

REQUEST FOR PROPOSAL

REQUEST FOR PROPOSAL

***NAMING RIGHTS***

FOR THE  
PEORIA CIVIC CENTER AUTHORITY

July 12, 2023

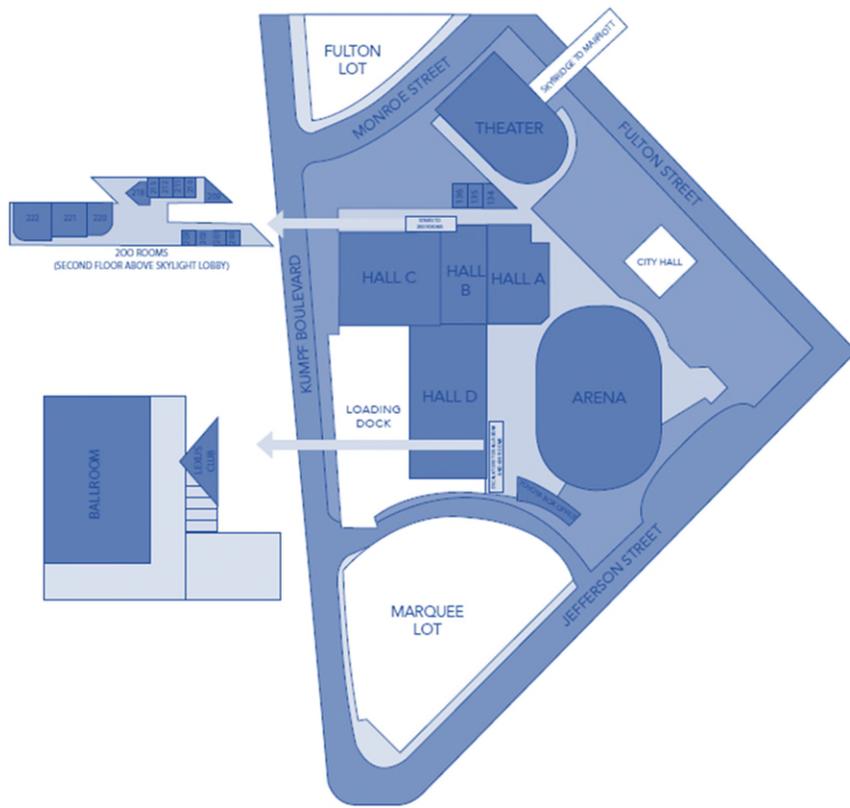
Proposals Solicited by:  
Peoria Civic Center Authority  
201 S.W. Jefferson Ave.  
Peoria, Illinois 61602

## **ABOUT THE VENUE**

The Peoria Civic Center is located in Peoria, Illinois. The PCC houses an Arena, Theater, Ballrooms, Exhibit Halls, and flexible meeting space and is home to Bradley University Braves men's basketball, the Peoria Rivermen Hockey team, the Peoria Symphony Orchestra and Peoria Ballet. The Peoria Civic Center is also home to Ameren Illinois Broadway In Peoria which features the best in Broadway in the heart of the Midwest.

Since opening in 1982, the Peoria Civic Center has housed thousands of events helping to drive business into the Downtown Peoria area. The latest addition to the Peoria Civic Center was the remodeling of the Great Hall and Exhibit Hall D in 2007, making the overall exhibit space totaling over 100,000 square feet. Through 2023-2025, the complex will be undergoing capital improvements totaling over \$40 million dollars.

Please see the attached APPENDIX A for more details.



**REQUEST FOR PROPOSALS REQUIREMENTS**

**ISSUE DATE:** July 12, 2023

**CLOSING DATE:** August 16, 2023

**PURPOSE OF REQUEST FOR PROPOSALS**

The Peoria Civic Center Authority requests proposals from interested parties for the exclusive naming rights for the Peoria Civic Center located in Peoria, Illinois.

**TERM**

The term for the naming rights of Peoria Civic Center will be for ten (10) years beginning on the date that a contract is executed with a Sponsor. The winning Sponsor shall have exclusive right to renew the naming rights, subject to negotiation with the Peoria Civic Center Authority, mutually agreed upon terms and conditions.

**FINANCIAL PROPOSAL**

The financial proposal should be a minimum of \$500,000 annually.

**SUBMISSION OF PROPOSALS**

The following format and sequence should be followed in order to provide consistency in Sponsorship responses and to ensure each proposal receives full and fair consideration:

- I. Title Page**
- II. Letter of Introduction**
- III. Appendix A: Qualifications**
- IV. Appendix B: Scope of Naming Rights**
- V. Appendix C: Term of Contract**
- VI. Appendix D: Financial Proposal**
- VII. Sponsor Acceptance Form**

## REQUEST FOR PROPOSAL

### **I. Title Page**

- a. Reflect the RFP subject "PEORIA CIVIC CENTER – NAMING RIGHTS"; and
- b. Sponsor name, company, address, and contact information

### **II. Letter of Introduction**

- a. A short (one or two page) letter of introduction, and summary of the key features of the proposal signed by an authorized signatory

### **III. Appendix A: Qualifications**

- a. Name, brief history, and description of the Sponsor;
- b. Outline the Sponsor's qualifications including its abilities, capacities, values, mission, skill, and financial strengths as it relates to this Proposal;
- c. Submit any details of similar projects including name, addresses, and telephone numbers;
- d. Identify the designated staff member(s) who will be working with and coordinating marketing and advertising activities with the Peoria Civic Center during the term of the contract;
- e. Name and title of person(s) authorized to bind the Sponsor in a contract along with main office address and telephone number;
- f. Any additional information to distinguish the submission; and
- g. Signature of an authorized signatory

### **IV. Appendix B: Scope of Naming Rights**

- a. Specify whether Sponsor's proposal includes the naming rights on ALL or PART of the Peoria Civic Center and defining areas; and
- b. Address the Scope of Services in terms of the Sponsor's plan to carry out the terms outlined in this RFP

### **V. Appendix C: Term of Contract**

- a. State term of contract including renewal options as outlined in this RFP; and
- b. No contract less than ten (10) years commitment will be considered

## REQUEST FOR PROPOSAL

### **VI. Appendix D: Financial Proposal**

- a. Submit a revenue Proposal for the naming rights, quoting annual sums in addition to full Proposal details of the financial plan; and
- b. If proposing additional cash, trade and/or marketing activities, detail the structure of how those benefits would be allocated to the Peoria Civic Center

Proposals may not be modified after their submission. Modifications will be the subject of negotiation with the entity chosen by the Peoria Civic Center Authority.

Proposals should be submitted via electronic mail no later than 4:00 pm on August 16, 2023, to:

Beau Sutherland

Peoria Civic Center

201 S.W. Jefferson Ave.

Peoria, Illinois 61602

[bsutherland@peoriaciviccenter.com](mailto:bsutherland@peoriaciviccenter.com)

The proposal shall have "PEORIA CIVIC CENTER – NAMING RIGHTS" in the email subject. Any proposal received after 4:00 pm on the date due may be rejected by Peoria Civic Center Authority without review.

## **EVALUATION CRITERIA**

Evaluation of proposals Sponsor's qualifications, scope of services, term of agreement, and financial proposal. and recommendation of a Sponsor will be by the members of the Peoria Civic Center Authority Finance Committee. All proposals will be evaluated in terms of the response to the specific requirements of this Request for Proposals, the potential Sponsor's qualifications, scope of services, term of agreement, and financial proposal.

The Peoria Civic Center Authority reserves the right to contact any Sponsor having submitted a proposal to answer questions and deliver oral presentations regarding their proposal.

The Peoria Civic Center Authority reserves the right to consider all or some of the following criteria in assessing a proposal:

- Information provided in the proposal document itself;
- Information provided in response to inquiries of credit and industry references set out in the proposal;
- Information received in response to inquiries made by the Peoria Civic Center of third parties apart from those disclosed in the proposal in relation to the reputation, reliability, experience, and capabilities of the Sponsor;
- The manner to which the Sponsor provides services to others;
- The experience and qualifications of the Sponsor's senior management and project management; and
- Innovative approaches proposed by the Sponsor in the proposal

The Peoria Civic Center Authority retains sole discretion and may not necessarily accept the highest proposal or any proposal. The Peoria Civic Center Authority reserves the right to reject any and all proposals and to proceed in a manner other than awarding a contract under this RFP.

## **PROPOSAL SELECTION PROCESS**

After reviewing the written proposals, the Peoria Civic Center Authority Finance Committee will select a proposal to recommend to the Board of Commissioners for their approval. The Peoria Civic Center Authority will be represented in negotiations by the Authority's Legal Counsel with final approval by the Board of Commissioners of the Peoria Civic Center Authority.

### **NO CONTRACT**

By submitting a proposal and participating in this RFP process, interested parties expressly agree that no contract is formed under, or arises from, this RFP prior to the approval and signing of a formal written contract. The Authority reserves the right to cancel contract negotiations with proper notice at any time prior to a contract being fully executed by the proposer and the Authority.

### **SCOPE OF SERVICES**

Naming Rights Sponsorship entitles the Sponsor to rename the facility with a name chosen by the Sponsor, subject to approval by the Peoria Civic Center Authority. The Sponsor may develop, at its cost, a logo and the Authority will use the name and, when available, the logo in all print or media advertising as well as directional information. The Sponsor will commit to provide exterior signage at their cost. All sign placements must be approved by the Peoria Civic Center Authority and conform to all Peoria Civic Center Authority rules and zoning and building requirements. All signs and illumination, once installed, are the responsibility of the Sponsor including electricity use as determined by the Peoria Civic Center Authority.

