

Request for Proposal Naming Rights for the Stadium (The Ball Park at Jackson)



Issue Date: December 6, 2017

Closing Date: January 5, 2018

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or

Nick Hall, General Manager

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1.1 ABOUT THE STADIUM: The Stadium is a multi-purpose stadium. With a seating capacity of 6,000. The Stadium is located in Jackson, Tennessee, conveniently facing one of the busiest Interstates in State. The Stadium is host to the Jackson Generals Baseball team, Shadrack’s Holiday Lights Festival, and more. The parking lot surrounding the Stadium is used for over 100 events annually. The Stadium has hosted the West Tennessee High School Football jamboree, various concerts, non-profit fundraisers, and corporate outings. It is used primarily throughout the year for 70 home games for the Jackson Generals Minor League Baseball team, the AA-Affiliate of the Arizona Diamondbacks. Throughout the season, the Generals have seen over 120,000 fans annually for 5 consecutive seasons with a single-game attendance record topping 6,500 in 2016. Including outside events, concerts and Generals games, the Ballpark at Jackson hosts approximately 200,000 fans per year.

1.2: 2018 EVENT SCHEDULE: In addition to General’s home baseball games, the Stadium hosts a myriad of events throughout the year and attracts a far-reaching audience.

April 5 th vs JAX	April 6 th vs JAX	April 7 th vs JAX	April 8 th vs JAX
April 9 th vs JAX	April 16 th vs BIR	April 17 th vs BIR	April 18 th vs BIR
April 19 th vs BIR	April 20 th vs BIR	April 21 st vs CHA	April 22 nd vs CHA
April 23 rd vs CHA	April 24 th vs CHA	April 25 th vs CHA	May 2 nd vs MTG
May 3 rd vs MTG	May 4 th vs MTG	May 5 th vs MTG	May 6 th vs MTG
May 12 th vs MIS	May 13 th vs MIS	May 14 th vs MIS	May 15 th vs MIS
May 16 th vs MIS	May 23 rd vs BIR	May 24 th vs BIR	May 25 th vs BIR

May 26 th vs BIR	May 27 th vs BIR	June 3 rd vs TNS	June 4 th vs TNS
June 5 th vs TNS	June 6 th vs TNS	June 7 th vs TNS	June 21 st vs PNS
June 22 nd vs PNS	June 23 rd vs PNS	June 24 th vs PNS	June 25 th vs PNS
June 26 th vs PNS	July 4 th vs TNS	July 5 th vs TNS	July 6 th vs TNS
July 7 th vs TNS	July 12 th vs MOB	July 13 th vs MOB	July 14 th vs MOB
July 15 th vs MOB	July 16 th vs MOB	July 23 rd vs BLX	July 24 th vs BLX
July 25 th vs BLX	July 26 th vs BLX	July 27 th vs BLX	Aug 2 vs TNS
Sug 3 rd vs TNS	Aug 4 th vs TNS	Aug 5 th vs TNS	Aug 6 th vs TNS
Aug 14 th vs MTG	Aug 15 th vs MTG	Aug 16 th vs MTG	Aug 17 th vs MTG
Aug 18 th vs MTG	Aug 30 th vs CHA	Aug 31 st vs CHA	Sept 1 vs CHA
Sept 2 nd vs CHA	Sept 3 rd vs CHA		

Total Projected Attendance Figures for 2018 = 200,000

I-40 viewership is approximately 51,000 cars daily According to TDOT 2016 traffic counts

1.3 WHY YOU SHOULD CONSIDER

- 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 Stadium
- Drive sales for a new and existing business
- Corporate community engagement
- Influence consumer perceptions

1.4 SUMMARY OF REQUIREMENTS: The Jackson Generals Baseball Club requests Proposals from interested parties for the naming rights of the Stadium located in Jackson, Tennessee.

1.5 TERM: The term for the naming rights of the Stadium will be from the date for award through the 31st of October, 2027. The Proponent will have the first right of offer to continue as the naming rights partner.

1.6 SUBMISSION OF PROPOSAL: The Proposal must be received in a sealed envelope by the Contact Person, or hand delivery, or email no later than 5:00 PM on Friday January 5th, 2017.

4 Fun Place

Jackson, TN 38305

1.7. PROPOSALS: Each copy shall be complete and shall not refer to any of the other copies for additional information, clarification or details.

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

Michael Lawson, Checkerboard Baseball

Phone 615-343-3569

Email – mlawson@checkerboardbaseball.com

or

Nick Hall, General Manager

Phone 731-988-5299

Email – nhall@jacksongeneralsbaseball.com

1.9 EVALUATION CRITERIA Evaluation of Proposals and selection will be by the Jackson Generals Baseball Club. Proposals will be evaluated in terms of the response to the requirements of this RFP, taking into consideration the Proponent's Qualifications, Scope of Services, Term of Agreement and Financial Proposal. The Jackson Generals 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.

