



**REQUEST FOR PROPOSALS  
NAMING RIGHTS FOR  
STOCKTON ARENA**  
Stockton, California



**Deadline for Submissions: Thursday, June 8, 2023**

Request for Proposals  
Naming Rights for Stockton Arena

PUR 23-029

Issue Date:

April 19, 2023

Proposals Due:

June 8, 2023

Contact Person

Jason Perry

ASM Global, Stockton

Phone 209.373.1415

Email: [jperry@asmstockton.com](mailto:jperry@asmstockton.com)

ASM Global (the “Authority”), requests proposals (“RFP”) from interested parties for the purchase of the naming rights of the City of Stockton’s arena (“Arena”).

## I. ABOUT THE CITY

The City of Stockton (“City”) is California’s 11<sup>th</sup> largest city in California. Over the last three decades, the City has evolved from a community recognized nationally for crime, poverty, and economic instability, to a city of diversity, destination, business opportunity, and growth; and has been recognized as one of most fiscally healthy cities in the nation by Truth in Accounting, in 2019, 2020, and 2021.

Stockton is a city of innovation, determination, entrepreneurship, and opportunity, a community that is internally known for its tenacity, grit, and endurance. The vision for the City is that **Stockton will become the best city in America to live in, raise a family, and grow a business.**

The City enjoys many attributes including its central location between the California coast and national forests; as well as proximity to California’s state capital and Silicon Valley. The community’s more than 320,000 residents and various businesses are representatives of the City’s cultural and economic diversity. The City has experienced many challenges throughout its long history but has continued to create and persevere with a strong sense of quiet pride.

The City is committed to growing the local economy and making Stockton the best place for families and businesses while building upon the community’s history, characteristics, and vision for its future industry leaders.

Stockton is comprised of the following:

- Population of more than 320,000
  - Hispanic or Latino 43.5%

- Asian 21%
- White, not Hispanic or Latino 19.4%
- Two or More Races 15.2%
- Black or African American 11.5%
- American Indian and Alaska Native 0.7%
- Native Hawaiian and Other Pacific Islander 0.5%
- A diverse labor force of more than 140,000
- Median age 33
- Over 8,000 businesses; 64% are microenterprises with 1-4 employees.
- Thousands of miles of waterways run through and around Stockton.
- 66 parks, plus regional sports complex
- In 2021, the leading industries in Stockton were Health Care and Social Services, Education, Retail, and Accommodation and Food Services
- Median home price \$415,000 (12% increase since last year)
- Educational attainment
  - High school graduate (includes equivalency) 40.4%
  - Some college or associates degree 39.4%
  - Bachelor's degree or higher 6.5%
- Over 22,000 residents enrolled in college.
- Higher education institutions
  - University of the Pacific
  - California State University Stanislaus Center
  - San Joaquin Delta Community College
- Sports teams – Stockton Kings basketball team, Stockton Ports baseball team, and Stockton Heat hockey team
- 45 minutes to Sacramento, 90 minutes to San Francisco, and 80 minutes to Silicon Valley
- Port of Stockton – 14 berths, 35 ft depth, Foreign Trade Zone, 3rd largest port landholder in the State
- Stockton Metropolitan Airport – 10,249 ft of runway, 1.5 miles from I-5, domestic and cargo service
- The Burlington Northern Santa Fe (BNSF) intermodal facility includes 28,000 feet of track, 1,900 parking spots, 7 cranes and a short line that connects to the Port of Stockton. The intermodal facility allows shipping containers to transfer between truck trailer chassis and rail cars, offering accessibility to a worldwide market.
- San Joaquin County is the 7th top agricultural county in the state producing almonds, milk, grapes (wine), and walnuts.

## II. ABOUT THE ARENA

For nearly 20 years, the Arena (now known as the Stockton Arena) has been bringing entertainment to the Central Valley. Located in the heart of San Joaquin County in downtown Stockton, this premier 10,000 seat multi-use arena brings hundreds of thousands of visitors annually to the region. Home to the G-League Stockton Kings, the Arena hosts a wide variety of concerts, sporting events, family shows, and more. The Arena easily adapts to accommodate various event configurations and capacity needs.

