



CITY OF CLEARWATER

FINANCE DEPARTMENT, POST OFFICE BOX 4748, CLEARWATER, FLORIDA 33758-4748
MUNICIPAL SERVICES BUILDING, 100 SOUTH MYRTLE AVENUE, CLEARWATER, FLORIDA 33756
TELEPHONE (727) 562-4530

October 2, 2025

NOTICE OF INTENT TO AWARD

The Selection Committee in coordination with the Procurement Division has completed the evaluation process for RFP No. 54-25, Sponsorship and Naming Rights Services. The top-ranked firms have been shortlisted, and an awarded recommendation is being made to Instigo, the highest-ranked firm, for a period of one (1) year, with four (4), one (1) year renewal options. The ranked firms in order are as follows:

- 1) Instigo
- 2) CB Content Creation LLC
- 3) The Superlative Group

Negotiations will commence soon with the top ranked firm. Should negotiations fail, the committee will move to the next ranked firm on the list. The negotiated contract is subject to City Manager or Council's authorization.

Inquiries regarding this Intent to Award can be directed to the City's Procurement Manager at (727) 444-8524, or mailed to City of Clearwater, Attn: Procurement Division, PO Box 4748, Clearwater, FL 33758-4748.

Posted on this date by:

Lori Vogel

Lori Vogel, CPPB
Procurement Manager

Ryan Cotton, Councilmember
Mike Mannino, Councilmember

Bruce Rector, Mayor



David Allbritton, Councilmember
Lina Teixeira, Councilmember

“Equal Employment and Affirmative Action Employer”