

Sevier County &

**The City of Sevierville
Request for Proposal for
Senior Center Naming Rights**

Issue Date: September 11, 2017

Issued by: Sevier County Government
City of Sevierville
125 Court Avenue
Sevierville, TN 37862

I. Introduction, Background and Purpose:

The Sevier County Government (SCG) and the City of Sevierville (COS) is seeking a Naming Rights Partner to be associated with the existing Senior Center.

The SCG/COS is issuing this Request for Proposal to associate a corporate name with the public senior activities center.

II. Background

The Fort Sanders Sevier Senior Center has 2600+ active members with an average age of approximately 70-75.

Exercise & Fitness are the most popular programs offering five unique classes, twice a day, five days a week. Aging Strong, Yoga, Exercise Drums, Tai Chi, and Zumba. Other Exercise programs offered include: FITWALK, Hiking Club, Line Dancing/Square Dancing

Other popular activities include: Bingo, woodshop, wood carving, wood burning, pottery, quilting, crochet/knitting, bridge, bunco, mah jongg, bowling, gun club, billiards, dulcimer lessons, chorus, bible study, dances, kayak club, card/games, etc.

Special events are offered throughout the year: Annual Craft Fair, Kranky Krabs Seafood Supper/Dance, Murder Mystery Dinner Theater, and Senior Talent Show. These events normally bring 150-250 attendees.

Over 10,000 meals were served in our Congregate Meal site in 2016. Meals are offered Monday – Friday. Our homebound meal program served over 25,000 meals in 2016 and is projected to serve over 34,000 meals in 2017.

The Office on Aging department at the senior center provides assistance with Medicare, Social Security, and Low Income Subsidy. Telephone Reassurance/visitation, and Information & Referral are also offered.

III. Benefits in the Naming Rights Package:

Listed below are the benefits that will be made to the successful Respondent.

The name of the name which is proposed by the successful Respondent and approved by the Sevier County Government and the City of Sevierville will be the exclusive name of the facility in all official facility references during the term of the agreement. It is expected that the title of the Senior Center could become the "XYZ Senior Center" or some other appropriate name. Additionally, the successful Respondent will have the right to create and develop a proposed logo for the facility which is subject to approval by the SCG and COS.

Name and logo identification in all official facility references made by SCG or COS including, but not limited to, the following:

1. Media correspondence
2. Media placement – television, radio, billboards and print
3. Website with links
4. Facility marketing collateral relating to the facility
5. Facility related publications
6. Promotional merchandise
7. Advertising/promotional literature

Exterior facility name and signage opportunities:

1. Front of facility at the main entrance
2. Signage on all entry doors
3. *Directional* signage within facility public vehicular area
4. Interior facility name and signage opportunities:
 1. Main lobby/pre-function areas
 2. Interior directional signage
 3. Other locations to be coordinated with Convention Center Architectural Team

IV. Selection Criteria Details:

Any and all proposals will be considered. However, the Respondent will address, at a minimum, the selection criteria hereinafter listed:

- A. Financial Proposal: Respondent shall outline its financial proposal including, but not limited to, payment plan and escalation factors in sufficient detail so that a thorough analysis of the proposal may be performed. In valuing naming rights, corporations generally consider the following attributes:
 1. Proposed term of contract
 2. Number and type of events held at the facility
 3. Annual attendance
 4. Demographics of the audience

5. Media exposure
6. Competition for the opportunity in the market
7. Projected future events/historical performance

SCG/COS desires the payment plan to consist of equal annual installments over the term of the agreement. The successful Respondent will be responsible for the cost of naming rights signage on the exterior and interior of the building.

- B. Term: Respondent shall outline the proposed term of the agreement. A minimum term of ten (10) years is contemplated. Renewal options may be included.
- C. Exclusivity: Respondent shall define the entities that are within the Respondent's area of business which it desires to preclude from having naming rights for areas within the facility. SCG/COS intends to avoid the granting of naming rights for meeting rooms and other areas within the facility to entities which are in the same area of business of the successful Respondent, but not restrict the sponsoring of events or any other use of the facility.
- D. Proposed Name of Senior Center: Respondent shall propose alternative names for the facility. These will be discussed more fully during the negotiation process, with SCG/COS having approval authority of the name of the facility and the facility logo.
- E. Marketing Initiatives: Respondent shall outline the manner in which it will enhance the Senior Center profile with marketing support in the form of media, promotions and community projects.
- F. Financial Stability: Respondent shall submit with its proposal sufficient evidence of its financial stability.

Please provide any additional information that the Respondent feels should be considered when evaluating their proposal. The Respondent may present any creative value added approaches that might be appropriate. The Respondent may also provide supporting documentation that would be pertinent to this RFP.

V. Request for Proposal Response Process:

The process for selecting the most suitable corporate naming rights partner is designed to attract competitive bids from corporations supportive of increasing the Senior Center profile in both the city and the county.

Criteria for Selection: Proposals by respondents will be evaluated on the basis of criteria deemed most appropriate for a successful partnership. These criteria include, but are not limited to, the following:

1. Financial structure of proposal
2. Term of proposal
3. Exclusivity requests
4. Proposed name of facility
5. Marketing initiatives to promote, market and support the facility
6. Financial stability of corporate partner

VI. **Schedule:**

The following outlines the proposed timing of responses; however, SCG/COS reserves the right to modify the dates as necessary. Any changes will be issued in addendums to this RFP.

- September 11, 2017: RFP released
- September 22, 2017: A letter or email of interest must be received in order to submit a proposal on September 28, 2017.
- September 25, 2017: Last day to submit written questions.
- September 28, 2017, at 2:00 p.m.: Deadline for submission of three (3) hard copies of proposal.
- Week of October 2, 2017: Interviews/Presentation with selected Respondents
- Selection made as soon as possible.

VII. **Respondents Instructions:**

A. All respondents should direct all written questions to:

Mr. Bryan McCarter
Sevier County Government
125 Court Avenue
Sevierville, TN 37862
bmccarter@seviercountyttn.gov

B. Respondents are only to direct questions in writing to contact listed above. No contact is to be had with SCG or SOC.

C. By September 28, 2017, at 2:00 p.m. EDT, proposals must be received in a sealed envelope marked the outside, "**RFP Naming Rights**", and addressed to:

Mr. Bryan McCarter
Sevier County Government
125 Court Avenue
Sevierville, TN 37862
bmccarter@seviercountyttn.gov

VIII. **Disclaimer:**

SCG/COS reserves the right to reject all proposals, to negotiate individually with the proposers, and to select a vendor based upon the best interests of SCG/COS, which best interests may not be based exclusively upon pricing.

SCG/COS reserves the right to withdraw the RFP at any time at its sole discretion. SCG/COS reserves the right to amend the RFP to correct errors or oversights, or to supply additional information as shall become available, at any time prior to the opening of responsive submissions.

SCG/COS reserves the right to eliminate any mandatory, non-material specification or requirements that cannot be met by any of the prospective proposers.

SCG/COS reserves the right to request and require clarification at any time during the procurement process and/or require correction of mathematical or other apparent errors and/or to determine a proposer's compliance with the requirements of the RFP.

Evaluation and Award – This RFP does not commit the SCG/COS to the award of a contract, nor to pay any cost incurred in the preparation and submission of proposals in anticipation of a contract. SCG/COS reserves the right to reject all proposals, portions of proposals or subconsultants/team members, to further modify the scope of work and/or negotiate further with respect to the proposal or to select the firm which in SCG/COS sole judgment provides the best overall proposal with respect to qualifications, experience, financial proposal and staffing abilities.

END OF RFP