



AWARD OF RFP 2203 FOR SPONSORSHIP ASSET INVENTORY, VALUATION, NAMING RIGHTS AND SALES TO THE SUPERLATIVE GROUP, INC.

Office of the City Manager

Economic Development, Placemaking/Branding, and Marketing Committee

November 17, 2022

RiversideCA.gov

1

BACKGROUND

- May 5, 2020, the City Council approves a Citywide Partnership (Naming Rights) Policy.
- Directed staff to release a Request for Proposals (RFP) for consultant services.
- City issued RFP 2028 for a naming rights consultant, but this solicitation was withdrawn as the City began implementing emergency Covid-19 policies.



2

RiversideCA.gov

2

DISCUSSION

- City issued a new RFP 2203 on August 4, 2022, that more comprehensively covered municipal needs for starting a naming rights program, including a market analysis for potential Riverside naming rights and updating an existing list of potential naming rights opportunities that was compiled in 2020.
- Structures a naming rights program in terms of implementation policies and best practices, recommending contractual language for potential partnerships, and guiding the City in initial naming rights negotiations through completion of a first set of deals.



3

RiversideCA.gov

3

DISCUSSION

- Three bidders expressed interest in RFP # 2203. A review panel consisting of five staff members from the City Manager's Office, Community & Economic Development Department, Riverside Public Library, and Museum of Riverside reviewed the proposal from Superlative Group, Inc., and found it to be both responsive and competitively priced.



4

RiversideCA.gov

4

DISCUSSION

- **Broad Outline of Deliverables:**
 - A. Market Analysis
 - B. Review of Existing Contracts and 2020 Asset List
 - C. Creation of contact database
 - D. Recommend new partnerships
 - E. Revenue generation campaigns based on assets
 - F. Creation of new marketing material
 - G. Guidance on new partnerships, agreements, and naming rights management



5

RiversideCA.gov

5

STRATEGIC PLAN ALIGNMENT

Envision Riverside 2025 Strategic Plan Priorities



High performing government - 5.4 Achieving and maintaining financial health by maximizing funding opportunities.

Cross-Cutting Threads



Community Trust
Sets a standard for all City departments to maximize sustainable naming projects .



Fiscal Responsibility
Sustains the municipal budget by utilizing external sources of capital.



Sustainability & Resiliency
Sustains the City's financial present, while also tackling projects and programs that can position the City for future growth.



Equity
Policy encourages leveraging naming investment that can benefit all neighborhoods in the City.



Innovation
Addresses new policy related activities and technology.



6

RiversideCA.gov

6

RECOMMENDATIONS

That the Committee recommend to the City Council:

1. Award of RFP 2203 for Sponsorship Asset Inventory, Valuation, Naming Rights and Sales to the Superlative Group, Inc., for a consultant retainer of \$317,625 and 15% commission on potential sales;
2. With at least five affirmative votes, authorize a supplemental appropriation in the amount of \$317,625 in the General fund, City Manager-Administration, Professional Services Account; and
3. Authorize the City Manager, or designee, to execute the Professional Services Agreement for a term of two years, including execution of the optional extension for one six-month period, making minor and non-substantive changes as necessary.



7

RiversideCA.gov