

Public Notice
FRANKLIN COUNTY CONVENTION FACILITIES AUTHORITY

REQUEST FOR PROPOSALS:
Naming Rights Valuation, Marketing and Sale

Proposals to provide naming rights sales and marketing services for the Greater Columbus Convention Center will be received by the Franklin County Convention Facilities Authority (FCCFA) until **Friday, December 3, 2021, at 4:00 PM**. Sealed proposals (one original and ten copies) are to be submitted to the FCCFA offices located at the Greater Columbus Convention Center, 400 North High Street, 4th Floor, Columbus, Ohio 43215.

The FCCFA is the owner/developer of the Greater Columbus Convention Center, the Hilton Columbus Downtown Hotel, Nationwide Arena, and four parking garages, all located in downtown Columbus, Ohio. Established by the Franklin County Commissioners in July 1988 pursuant to Chapter 351 of the Ohio Revised Code, the FCCFA is a special governmental unit governed by an eleven-member board appointed by the Franklin County Commissioners, Mayor of Columbus, and suburban mayors.

As owner/developer of these facilities, the FCCFA is responsible for the improvement, management, and successful operation of these facilities. In addition, the FCCFA is responsible for ensuring the continued success and growth of the convention business within the Greater Columbus community. Both responsibilities are directly linked to the FCCFA's continued investment in and support of services, resources, facilities, and community projects that enhance the use and improvement of the convention center, hotel, arena, and parking facilities.

The purpose of this request for proposals (RFP) is to select a professional firm or firms, who are determined to be most advantageous to the FCCFA, to provide naming rights sales and marketing services for the Greater Columbus Convention Center. The FCCFA is seeking a firm who has experience providing naming rights sales and marketing services to entities similar in form and function to the FCCFA. Most advantageous will be determined by, but not limited to; the competence/ability of the firm to provide the requested services, availability of resources to meet the requirements of the RFP, past performance/related experience of the firm, the proposed approach of the firm, and the firm's professional fees. To be considered for this RFP, submittals should include, but not be limited to; a description of the firm, proposed staffing for the project along with resumes and credentials, information on the firm's experience providing services similar to those described in the RFP (references included), a discussion of the firm's proposed approach towards completion of the project, and a fee proposal.

A copy of the complete request for proposals can be obtained from the FCCFA offices. All requests for copies of the RFP and questions regarding the RFP should be directed in writing to Jordan Edmonds at jedmonds@fccfa.org.