The Peoria Civic Center Authority reserves the right to sell naming rights to individual components within the facility, provided however, that competitors in the same market will not be permitted to purchase such rights (excluding any existing agreements). Examples of an interior component, for which naming rights could be sold by the Authority within the facility would include the theater, ballroom(s), or exhibit hall(s). [Note: The Arena will remain "Carver Arena" but may be referred to as "Carver Arena at Company XYZ Center" or a similar mutually agreed upon name.]

## REQUEST FOR PROPOSAL

The Sponsor shall have the right to place appropriate identifying signage on the exterior and interior of the facility, as outlined in APPENDIX B. All cost associated with the purchase, installation, maintenance, repair, replacement and removal of such signage to be mutually agreed upon. Proposed locations, size, and design of signage shall be included with the proposal, if available.

Interested parties are encouraged to offer, and shall describe, promotional advertising opportunities that may include additional revenue or marketing benefits and shall state their objectives and strategy to introduce, build, and increase awareness of the facility's new name.

### **FINANCIAL PROPOSAL VERIFICATION**

The Peoria Civic Center Authority may make such investigations it deems necessary to determine the ability of the Sponsor to perform financially. The Sponsor shall furnish to the Authority, within five (5) days of request, all such information and data for this purpose as may be requested. The Authority reserves the right to reject any Proposal if the information submitted by, or investigation of, such Sponsor fails to satisfy the Authority that such Sponsor is properly qualified to carry out the obligation of the contract and to complete the work contemplated therein. Conditional Proposals will not be accepted.

### **EXISTING SIGNAGE**

The removal of existing signage and structures are the responsibility of the successful Sponsor. The Peoria Civic Center provides no guarantee that existing poles, posts, etc. will remain intact. The successful Sponsor may negotiate with the Peoria Civic Center regarding the existing signage and structures.

### **LIABILITY FOR ERRORS**

The Peoria Civic Center Authority has made all considerable efforts to ensure the accuracy of the information within this RFP. This information is not guaranteed or warranted to be accurate by the Peoria Civic Center Authority, nor is it necessarily exhaustive. No information contained

## REQUEST FOR PROPOSAL

herein is intended to relieve interested parties from forming their own opinions and conclusions with respect to the matters addressed within this document.

### **AGREEMENT WITH TERMS**

By submitting a proposal, interested parties agree to all terms and conditions of this Request for Proposals. Interested parties who have obtained the RFP shall not alter any portion of the document, with the exception of adding information requested from the Peoria Civic Center Authority.

### **MODIFICATION OF TERMS**

The Peoria Civic Center Authority reserves the right to modify the terms of this RFP at any time at its sole discretion.

### **EXPENSES**

Interested parties are solely responsible for their own expenses in preparing a proposal and for subsequent negotiations with the Peoria Civic Center Authority.

### **REPUTATION**

Sponsor shall not commit any act or do anything which might reasonably be considered: (i) to be immoral, deceptive, scandalous or obscene; or (ii) to injure, tarnish, damage or otherwise negatively affect the reputation and goodwill associated with the Peoria Civic Center Authority or Peoria Civic Center.

### **CONTRACT NEGOTIATIONS**

The successful interested party will be required to enter into a formal contract with the Peoria Civic Center Authority with the final approval of the Board of Commissioners. The Peoria Civic Center Authority reserves the right to negotiate specific terms of the contract with the selected

## REQUEST FOR PROPOSAL

Sponsor prior to the final award of a contract. If the selected Sponsor and the Peoria Civic Center Authority cannot agree on contract language in the contract document, the process will be terminated, and the Peoria Civic Center Authority may begin negotiations with the next preferred Sponsor.

### **CONFIDENTIALITY AND SECURITY**

The successful Sponsor shall agree not to divulge or release any information that has been given to it or acquired by it on a confidential basis during the course of carrying out its duties or performing its service. It is the Authority's policy to maintain confidentiality with respect to all confidential information related to the Request for Proposals, but the Authority is subject to the Freedom of Information Act.

### **CONTACTS**

**Beau Sutherland**, Director of Sales and Marketing, Peoria Civic Center

Phone: 309-453-7857 or 309-680-3519      Email: [bsutherland@peoriaciviccenter.com](mailto:bsutherland@peoriaciviccenter.com)

OR

**Robert Gates**, Legal Counsel, Peoria Civic Center

Phone: 309-322-8312      Email: [rgates@heyloyster.com](mailto:rgates@heyloyster.com)

**APPENDIX A**

[PCC Naming Rights Presentation]

# PEORIA CIVIC CENTER

## *NAMING RIGHTS PRESENTATION*



PEORIA CIVIC CENTER®

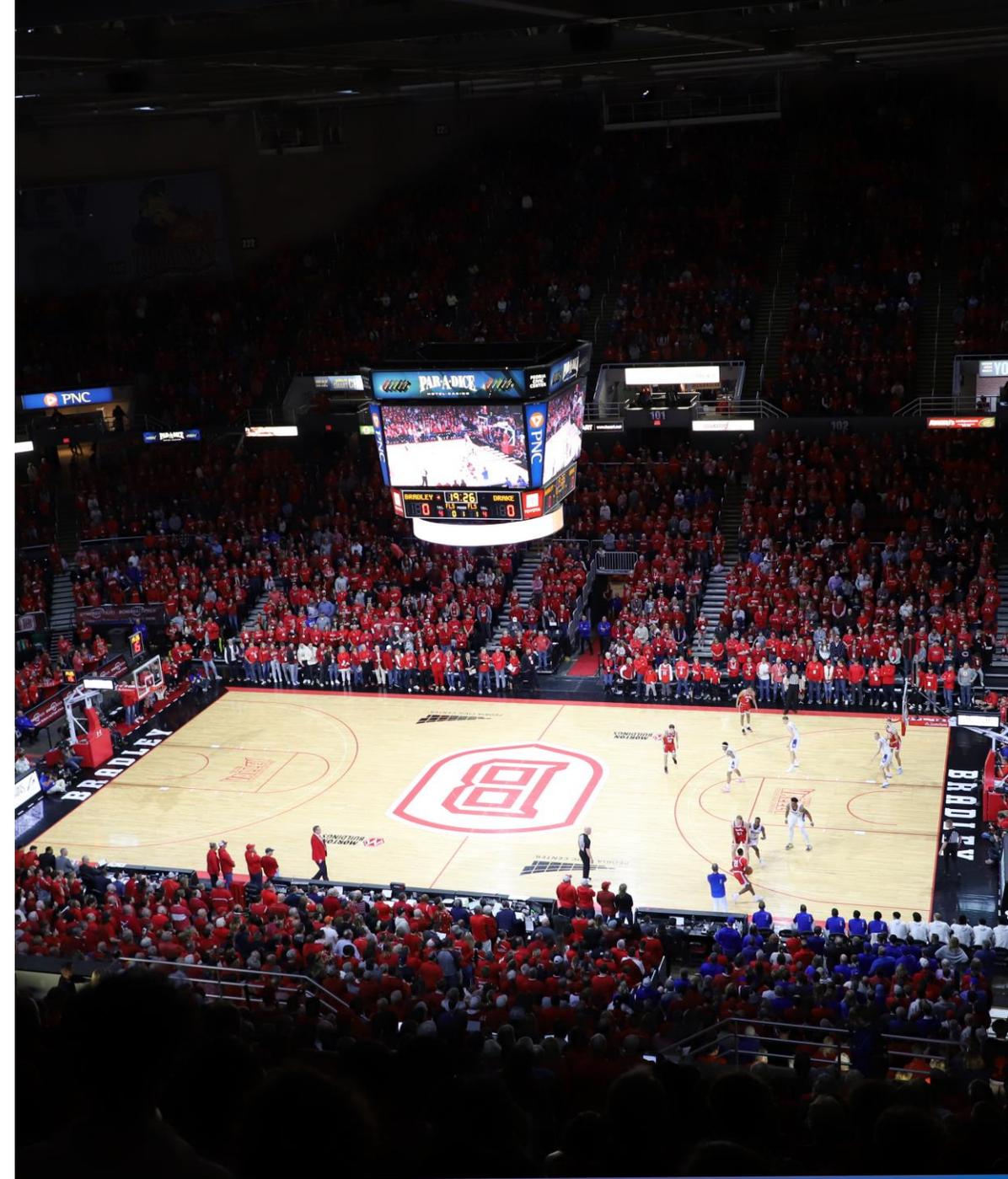


## INTRODUCTION

# Peoria Civic Center

The Peoria Civic Center is located in Peoria, IL. The PCC houses an Arena, Theater, Ballrooms, Exhibit Halls, and flexible meeting space and is home to Bradley University Braves men's basketball, the Peoria Rivermen Hockey team, the Peoria Symphony Orchestra and Peoria Ballet. The Peoria Civic Center is also home to Ameren Illinois Broadway In Peoria series which features the best in Broadway in the heart of the Midwest.

Since opening in 1982, the Peoria Civic Center has housed thousands of events and attracts over 600,000 patrons annually, helping to drive business into the Downtown Peoria area. The latest addition to the Peoria Civic Center was the remodeling of the Great Hall and Exhibit Hall D in 2007, making the overall exhibit space totaling over 100,000 square feet. Significant capital improvements and upgrades are planned within the facility for 2023 and 2024.

