

## Legislation Text

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File #: 15-20371, Version: 1

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### CATS Sponsorship and Naming Rights Program Services

#### **Action:**

- A. Approve a contract with Innovative Partnerships Group for services associated with the CATS Sponsorship and Naming Rights Program for a term of two years, and**
- B. Authorize the City Manager to renew the contract for up to two, one-year terms with possible price adjustments and to amend the contract consistent with the purpose for which the contract was approved.**

#### **Staff Resource(s):**

Brent Cagle, CATS  
Brandon Hunter, CATS  
Larina Green, CATS

#### **Explanation**

- CATS is seeking assistance with the negotiation of corporate sponsorship and naming rights for a certain set of intangible and tangible assets.
- This vendor will develop and execute a revenue generating corporate sponsorship and naming rights program.
- The vendor will analyze and evaluate CATS intangible and tangible assets, develop a thorough database of assets, execute a comprehensive marketing strategy, and implement a program for solicitation and brokering of extensive revenue deals.
- The vendor is required to ensure that all sponsorship and naming right deals comply with the city's Sponsorship policy and the Metropolitan Transit Commission Transit Advertising and Sponsorships policy.
- These revenues will help to offset operating costs.
- On November 15, 2022, the city issued a Request for Proposal (RFP); four responses were received.
- Innovative Partnerships Group (IPG) best meets the city's needs in terms of qualifications, experience, cost, and responsiveness to RFP requirements.
- The contract accounts for two phases of program development:
  - Phase 1 (\$90,000): asset analysis and evaluation, database development, identify opportunities, marketing strategy, and sponsorship policy assessment
  - Phase 2 (estimated \$549,450): program implementation including soliciting and closing revenue generating deals
  - Commission levels:
    - Total transaction value \$0 - \$1,000,000, 15%
    - Total transaction value \$1,000,000.01 - \$4,999,999.99, 13.75%
    - Total transaction value \$5,000,000 or more, 12.5%

#### **Charlotte Business INclusion**

Per Charlotte Business INclusion Policy: Part C: Section 2.1(a) The city shall not establish Subcontracting Goals for Contracts where (a) there are no subcontracting opportunities identified for the Contract; or (b) there are no MWBEs or SBEs certified to perform the scopes of work that the city regards as realistic opportunities for subcontracting.

These contracts meet the provisions of (a) - No subcontracting opportunities.

**Fiscal Note**

Funding: CATS Operating Budget