



REQUEST FOR EXPRESSION OF INTEREST (RFEI)

for

The Title Sponsor Naming Rights for the Sioux Falls Events Center

On November 8, 2011, voters in Sioux Falls, South Dakota, approved funding and constructing a new 12,000-seat Events Center. The City of Sioux Falls is currently in the design phase for this new multipurpose facility, which will be connected to the existing Sioux Falls Convention Center and Sioux Falls Arena. The shows and events anticipated to be held at the new Events Center, in tandem with the Convention Center and Arena, can generally be classified as sports, convention, family, and entertainment shows. The new Events Center is scheduled to open in the fall of 2014.

The City of Sioux Falls is hereby issuing a Request for Expression of Interest (RFEI) by those organizations and individuals who wish to pursue securing title sponsor naming rights for the new Events Center complex. Formal letters expressing interest must be received by the City of Sioux Falls no later than Friday, April 6, 2012. At this time, the City is **not** seeking formal proposals. After April 6, 2012, organizations and individuals who submit letters of interest will be contacted and a subsequent process will ensue.

For more information regarding the new Events Center facility, current design, likely premium seating inventory, and overall project, please visit www.siouxfalls.org/eventscenter or contact Darrin Smith at 605-367-8178.

Ultimate selection criteria will include, but not be limited to, the following:

- **Financial Structure of Proposal:** The City will accept annual payments but may give preference for upfront cash payment in whole, or in combination with annual payments, that offers maximum flexibility and value to the City. Additionally, preference may be given to alternatively structured proposals advantageous to the City.
- **Term of Proposal:** The City desires a 25-year agreement that may include a right of first refusal renewal option.
- **Exclusivity Requests:** The City desires that sponsorships be primarily nonexclusive.
- **Facility Enhancement:** The City would welcome proposals that include facility enhancements provided for by the title sponsor.
- **Marketing Initiatives:** The City desires a title sponsor naming rights partner that will promote, market, and support the facility.
- **Financial Stability of Corporate Partner:** The City will require sufficient evidence demonstrating financial stability and commitment of title sponsor.

Please submit a letter of interest to Darrin Smith at the City of Sioux Falls by Friday, April 6, 2012, at 5 p.m. central time. Before securing naming rights, the Offering entity shall provide financial information that reasonably demonstrates the stability and financial strength of the organization. The City reserves the right to request additional information.

Excluding proprietary information, the successful firm's proposal and agreement are deemed public records and shall be available to the public following award. In addition, the City shall maintain a "Register of Letters of Interest", which shall contain the names of companies/individuals who submitted a letter of interest and the name of the company/individual who was awarded; however, the proposals of submitting firms not awarded are nonpublic records and will remain confidential.