



December 15, 2023

To Whom It May Concern,

The Town of Clifton Park is soliciting offers to organizations to partner with the largest municipality in Saratoga County at one of the region's premier athletic facilities on an effective and exciting marketing opportunity. The Clifton Common is located on Vischer Ferry Road and borders the Town Hall Complex and the Shenendehowa School District campus. The Common is home to the Clifton Park Soccer Club, Clifton Park Baseball, Miss Shen Softball and Clifton Park Youth Hockey organizations. The facility also offers four full size basketball courts, the Shenendehowa Adult Community Center, a large outdoor playground and an outdoor stage that is home to the Town's concert series and the Not So Common Players theater group.

The largest and most visible structure on the Common is the Clifton Park Ice Arena, which houses two full size sheets of ice. One sheet of ice operates year-round. The second sheet plays host to the Clifton Park Youth Hockey League and Shenendehowa High School Hockey Team from September to March. During the summer this second sheet hosts the Town's Full Day Summer Camp for more than two hundred children.

The Ice Arena and Clifton Common Complex offers league play on a regular basis and several large tournaments throughout the year. The successful organization that partners with Clifton Park on this naming rights opportunity will benefit from impressions in the seven figures annually. The organization will also automatically become a lead sponsor of the Town's 4th of July parade and fireworks display. This event attracts thousands of people each year and the value of this sponsorship alone is five thousand dollars. The attached RFP provides details of the Town's desire to allow the successful respondent to place three signs on the property and Ice Arena facility.

If you are interested in providing a proposal for review and consideration, please send in your request, to be submitted in writing, one signed proposal and one electronic, to the following address:

Town of Clifton Park
Town Clerk
One Town Hall Plaza
Clifton Park NY 12065

All submissions are due no later than 5:00 pm Friday, January 12 2024 . All inquiries regarding this RFP should be directed to the Office of the Town Supervisor Phil Barrett at the above address, by calling (518) 371-6651 or via email to pbarrett@cliftonpark.org. Inquiries must be received by December 28, 2023 Responses, if any, will be posted on the Town's website by January 3, 2024.

Sincerely,

Philip C. Barrett
Town Supervisor

Request for Proposal

Naming Rights of the Clifton Common Ice Arena

The Town of Clifton Park (hereinafter the "TOWN") is seeking proposals for one or more sponsor(s) to support the Clifton Park Ice Arena through a sponsorship/Naming Rights relationship for a period of Ten years. The Town is a Municipality with offices at One Town Hall Plaza, and is the Owner of the Clifton Park Ice Arena with two Arena, Buildings on the Clifton Common.

The Ice Arena operates one of its Hockey Rinks year-round, and the other for more than six months each year. The facility plays host to several large tournaments each year at varying age levels, bringing competitors, family and supporters from communities throughout the Northeast.

The Arena is centrally located within the Clifton Common, which hosts youth Soccer, Baseball, Softball and Basketball from early spring through October, providing exposure to families from Clifton Park and throughout the region. These facilities also host large Regional and International Tournaments, with similar exposure resulting from periodic National and/or Regional Tournaments hosted by the Baseball, Soccer and Softball Leagues, each of which also bring thousands of visitors to the Common from surrounding states and locales.

The Sponsorship/Naming Rights opportunity will include the following:

1. Placement of two (2) signs on the Ice Arena building and a ground level sign in near proximity to the main entrance of the Common visible to all visitors to the facility. The signs may reflect the name and logo of the selected respondent to the RFP. All signage will be approved by the Town Board. Please see attached photo, entitled Sign Placement Specifications, depicting exact location of signage.
2. Designation as a lead sponsor of the Town's Fourth of July Parade and Fireworks celebration, which draws approximately 10,000 people each year. This sponsorship currently has a \$5,000 value. Selected respondent will automatically be designated as a lead sponsor for this event each year the Sponsorship/Naming Rights agreement is in place.
3. Designation as a sponsor at the Town's Barney Road Golf Course. This sponsorship currently has a \$500 value. Selected respondent will automatically be designated as a sponsor for this facility each year the Sponsorship/Naming Rights agreement is in place.

