

March 3, 2025

REQUEST FOR PROPOSALS

Naming Rights for the Performing Arts Center, City of Farmington, Missouri
(Currently Centene Center)

Proposals Due: April 4, 2025

Contact Person:

Lainie Gault
Parks and Recreation Director
City of Farmington
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I. INVITATION

The City of Farmington, Missouri invites proposals from interested parties for the naming rights to the Farmington Performing Arts Center, currently known as the Centene Center. The naming rights previously held by Centene Corporation have now expired, presenting a new opportunity for interested entities.

II. OBJECTIVE

The objective of the naming rights Request for Proposal is to effectively identify one regionally based company that can create a successful partnership with the City of Farmington, Missouri.

III. BACKGROUND

The Farmington Performing Arts Center (currently known as Centene Center) is the premier multi-use auditorium and conference center in the area. The facility hosts a wide variety of concerts and family shows, and provides space perfect for weddings, receptions, banquets, business seminars, church gatherings, theatre performances, class reunions and fine arts entertainment. With five hundred twenty-five (525) permanent seats and approximately two hundred (200) movable seats, the facility easily adapts to accommodate various event configurations and capacity needs. The facility was reserved over two hundred seventy (270) days in calendar year 2024.

IV. BENEFIT OF NAMING RIGHTS

Holding naming rights positions your company as a community leader and significantly boosts brand visibility and recognition. The naming rights partner is frequently mentioned in media coverage, advertisements, and during events at the venue. This creates continuous exposure without additional advertising costs, as every mention of the venue's name in broadcasts, news articles, and social media provides free publicity.

Listed below are examples of benefits that can be made with the naming partner. A comprehensive and detailed listing of benefits will be developed in collaboration with the naming rights partner.

- Name and logo identification in all official facility references
- All media correspondence
- Public event advertising
- Facility brochures
- Merchandise (when applicable)
- Advertising/promotional literature
- Discounted facility usage
- Water Park discounts

V. SELECTION CRITERIA DETAILS

A. Financial Proposal

The City of Farmington requests the payment plan to consist of equal annual installments to be paid over the term of the agreement.

Naming rights of the Farmington Performing Arts Center entitles the successful bidder to rename the Center, subject to approval by the City of Farmington.

The successful naming rights entity, in conjunction with the City of Farmington, will build and increase awareness of the Center's new name.

B. Term

It is contemplated this proposal will be for a term of ten (10) consecutive years for naming rights to the Center. The City of Farmington will grant up to two (2) extensions at the completion of the ten (10) year term. Each extension term will be five (5) years if the naming rights partner requests continuation of the agreement.

C. Financial Stability

The respondent shall submit with its proposal sufficient evidence of its financial stability.

VI. NAMING RIGHTS AND SIGNAGE

A. Proposed Name of Performing Arts Center

The Respondent shall propose the name of the facility. This will be discussed more fully during the negotiation process, with the City of Farmington having final approval authority of the name of the facility and logo. The successful respondent will be required to license the right to include any trademarks which are included in the facility name and facility logo.

B. Signage

Signage is permitted in two (2) locations on the exterior of the building. Size and location to be mutually agreed upon by the naming rights partner and the City of Farmington.

The naming rights partner will commit to provide exterior signage at their cost. Additionally, the successful naming rights partner will be responsible for the cost associated with the installation of signage.

VII. REQUEST FOR PROPOSAL RESPONSE PROCESS

The process for selecting the most suitable naming rights partner is designed to attract competitive bids from companies supporting the City of Farmington's public profile in the region.

Criteria for selection: Proposals by respondents will be evaluated based on criteria deemed most appropriate for a successful partnership. These criteria include, but are not limited to, the following:

- Financial structure of proposal
- Term of proposal
- Proposed name of facility
- Financial stability of partner
- Suitability with the City of Farmington's image and reputation

VIII. PROPOSAL RESPONSE

The proposal should contain all information requested and any additional information necessary to summarize the overall intent for naming rights. The following tentative schedule is anticipated for selection, contract negotiations and contract award.

Schedule

- RFP released to the public: March 03, 2025
- Last day to submit questions: March 24, 2025
- Proposals due: April 4, 2025
- Proposal review and interviews to take place in April 2025
- Contract award expected no later than June 2025

IX. RESPONDENT INSTRUCTIONS

- A. All respondents should direct all questions in writing to the contact listed in section below.
- B. By April 4, 2025 at 2:00PM CST, deadline for submission of three (3) hard copies of proposals must be received in a sealed envelope marked on the outside, "RFP Naming Rights" and addressed to:

Lainie Gault
Parks and Recreation Director
Two Black Knight Drive
Farmington, Missouri 63640
lgault@farmington-mo.gov

X. DISCLAIMER

The City of Farmington reserves the right to reject all proposals, to negotiate individually with the proposers, and to select a partner based upon the best interests of the City of Farmington, which best interests may not be based on pricing.

The City of Farmington reserves the right to withdraw the RFP at any time at its sole discretion. The City of Farmington reserves the right to amend the RFP to correct errors or oversights, or to supply additional information as shall become available, at any time prior to the opening of responsive submissions.

The City of Farmington reserves the right to eliminate any mandatory, non-material specification or requirements that cannot be met by any of the prospective respondents.

The City of Farmington reserves the right to request and require clarification at any time during the selection process and/or require correction of mathematical or other apparent errors and/or to determine a respondents compliance with the requirements of the RFP.

This solicitation does not commit the City of Farmington to award a contract, to pay any cost incurred with the preparation of a proposal, or to procure or contract for services or supplies. The City of Farmington reserves the right to accept or reject any or all proposals received in response to this request, to negotiate with any qualified source, or cancel in whole or part of this proposal process if it is in the best interest of the City of Farmington. Following contract negotiations, prospective respondents may be required to submit revisions to their proposals. All proposers should note that any contract in accordance with this proposal is dependent upon the recommendation of the City of Farmington and the approval of the Farmington City Council.

END OF RFP