

Exclusive Pouring Rights and Corporate Sponsorship Opportunity



Prepared on Behalf of The City of Riverside
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1 Background

Introduction

The City of Riverside has retained The Superlative Group, Inc. to solicit and secure an exclusive pouring rights and corporate partnership agreement with a beverage company with the intent to enter into a 10-year contract for exclusive pouring rights across City-owned and operated venues, events, and programs. The eventual contract will be between the City of Riverside and the beverage company.

City Overview

Riverside was founded in 1870 by John North and a group of Easterners who wished to establish a colony dedicated to furthering education and culture. Investors from England and Canada transplanted traditions and activities adopted by prosperous citizens: the first golf course and polo field in Southern California were built in Riverside.

Riverside is the birthplace for the citrus industry in the state of California. By 1882, there were more than half a million citrus trees in California, almost half of which were in Riverside. The development of refrigerated railroad cars and innovative irrigation systems established Riverside as the wealthiest city per capita by 1895. As the city grew, a small guest hotel called the Mission Inn opened, and would go on to become a popular destination for presidents, royalty, and movie stars at the time. Between the first censuses in 1890 and 1900, the city's population grew by over 70%. The City's Office of Historic Preservation and City Council have made a commitment to preserving over 100 City Landmarks, 20 National Register Sites, and 2 National Landmarks in an effort to preserve its past as a firm foundation for the future. Some of the City's other landmarks include Riverside National Cemetery, the Fox Performing Arts Center, Riverside Metropolitan Museum, the California Museum of Photography, the California Citrus State Historic Park and the Parent Washington Navel Orange Tree, one of the two original navel orange trees in California.

The City is located in Riverside County, California. Riverside has a population of 317,257, making it the 13th largest city in the state and 65th largest city in the country. Riverside spans 82 miles and is located at the center of the Inland Empire area of Southern California, which includes the western parts of the two counties that comprise the Riverside-San Bernardino area. Riverside is 10 miles southwest of San Bernardino and 53 east of Los Angeles. The largest employing industries in Riverside's economy include Retail Trade, Health Care & Social Assistance, and Construction. The City has an average household income of \$85,486.

Ancillary Information

For further details regarding the venue and facilities, please refer to the City of Riverside website:

www.riversideca.gov

If you require clarification on the process or completion of your response, please contact Matthew Korte by 5pm on (DATE) using the details provided below:

Matthew Korte

Senior Vice President, Corporate Partnerships & Development

The Superlative Group, Inc.

O: (216) 592-9400

2 Scope of Beverage Partnership

The purpose of this process is for The Superlative Group to garner proposals from beverage companies with the intent to enter into a contract for exclusive pouring rights and comprehensive marketing partnership with the City of Riverside.

This section provides a brief overview of the main sources of impressions for the City of Riverside.

City of Riverside

- Riverside City Households: 88,340
- E-mail Database: 318,000
- Website Visitors: 246,800
- Website Pageviews: 957,584
- Twitter Followers: 36,000
- Facebook Followers: 63,000
- Instagram Followers: 60,900
- YouTube Subscribers: 8,310

Riverside Convention Center

- Total Number of Groups FY18: 360
- Total Number of Groups FY19: 322
- Total Attendance FY18: 182,518
- Total Attendance FY19: 164,292
- Website Visitors: 250,800
- Twitter Followers: 856
- LinkedIn Followers: 226

Libraries

- Arlanza Attendance: 22,400
- Arlington Attendance: 30,700
- La Sierra Attendance: 35,600
- Main Attendance: 119,500
- Marcy Attendance: 33,400
- Orange Terrace Attendance: 55,600
- SPC. Jesus S. Duran Eastside Attendance: 39,000
- SSgt. Salvador J. Lara Casa Blanca Attendance: 29,800
- Total Library Programs: 1,508
- Library Program Attendance: 37,700
- Library Staff: 60
- Library Website Pageviews: 3,772,950
- Online Services Database: 20,500
- Facebook Followers: 5,300
- Twitter Followers: 412

