

REQUEST FOR PROPOSALS

NAMING RIGHTS & SPONSORSHIPS CONSULTING SERVICES

PUBLIC ASSEMBLY FACILITIES / FAIRGROUNDS

Proposals will be received until
3:00 PM, May 22, 2025

Submit your electronic bids by attaching a single PDF file
of the required bid forms by email with
subject line: **“Proposal for Naming Rights”** to bids@cityofws.org

Sealed proposals endorsed **“Naming Rights”** will be received by City/County Purchasing until the time and date noted above. This is not a public bid opening! Submissions electronically only as noted above. The City reserves the right to reject any or all proposals.

No pre-proposal conference is being held. Be sure to ask any questions by the End of Question Period of 5:00 PM, May 14, 2025 to ensure a full understanding of what is required for this contract and constitutes a complete and valid proposal.

Scope of Services: The City of Winston-Salem, NC (hereinafter referred to as “City”) is seeking qualification statements and service proposals from individuals and/or organizations (hereinafter referred to as “Vendor”) who:

- A) Specializes in the consultation and solicitation of corporate naming rights and sponsorships of public buildings, events, branding opportunities, VIP experiences, and other branding opportunities for its sports and entertainment venues; including but not limited to the Fairgrounds Arena, Event Center, Carolina Classic Fair, Bowman Gray Stadium, and other events and facilities associated.
- B) Is experienced in development of assets, identifying, negotiating, and finalizing the sale of naming rights, partnerships and or branding opportunities as well as managing associated partnership elements.

The contract award will not be based on lowest price alone, but on evaluation of the best proposal based on the response to the requirements given herein, as noted in the Evaluation Criteria section. Typically, the highest scoring qualifying proposal is awarded the contract.

To obtain the full RFP, contact Darren Redfield at darrenmr@cityofws.org or 336-747-6936