The Town seeks input from responding entities for appropriate exposure within the Arena and ideas to enhance the value of the opportunity in conjunction with particular business models. The Town suggests a minimum commitment of \$20,000 annually, in consideration for the Naming Rights and coordinated opportunities which are contemplated by the solicitation.

The Town is Authorized by NYS Town Law §64 to enter contracts for any purpose, to name public buildings, and to convey limited interests such as leasehold and concession rights at Town owned real property.

Term of Sponsorship Agreement

Ten Years Minimum

Solicitation Timetable

The following timetable is established, and this schedule is subject to change and all such changes will be made through the issuance of Addenda to this Solicitation.

Release Date: December 15, 2023

**Proposals Must Be
Received Not Later Than:** January 12, 2024

**Proposals Must
Be Received At:** Town of Clifton Park
One Town Hall Plaza
Clifton Park, New York 12065
Attention: Office of the Town Clerk

Notes

- All inquiries regarding this Solicitation must be addressed in writing to the designated contacts identified below. Written responses to inquiries, as appropriate, will be issued in the form of addenda posted to the Town Website. Parties may contact the Town as referenced above prior to submission of a proposal to verify receipt of the complete Solicitation and any addenda.
- The Town reserves the right to postpone or cancel this Solicitation or to reject all proposals if it determines that the best interests of the project will be served thereby. The Town reserves the option to select any successful proposal(s) without conducting negotiations.
- The Town shall not be liable for any costs, expenses or losses, including without limitation, loss of business opportunity, claimed or incurred by any party in preparation of a proposal, or otherwise in connection with this Solicitation.

Designated Contacts

Supervisor Phil Barrett
518 371-6651
Pbarrett@cliftonpark.org

Purpose

The Clifton Park Ice Arena hosts thousands of competitors and their families, from the surrounding community, and visiting teams and families from the surrounding states and Canada. In addition, The Regionally recognized Baseball and Softball fields at the Clifton Common play host to thousands of visitors annually.

The location and prominence of the Arenas at the Clifton Common make the Arena Structures an Ideal location for sponsorship opportunities within this vibrant Community of 38,000+ residents, with a 2017-21 Median Household Income of some \$116,844.00, according to information from the US Census Bureau.

The TOWN is inviting proposals from qualified entities to provide appropriate sponsorship support for the Recreational Facilities at the Clifton Common. The preferred or primary form of sponsorship may be a presenting or name-in-title designation comprising either the Sponsors name and or LOGO or a reasonable

variation as may be proposed by a sponsor and approved by the TOWN. Coordinated rights at The Barney Road Golf Course are included, with exposure at the starting facility and an appropriate location on the course, as approved by the Town. The TOWN will consider proposals that offer significant support for the Town's investments in the Recreational facilities at the Clifton Common, and also seeks input from responding entities concerning methods and means of enhancing the opportunities contemplated.

The goal of the Solicitation is to seek a partnership with an appropriate business or entity that is both compatible with Clifton Park' s positive image within the Southern Saratoga County Region, and with the activities and facilities at the Ice Arena and Clifton Common to support and enhance those facilities and to promote the successful responder' s business activities in a mutually supportive environment.

Interested parties are advised that all sponsorships will be subject to a review to determine that an appropriate image and message is achieved, and that certain lines that would associate the Town with products or services such as tobacco, alcoholic beverages, pharmaceuticals, or casino gambling will be subjected to review for appropriateness and consistency with the Town's Recreation leagues and Community Vision, and may be rejected.

Background on the Youth Sports and Recreational Programs at the Clifton Common

Use and attendance at the Clifton Common has grown exponentially since the complex was established in the late 1980's. The Clifton Park Ice Arena is home to 4 youth hockey leagues as well as some 15 Adult Leagues, staging 10 Major tournaments each year, including Shenendehowa High School Hockey Competition. These leagues and competition bring an average of over 3000 persons per month to the Arenas, while during peak seasons when all sports intersect, the Common is estimated to host 4500 to 5000 visitors per month.

