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Solicitation Addendum

Addendum No.: 1
Solicitation No.: 23-R081477SB
Solicitation Title: Facility Sponsorship Marketing Services
Addendum Date: April 25, 2023
Procurement Contact: Stacia Branco

Request for Offers (RFO) No. 23-R081477SB is amended as set forth herein. Responses to questions posed by prospective bidders are provided below. This Addendum is hereby incorporated in and made a part of RFO No. 23-R081477SB.

The deadline to submit all inquiries concerning interpretation, clarification or additional information pertaining to this RFO was April 21, 2023 at 4:00 P.M E.T

QUESTIONS AND RESPONSES:

Q1. What are the current Sponsorship or Advertising agreements under contract with either the Premier Sports Campus (“PSC”) or the Bradenton Area Convention Center (“BACC”)? Please outlined terms of these agreements.

R1. Premier Sports Campus currently has the following list:

- Custard and Burgers of Fl B, LLC dba Freddy’s Frozen Custard & Steakburgers
- Gecko’s Hospitality Group
- Jeremiah’s Italian Ice of Lakewood Ranch
- LWR Communities, LLC
- Sarasota Manatee Airport Authority
- The Center for Urgent Care
- Observer Media Group
- UBS Financial Services Inc.

Bradenton Area Convention Center does not currently have any sponsorship/advertising.

Q2. What companies (brands/sponsors) have been solicited for sponsorships or advertising at the PSC or BACC over the past 5 years, regardless is they sign an agreement with the venues?

R2. The following is a list of companies:

- Premier Sports Medicine

- St. Martha Catholic School
- Coastal Orthopedics
- Freedom RV
- American Integrity Insurance
- Publix
- SRQ Airport
- Freddy's Frozen Custard & Steakburgers
- Gecko's Hospitality Group
- Jeremiah's Italian Ice of Lakewood Ranch
- LWR Communities, LLC
- The Center for Urgent Care
- Observer Media Group
- UBS Financial Services Inc.

Q3. What proposal packages (financial amounts, services & signage) have been presented to the solicited companies over the past 5 years?

R3. Refer to Exhibit 1, Scope of Service.

Q4. On page 31 and 32 of the RFO, there are a list of signs and prices for the assets at the PSC, but there are not inventory numbers of those signage assets. How many signs are there available for sale at the PSC and the BACC?

R4. There is a lot of space at PSC for fence signage, there is no capped amount at this time. Field Signs: there are three (3) more available for sale.

Parking Lot Signs: There are approximately 24 more available for sale. This amount may change due to current parking lot improvements.

Q5. On page 32, reads "All packages above may be customized with additional marketing deliverables and increased sponsorship amounts up to \$20,000 per year to meet the needs of the sponsor at the CVB Director's discretion." Why is the sponsorship packaged capped at \$20,000?

R5. This is the Department's approved budget amount.

Q6. Are there any future venues or events that could be included at a later date? If so, what are the venues?

R6. This solicitation is not for event sponsorship, future venue(s) TBD.

Q7. What is the expected term (# of years) for this agreement, for the Offeror to be under contract to market and sell these assets at the PSC and the BACC?

R7. Term of Agreement shall be for one (1) year from date of award with the option to renew for an additional four (4), one-year renewals.

NOTE:

Deleted items will be ~~struck through~~, added or modified items will be underlined. All other terms and conditions remain as stated in the RFO.

INSTRUCTIONS:

Receipt of this Addendum must be acknowledged as instructed in the solicitation document. Failure to acknowledge receipt of this Addendum may result in the response being deemed non-responsive.

END OF ADDENDUM

AUTHORIZED FOR RELEASE