the Rhode Island Convention Center Authority. The Rhode Island Convention Center Authority 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 the Authority.

Combined Center Metrics

Total Annual Visitors:	800K+
Total Annual Tickets Sold:	550K+
Total Number of Cars Parked:	600K+
Total Database Subscribers:	300K+
Website Visitors Per Month DDC	28K+
Website Visitors Per Month RICC	30K+
Facebook Followers	32K+
Twitter Followers	8.2K+
LinkedIn Followers	1.1K+
Instagram Followers	5K+

Interior signage - over 2 million Impressions annually

Exterior Signage

Exterior Digital Marquee (interstate 95):	300K+ impressions per week
Exterior Digital Marquee (Sabin Street):	65K+ impressions per week

Direct & Indirect Economic Impact - over \$325 Million Annually

Note: All metrics are based on pre-covid averages

Rights Reserved to the Authority

Notwithstanding any other provision of this RFP, the Authority reserves to itself the rights listed below.

Right to Modify RFP Documents: The Authority reserves the right to modify or amend any provision of the RFP documents. The Authority will post a copy of the Modification on the State of Rhode Island Division of Purchases website accessible at <https://www.ridop.ri.gov/> as an amendment to this RFP.

Right to Reject Any and All Proposals: Whenever the Authority deems it to be in the Authority's best interest, the Authority reserves the right, in its sole discretion, to cancel this RFP, to reject any and all proposals, to waive minor irregularities or informalities in a proposal, to re-solicit, and to proceed in a manner other than awarding a contract under this RFP. The Authority will not waive, however, the requirement that qualifications and proposals be received by the Authority prior to the deadline for submission.

Right to Cancel Award: The Authority reserves the right to cancel negotiations with any Proponent at any time prior to a contract being fully executed by the Proponent and the Authority.

Additional Cause for Rejection - In addition to any other cause for rejection of a submittal stated in this RFP, a proposal may also be rejected if there is evidence of collusion among Proponents, if the Proponent submitting it is in default or arrears under any prior or existing contract with the Authority or any other State department or agency, or there is an unresolved claim between the Proponent and the Authority or any other State department or agency.

Any direct contacts made or attempted to be made by any Proponent with any Authority Board member prior to the selection of qualified Proponents will automatically disqualify a Proponent from any further consideration.

Proponents are advised that the Authority is a quasi-public agency of the State of Rhode Island and its records, including statements submitted in response to RFP's are public records unless otherwise exempted under state law.