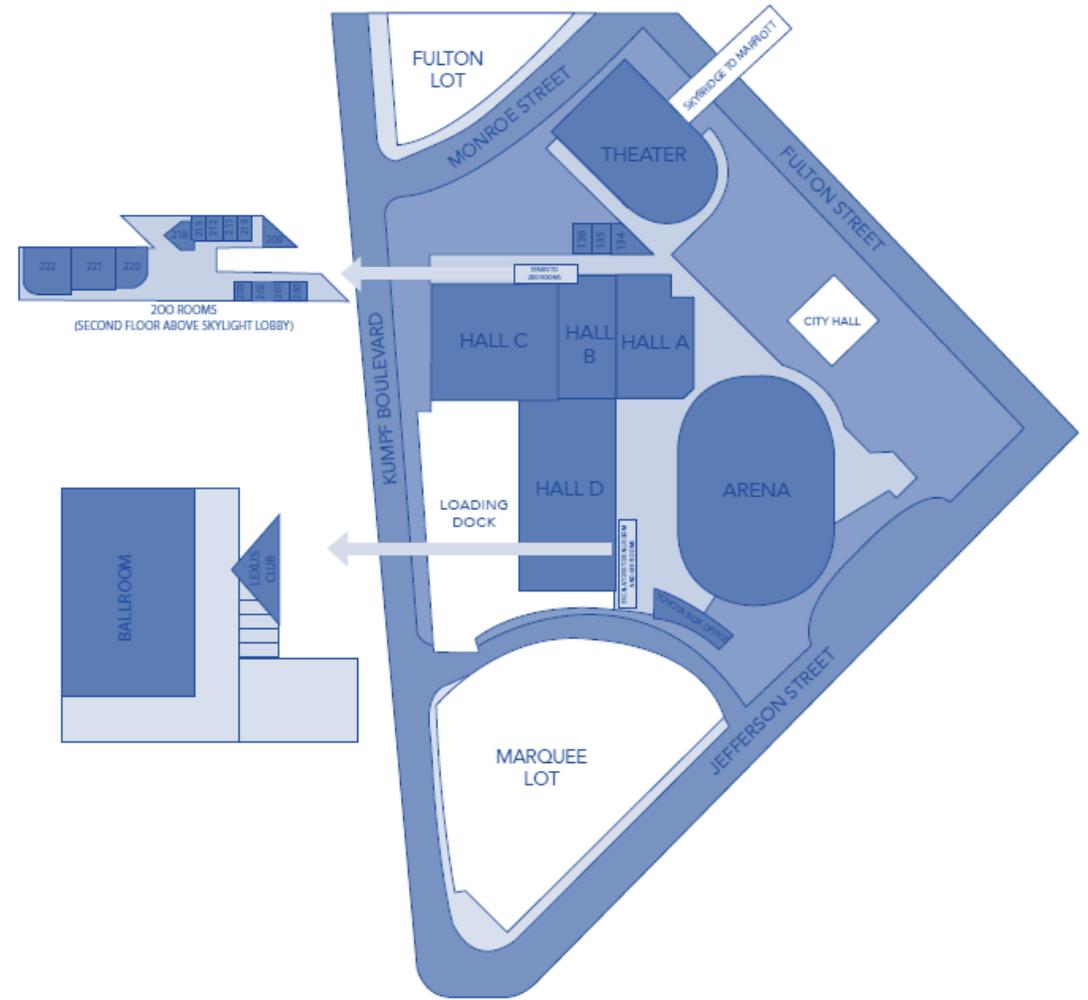


## INTRODUCTION

# Peoria Civic Center

Built in 1982, the Peoria Civic Center consists of three different event spaces – a 11,330 seat arena, a 2,200-seat theater, and a 155,000 sq. ft. convention center all under one roof. The Peoria Civic Center is approximately 900,000 sq. ft., making it the largest event venue in downstate Illinois.

The Peoria Civic Center is connected to two flagship Marriott hotels, with over 400 hotel rooms, via indoor skywalk. It is within walking distance from two thriving entertainment districts – the Peoria Riverfront and Warehouse District.



## INTRODUCTION

# Peoria At A Glance

Located in the heart of Illinois, Peoria has over 349,000 people living in its metropolitan area. It is within easy driving distance from Chicago, St. Louis, Indianapolis, and Des Moines. The General Wayne A. Downing Peoria International Airport offers nonstop flights to 13 different destinations.

It is the birthplace of Caterpillar, Inc. and is the home of other multinational companies, including Komatsu, Maui Jim, and Keystone Consolidated Industries. Healthcare is quickly becoming the city's biggest employment sector. New bio-medical initiatives and businesses are opening Peoria to future growth.

At the center of it all resides the Peoria Civic Center.



DEMOGRAPHICS

# Peoria Market Overview

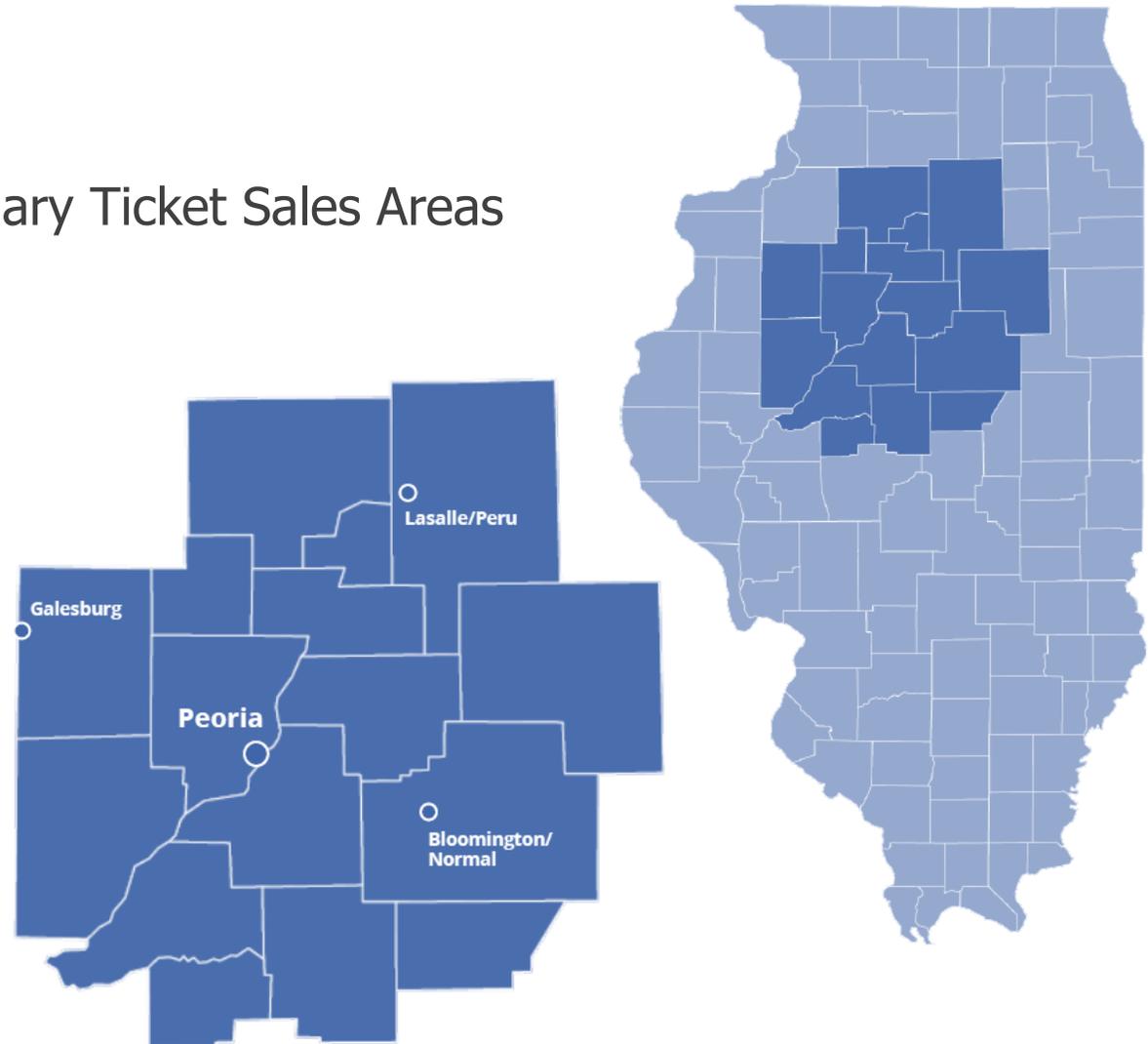
## Largest Employers

- OSF Medical Care
- Caterpillar
- Peoria Public Schools
- Carle Health
- Illinois Central College
- Bradley University
- Advanced Technology Services

## Educational Institutions in the Area

- Bradley University | 5,400 students
- Illinois Central College | 6,300 students
- Eureka College | 600 students

## Primary Ticket Sales Areas



DEMOGRAPHICS

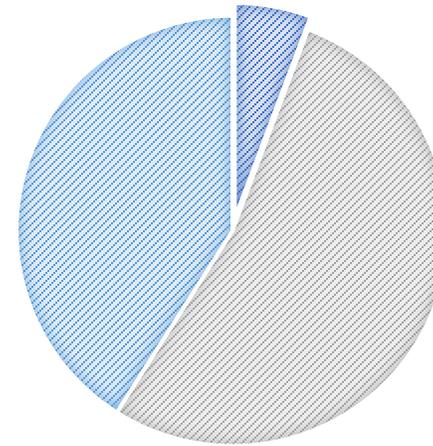
# Peoria Market Overview

Peoria is a small market on the rise. According to Census estimations, the average and median incomes and buying power of the metropolitan area are projected to increase significantly over the next 5 years.

Additionally, Peorians spend a large portion of their income towards entertainment comparatively to other markets. The Peoria Civic Center is a large beneficiary of this statistic and has been enabled to bring world-class talent to the area on a consistent basis.

