

**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.