

LOWER PAXTON TOWNSHIP

INVITATION FOR EXCLUSIVE NAMING RIGHTS

1. PURPOSE

The Board of Supervisors of Lower Paxton Township, in conjunction with the Friendship Center Operating Board, invites proposals from individuals, corporations and other entities for exclusive Naming Rights for facilities within the Township's Friendship Center. Naming Rights are a type of sponsorship in which an individual, corporation or other entity purchases the exclusive right to name a Friendship Center facility in addition to other sponsorship benefits.

The goal of the naming rights program is for the Township to receive and review proposals which maximize the value of Naming Rights dollars for both the Township and the individuals, corporations and other entities that submit successful proposals.

2. SUBMISSION OF PROPSALS

Responses to this Invitation shall be submitted to:

Lower Paxton Township
George Wolfe, Manager
425 Prince Street
Harrisburg, PA 17109
gwolfe@lowerpaxton-pa.gov
(717) 657-5600

Respondents shall submit their proposal using the Response Form that is attached to this Invitation.

Responses to this Invitation will be accepted between July 10, 2017 and December 31, 2017. The Township reserves the right to act upon proposals on a "first-in, first-served" basis. Email submission of responses is acceptable.

Proposals should provide a straight-forward, concise description of the Respondent's ability to meet the requirements of this request. Proposals must be valid for at least 45 days from the date of submission or as mutually agreed between the parties.

Information provided in response to this Invitation shall be held in confidence and shall not be revealed or discussed with other respondents, except as specified herein.

3. BACKGROUND

The 62,000 square-foot Friendship Center, located at 5000 Commons Drive, Harrisburg, PA 17112, includes a natatorium, weight/fitness area, gymnasium, aerobics studio, locker rooms, walking track, babysitting room, classrooms and offices. New to the Center in 2017 is a 30' climbing wall and a cardio-theater. In addition, the facility has an East Annex housing the Friendship Senior Center and a West Annex housing Drayer Physical Therapy. The Center provides inter-generational programs and activities for preschool, youth, adults, families, and seniors.

In 2016, the Friendship Center had 5,240 memberships at year end, representing an estimated 7,500 individuals. Over the course of 2016, the Friendship Center offered 725 classes and events, serving 12,495 participants.

For more information regarding the Friendship Center visit <http://www.lowerpaxton-pa.gov/Friendship/index.html>

4. SPONSORSHIP NAMING RIGHTS MONITARY GOALS

The following facilities in the Friendship Center are available for Naming Rights. The dollar amounts represent the Township's targeted contribution for a specific naming right that spans three (3) years. Actual contributions and time periods are subject to negotiation.

Natatorium - \$50,000
Gymnasium - \$50,000
Climbing Wall - \$50,000
The Fitness Center - \$50,000
Service Desk/Social Area - \$30,000
Multi-Purpose Room (dance studio) - \$30,000
Cardio Theater - \$30,000
Water Slide - \$20,000
Preschool Room \$20,000
Classroom/Party Room - \$20,000
Babysitting Area \$10,000

To visit the Friendship Center and tour any of the above-listed facilities, contact Township Manager George Wolfe, as referenced above.

5. NAMING RIGHTS GUIDELINES

- A. Attributing Naming Rights to a community facility shall be undertaken in a well-thought-out manner to ensure that the name, facility function, and reputation of all complement each other and do not detract from the public perception and use of the facility.
- B. Exclusive Naming Rights Agreements shall be approved by resolution of the Board of Supervisors.
- C. Exclusive Naming Rights for a community property or facility shall only be considered where a "significant" contribution has been offered – one that is in concert with the targeted amounts, as listed in Section 4 of these specifications.
- D. All Naming Rights shall be approved for a specific term by mutual agreement of the Township and the individuals, corporations or other entities submitting successful proposals.
- E. Naming Rights term renewals, extensions, and incumbency rights shall be subject to the mutual agreement of all parties, as established in the original agreement.