2.0 TIMING OF PROPOSAL: The following is a schedule for this RFP process: *Deadline for Proponent questions – December 22, 2017 *Deadline for Proponent submissions – January 5, 2018

2.1 PROPOSAL CONTENTS: All qualified Proposals will be initially evaluated by the Jackson Generals Baseball Club to assess the qualifications and capabilities of Proponents to meet the minimum standards specified in the RFP

2.2 INITIAL PROPOENENT SELECTION PROCESS: As a result of the initial evaluation of the written Proposals, the Jackson Generals Baseball Club may request oral presentations and enter into detailed discussions with selected Proponents, prior to completing the preliminary evaluation process

2.3 SELECTED PROPONENT NEGOTIATIONS: The Jackson General Baseball club 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.

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

2.5 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 region through marketing, advertising, hospitality, website and promotional opportunities. The Proponent will have the opportunity to gain local, regional and national exposure. The name of the Stadium, which is proposed by the successful Proponent and subject to the approval by the Jackson Generals Baseball Club, shall be the exclusive name of the Stadium in all official stadium references during the term of the agreement. The successful Proponent will have the right to create and develop signage for the facility, which is subject to approval of the Jackson Generals.

1. Media: Name and logo identification in all official Stadium-related references made by the Jackson Generals Baseball Club and city of Jackson including, but not limited to, the following:

- Media correspondence
- Media placement – television, radio, billboards and print, Interstate and local Road Signs
- Website
- Stadium-related publications • Adverting/promotional literature

2. Signage

- Exterior facility name and signage opportunities
- Front facility marquee and entrance

- Videoboard Signage
- Way finding signage around site Interior facility name and signage opportunities
- Main concourse area
- Stadium concourses

3. Corporate Use of Facility

- Box Suite Usage – 16 tickets to each event scheduled may be considered as part of the final Title Sponsorship agreement
- Premium Seating – 12 premium tickets to each event scheduled may be considered as part of the final Title Sponsorship agreement
- Group Outing – 150 tickets to a mutual agreed to game/event as part of the final Title Sponsorship agreement

2.6 SCOPE OF SERVICES: Title Sponsorship entitles the Proponent to rename the Stadium with a name chosen by the sponsor, subject to approval by the Jackson General. The Proponent will commit to provide exterior signage at the main entrance at their cost. All sign placements must be approved by the Jackson General and be in accordance with approvals, zoning and building code requirements. All other signs in the Stadium, once installed, are the responsibility of the Jackson Generals. Proponents are encouraged to offer, and shall describe promotional advertising opportunities that may include additional revenue or marketing benefits, which support the Stadium attendance or attendees. Proponents shall state their objectives and strategy to introduce, build and increase awareness of the Stadiums new name. Proponents may describe their strategy to ensure a complete and integrated use of the new name.

2.7 REVENUE PROPOSAL: Submit a revenue Proposal for the naming rights, quoting a minimum annual Sum in addition to full proposal details of financial plan to the Jackson Generals Baseball Club in evaluating your Proposal.

2.8 LIABILITY FOR ERRORS: While the Jackson Generals Baseball club 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 Jackson Generals Baseball Club, 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.

2.9 AGREEMENT WITH TERMS: By submitting a Proposal the Proponent agrees to all the terms and conditions of this RFP. Proponents who have obtained the RFP must not alter any portion of the document, with the exception of adding information requested. To do so will invalidate the Proposal.

3.0 MODIFICATION OF TERMS: The Jackson Generals Baseball Club reserves the right to modify the terms of the RFP at any time at its sole discretion.

3.1 PROPONENT EXPENSES: Proponents are solely responsible for their own expenses in preparing a Proposal and for subsequent negotiations with the Jackson Generals Baseball Club, if any. If the Jackson Generals elects to reject all Proposals, the Jackson Generals 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 any final Contract or any other matter whatsoever.

3.2 CONTRACT NEGOTIATIONS: The successful Proponent will be required to enter into a contract with Jackson General's Baseball Club. The Jackson Generals Baseball Club 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 Jackson General's Baseball Club cannot agree on contract language in the contract document, the process will be terminated. No purchase order shall be issued and the Jackson Generals Baseball Club may begin negotiations with the next preferred Proponent.

3.3 CONFIDENTIALITY AND SECURITY: This document and any portion thereof may not be used for any purpose other than submission of Proposal. 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 Jackson General's policy to maintain confidentiality with respect to all confidential information-related to the Request for Proposals.

3.4 NO OBLIGATION ON THE PART OF THE JACKSON GENERALS BASEBALL CLUB: 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 for an offer to contract, and it is not an offer to contract made by the Jackson Generals Baseball Club. No Proponent will acquire any legal or equitable rights or privileges related to the goods or services until the Jackson Generals Baseball Club has accepted its proposal and there is subsequent full execution of a written contract signed by the parties. The highest of any Proposal will not necessarily be accepted. The Jackson Generals Baseball Club 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 Jackson Generals Baseball Club. In no event will the Jackson Generals Baseball Club be responsible for the costs of preparation and submission of Proposals.