## CONSUMER EXPENDITURE

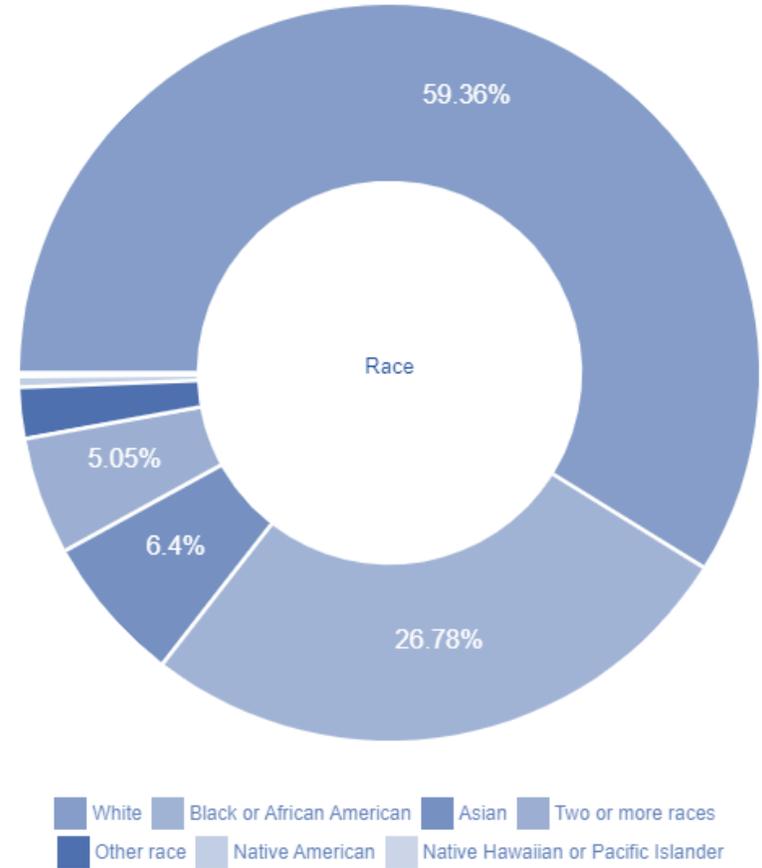
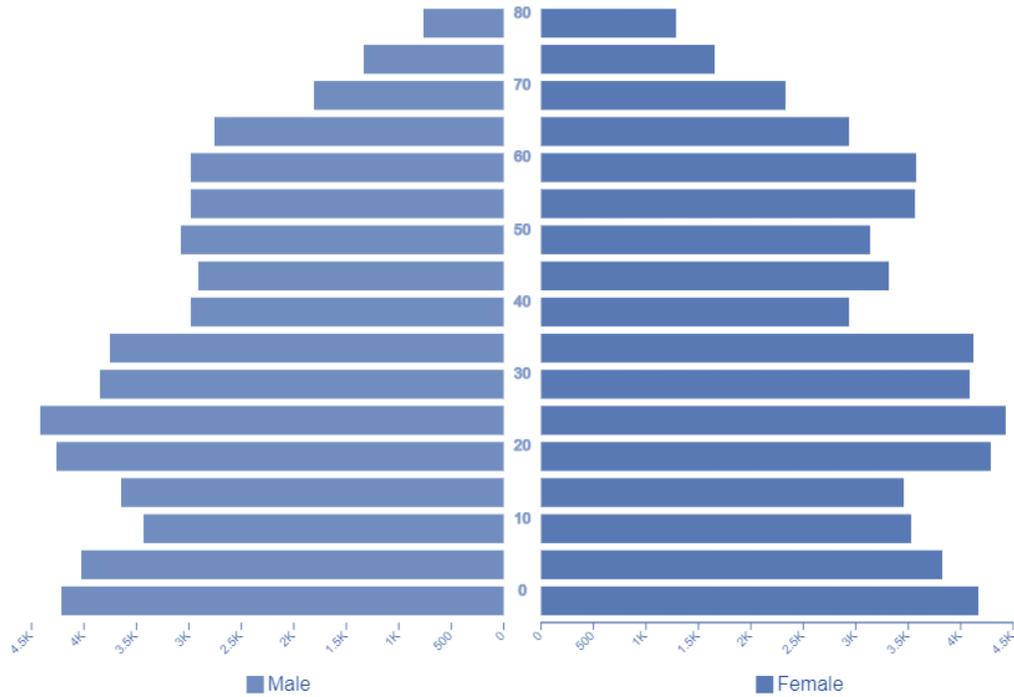
■ Entertainment ■ Non-Retail ■ Retail



| Total Annual Consumer Expenditure (2022) |            |
|--|------------|
| Total Household Expenditure              | \$9.11 B   |
| Total Non-Retail Expenditure             | \$4.81 B   |
| Total Retail Expenditure                 | \$4.3 B    |
| Apparel                                  | \$319.24 M |
| Contributions                            | \$297.97 M |
| Education                                | \$268.19 M |
| Entertainment                            | \$515.61 M |
| Food and Beverages                       | \$1.34 B   |
| Furnishings and Equipment                | \$320.73 M |
| Gifts                                    | \$222.75 M |
| Health Care                              | \$778.66 M |
| Household Operations                     | \$358.1 M  |
| Miscellaneous Expenses                   | \$172.7 M  |
| Personal Care                            | \$122.37 M |
| Personal Insurance                       | \$64.24 M  |
| Reading                                  | \$19.99 M  |
| Shelter                                  | \$1.91 B   |
| Tobacco                                  | \$55.41 M  |
| Transportation                           | \$1.66 B   |
| Utilities                                | \$675.74 M |

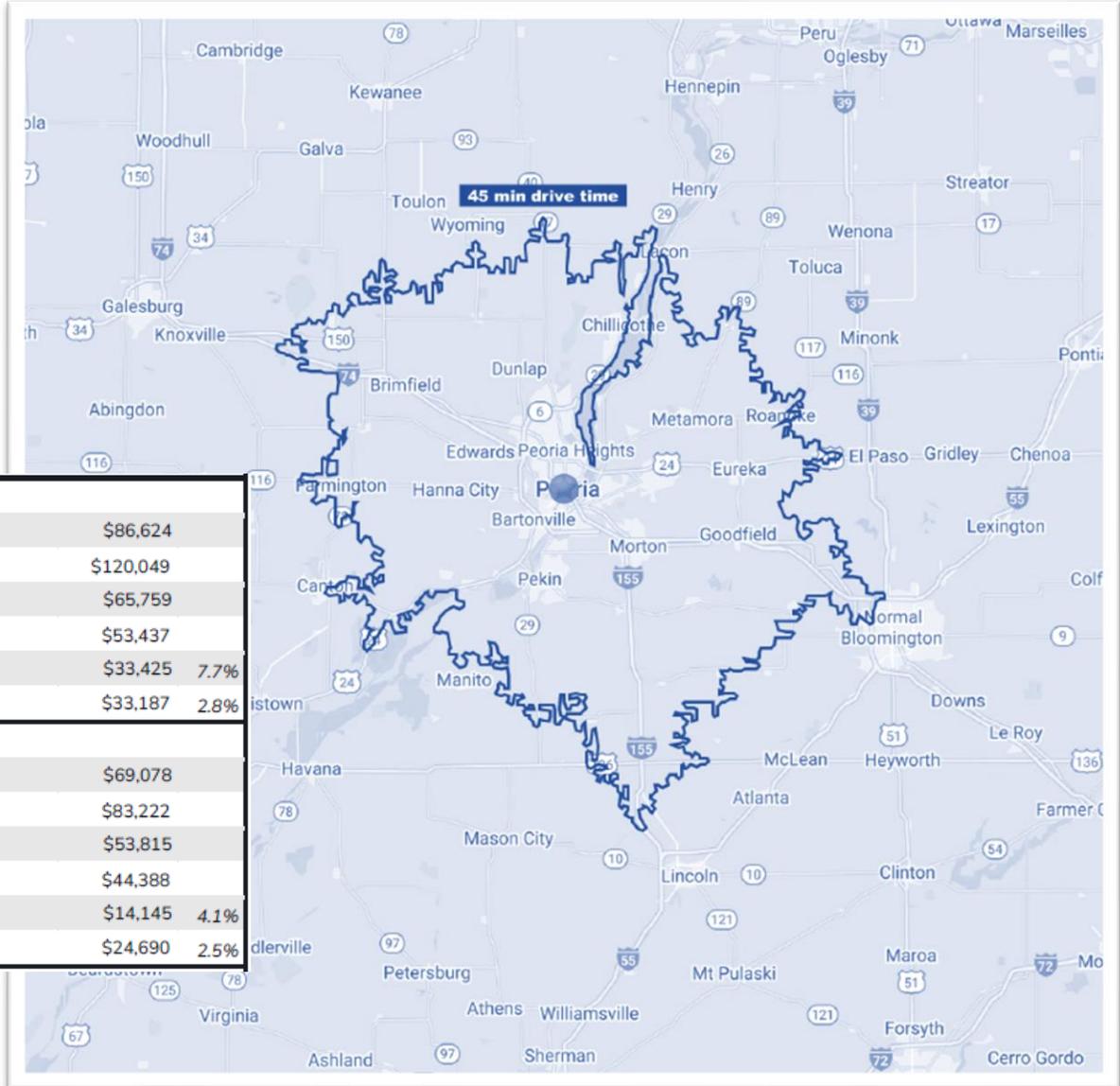
DEMOGRAPHICS

# Peoria Market Overview



DEMOGRAPHICS

# Peoria Market Overview



| Average Household Income                  |               |
|---|---------------|
| Estimated Average Household Income (2022) | \$86,624      |
| Projected Average Household Income (2027) | \$120,049     |
| Census Average Household Income (2010)    | \$65,759      |
| Census Average Household Income (2000)    | \$53,437      |
| Projected Annual Change (2022-2027)       | \$33,425 7.7% |
| Historical Annual Change (2000-2022)      | \$33,187 2.8% |