6. PROPOSAL REVIEW CRITERIA

Evaluation, qualification and award of proposals will be made in the best interest of the Township, in its sole discretion. Friendship Center facilities are unique and each has different entitlements. Proposals submitted to Lower Paxton Township will be evaluated on the following criteria:

- A. Monetary Contribution – The proposal shall contain a minimum cash contribution for exclusive Naming Rights for the listed facilities.
- B. In-Kind Contribution – The proposal may contain additional services that the entity can provide to the Township to enhance the facility. Value-added products or services, such as advertising, volunteers, marketing support and promotional products may be above and beyond the minimum cash.
- C. Lower Paxton Township will review all proposals with emphasis on:
 - 1. The amount of the contribution in comparison to the targeted contribution amount, as listed in Section 4 of these specifications.

2. Compatibility of the naming rights proposal with the Township's Policy on Advertising, Sponsorships, and Naming Rights.
 3. Consistency of the Naming Rights proposal with the Township's vision and mission, which are available on lowerpaxton-pa.gov.
 4. Value-added benefits provided as part of the Naming Rights proposal.
 5. Monetary payment to be provided over a specified period of time.
 6. Type and manor of recognition proposed by the Respondent.
- D. Ineligible sponsorships include, but are not limited to, any potential sponsor whose primary products or services are the sale of alcohol, tobacco, firearms, sexually explicit materials, or offensive content that is inconsistent with the Vision and Mission of Lower Paxton Township.

7. VALUE-ADDED RECOGNITION OF SPONSORS

In recognition of a sponsor's contribution for a Naming Right, preference shall be given to providing an off-site form of recognition that may include one or more of the following:

1. A thank you letter.
2. Publicity through the Township's website, newsletters, media releases and/or other promotional materials.
3. Events, such as a press conference, photo opportunity, ground breaking or ribbon cutting ceremony.
4. Acknowledgement at a televised Board of Supervisors public meeting.
5. Commemorative items, such as a framed picture or plaque.
6. Inclusion on a sponsorship recognition board/wall at municipal offices.
7. Inclusion on a register of sponsors that is accessible to the public online.

8. SELECTION OF SUCCESSFUL PROPOSALS

The selection of successful proposals shall be made by the Board of Supervisors, upon recommendation of the Friendship Center Operating Board. The Board shall evaluate the proposals received in accordance with this Invitation.

Lower Paxton Township reserves the right to:

- Accept, reject, or negotiate modifications in any terms of a Respondent's proposal or any parts thereof.
- Reject any or all proposals received.
- Waive any irregularity or technicality within a Respondent's proposal.

9. NAMING RIGHTS AGREEMENT

A Naming Rights Agreement shall be required with a goal of maximizing Friendship Center facilities, while reducing the overall financial commitment of Lower Paxton Township. The Agreement shall be based upon the factors described in this Invitation and any response thereto, and will contain additional legal terms and conditions.

A Naming Rights Agreement shall not obligate the Township to any single entity, product or service, nor imply the Township's endorsement of same. Nor shall a Naming Rights Agreement confer or transfer any right of control, decision-making, or influence over the Township or its facilities.

Documents - Available Upon Request

- Floor plans of the Friendship Center
- 2017 Budget for the Friendship Center
- 2016 Year-End Revenues and Expenses for the Friendship Center
- Membership Rates and Totals Per Category
- Program Descriptions and Participation

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**Friendship Center
Exclusive Naming Rights
Response Form**

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Lower Paxton Township
George Wolfe, Manager
425 Prince Street
Harrisburg, PA 17109
gwolfe@lowerpaxton-pa.gov
(717) 657-5600

Responses to the Invitation must be received at the above address no later than December 31, 2017.

Proposal Validity: Proposals must be valid for at least 45 days from the date of submission or as mutually agreed between the parties.

Proposal Format: Proposals should be prepared simply and economically, providing a straight-forward, concise description of the Respondent's proposal to name a facility in the Friendship Center.

Facility Proposed to be Named:

This proposal is being submitted for placing the ***Name*** of: _____
_____ on the ***Facility*** identified in the Invitation as:
_____.

Contribution Proposed: _____

Period of Time of Proposed Naming Right: _____

The undersigned hereby designates the office as to which notice of proposal award may be mailed or otherwise delivered:

Date: _____
Authorized Signature: _____ Title: _____
Print Name: _____
Company: _____
Address: _____
Telephone: _____ Email: _____