

# Superlative

## **About The Superlative Group**

The Superlative Group is a global leader in Naming Rights and sponsorship valuation, sales and consulting. Since 1994 our industry leading team of valuation & analytics, sales, and legal executives have been guiding some of the world's most prominent brands and properties through the Naming Rights, Sponsorship and Premium Seating process with over \$3 billion negotiated thus far.

## **Asset Identification & Valuation**

Superlative has conducted an asset identification and fair market valuation analysis for the assets available for Naming Rights and sponsorship monetization to the City of Clearwater. It has been determined that many valuable opportunities exist to assist the City in the ongoing maintenance and operations of Coachman Park.

## **Naming Rights & Sponsorship Sales**

The Superlative Group has a proven method for maximizing revenues for public infrastructure assets like those within the Imagine Clearwater project. Those steps are outlined below with other points of clarification for the City to consider.

- Upon sales campaign initiation, Superlative will provide City Staff with a list of key target companies for approval before any outreach is made
  - This is the first level of control provided to the City to avoid time spent on any business categories or specific companies that are not of interest
  - This step also allows the City to provide Superlative with any background information on history between the City and those corporations on the list
- Once the list is approved, Superlative will begin outreach with letters, phone calls, and emails to initiate early fact-finding introductory meetings with key executives
- Following those initial meetings, Superlative will begin crafting custom proposals matching the needs of the company with the most attractive and valuable assets the City has to offer
  - City staff will approve all proposals before being pitched to the prospective sponsors and can be included in all pitch meetings if desirable
  - The Superlative Group and City staff will work closely with the Ruth Eckerd Hall team to ensure all sponsorships are aligned with their operations of the amphitheater
- As prospective sponsors/Naming Rights partners express the intent to proceed, Superlative will work with City staff to develop term sheets and draft agreements
  - All major sponsorships and Naming Rights agreements will be subject to City Manager approval
  - Those agreements will exist between the City and the sponsoring company; Superlative will not be a party to those agreements allowing the City full control over approvals

## **Thank You & Questions**

- The Superlative Group team is excited to begin the sales campaign for the Imagine Clearwater Coachman Park redevelopment and generating significant revenue streams from sponsorships and Naming Rights from the corporate community.
- Any questions from City Council?
- Thank you!

*Revised 1/30/23  
\* 6.1*

# 1 Executive Summary

## 1.1 Introduction

In March 2022, the City of Clearwater ("City") commissioned The Superlative Group ("Superlative") to conduct an asset inventory and valuation of marketable assets owned by the City, including facility Naming Rights, category partnerships and other revenue-generating opportunities.

This report presents the Fair Market Valuation of potential rights and benefits that can be delivered through a corporate partnership program for the City, with a focus on the City's Imagine Clearwater project, as specifically identified by Superlative and the City project team during the Phase I process.

The key objectives of this exercise are to:

- Identify the City assets which are most likely to deliver incremental revenue in order to further support the City's maintenance and development programs;
- Determine a Fair Market Value for the City's marketable assets, rights and benefits; and
- Develop strategies specifically focused on generating revenue for the City.

This report presents the findings from Superlative's valuation process.

## 1.2 Background & Methodology

Sports and entertainment venues have traditionally attracted the highest value Naming Rights and sponsorship agreements because they allow corporate partners to reach substantial markets beyond venue attendees. However, the revenue-generating benefits of Naming Rights and corporate sponsorships have become increasingly prevalent in a wide range of sectors:

- Parks and Recreation Systems;
- Trail Systems;
- Aquatic Centers;
- Outdoor Amphitheaters;
- Convention Centers;
- Outdoor Plazas; and
- Municipal Marketing.

The Superlative Group Valuation Methodology has been developed over time and through our experience of securing revenue-generating opportunities for clients across the United States and Europe. Superlative uses a combination of impressions-based valuation of media exposure and benchmarking to generate valuations that will form the opening negotiating position with target companies during the sales process.

## 1.3 Valuation Summary

At the outset of the project, Superlative conducted a site visit to determine which facilities and assets would be most amendable to corporate partners. The tables on the following page summarize the results of the full Phase I valuation process. In a fully-mature sponsorship program, the City could recognize over \$1.7 million annually.

Table 1.3.1 Imagine Clearwater Assets

Asset	Value Range (Floor)	Value Range (Ceiling)	Term (Years)	Revenue Potential (Floor)	Revenue Potential (Ceiling)
Amphitheater - 100 Events	\$325,000	\$400,000	25	\$11,694,909	\$14,393,735
Amphitheater - 200 Events	\$425,000	\$475,000	25	\$15,293,343	\$17,092,560
Amphitheater VIP Center	\$75,000	\$100,000	10	\$855,842	\$1,141,122
Gateway	\$50,000	\$75,000	10	\$570,561	\$855,842
Playground	\$30,000	\$50,000	10	\$342,337	\$570,561
Upper Plaza	\$35,000	\$55,000	10	\$399,393	\$627,617
Garden	\$25,000	\$40,000	10	\$285,281	\$456,449

Table 1.3.2 Other Potential City of Clearwater Sponsorship Opportunities

Asset	Value Range (Floor)	Value Range (Ceiling)	Term (Years)	Revenue Potential (Floor)	Revenue Potential (Ceiling)
Presenting Sponsorship to Coachman Park	\$150,000	\$200,000	25	\$5,397,651	\$7,196,867
Naming Rights to Coachman Park Lake/Nature Area	\$25,000	\$50,000	10	\$285,281	\$570,561
Lifeguard Sponsorship	\$25,000	\$50,000	10	\$285,281	\$570,561
Pier 60 Sponsorship	\$15,000	\$40,000	10	\$171,168	\$456,449

Table 1.3.3 City of Clearwater Category Sponsorship Opportunities

Category	Value Range (Floor)	Value Range (Ceiling)	Term (Years)	Revenue Potential (Floor)	Revenue Potential (Ceiling)
Beverage Rights	\$50,000	\$100,000	5-10	\$264,927	\$1,141,122
Automotive/Fleet/Vehicles	\$50,000	\$100,000	5-10	\$264,927	\$1,141,122
Technology/Communications/Wi-Fi	\$50,000	\$100,000	5-10	\$264,927	\$1,141,122
Energy & Lighting Services	\$50,000	\$100,000	5-10	\$264,927	\$1,141,122
Health Care and Insurance	\$50,000	\$100,000	5-10	\$264,927	\$1,141,122
Banking/Financial	\$50,000	\$100,000	5-10	\$264,927	\$1,141,122

#### 1.4 Conclusions and Recommendations

Due to the number of potential opportunities, the below provides a recommended prioritized list based on the estimated revenue potential and most saleable opportunities.

##### Priority Opportunities

- i. Naming Rights
  - a. Imagine Clearwater Amphitheater
- ii. Categories
  - a. Beverage

##### Second Tier Opportunities

- i. Naming Rights
  - a. Imagine Clearwater Gateway
  - b. Imagine Clearwater Amphitheater - VIP Area
  - c. Imagine Clearwater Playground