

# **Request for Proposal**

## **Vinyl Logos for 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/logo placement on the sheets of ice at the Arena for a period of three (3) 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 roof of the Ice Arena was recently replaced. Sections of the Ice Arena are currently being upgraded.

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 Logo placement opportunities will include the following:

1. Placement of five (5) vinyl logos on the Ice Arena sheets of ice. The logos may reflect the name and logo of the selected respondent to the RFP. All placement of vinyl logos will be approved by the Town Board. Please see attached diagram, entitled Logo Dimensions, depicting exact location of the vinyl logos.
2. The cost of the logo will be borne by the successful bidder. The estimated cost of the vinyl logo will be between \$2,000 and \$4,000, depending on the actual size, color selection, and design. Town representatives will work directly with the successful bidder(s) on the design of the logos.
3. The logo will be designed so that it may be reused and installed annually. The cost to install the logo will be \$300 annually. The Ice Arena sheet of ice will be installed in September and removed in April of each year. However, the rink may be open into the month of May.
4. The minimum bid for placement denominated as A on the attached diagram will be \$4,000 per year over and above the cost of purchasing and annual cost of placing the logo.
5. The minimum bid for placements denominated as B, C, D, and E will be \$2,000 per year over and above the cost of purchasing and annual cost of placing the logo.
6. The minimum term of the agreement for design and placement of a logo will be three (3) years.

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/Logo Agreement

Three (3) 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: July 11, 2024**

**Proposals Must Be  
Received Not Later Than: July 29, 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](mailto: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 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. 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.

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 Tue 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 Comer 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 Vinyl Logo Proposal". All proposals must be in accordance with the minimum financial requirements.

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.

**Modification or Withdrawal of Proposal**

Proposals shall be final 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.