

0	<u>Spectra</u>	<u>Superlative</u>
Willingness to perform only Naming Rights consulting without Sponsorship award	yes	yes
Willingness to perform only Sponsorship consulting without Naming Rights award	yes	yes

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Naming Rights Cost Approach	<p>OPTION#1 <i>*Retainer:</i> \$3000.00 for 24 months</p> <p><i>Commission:</i> 10% for \$700K or less 12.5% for \$700K - \$900K 15% for \$900K - 1.5M 17.5% for above \$1.5M *Annual Fee for Naming Rights will be waived if awarded both Naming Rights and Sponsorship.</p> <p>OPTION #2 N/A</p>	<p>OPTION#1 <i>*Retainer:</i> \$5000.00 for 18 months</p> <p><i>Commission:</i> 10%</p> <p>OPTION #2 <i>Retainer:</i> \$ 0</p> <p><i>Commission:</i> 17% *Retainer is not duplicative for Naming Rights and Sponsorship. One Monthly retainer covers both.</p>
Sponsorship Cost Approach	<p>OPTION#1 <i>*Retainer:</i> \$6250.00 for 36 months *Annual Fee for <u>Naming Rights</u> will be waived if awarded both Naming Rights and Sponsorship. <i>Commission:</i> 5% for Existing 20% for \$1M or less 25% for above \$1M</p> <p>OPTION #2 <i>Retainer:</i> \$ 0 for 36 months <i>Commission:</i> 5% for Existing 20% for \$200K - \$1M 25% for above \$1M 50% for first revenue in from \$0 - \$200K</p>	<p>OPTION#1 <i>*Retainer:</i> \$5000.00 for 18 months <i>Commission:</i> 10%</p> <p>OPTION #2 <i>Retainer:</i> \$ 0</p> <p><i>Commission:</i> 17% *Retainer is not duplicative for Naming Rights and Sponsorship. One Monthly retainer covers both.</p>

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Key Personnel and Key Contractors	Regional Vice President, Jim Beaudoin will be the key account representative who will hire an on-site Director of Partnerships for the CMB. Along with Jim and the National Sales Team led by Brian Esposito will spearhead the national naming rights sales efforts. If awarded only Naming rights no dedicated CMB rep will be provided.	Pat Nieser will serve as dedicated CMB representative for both Sponsorship and Naming Rights working out of Ohio, with regular commutes to CMB. Pat was selected based on his unique experience securing naming rights agreements for convention centers.
	Stated that sales Team will consist of 70 staff members	Stated that sales Team will consist of 6 staff members

Naming Rights	Spectra	Naming Rights	Superlative
Indego	Average \$2,000,000-\$2,400,000	Cleveland Convention Center	\$ 516,067.00
Eagle Bank Arena	\$ 687,500.00	South Towne Exposition Center	\$ 399,392.00
First Ontario Centre	\$ 350,000.00	Sacramento Convention Center and Community Theater	\$ 919,520.00
Angel of the Winds Arena	\$ 340,000.00	Rockford Park District Indoor Sports Complex	\$ 96,912.00
Silverstein Eye Centers Arena	\$ 278,600.00	Rockford Park District SportsCore Facilities	\$ 107,027.00
Stormont Vail Events Center	\$ 250,000.00	Ohio Department of Transportation Freeway Service Patrol	\$ 865,000.00
First Ontario Concert Hall	\$ 250,000.00	Cleveland Bike Share	\$ 292,002.00
XL Center	Average \$400,000-\$600,000	Greater Richmond Transit Company	\$ 425,000.00
Relay presented by Georgia's Own Credit Union	\$ 400,000.00	San Diego MTS Blue Line	\$ 1,233,333.00
CURE Insurance Arena	\$ 150,000.00	San Diego MTS Green Line	\$ 851,060.00
Central National Bank Center	\$ 130,000.00	Greater Cleveland RTA MetroHealth Line	\$ 170,788.00
Swell Cycle	\$ 400,000.00	Greater Cleveland RTA Cleveland State Line	\$ 233,378.00
Tony's Pizza Events Center	\$ 80,000.00	Greater Cleveland RTA 34th Street Station	\$ 50,000.00
City National Grove	\$ 239,000.00	Greater Cleveland RTA 9th Street Station	\$ 31,000.00
Ford Park Entertainment Complex	\$ 188,000.00	Douglas County School District Football Stadium	\$ 10,000.00
Findlay Toyota Center	\$ 200,000.00	DART Mockingbird Station	\$ 46,300.00
Encana Events Centre	\$ 120,000.00	City of Woodbury Sports Center Complex	\$ 331,080.00
Mid Atlantic Industrial Memorial Hall at the York Expo	\$ 50,000.00	City of Cataharines Merdina Center	\$ 327,108.00
		Sacramento Regional Transit 39th Street Station	\$ 32,849.00
TOTAL ANNUAL AMOUNT	\$ 4,113,100.00		\$ 6,937,816.00

Including estimated average: \$6,813,100.00

Sponsorship	Spectra	Sponsorship	Superlative
World Long Drive	<i>Response: annual average combined with XL Center- Naming Rights above</i>	City of Santa Monica BikeShare (Hulu)	\$ 716,733.00
Iowa Events Center	\$ 102,623.00	Red Rocks Amphitheater (Miller Coors)	\$ 562,500.00
Canalside	\$ 250,000.00	Trinity College Dublin Pouring Rights (Coca-Cola)	\$ 10,002.50

2017 North American Indigeneous Game (NAIG)	\$	325,000.00	National University Ireland, Galway (Coca-Cola)	\$	90,000.00
Jamestown-Yorktown Foundation	\$	300,000.00	Denver International Airport (Colorado Lottery)	\$	250,000.00
Philadelphia Bike Share		<i>Average \$100,000-\$300,000</i>	Houston First Corporation Pouring Rights (Coca-Cola)	\$	120,000.00
2017 North American Indigeneous Game (NAIG)	\$	275,000.00	Red Rocks Amphitheater (Jeep)	\$	530,000.00
Iowa Events Center	\$	87,660.00	Meridian Centre (CAA Niagra)	\$	37,476.40
Budweiser Events Center	\$	65,000.00	Red Rocks Amphitheater (Brown Forman)	\$	143,262.00
Atlantic City Convention Center and Boardwalk Hall	\$	62,500.00	Minneapolis Convention Center Craft Beer Category	\$	22,575.78
Houston Bike Share	\$	100,000.00			
TOTAL ANNUAL AMOUNT	\$	1,567,783.00		\$	2,482,549.68