## III. EVENT SCHEDULE

In addition to the G-League Stockton Kings, the Arena hosts a myriad of events throughout the year and attracts patrons from all over Northern California and Reno region.

**Total Projected Average Attendance Figures Annually = 470,000**

**IV. WHY YOU SHOULD CONSIDER THE NAMING RIGHTS**

- Position your company as a forward-thinking, community leader.
- Expose your brand to a cross-section of demographic, geographic, and lifestyle market segments.
- Build engaging relationships.
- Build positive associations through beloved events, experiences, traditions, and memories made at the Arena.
- Drive sales for a new and existing business
- Engage in corporate community experiences.
- Influence consumer perceptions

**V. SCOPE OF SERVICES**

Naming Rights entitles the successful Proponent to rename the Arena with a chosen name, subject to approval by the Authority.

The Proponent will commit to providing exterior signage on the north façade as well as the southwest façade at their cost. All sign placements must be approved by the Authority and be in accordance with all municipal approvals, zoning, and building code requirements. The successful naming rights Proponent will be responsible for contracting all work related to the installation of all exterior and interior signage. All contractors and subcontractors performing work at the request of the successful naming rights Proponent shall be required to provide certificates of insurance in compliance with the insurance requirements set forth by the City of Stockton.

It will be the responsibility of the successful naming rights Proponent to work and compensate the Authority to change the signs in the facility, once installed.

Proponents are strongly encouraged to offer and shall describe promotional advertising opportunities that may include additional revenue or marketing benefits that support the Arena's attendance and attendees.

Proponents shall state their objectives and strategy to introduce, build and increase awareness of the Arena's new name. This is a key component of the Proposal and must be clearly delineated.

Proponents shall describe their strategy to ensure a complete and integrated use of the new name.

VI. TERM

It is contemplated that the resulting contract will be for a term of ten (10) consecutive years for naming rights. The proposed commencement is October 1, 2023, through September 30, 2033. Should the City of Stockton choose to grant an extension, the Authority will be open to future negotiations in naming rights for future years.

VII. SUBMISSION OF PROPOSAL

Proposals must be received in a sealed envelope by the Contact Person via registered mail, courier, or hand delivery no later than 2:00 PM (PST) on Thursday, June 8, 2023, at the address stated below. **Proposals received after that time will not be considered.**

Proposals shall be delivered to:

Office of the City Clerk  
Attn: Procurement & Jason Perry  
425 North El Dorado Street, First Floor  
Stockton, CA, 95202-1997

The outside of the envelope should be marked “**Naming Rights Proposal**”.

VIII. NUMBER OF PROPOSALS

The proposal package must include four (4) hard copies of your submission. Each copy shall be complete and shall not refer to any of the other copies for additional information, clarification, or details. At least one copy shall be an original signed by an individual authorized to bind the Proposer.

IX. INQUIRIES

All technical questions regarding this Proposal (including submission requirements, timing, or similar contractual matters) should be directed to:

Jason Perry  
Phone: 209.373.1415  
Email: [jperry@asmstockton.com](mailto:jperry@asmstockton.com)

All questions should be received by May 9, 2023. Responses will be posted as an addendum to this RFP on the City of Stockton’s Economic Development Departments website accessible on April 19, 2023 at:

[https://www.stocktonca.gov/services/business/bidflash/econDev.html?dept=Economic\\_Development](https://www.stocktonca.gov/services/business/bidflash/econDev.html?dept=Economic_Development)

X. EVALUATION CRITERIA

Evaluation of Proposals and selection will be by the Authority and the City of Stockton. Proposals will be evaluated in terms of the response to the requirements of this RFP, taking into consideration the Proponent’s Qualifications, Terms of Agreement, Financial Proposal, and financial ability of the Proposer. The Authority is also seeking proposals that offer creative

synergy throughout the partnership. The Authority retains sole discretion and may not necessarily accept the highest Proposal or any Proposal and reserves the right to reject any Proposal received and to accept any Proposal which it considers the best overall value. The Authority may, after considering the financial impact to the Arena, prior to making a final determination of award, apply special consideration to the offer of California-based enterprises.

