

Digital

- viii. Valuation assumes that Sponsor will receive Logo/ID recognition on multiple web pages on the City of Clearwater's website. The City website hosted over 2.2 million visitors in 2021.
- ix. Valuation assumes inclusion on emails to ticketholders.
- x. Valuation assumes Sponsor will be recognized on the City's Twitter, Facebook and Instagram accounts. Valuation assumes one post per month.

Additional Marketing Materials

- xi. Valuation assumes Sponsor ID will be included on all tickets. Valuation assumes 408,000 ticket sales annually.

Paid Media/Advertising

- xii. Valuation assumes Sponsor ID will be included in all paid media promoting the amphitheater. Valuation assumes 30 amphitheater events will be ticketed and include paid media at a cost of \$15,000 per event. An industry-standard discount of 85 percent was applied to the annual value.

Promotional/Other Considerations

- xiii. Valuation assumes Sponsor will have a \$20,000 bank of funds dedicated to use at the amphitheater.
- xiv. Valuation assumes Sponsor will have the opportunity to activate at amphitheater on mutually agreed upon dates.

Naming Rights Revenue Potential

The Superlative Group estimates that the Fair Market Value for Naming Rights to the Amphitheater at Coachman Park with 100 events annually ranges between \$325,000 and \$400,000 per annum. Assuming inclusion of an annual CPI escalator of 2.9%, Naming Rights could generate between \$11.6 to \$14.4 million over a 25-year term.