- Instagram Followers: 4,300
- YouTube: 38,044
- E-Mail Database: 91,100

Fox Theater

- Estimated Annual Attendance: 90,530
- Event Capacity: 1,646
- Twitter Followers: 2,704
- Instagram Followers: 28,800
- Facebook Followers: 52,000
- Website Visitors (Riverside Live): 24,000

Box Theater

- Annual Events: 60
- Attendance Range Per Event: 75 – 200
- Single Day Facility Rental : \$852
- Multi-Day Facility Rental: \$720
- Twitter Followers: 69
- Instagram Followers: 1,413
- Facebook Followers: 2,500
- Website Visitors: 1,500

PRCSD

- Stratton Community Center/Bordwell Park Visitors: 21,600
- La Sierra Senior Center Visitors: 51,500
- La Sierra Community Center Visitors: 17,750
- Joyce Jackson Community Center/Nichols Park Visitors: 25,250
- Renck Community Center/Hunt Park Visitors: 17,500
- Bourns Family Youth Innovation Center Visitors: 15,000
- Ysmael Villegas Community Center/Park Visitors: 37,500
- Orange Terrace Community Center Visitors: 45,500
- Dales Senior Center Visitors: 28,750
- Cesar Chavez Community Center/Bobby Bonds Park Visitors: 50,000
- Youth Opportunity Center Visitors: 11,250
- Ruth Lewis Community Center/Reid Park Visitors: 12,500
- Arlanza Community Center/Bryant Park Visitors: 46,250
- City Operated Pools Annual Attendance: 34,585
- Fairmount Park Golf Course Annual Attendance: 27,117
- PRCSD Special Events: 49,000
- Facebook Followers: 15,000
- Instagram Followers: 11,700
- Twitter Followers: 2,096

Mission Inn & Spa Festival of Lights

- FY19 Attendance: 750,000
- Switch-On Ceremony Attendance: 85,000

- Attraction Display Attendance: 700,000
- Total Media Valuation: \$2,750,000
- Social Media Impressions: 2,200,000
- Arts & Culture Annual Event Attendance (Riverside County): 1,220,806 Residents / 377,107 Non-Residents

Annual Average Daily Traffic Counts (AADT)

- Riverside Fwy 91: 192,000
- Main Street: 129,000
- Mission Inn Ave: 185,000
- Orange Street: 166,000
- Van Buren Blvd: 156,000
- Magnolia Ave: 193,000
- La Sierra Ave: 215,000

Marketing Initiatives and Supplemental Opportunities

In addition to exclusive pouring rights, Riverside seeks a partner to further develop their respective brand through creative marketing and branding opportunities at city venues and it's events; potential examples can include but may not be limited to:

- Sub-Naming Sponsor of space at one or multiple locations
- Sponsorship of Select Events and Programs
- Venue Rental

Superlative shall select the beverage company whose overall proposal demonstrates the clear capability to best fulfil the purposes of this process. Superlative and the City of Riverside reserve the right to accept or reject proposals, in whole or in part and to negotiate separately as necessary in order to serve the best interests of the city.

Superlative is seeking proposals from beverage companies to provide and aggressively support the sale of specific beverages throughout the system and become a significant corporate partner through full brand integration, naming rights and other sponsorship benefits. This document outlines the opportunities beverage companies will receive, as well as the process by which a beverage company will be selected.

3 Information



The City of Riverside does not currently have an exclusive pouring rights agreement with a beverage company. Superlative will provide respondents with selected information relating to the current operations and beverage program at the venues.

The purpose of this process is to support existing beverage sales and distribution channels & strategies, as well as modify and/or improve existing distribution or operations. Additionally, the city seeks a partner looking to further build their brand through unique brand exposure across their platform of assets. Beverage companies are required to include innovative suggestions and strategies that will help improve consumer experience and increase sales.

The awarding of an exclusive pouring rights agreement will be based upon a comprehensive review, analysis and negotiation of all proposals that best align with the needs of the City of Riverside.

Superlative and the city anticipate entering into an exclusive pouring rights agreement that grants specific and exclusive rights to the Beverage Company to sell and promote the sale of beverages throughout the venues. During the negotiation, The Superlative Group and the City of Riverside reserve the right to withhold specific categories, including, but not limited to energy drinks and coffee should a proposal structure be put forth that is more advantageous to the long-term financial and service needs of the city.