XI. TIMING OF PROPOSAL

The following is a schedule for this RFP process:

- Meet and Greet at The Record Club – May 3, 2023
- Deadline for Proponent questions – May 9, 2023
- Posting of responses to questions – May 12, 2023
- Deadline for Proponent submissions – June 6, 2023
- Final Contract Drafted – July 31, 2023

XII. MEET AND GREET DETAILS

Come formally introduce yourself and your firm to the City and Arena by attending the optional meet and greet event. Each proponent is allowed up to two (2) representatives per firm.

Address: The Record Club  
248 West Fremont St  
Stockton, CA 95203  
Date: May 3, 2023  
Time: 4:00P PM- 7:00 PM

Parking is on the 6<sup>th</sup> floor in the Stockton Arena Parking garage.

Please RSVP by April 27, 2023 for the Meet and Greet as a courtesy for staff preparation. Late RSVPs can be accepted by contacting Jason Perry directly.

XIII. INITIAL PROPONENT SELECTION PROCESS

As a result of the initial evaluation of the written Proposals, the Authority may request oral presentations and enter into detailed discussions with selected Proponents, prior to completing the preliminary evaluation process.

XIV. SELECTED PROPONENT NEGOTIATIONS

The Authority reserves the right to enter into contract negotiations with a selected Proponent based only on the evaluation of the written Proposals and/or an evaluation of the combination of the written Proposals, oral presentations, and detailed discussions.



XV. NO CONTRACT

By submitting a Proposal and participating in the process as outlined in this RFP, Proponents expressly agree that no contract of any kind is formed under, or arises from this RFP, prior to the signing of a formal written Contract.

XVI. BENEFITS IN THE NAMING RIGHTS PACKAGE

The naming rights package means far more than a traditional corporate sponsorship. Naming rights provide the Proponent the opportunity to create a valuable, positive association with the residents and visitors of Stockton and the Central Valley through marketing, advertising, hospitality, website, and promotional opportunities. The Proponent will have the opportunity to gain local, regional, national, and international exposure.

The name of the Arena, which is proposed by the successful Proponent and subject to approval by the Authority, shall be the exclusive name of the Arena in all official references during the term of the agreement. The successful Proponent will have the right to create and develop signage and promotional partnerships for the Arena, which is subject to approval by the Authority.

a) Media

Name and logo identification in all official Arena-related references made by the Authority including, but not limited to, the following:

- Media correspondence
- Media placement – television, radio, billboards and print, LED Road Sign
- Website
- Industry-related publications
- Advertising/promotional literature

b) Signage

- Exterior facility name and signage opportunities
- Wayfinding signage around the site location.
- Interior facility name and signage opportunities
- Inner arena signage throughout the Arena
- Signage throughout area parking

c) Corporate Use of Facility

- Event Ticket Usage – a predetermined number of tickets to public events scheduled at the Arena may be considered as part of the final Naming Rights Partnership agreement.

XVII. REVENUE PROPOSAL

Submit a Revenue Proposal for the naming rights, quoting a minimum annual sum of

\$300,000 in addition to full proposal details of a financial plan to the Authority in evaluating your Proposal. Consideration will be given to additional promotional value and added incentives in the overall proposal. It is contemplated that this proposal will be for a term of ten (10) consecutive years.

Included in the Revenue Proposal Proponent must be able to demonstrate good records of performance and have sufficient financial resources to ensure they can satisfactorily provide the services required herein.

Proponent shall submit a full and detailed presentation of the true condition of the Proponent's and its subcontractors' assets, liabilities, and net worth. The report should include a balance sheet and income statement. If the Proponent is a new partnership or joint venture, individual financial statements must be submitted for each general partner or joint venture thereof. If the firm is a publicly held corporation, the most current annual report should be submitted.

Any Proponent or its subcontractors who, at the time of submission, are involved in ongoing bankruptcies as debtors, or in reorganizations, liquidations, or dissolution proceedings, or if a trustee or receiver has been appointed over all or a substantial portion of the property of the Proponent or subcontractor under federal bankruptcy law or any state insolvency, may be declared non-responsive.