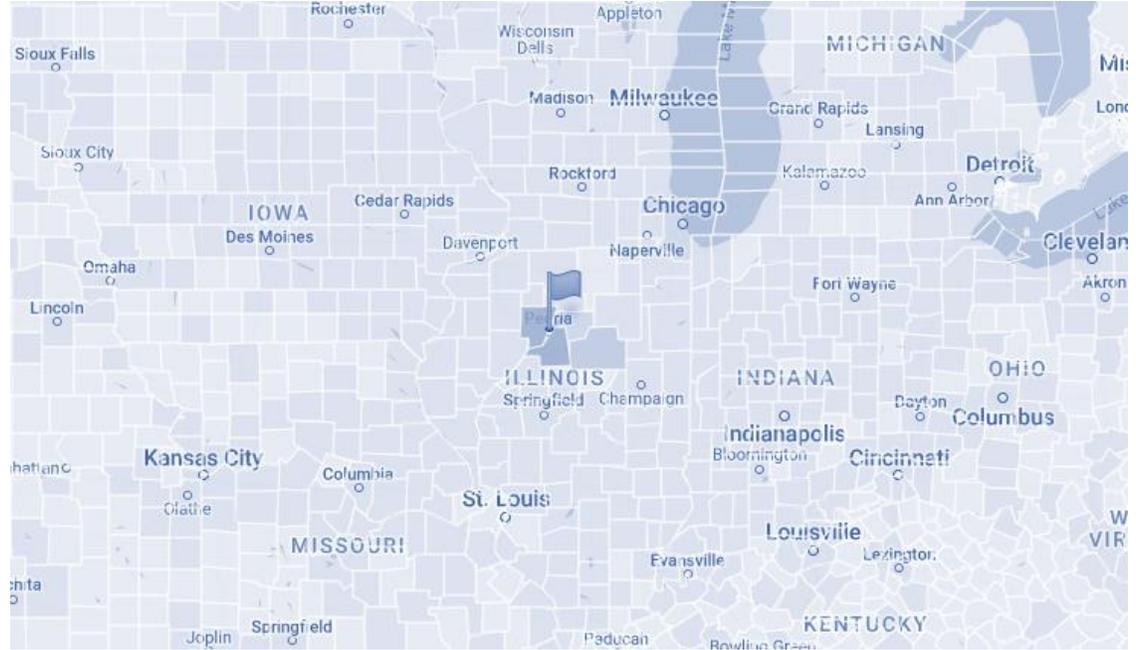
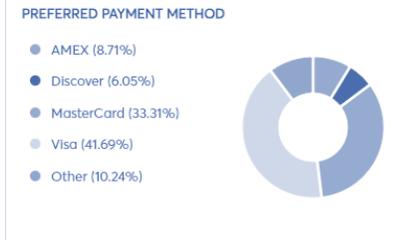
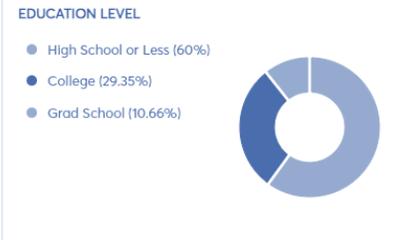
  

| Median Household Income                  |               |
|--|---------------|
| Estimated Median Household Income (2022) | \$69,078      |
| Projected Median Household Income (2027) | \$83,222      |
| Census Median Household Income (2010)    | \$53,815      |
| Census Median Household Income (2000)    | \$44,388      |
| Projected Annual Change (2022-2027)      | \$14,145 4.1% |
| Historical Annual Change (2000-2022)     | \$24,690 2.5% |

DEMOGRAPHICS

# Peoria Market Overview

👤 Identified Fans 54,621
👪 Married 54%
👶 Child Present 65%
♂ Male 47%
♀ Female 53%



Known Location

Total Sold  
**171,648**

Total Face Value  
**\$8.06M**

Unknown Location

Total Sold  
**86,810**

Total Face Value  
**\$1.81M**

THE BUILDING

# Attendance By Venue

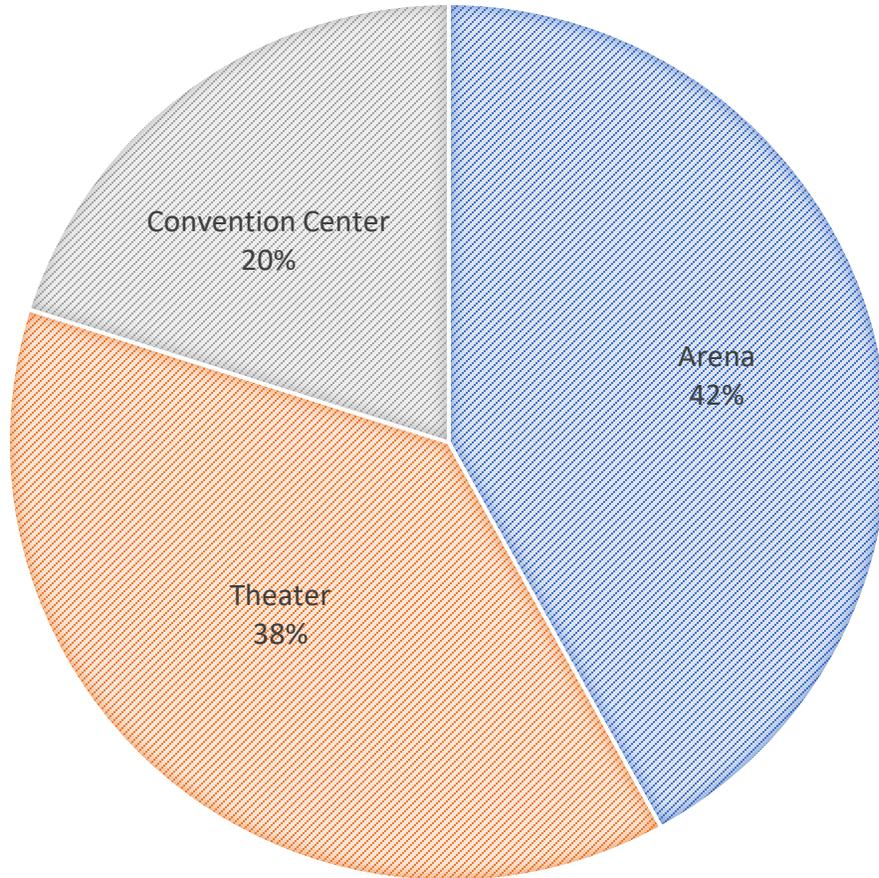
Our facility is truly unique in the fact that we boast three venues, all under the same roof. Between our Arena, Theater, and Convention Center space, the Peoria Civic Center is continually growing both in attendance numbers and number of events in each venue.

## Fiscal Year 2019 - Attendance by Venue

Arena – 253,963

Theater – 229,089

Convention Center – 121,601



## THE BUILDING

# Arena

Carver Arena (PCC Arena) inside the Peoria Civic Center is home to major sporting events, big-name concerts, and various family shows. Seating can be up to 12,000, depending on the configuration. With 27,400 square feet of floor space, the Arena can be versatile for large trade shows events.

## RECENT ARENA EVENTS TO NOTE

- Bert Kreischer
- Thomas Rhett
- Katt Williams
- Shinedown
- Reba McEntire
- Keith Urban
- Greta Van Fleet
- Jeff Dunham
- Luke Bryan
- Pentatonix



THE BUILDING

# Arena

## CURRENT ARENA TENANTS

### Bradley Braves Division I Men's Basketball

Missouri Valley Conference – 16 home games each year between November and February

### Peoria Rivermen

Southern Professional Hockey League – 28 home games each year between October and April

## RECENT SPORTING AND FAMILY SHOWS TO NOTE

- Whiskey City Revolution Demo Derby
- Hot Wheels Monster Trucks
- Harlem Globetrotters
- US Synchronized Skating Championship
- WWE



THE BUILDING

# Theater

The Peoria Civic Center features a state-of-the-art Theater that hosts over 100 concerts and performances each year. Formal seating is on three levels (orchestra, first balcony, second balcony, and two levels of private boxes) for a total capacity of 2,173. The lobby features ceiling artwork, glass elevators and a spiral staircase that leads up two levels.

## RECENT EVENTS TO NOTE

- John Mellencamp
- Marshall Tucker Band
- Cole Swindell
- Price is Right Live
- Gordon Lightfoot
- Styx
- John Mulaney
- ZZ Top
- Alton Brown
- Buddy Guy
- Taylor Tomlinson
- Chelsea Handler



THE BUILDING

# Theater

## CURRENT THEATER TENANTS

### Peoria Symphony Orchestra

Four to six performances each year between September and April

### Peoria Ballet

Three performances of "The Nutcracker" in December

### Local Dance Studios

Dance Connection

Debby's Dance

Kim's Dance Peoria

## BROADWAY IN PEORIA

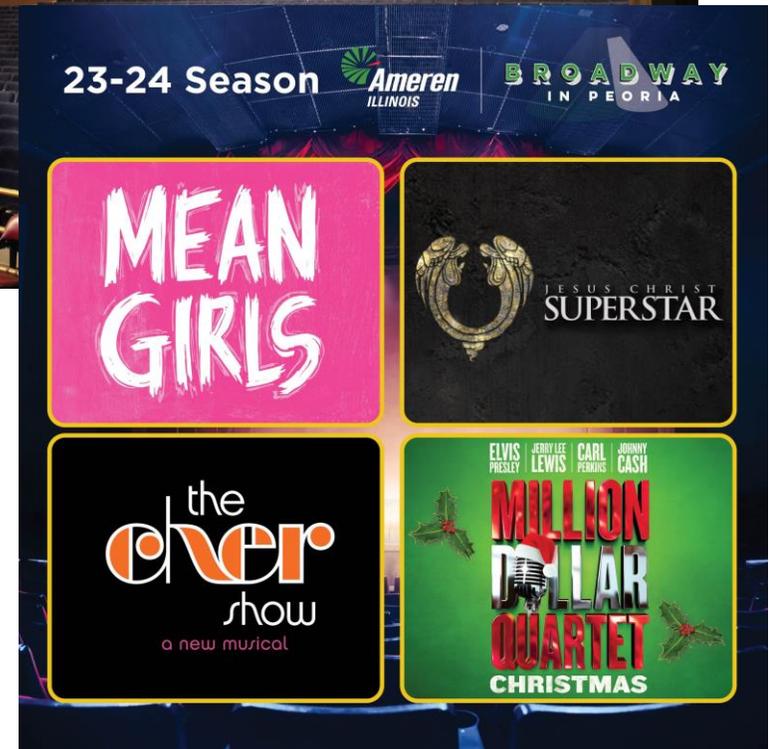
Peoria Civic Center promotes four to six Broadway In Peoria shows each year in partnership with the American Theatre Guild.