Major events such as the Town's fourth of July celebration, (10,000) estimated visitors, and The fast-growing Halloween "Trunk or Treat" events (3,000 estimated visitors) also add to the overall exposure of the Venue.

The Soccer complex at the Clifton Common is home to some 2000 recreational and travel soccer players each spring, and over 1,200 throughout the fall.

The Clifton Park Baseball League serves over 560 baseball players and their families. Regional and invitational Tournaments with players of all ages and their families occur throughout the summer each year.

Miss Shen Softball serves over 360 softball players/families, and hosts some 14 different tournaments including high profile charity events, Tournaments utilizing all six softball fields throughout each summer. Fall Ball Basketball fills the Common Basketball Courts each weekend day in the fall, with over hundreds more.

With Summer Full day camp, (270 campers over the course of each summer), summer concert series and cultural events at the stage near the Arena; The Clifton Common is the hub of recreational and athletic events year-round. The Town has invested over \$3,000,000 in the past 10 years year in capital improvements to Arenas as well as the basketball, baseball and soccer facilities and has completely re-done the Kids Corner playground facilities, demonstrating a commitment to all of the outdoor sports leagues to ensure that the facility retains its reputation as one of the premier sports facilities in the Capital Region.

Form of Written Proposals

All proposals shall be in writing and shall include all required attachments and certifications. The proposal must be signed by an officer or authorized agent of the proposing party and submitted in a sealed envelope clearly marked: "Town of Clifton Park Ice Arena Sponsorship Proposal". All proposals must be in accordance with the minimum financial

requirements. All financial offers shall be made using the proposal form included with this Solicitation.

Failure to submit a proposal by the time and at the place described herein , or failure to comply with any of the requirements set forth in this Solicitation, or modification of the Business History Form or proposal form may result in disqualification of a proposal from consideration.

Proposal Forms and Required Documents

The potential sponsor shall designate in writing a manager for the process to serve as the primary contact for all issues related to the **Solicitation**. All proposals shall be effective , clear and concise and should contain the following information:

1. A fully completed and properly executed Financial Proposal Form for this Solicitation.
2. A complete written description of the substance of the proposal, including the following information:
 - a. A cover letter introducing the company and the individual who will be the primary contact.
 - b. A discussion of the potential sponsor's products or services that it wishes to feature or promote as well as clear color renditions of the proposed sign/message, as well as dimensions, weight, lighting,.
 - c. Identification of the potential sponsor's principal marketing and promotions staff or outside consultants that will be involved in formulating corporate messages.
 - d. The signature of an individual authorized to bind the potential sponsor to the terms of the proposal.
3. Corporate or Entity history and profile of the potential sponsors firm or organization, project team and any key participants. An organizational chain reflecting the corporate structure, chain of command, and/or composition of the potential sponsor should also be provided.
4. Five (5) originals versions of the proposal (with original signatures) and all attachments must be submitted.
5. A duly completed summary of the Business History of the respondent organization.

Modification or Withdrawal of Proposal

Proposals shall be firm and not revocable for a period of sixty (60) days unless withdrawn as provided herein. The modification or withdrawal of a proposal must be in writing, dated and signed by the signatory to the original submission. The modification or withdrawal must be submitted in a sealed envelope clearly marked

The TOWN reserves the right to reject any proposal that is incomplete or non-responsive, that purports to alter any required term or condition of this Solicitation or that contains any other irregularities.

Sponsorship Agreement

Award

A sponsorship agreement will be awarded to the responsible party/(ies) who best demonstrate(s) relevant experience and expertise; who, upon evaluation of all proposals received, best respond(s) to this Solicitation, who offer(s) the best value; and who will best serve the public interest. The TOWN reserves the right to reject any and all proposals, and to waive technicalities, irregularities and omissions or solicit new proposals if the best interests of the project will be served thereby.