#### XVIII. LIABILITY FOR ERRORS

While the Authority has used considerable efforts to ensure an accurate representation of the information in this RFP, the information contained in the RFP is supplied solely as a guideline for Proponent. The information is not guaranteed or warranted to be accurate by the Authority, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in this RFP.

#### XIX. PROPONENT EXPENSES

Proponents are solely responsible for their own expenses in preparing a Proposal and for subsequent negotiations with the Authority, if any. If Authority elects to reject all Proposals, the Authority will not be liable to any Proponent for any claims, whether the costs or damages incurred by the Proponent in preparing the Proposal, loss of anticipated profit in connection with a final contract, or any other matter whatsoever.

Proponents will be invited out to the Arena in advance of the deadline to see the venue, hear about the City, and get a better vision of what is included in the naming rights. Attendance is not mandatory for the submission of the RFP.

#### XX. CONTRACT NEGOTIATIONS

The successful Proponent will be required to enter into a contract with the Authority.



The Authority reserves the right to negotiate specific terms of the contract with the preferred Proponent prior to the final award of the contract.

If the preferred Proponent and the Authority cannot agree on contract language in the contract document, the process will be terminated. No purchase order shall be issued, and the Authority may begin negotiations with the next preferred Proponent.

XXI. CONFIDENTIALITY AND SECURITY

The successful Proponent shall agree not to divulge or release any information that has been given to it or acquired by it on a confidential basis during the course of carrying out its duties or performing its service. It is the Authority’s policy to maintain confidentiality with respect to all confidential information related to the Request for Proposals, but the Authority might be subject to the City of Stockton Access to Public Records Act.

XXII. NO OBLIGATION ON THE PART OF THE CITY OF STOCKTON / ASM GLOBAL

This RFP is not a tender call, and any submission of any response to this RFP does not create a tender process. This RFP is not an invitation of an offer to contract made by the Authority. The highest of any Proposal will not necessarily be accepted by the City of Stockton / ASM Global. The City of Stockton / ASM Global reserves the right to waive informalities, to reject any or all Proposals for any reason, or to accept the Proposal deemed most favorable in the interest of the Authority.

## Combined Area Metrics

|  |       |
|--|-------|
| Total Annual Visitors                          | 400K+ |
| Total Annual Tickets Sold                      | 350K+ |
| Total Number of Cars Parked                    | 50K+  |
| Total Database Subscribers                     | 200K+ |
| Website Visitors Per Month                     | 28K+  |
| Facebook Followers                             | 32K+  |
| Twitter Followers                              | 2.4K+ |
| Instagram Followers                            | 3.8K+ |
| Percent of Married Attendees                   | 43%   |
| Percent of Attendees w/Children                | 58%   |
| Percent of Attendees w/College Degree          | 31%   |
| Percent of Attendees making over 50k per year  | 65%   |
| Percent of Attendees making over 100k per year | 20%   |

**Interior signage** - over one million impressions annually

**Exterior Signage**

Exterior Southwest (interstate 5 & 4): 300K+ impressions per week

Exterior Northside (Freemont Street): 35K+ impressions per week

**Direct & Indirect Economic Impact** - over \$30 million annually

Note: All metrics are based on pre-covid averages

## **Rights Reserved to the Authority**

Notwithstanding any other provision of this RFP, the Authority reserves to itself the rights listed below.

**Right to Modify RFP Documents:** The Authority reserves the right to modify or amend any provision of the RFP documents. The Authority will post a copy of the Modification on the City of Stockton's Procurement website accessible at [https://www.stocktonca.gov/services/business/bidflash/econDev.html?dept=Economic\\_Development](https://www.stocktonca.gov/services/business/bidflash/econDev.html?dept=Economic_Development) as an amendment to this RFP.

