



City of Pompano Beach

Memo RE: The Fisher Family Pier and Sponsorship

To: Suzette Sibble
From: The Superlative Group – Sean Thomas
Re: Naming of the Pompano Pier
Date: May 21, 2019

Presenting and Category Sponsorships

We believe that the City's naming of the pier as "The Fisher Family Pier", will not preclude the City from retaining its Naming Rights value with a 'shared', Presenting level sponsorship, and we will continue to solicit the opportunity in the market with a range of \$60K - \$90k per annum. The rights and benefits that would be associated with a Naming Rights partner can certainly carry over to the Presenting level in addition to more customized assets and offerings – all of which would maintain the valuation range that was originally created. An example of how this might appear is "The Fisher Family Pier, Presented by Banana Boat".

We would also look to create exclusive category sponsorships, which would further monetize the Pier. Category sponsorships are a very important part of any corporate sponsorship program. These types of partnerships still allow for companies to correlate their brand to that of the City, or venue, in a way that is unique outside of traditional advertising opportunities or even a Naming Rights Agreement. Category sponsorships will provide long-term revenue for the City and potential in-kind support for The Fisher Family Pier. The uniqueness of category sponsorships is that they are very customizable and create added value for the visitors. We have added the outline and valuation chart below, which highlights an example of a category sponsorship.

Additional Opportunities could include:

- Category Sponsor name, logo and sponsor designation on selected City materials including websites, brochures and marketing collateral
- Category Sponsor may receive signage, or create interactive displays in mutually agreed areas of the Pier with the opportunity to change the message, or activation at specified times during the year.
- Category Sponsor may be given the opportunity to conduct market research, provide sampling/couponing promotions and other mutually agreed events during the year within the footprint of The Fisher Family Pier.

1.1 Category Partner Rights and Benefits

Based on our review of the Pompano Beach Pier, we have identified a baseline package of sponsorship entitlements and activations for the Automotive Category. Please note that the specific benefit packages for each Category will be subject to revision and discussion with the City Managers Office regarding category requirements, an assessment of the opportunity cost of the loss of income from existing contracts which conflict with package entitlements and the needs of the potential Category Partners themselves.

Table 1.1.1

Asset	Automotive Category Partner (Example)
Asset Description	Category Partnership Sponsorship Rights and Benefits
Sponsorship Opportunity	<p>Subject to the City of Pompano Beach approval, the Category Partnership Agreement would include the following sponsorship benefits:</p> <p>Signage Exposure</p> <ul style="list-style-type: none"> Rotating Partner Signage Avails within The Pier; 10 faces total Partner ID at Valet Parking near The Pier Entrances; valet stand, tickets and employee jackets <p>Partner Exposure in Additional Marketing Materials</p> <ul style="list-style-type: none"> Partner Ad/ID in The Pier Newsletters & Print Materials Direct Mailer to Pompano Beach Employees; once per year <p>Partner Recognition on City of Pompano Beach Websites and Social Media</p> <ul style="list-style-type: none"> Partner ID on City Websites and Social Media <p>Partner Activation/Display Space</p> <ul style="list-style-type: none"> Partner Activation Space within the Pier; est. 100 sq. ft. Partner Test Drive Event Complimentary Valet Parking Offer for Visitors; once per month Special Partner Offer to City Employees (value-add)
Term of Sponsorship	Proposed Term of this Partnership opportunity will be 5 years. The draft Agreement will include a CPI escalator and pass responsibility for design and production of initial signage to the Partner.

1.1.2 Category Partner Package Valuation (Automotive Example)

Partner Signage Exposure	Weighted Impressions	Annual Benefit
Rotating Partner Signage Avails within the Pier; 10 faces total face	-	\$21,000
Partner ID at Valet Parking near The Pier Entrance (stand, tickets and employee jackets)	492,750	\$4,188
Partner Exposure in Additional Marketing Materials	Weighted Impressions	Annual Benefit
Partner Ad/ID in The Pier Newsletters & Print Materials	216,000	\$1,836
Direct Mailer to Pompano Beach Employees; once per year	340	\$6
Partner Recognition on Websites and Social Media	Weighted Impressions	Annual Benefit
Partner ID on City Websites and Social Media	332,825	\$2,163
Partner Activation/Display Space	Weighted Impressions	Annual Benefit
Complimentary Valet Parking Offer for Visitors; once per month	-	\$2,250
Partner Activation Space within The Pier; est. 100 sq. ft.	-	\$7,500
Partner Test Drive Event	-	\$7,500
TOTAL	978,915	\$46,443

Valuation Assumptions

Signage Exposure

- i. Valuation assumes that a Category Partner will receive sponsor signage avails within The Pier.
- ii. Valuation assumes that Category Partner will receive logo recognition at the valet parking offered at The Pier on all stands, tickets and employee jackets.

Partner Exposure in Additional Marketing Materials

- iii. Valuation assumes that Category Partner will receive Logo/ID and/or Partner Advertising in all City print materials; assumes one piece of advertising for every encounter.
- iv. Valuation assumes that each Category Partner will receive the opportunity to send a direct mail pieces to City employees once per year. Currently, there are 185 employees considering full-time and seasonal.

Partner Recognition on City of Pompano Beach Websites and Social Media

- v. Valuation assumes that Category Partner will receive a Rotating Banner Ad on City websites.
- vi. Valuation also assumes that Partner will receive a Partner message on selected (e.g., most relevant) pages/subdomains of the City's website.

- vii. Valuation assumes that Category Partner will be able to engage City of Pompano Beach social media users across multiple platforms twice per year. Currently, City of Pompano Beach has 8,064 followers on social media channels.

Partner Activation/Display Space

- viii. Valuation assumes that Category Partner will each receive an activation and/or display space on the Pier in a high-traffic location. Superlative has based its valuation of this asset on the industry standard rate for municipal exhibition space, or \$75 per square foot (assuming a minimum area of 100 square feet).
- ix. Valuation assumes that Category Partner will be allowed to activate with a test drive event for City employees on site once per year. The valuation uses the same method as mentioned in the previous point.
- x. Valuation assumes that once per month, valet parking will be offered free to visitors courtesy of the Category Partner. There is no current valet parking offered at the Pier, but could be made available.
- xi. Valuation assumes Category Sponsor will be permitted to offer a special promotion utilizing City's marketing channels

Presenting & Category Revenue Potential

Assuming that the Automotive Category Partner program can offer all of the marketing rights and benefits listed above, The Superlative Group proposes a Fair Market Value range for the Pier Category Partner sponsorship rights and benefits between \$40,000 and \$50,000 per annum. Over a proposed term of 5 years, the Category Partnership could generate between \$210,000 and \$265,000, assuming inclusion of a CPI escalator of 2.9%

In addition to the category revenue potential, based on the valuations undertaken by Superlative, we believe there is the potential to deliver approximately \$60,000 to \$90,000 of Presenting Sponsor revenue on an annual basis for the Pier. Subject to approval from the City, Superlative would open negotiations with target entities at the top of the value range, over a proposed minimum term of 10 years, the Presenting Partnership could generate between \$684,000 and \$1,027,000, assuming inclusion of a CPI escalator of 2.9%.