



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

Office of the City Manager

City Council
March 21, 2023

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- City issued RFP 2028 for a naming rights consultant, but this solicitation was withdrawn as the City began implementing emergency Covid-19 policies.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, CEDD Economic Development Division, Library Department, and Museum 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

CHANGE FROM COMMITTEE REPORT

Economic Development, Placemaking, Branding, and marketing Committee hearing on November 17, 2023.

- Approved \$317,625;
- Staff subsequently asked Superlative Group to articulate travel costs not included in the original budget;
- Added \$30,000 travel budget for 24+ month project;
- **New total: \$347,625**
 - All travel is subject to prior City authorization.



6

RiversideCA.gov

6

STRATEGIC PLAN ALIGNMENT



High performing government

Goal 5.4 – Achieving and maintaining financial health by maximizing funding opportunities.

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



7

RiversideCA.gov

7

RECOMMENDATIONS

That 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 \$347,625 and 15% commission on potential sales;
2. With at least five affirmative votes, authorize an increase in revenues and a corresponding supplemental appropriation in the amount of \$347,625 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 twelve-month period, making minor and non-substantive changes as necessary.

8



RiversideCA.gov

8