

POSSIBLE SPONSORSHIP OPTIONS TO BE CONSIDERED

Type	Location	Annual Revenue	Contract Terms	Total Revenue	Description
Park Naming Rights 20 YRS	South Pointe Park	\$198,000	20 Years	\$3,960,000	20-year contract with Carnival Cruise Lines proposed park naming rights in 2012 and it was brought to Finance but never received final approval
Park Naming Rights - 20 YRS	SoundScape Park	\$175,000	20 Years	\$3,500,000	20-year contract with Northern Trust proposed park naming rights in 2012 and it was brought to Finance but never received final approval
City Staff Uniform Sponsorships	i.e. Ocean Rescue Uniforms	\$250,000	5-Years	\$1,250,000	ESTIMATING A 5-YEAR AGREEMENT
City Staff Uniform Sponsorships	MBCC	\$250,000	5-Years	\$1,250,000	ESTIMATING A 5-YEAR AGREEMENT
Vehicle Sponsorships	Citywide	\$500,000	3-Years	\$1,500,000	Estimating 3-year agreement Partnership with dealer to provide vehicles at drastically discounted price or no fee at all - revenue estimated by TSG

\$ 11,460,000

POSSIBLE ADVERTISING OPTIONS TO BE CONSIDERED

Type	Location	Monthly Revenue	Contract Terms	Multiplier	Total Annual Revenue	Description
Trolley Exterior Ads	Trolley Windows	\$2,150	Per Trolley	25	\$645,000	Exterior window ads on the Trolleys - 25 THROUGHOUT THE CITY
Trolley Interior Static	Around interior of Trolley	\$750	Per Trolley	25	\$225,000	Interior images placed in 1 trolley
Trolley Interior Digital	Television inside Trolley	\$1,000	Per Month/per advertiser	1	\$12,000	one :30 PSA to run on all 25 trolleys per month
Exterior Parking Garage Ads	Parking Garages Citywide	\$30,000	Per Year/Per garage	9	\$3,240,000	Assuming one sign per 9 garages - This revenue would be negotiated between the sales company and the city
Wallscape	City-Owned or Public Buildings	\$30,000	per month/per sign	3	\$1,080,000	Per building/per location - estimated 3 locations to start - based on pricing recently paid for wallscape in midtown
Fleet Building Wallscope	Advertising placed on the back of the fleet building	\$20,000	per month/per sign	1	\$240,000	Large signage that would be seen by all cruise ship passengers/boaters that enter/exit the port

\$ 5,202,000.00