### 2022-2023 Season

- Come From Away, Legally Blonde, Anastasia, Dear Evan Hansen, Stomp

### 2023-2024 Season

- Million Dollar Quartet Christmas, Mean Girls, Jesus Christ Superstar, The Cher Show, Simon & Garfunkel Story



THE BUILDING

# Convention Center

The Peoria Civic Center is the largest exhibition facility in downstate Illinois with 110,000 square feet of contiguous exhibit space - perfect for trade shows and sporting competitions! Our Convention Center hosts over 250,000 guests annually.

## CONVENTION BREAKDOWN

75+ Meetings & Conventions

- Including the Illinois Music Education Conference

80+ Banquets

- Including high-profile galas like the Easterseals Tribute Dinner, MLK Jr. Luncheon, etc.

40+ Athletic Competitions

- Including 8 IHSA/IESA State Championships

50+ Consumer Trade Shows

- Headlined by the annual Spring Home Show, Auto Show and Farm Show

Various Other Events (Commencements, New Years Eve Party, etc.)



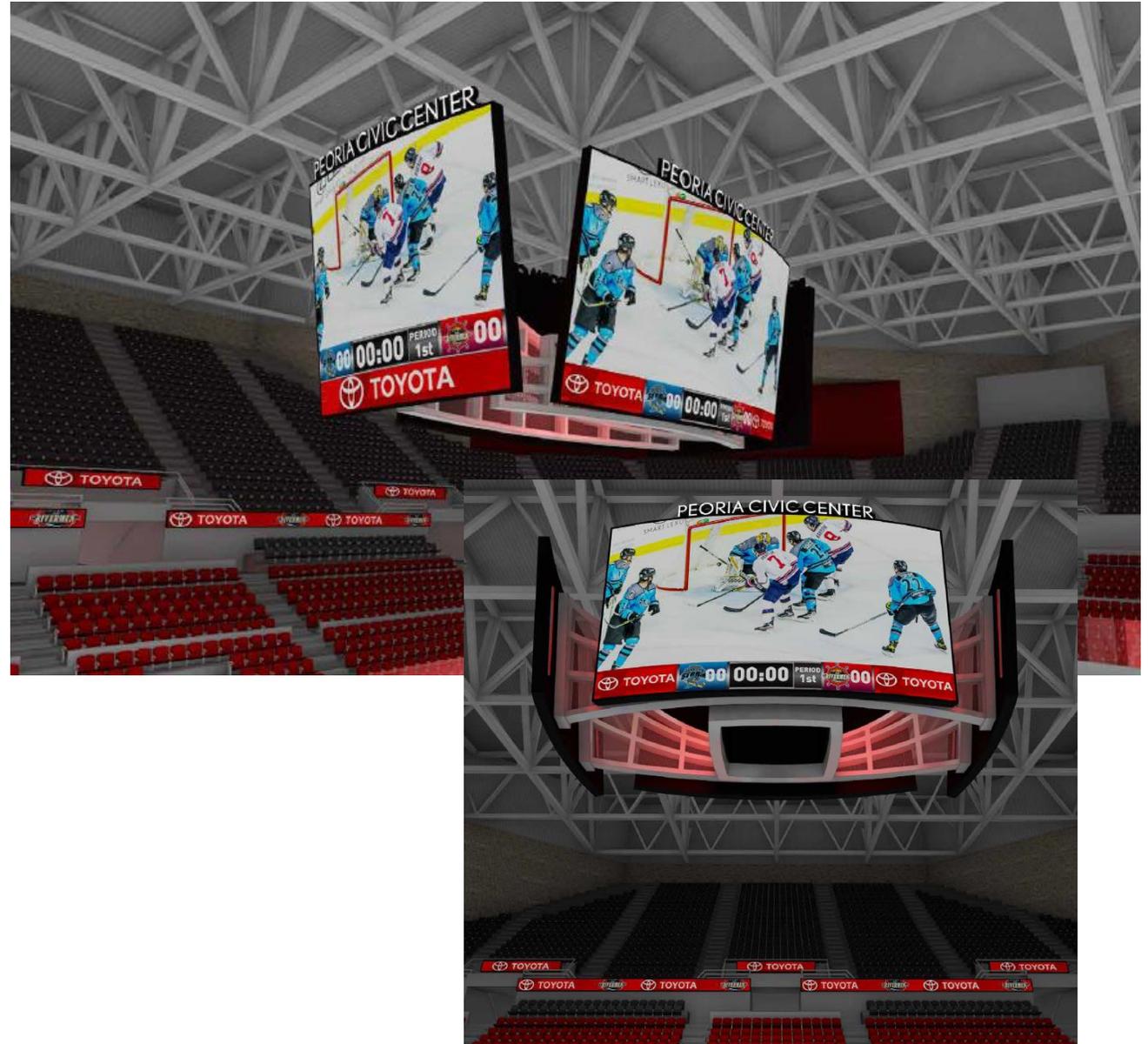
THE BUILDING

# Planned Upgrades

The Peoria Civic Center is keeping up with the times. With the help of a 25 million dollar grant provided from the State of Illinois as well as an additional 20 million dollars issued from the City of Peoria, the Peoria Civic Center will be undergoing significant upgrades within the next 2 years that will dramatically improve the patron experience within the facility.

Upgrades Include:

- State of the art video scoreboard
- Digital arena ribbon boards
- Overhauled arena audio system
- Re-design and repair of glass arcade
- Maintenance updates including HVAC, roofing, and more
- New premium seating options
- Updated retractable seating within the Arena
- New ice plant machine for the Arena



MARKETING

# Advertising Partners

## Radio & TV

Peoria Civic Center has established relationships with all local media and rely on them for added value including promotions and publicity in addition to paid campaigns.

At show's discretion, the Peoria Civic Center will create and send press releases to a comprehensive list of print, radio, and television media outlets located in Peoria, IL and surrounding markets to coordinate marketing efforts.

Additionally, the Peoria Civic Center will establish advertising spend budgets with promoters and execute media campaigns for events. These campaigns include social, web, outdoor, radio, and TV advertising as well as coordinating interviews and other promotions with talent.



MARKETING

# Media Exposure

## A Breakdown

Email – Approximately **3 million** sent to subscribers & patrons annually.

Social Media – Over 80,000 combined followers with an average of one daily post equates to **29 million** social impressions.

Website – 70,000 monthly visitors, interacting with an average of 12 pages creates **10 million** impressions via web.

Out Of Home – Approximately 20,000 vehicles drive past the Peoria Civic Center each day, resulting in over **7 million** annual out of home impressions.

Event – The Peoria Civic Center spends approximately \$620,000 annually in conjunction with and on behalf of promoters and event planners. This paid impact results in over **6 million** impressions annually.

Total impact of over **100 million** high quality impressions every year.



Additional annual impressions (**50 million +**) come from various other sources:

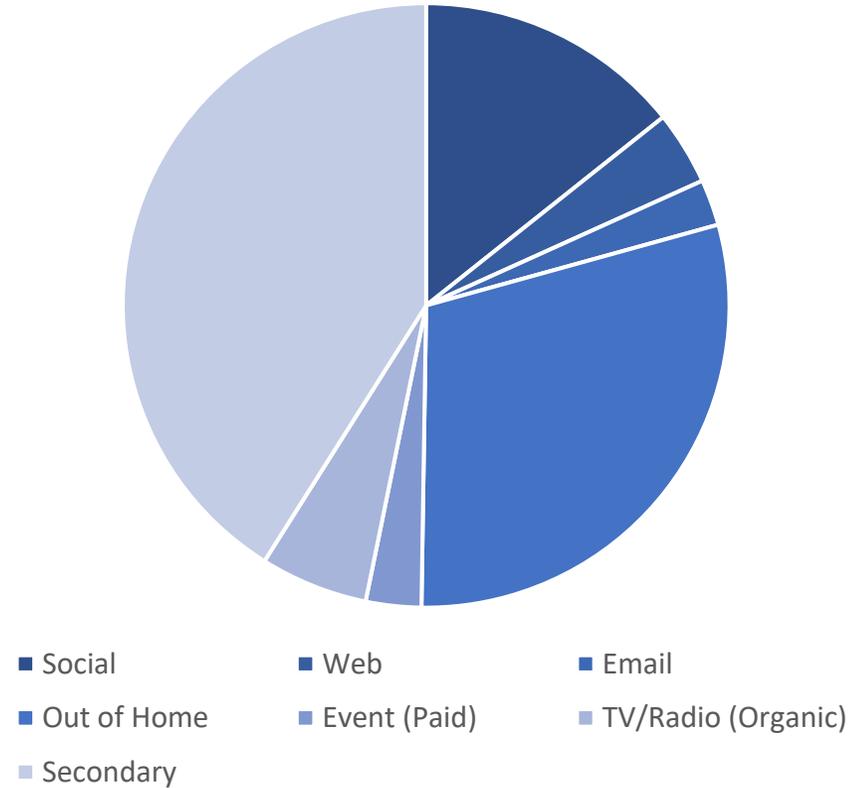
- Trade Publications (Pollstar, Billboard, etc.)
- Athletic teams/touring acts websites and social media
- All printed ticket stock and envelopes
- Various additional media inclusions from sports and News coverage (ESPN, Peacock, etc.)

