



## Request for Proposals

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

#### Inquires & Responses

**Question 1:** I went through the RFP and didn't notice any specific questions required as part of the response. Is there a questionnaire to fill out or is it only section 2.5 on the revenue proposal?

**Response:** The RI Convention Center Authority has designed this RFP to allow all responders to submit a proposal that incorporates a revenue piece but also allows them to expand upon the partnership they envision with the Center. Consideration will be given to additional promotional value and added incentives in the overall proposal. The Authority encourages the proposal to include the following:

- Branding Expectations of your organization – your goal in branding your business at the center.
- Traffic Building components and expectations – how can this partnership fit the needs of your organization in relationship to building your brand and client base?
- Corporate Initiatives & Social responsibility – how can this partnership meet the needs of your core initiatives?
- Community Engagement – how can this partnership serve your needs in the community?
- Partnership Synergy – ways in which organization help to promote meetings, events and conferences coming to the center