

INVITATION TO BID
Mason City Event Center
Naming Rights/Capital
Campaign

I. SUMMARY

Mason City Youth Hockey is seeking written proposals from interested parties for the purchase of "naming rights" of the Mason City Event Center located at 100 South Federal. The Event Center is a brand new, multi-purpose facility that will be used for hockey events, sporting events, competitions, concerts, business meetings, and social gatherings. The right being sold is to call the Event Center the "XXXXXX Event Center". The named Event Center will be referred to by the sponsored name in all media, website, and signage, with certain limitations, discussed below.

In addition, other sponsorship opportunities are available as part of the Capital Campaign. Please utilize the same process as listed below for bidding on any of the attached listed opportunities.

II. ITB PACKAGE CONTENTS

If a bidder discovers any discrepancy, inconsistency, or other error in the ITB, the bidder must immediately notify Mason City Youth Hockey BOD of such error and request modification or clarification in writing by email. Bidders may also contact the MCYH Contacts with questions prior to the bid submission date.

III. MCYH CONTACTS

For questions please reach out to one of the individuals below:

Steve Crane
Board President
641.512.8403

Jenni Honn
Board Vice President
641.430.3313

IV. CONSIDERATION FOR AWARD

To be considered for award the bidders must:

- A. Include completed page 4 of the ITB document. Any modification to the ITB will be issued as an Amendment with an Acknowledgment; all Acknowledgments must be signed and returned with the bid. Bidders should check with the MCYH Contacts, or check MCYH website for modifications, clarifications and Amendments to the ITB, and are responsible for complying with any Amendments to this ITB.

- B. Comply with all ITB requirements. Failure to do so may result in disqualification.

- C. Seal and label the bid package: **Event Center Naming Rights Bid. Deadline is October 15, 2019.** Submit sealed bid package to Renner & Birchem at 109 2nd Street NE Mason City IA 50401 Attention: Steve Crane, MCYH Board President
- D. Understand and agree that all bid material submitted shall become the property of Mason City Youth Hockey and shall not be returned.
- E. Understand, agree, and clearly identify for non-disclosure purposes, any information contained within the bid that is proprietary in nature or protected by copyright, trademark, or other intellectual property law.

V. BID RECORDING, BASIS OF AWARD and NOTIFICATION.

Bids will be recorded, but not publicly opened by the Executive Board and selection will be made to the BOD for final approval at the next Mason City Youth Hockey Board Meeting.

Contract award will be made on the determination of value and the best interests of Mason City Youth Hockey, as determined by the Board of Directors, in its sole discretion. Mason City Youth Hockey reserves the right to reject any and all bids and to waive any informality or irregularity in a bid. The action to award a contract, in whole or in part is subject to approval by the Mason City Youth Hockey Board of Directors. The submission of a bid does not in any way commit Mason City Youth Hockey to enter into an agreement with that bidder.

Award will be made according to the highest score, as determined by the Board of Directors. Scores will be based on a maximum of 100 points, using the following criteria:

Proposed financial terms and structure	50% (50 maximum points)
Proposed term of contract	20% (20 maximum points)
Proposed name for the facility	20% (20 maximum points)
Other factors related to the value	10% (10 maximum points)

Mason City Youth Hockey reserves the right to negotiate with finalists to maximize the value of the bid to the organization. Any and all travel costs incurred for interview or negotiation purposes will be the sole responsibility of the finalists.

It is anticipated that an award will be made within 10 days of the bid deadline. The award will take place during a published meeting of Mason City Youth Hockey. All bidders will be notified of the award decision by e-mail.

Upon award, contract documents will be issued to the successful bidder. All contract documents must be approved by Mason City Youth Hockey prior to the implementation of the naming rights.

VI. BENEFITS OF NAMING RIGHTS

Why you should consider:

- A. Enhance corporate identity by association with a brand new and civic landmark in the heart of Mason City
- B. Increase market capitalization through brand recognition
- C. Build positive association through beloved events, experiences, traditions and memories made at the Event Center
- D. Drive sales
- E. Corporate community engagement
- F. Influence consumer perceptions

Potential benefits:

- A. Name and logo identification in all official Event Center -related references made by Mason City Youth Hockey including, but not limited to, the following:
 - a. Media correspondence
 - b. Media placement - television, radio, print
 - c. Website
 - d. Wireless home screen
 - e. Advertising/promotional literature
- B. Signage
 - a. Exterior facility name and signage opportunities
 - b. Front entrance signage

VII. BID SUBMISSION FORMAT AND CHECKLIST

All bid packages must be submitted with completed/signed acknowledgement form. Bids should be sealed, when delivered. Proposals need not be lengthy or complex. They should include the following:

- A. Name, address and contact information of bidder
- B. Financial offer and Payment Terms – Mason City Youth Hockey prefers a bid offering all or most of the financial commitment to be made at the time of signing a final contract but is open to yearly or quarterly payments during the term of the agreement, subject to termination in the event that a payment is not made when due.
- C. Term of the agreement (Mason City Youth Hockey requests that no bid for Naming Rights be offered for less than a fifteen-year period. Mason City Youth Hockey is open to offers for longer periods of time, preferably in five-year increments, or proposals for an initial period with an option to extend or renew.) All other opportunities are negotiable length of time.
- D. Name of the facility and proposed logo
- E. Any marketing initiatives for the facility or other information deemed relevant for consideration.

VIII. ACKNOWLEDGMENT

The undersigned, having carefully read and considered the Invitation to Bid for Naming Rights, does hereby offer to perform such services on behalf of the Mason City Youth Hockey BOD, in the manner described and subject to the terms and conditions set forth in the attached Invitation to Bid.

The undersigned further states that this bid is made in good faith and is not founded on, or in consequence of, any collusion, anti-competitive agreement or other type of anti-competitive activities between themselves and any other interested party, in restraint of free competition.

Business Name/Address _____

Authorized Representative Signature & Title _____

Phone: _____

Email: _____

Sponsorship Item Bidding: _____

Sponsorship Item Bidding: _____

Sponsorship Item Bidding: _____