# Media Exposure Valuation

| Type of Ad         | Impressions*  | CPM**                 | Annual Value     |
|--------------------|---------------|-----------------------|------------------|
| Social             | 29M           | \$3.00                | \$87,000         |
| Web                | 12M           | \$2.00                | \$24,000         |
| Email              | 3M            | \$5.00                | \$15,000         |
| Out of Home        | 20M           | \$9.00                | \$180,000        |
| Event (Paid)       | 6M            | \$3.00                | \$18,000         |
| TV/Radio (Organic) | 3.5M          | \$10.00               | \$35,000         |
| Secondary          | 50M           | \$5.00                | \$250,000        |
| <b>Total</b>       | <b>123.5M</b> | <b>\$5.28 Avg CPM</b> | <b>\$609,000</b> |

\* - Based on annual approximations. \*\* - Based on approximate average CPM rates.

Annual Value



MARKETING

# Digital & Social

Peoria Civic Center's Social Media platforms include Facebook, Twitter, LinkedIn, and Instagram. A Facebook event page is created for all announced ticketed events and sent out to all fans. Other social media opportunities include contests, promotions and paid advertising.

## Socials

 69,943 Followers

 6,565 Followers

 8,368 Followers

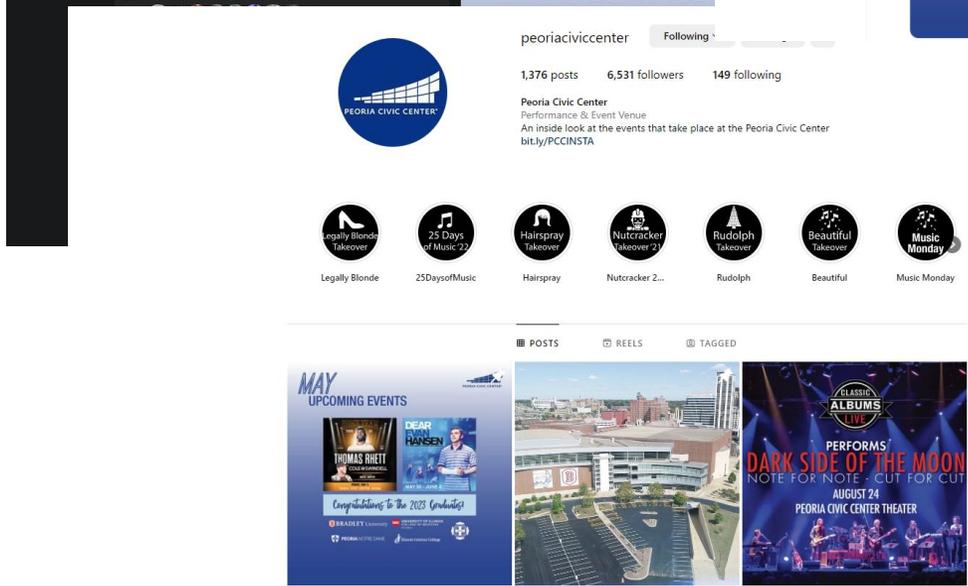
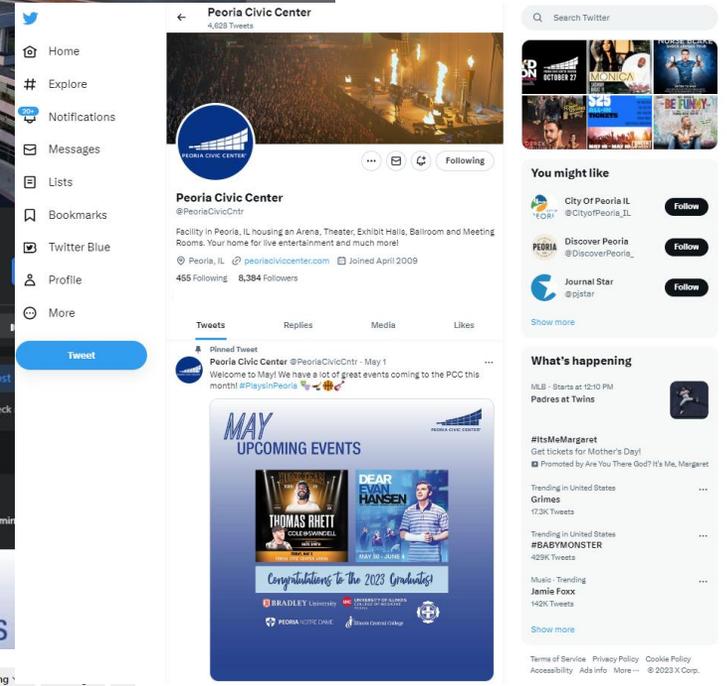
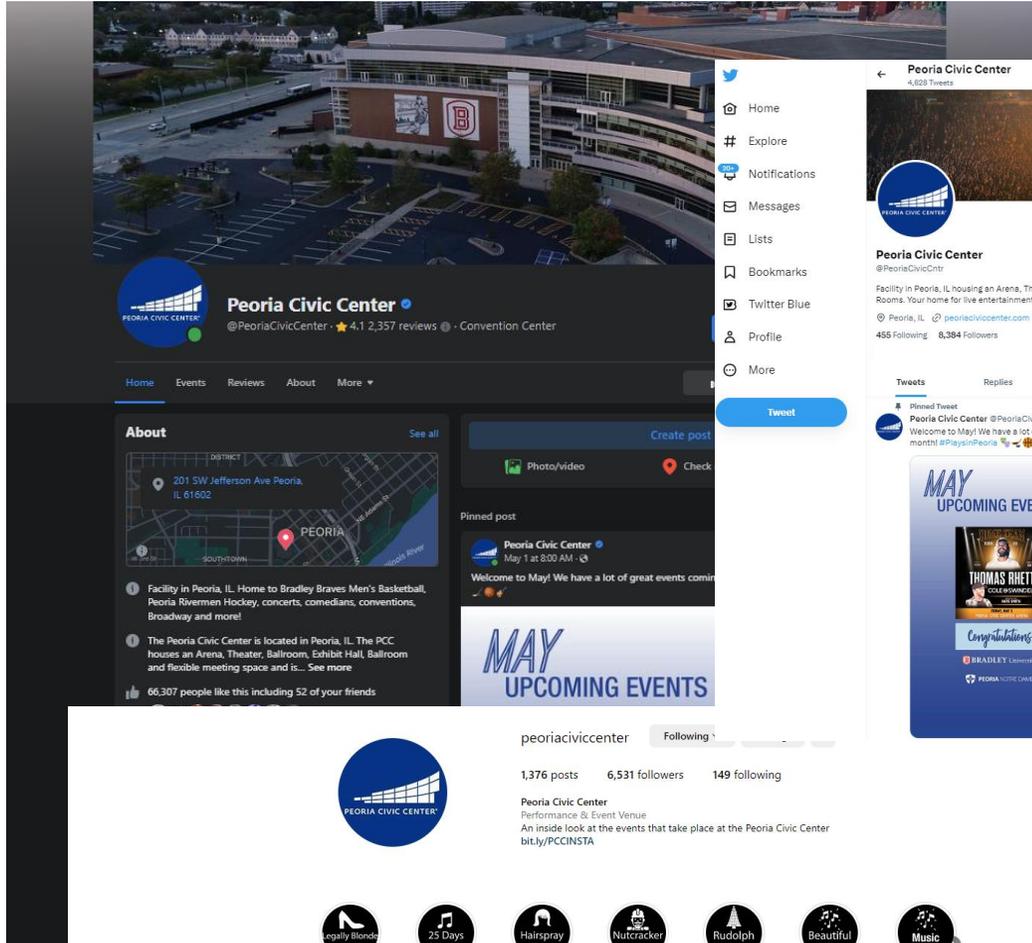
 743 Followers

## Email & Web

 55,345 Subscribers

 900,000+ Page Views

 70,000 Monthly Visitors



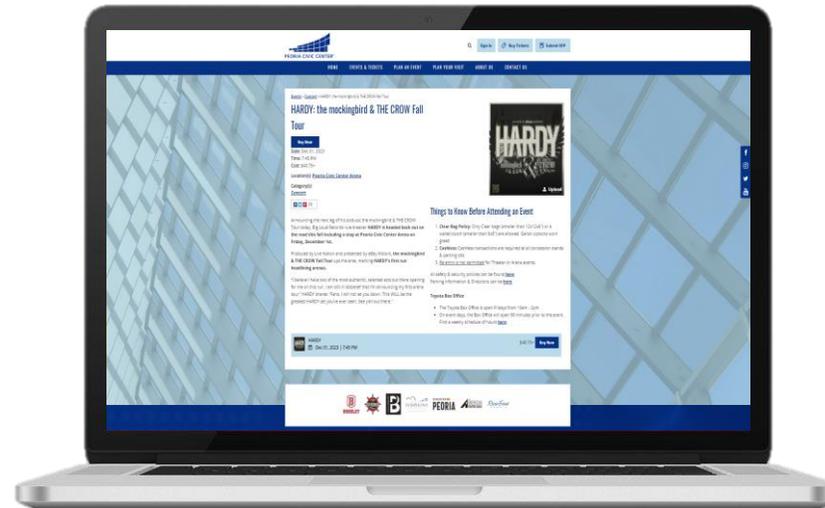
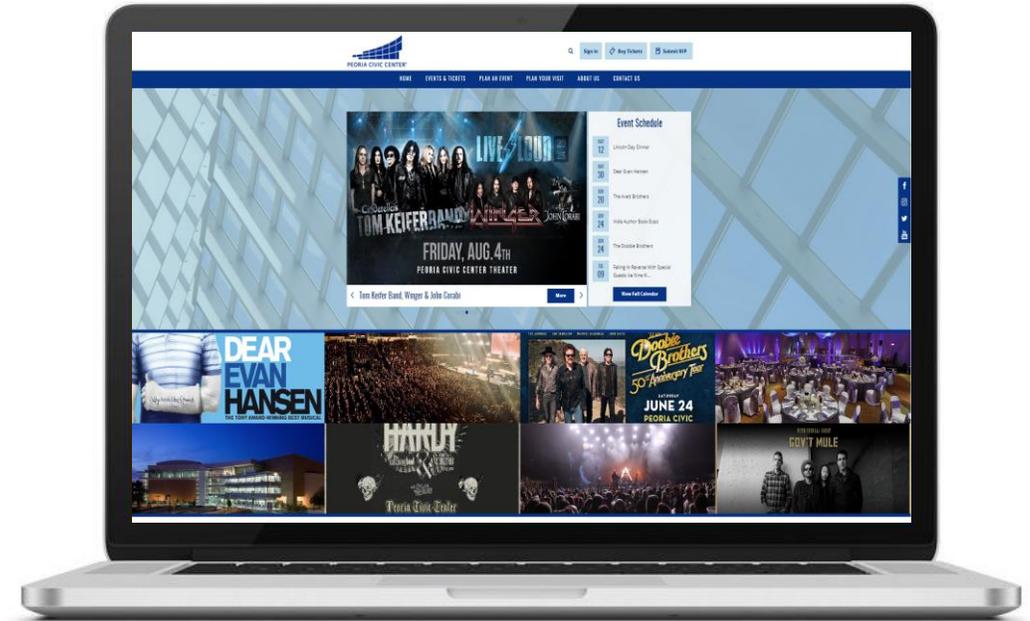
\*Audience counts as of 6/23/23