4 Proposal Structure

In support of its financial and operational objectives, each respondent shall provide a detailed proposal to outline its Exclusive Beverage Partnership Plan. The document should be structured as specified below.

- 1. The Partnership Plan** should identify specific sales and revenue objectives for each product and distribution method. Respondents are invited to submit projections showing yield based upon current information and projections based upon potential volume increases.

- The Partnership Plan should include assumptions and partnership commitments required to obtain those goals.
- The Partnership Plan represents an opportunity for each respondent to provide examples of its innovation, alternative distribution strategies, operational opportunities, marketing proposals and understanding of the Entertainment industry.

- 2. Respondents are required to provide details of their proposed Product Plan** as specified below:

- a. Products:** The proposal should identify individual products offered by respondent. Selections (Sodas, Juices, Isotonic beverages, Waters, etc.) specifications (cans, bottles, pre-mix, etc.) and cost of product and price caps should all be covered. To ensure equal comparisons, all bids should reflect the sale of 20 oz. bottles.
- b. Equipment:** The proposal should identify the equipment available to distribute respondent's beverages.
- c. Service:** The proposal should provide an overview of the respondent's service plan, including days and hours of service for both refill and maintenance.
- d. Exclusive Partnership Rights:** The City of Riverside recognizes the importance of timely and effective marketing to promote the sale of beverages. Respondent shall outline intended efforts to support the sale of beverages in all distribution channels (i.e., vending, catering, concessions, etc.)

3. Respondents are required to provide Exclusive Partnership Pricing Proposals in line with the following headings:

- a. Annual Sponsorship Fee**
- b. Signing Bonus**
- c. Additional Financial Compensation including but not limited to rebates**
- d. Proposed Vending choices, selling prices and vending solutions**
- e. Outline of a detailed service plan**

Respondents are required to provide supporting assumptions and explanation of their pricing proposals to enable evaluation of value for money.

- 4. Respondents are required to provide details of their intention to be a major, visible brand sponsor across The City of Riverside.**
- 5. Please submit the name, address and phone number of at least three references where vendor has had a relationship of at least one full year.**

Respondents are required to e-mail one electronic copy and post one hard copy to Matt Korte at the contact details provided in Section 1 of this document.



5 Exclusivity

Superlative and the City of Riverside recognize and support the benefit of providing an exclusive pouring rights opportunity. In consideration for these exclusive rights the Client expects an appropriate annual financial commitment.

For the purposes of this agreement, “exclusivity” is defined as exclusive beverage distribution rights across the City of Riverside, specifically the venues, events, programs and any other entity under their full operational control.

6 Partnership Package & Terms

The City of Riverside will enter into a contract with the successful beverage company effective (DATE). If the Client is unable to negotiate and sign a contract with the selected beverage company, they reserve the right to seek an alternative beverage company.

Proposals should clearly identify benefits the bidder will offer to the Client. To ensure equal comparisons, all proposals should clearly address the following benefits.

- Annual Sponsorship Fee
- Signing Bonus
- On-going compensation
- Marketing initiatives to support the facility
- Traditional branding and activation opportunities for their exclusive pouring rights partner across their physical venues and events.

7 Evaluation Process and Timeline

General criteria upon which proposals will be evaluated include, but are not limited to:

1. Partnership Plan
2. Product Plan
3. Pricing Proposal
 - a) Annual Sponsorship Fee
 - b) Signing Bonus
 - c) Additional Financial Compensation
 - d) Commissions offered on beverage vending
 - e) Proposed vending choices, selling prices and vending solutions
4. Service Plan
5. References

Tentative selection and implementation timeline:

Week of (DATE)	Vendors Contacted & Notified of Opportunity
Week of (DATE)	Individual Meetings with Vendors & Building Tours
Week of (DATE)	Superlative to Field Questions & Provide Answers
(DATE)	Deadline for Proposal Submissions to Superlative
Week of (DATE)	Complete Review of Proposals
Week of (DATE)	Meet with individual responders, if necessary
Week of (DATE)	Complete Selection Process
(DATE)	Contract Executed