**Right to Reject Any and All Proposals:** Whenever the Authority deems it to be in the Authority's best interest, the Authority reserves the right, in its sole discretion, to cancel this RFP, to reject any and all proposals, to waive minor irregularities or informalities in a proposal, to re-solicit, and to proceed in a manner other than awarding a contract under this RFP. The Authority will not waive, however, the requirement that qualifications and proposals be received by the Authority prior to the deadline for submission.

**Right to Cancel Award:** The Authority reserves the right to cancel negotiations with any Proponent at any time prior to a contract being fully executed by the Proponent and the Authority.

**Additional Cause for Rejection** - In addition to any other cause for rejection of a submittal stated in this RFP, a proposal may also be rejected if there is evidence of collusion among Proponents, if the Proponent submitting it is in default, or if arrears under any prior or existing contract with the Authority or any other City, County, State department or agency, or there is an unresolved claim between the Proponent and the Authority or any other City, County, State department or agency.

Any direct contacts made or attempted to be made by any Proponent with any City Council member prior to the selection of qualified Proponents will automatically disqualify a Proponent from any further consideration.

Proponents are advised that the Authority is a quasi-public agency of the City of Stockton and its records, including statements submitted in response to RFP's are public records unless otherwise exempted under state law.

## SUPPLEMENTAL INFORMATION AND RANKINGS

- Five-time winner of the All-America City Award by the National Civic League (1999, 2004, 2015, 2017 and 2018)
- #1 most diverse city in the United States
- #2 in the United States for logistics in transportation and warehousing
- #4 most fiscally healthy city in the United States in 2021
- 13<sup>th</sup> largest city in California and part of the Big City Mayors Coalition
- #23 top cities for women offering the best mix of equitable factors for women.
- San Joaquin Delta College is the #4 best community college in the United States in 2019 with regard to cost and quality.
- University of the Pacific is the #10 most beautiful college campus in the United States. In the top 50 schools of Top Performs on Social Mobility for disadvantaged students
- San Joaquin Regional Transit District was 1<sup>st</sup> in the nation to convert to an all-electric bus rapid transit route (in 2017)
- The Port of Stockton is the 3<sup>rd</sup> largest landholder port in California. Over 4 million metric tons of cargo import and export in 2019. On a mission to become one of the Greenest Ports in the world.

### City sources of information:

- City of Stockton website – [www.stocktonca.gov](http://www.stocktonca.gov) · Stockton Open Data Portal - <https://data.stocktonca.gov/>
- City of Stockton Logo Use, Policy and Standards Manual – [www.stocktonca.gov/files/COS\\_LogoUsePolicyStandardsManual.pdf](http://www.stocktonca.gov/files/COS_LogoUsePolicyStandardsManual.pdf)
- City of Stockton Economic Development Department Strategic Action Plan - [www.stocktonca.gov/files/COS\\_EDSAP\\_January\\_2022.pdf](http://www.stocktonca.gov/files/COS_EDSAP_January_2022.pdf)
- Envision Stockton 2040 General Plan – [www.stocktonca.gov/files/Adopted\\_Plan.pdf](http://www.stocktonca.gov/files/Adopted_Plan.pdf)
- City of Stockton Community Services Department Branding Guide – [www.stocktonca.gov/files/COS\\_CSD\\_BrandingGuide\\_June2021.pdf](http://www.stocktonca.gov/files/COS_CSD_BrandingGuide_June2021.pdf)
- City's economic development portal – [www.advantagestockton.com](http://www.advantagestockton.com)
- Stockton Community Profile - <http://www.stocktongov.com/files/CommProfileRev.pdf>
- Stockton Assets and Location Video - <https://youtu.be/mSNCrxGYLbs>
- Stockton Pride and Place - <https://youtu.be/kLe-2foV7XM>
- Downtown Stockton Assets - <https://youtu.be/Vty9WCTV40o>

### Additional community sources of information:

- Visit Stockton website - <https://www.visitstockton.org/>
- Port of Stockton website - <https://www.portofstockton.com/>
- San Joaquin Partnership - <https://sanjoaquinpartnership.com/>
- Miracle Mile Improvement District - <https://stocktonmiraclemile.com/>
- Downtown Stockton Alliance - <https://www.downtownstockton.org/>