MARKETING

# Digital & Social

Peoria Civic Center website features an event calendar for public upcoming events. Each event page will display event artwork, event information, and ticket purchase links. Our website also features in depth information about our event spaces, sponsors, employment opportunities and more!

The Peoria Civic Center also boasts a large database of subscribers for email marketing purposes. Each show has a presale through our email list as well as informational policy "Know Before You Go" emails sent before each show.



## MARKETING

# Indoor Opportunities

The Peoria Civic Center offers a wide variety of great indoor marketing and advertising solutions for venue partners. These solutions include, but are not limited to:

### Digital & Physical Signage

- Physical plex signage located inside and outside of the arena of various sizes
- Backlit signage clearly visible before and after concerts and during sporting events
- Digital upgrades coming this Fall
- Directional signage and directional TV's display sponsors
- Pop-up banners promote shows throughout the venue

### Arena Scoreboard Spots

- Arena scoreboard spots available that run during Bradley and Rivermen games
- LED Ring spots beneath Arena scoreboard run during games as well
- New scoreboard and other upgrades coming Fall of 2023.

### Wall, Window, and Stair Adhesive Wraps

- Flexible alternatives to plex signage available
- Allows promotion in high traffic, high impression places



## MARKETING

# Outdoor Opportunities

The Peoria Civic Center also offers outdoor advertising opportunities. These opportunities can prove to be extremely effective out of home solutions. With more than 25,000 vehicles passing by the building each day, the potential is limitless with these solutions.

### Digital Marquee

- Three-sided digital marquee located on the corner of Jefferson Avenue and Kumpf Boulevard on the West end of the Bob Michel Bridge

### Outdoor Adhesive Wraps/Spectaculars

- Huge creative potential for window wraps and banners facing the outside of the building towards the busy downtown streets
- Relatively low cost, extremely high yield investment



## MARKETING

# Additional Opportunities

The Peoria Civic Center boasts a large network of local sponsors and partners through which we are able to offer an expansive selection of additional marketing opportunities.

### Mall Advertising

- Current marketing trade agreement with the Shoppes at Grand Prairie (outdoor Peoria Mall)

### Transit Advertising

- Current marketing trade agreement with the Peoria Airport

### Third Party Opportunities

- Par-A-Dice Casino
- Coca-Cola
- Retail Poster for beverage partners



## NAMING RIGHTS

# Why Naming Rights?

Naming rights are a truly unique way to market your organization. In a world full of clutter, you can cut straight through by partnering with our venue.

- Achieve instant brand awareness in a large, diverse market
- Create high-quality interactions between your brand and your clients/prospects
- Unique ways to showcase your products and services
- Demonstrate a passion for community and public relations by being directly involved

As of 2021, **64 companies** have committed more than **\$3.5 billion** globally to associate their brands with entertainment facilities.



## NAMING RIGHTS

# Benefits

In partnering with the Peoria Civic Center, access to all forms of integrated marketing will be available to you. This creates the opportunity for your brand to become the new face of downtown Peoria, and for your story to be told before, during, and after each and every event at the Peoria Civic Center.

- 650,000 annual patrons and over 50,000 vehicles daily equates to **100 million+** high-quality impressions each year.
- One of the best ROI per-impression opportunities on the market, done exactly how your brand needs.



CONCLUSION

# Testimonials

“Great venue, easy access,  
not a bad seat in the place!!”

“Very nice, modern venue. Even  
the bathrooms are pleasant! “

*“Our seats were so good it was almost  
like being in the show! Not one  
interference, and furthermore, easy  
parking and walking in the covered  
area-sheltered from the cold rain.”*

“Great concerts and easy access  
to park! We are so lucky to have  
this in our town!”

“Great variety for a venue.  
Something for everyone and  
very affordable.”



## **APPENDIX B**

### PEORIA CIVIC CENTER NAMING RIGHTS BENEFITS

#### **A. DESIGNATION**

The Peoria Civic Center shall be renamed "Company XYZ Center" or a similar mutually agreed upon name. This will apply for all references to the facility henceforth for the term of the contract.

#### **B. EXTERIOR SIGNAGE**

Company XYZ will receive the following exterior signage benefits (subject to approval):

- Access to advertising on the following assets:
  - Outdoor Video Marquee on the corner of Jefferson Avenue and Kumpf Boulevard as well as fixed logo inclusion on all sides of the Marquee.
    - An average of 20,000 vehicles are exposed to Marquee daily.
  - Outdoor banners located on light poles around the facility.
  - Logo and/or name inclusion on parking/navigation signs around the facility.
  - Fixed directional signage around the outside of the facility.
    - An average of 26,000 vehicles drive along all sides of the facility daily.
  - Branding opportunities along all sides of the facility in the form of large window wraps along the Glass Arcade, fixed logo signage on each side of the facility, and inclusion of logo on all outdoor banners along the sides of the facility.

#### **C. INTERIOR SIGNAGE**

Company XYZ will receive the following interior signage benefits (subject to approval):

- Access to inclusion on the following assets:
  - Facility's digital and physical signage.
    - LED backlit displays inside of the arena and around the building.
    - Directional blade and TV/Monitor screen directional signage.
    - Pop-up banners promoting shows and sponsors.
  - Access to wrap various locations around the facility with promotional materials.
    - Arena Concourse support beams, entry stairs, and walls.
    - Great Hall/Triangle Lobby walls.
  - Digital space and fixed logo inclusion within the arena during game day programming on new video boards.
    - Includes new video scoreboard, recurring spots on mezzanine ribbon boards and vomitory digital boards, etc.)

## REQUEST FOR PROPOSAL

- Logo inclusion on facility's court/rink for basketball and hockey sporting activities.
- Logo inclusion on entry and exit signage on doors of facility.
  - An average of over 600,000 patrons annually within the facility.
- Logo inclusion on all directional signage within the facility.
- Logo/Title inclusion on/in each major area of the facility.
  - Includes Arena, Convention Center, Ballroom, Theatre, Great Hall, Triangle Lobby, etc.

### **D. EDITORIAL MEDIA COVERAGE**

Company XYZ will benefit from hundreds of millions of impressions that will be generated each year from editorial media coverage with local and national broadcast partners and with all other related media (TV, radio, print, digital, social, etc.)

- Local and national TV and radio exposure promoting events within the facility. (NBC, CBS, ABC, Cumulus, AMP, etc.)
  - PCC, promoters, and agencies spend approximately \$620,000 USD combined each year on paid advertising for shows.
- Coverage of the facility during various sporting events. (ESPN, Peacock, etc.)
- Publications both online and in print referencing the facility. (Billboard, Pollstar, Venues Today, Trade Show Executive, Peoria Magazine, etc.)
- Coverage of facility online on artist/athletic teams touring websites, social media, schedules, and press releases.

### **E. PROMOTIONAL ADVERTISING**

Company XYZ will be included within all promotional advertising, which is estimated to be worth approximately \$609,000 annually.

### **F. WEBSITE**

Company XYZ will receive dominant digital exposure via a forthcoming newly branded website.

### **G. SOCIAL MEDIA**

Company XYZ will receive recognition from social media accounts related to all events scheduled at the facility.

### **H. COLLATERAL MATERIALS**

Company XYZ will receive facility identification exposure from the Peoria Civic Center, Sports Tenants, and all other stakeholders. All stakeholders will be required to identify Company XYZ Center in all official documents, including but not limited to invoices, email

## REQUEST FOR PROPOSAL

signatures, automatic phone messaging, voicemails, business cards, newsletters, and contracts. Additional collateral material items may include the following:

- All Event Tickets and Box Office Envelopes;
- All applicable Programs;
- Press Releases;
- Other tenant/event related material (*e.g.*, posters, season ticket brochures, newsletters, pocket schedules, e-blasts, and all other related material highlighting the facility);
- Uniforms; and
- Other as determined in future discussions

### **I. HOSPITALITY**

RFP minimum request of \$500,000 annually for a minimum 10-year term. Hospitality (suites, tickets, etc.) inclusion to be mutually agreed upon with Sponsor.

### **J. OTHER**

Companies may customize proposals to include other available signage locations, building usage for private events, interior decorations or color schemes, graphics, etc., subject to Peoria Civic Center Authority approval.