

Naming rights & valuation criteria

- Discuss goals and expected outcome of naming rights & valuation consultant
- RFP Selection Criteria:
 - Conduct inventory of all marketable assets in Coachman Park
 - Identify pool or target entities/organizations who would be candidates for sponsorship and naming opportunities
 - Recommend sponsorship and naming rights policies
 - Identify all marketable components (i.e. programs and facilities) and determine the type of sponsorships that can be leveraged
 - Provide the City with realistic revenue projections and return on investment based on various sponsorship/agreement terms (e.g. 5, 10, 15, 20 years).
 - Suggest how the City can maximize the market value of these assets or potential revenues via targeted sponsorships and bundling.
 - Recommend policies for marketing support (media, promotions, community projects)
- Sales & Management of assets and portfolio
 - In house or contracted?
- Next Steps