



Northville Public Schools
405 W. Main Street
Northville, MI 48167

Request for Proposal

Stadium Naming Rights
Sponsorship

Bids due 1:00 pm on August 9th, 2024

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1.0 Introduction - Purpose of Request / Bid Submission Information

1.1 Northville Public Schools ("School District") is requesting proposals from area businesses or corporations having a Michigan presence for a Naming Rights Sponsorship of the School District's football stadium, located at 504 West Eight Mile Road, Northville MI 48167. Previously, the naming rights for the stadium were secured by an automotive dealership that has now been sold.

1.2 **Bids are due by 1:00 p.m. EST on August 9, 2024.** Bids may be sent electronically to Mr. Michael Zopf, Assistant Superintendent of Finance & Operations (zopfmi@northvilleschools.org), or mailed to:

Mr. Michael Zopf, Assistant Superintendent of Finance & Operations
Old Village School, Room 331
405 W. Main Street
Northville, MI 48167

The District assumes no responsibility for late submissions.

1.3 It is the intention of the School District to use the funding received through this naming rights Sponsorship to support boys' and girls' athletic programming at Northville Public Schools.

1.4 The minimum value of proposals to receive consideration is \$300,000 over the 10-year life of the Sponsorship.

2.0 Background and Demographic Information

2.1 School District - Northville Public Schools is a public school district covering 25.87 square miles, with School District residents in Wayne, Oakland and Washtenaw Counties. Our School District serves approximately 7,000 students, and operates ten (10) school buildings, one (1) Central Office & Early Childhood Building, one (1) Transportation Building and one (1) Operations & Technology Building. The District operates under a locally elected, seven (7) member Board of Education, which has authority over the operations and administration of School District activities.

2.2 Community Demographics – The total taxable value of properties within the Northville Public School district boundary is \$3,825,080,756 as of 12/31/23. Median housing values are \$558,200 in the City of Northville (where the Stadium is located) and \$490,800 in Northville Township. Median income in the City of Northville is \$118,214.

2.3 Athletic Program – Northville Public Schools has about 1,000 student-athletes who compete in about 400 events throughout the year. Northville's athletic teams currently compete in the Kensington Lakes Activities Association (KLAA) Conference, operating under the jurisdiction of the Michigan High School Athletic Association (MHSAA). This past year, Northville's football team won the KLAA West championship, and Northville's baseball team won the Michigan State Baseball championship.

2.4 Stadium Description - The stadium is situated directly across from Hillside Middle School, and the stadium's south entrance is prominently visible from heavily travelled Eight Mile Road. Replacement artificial turf (Shaw Legion NXT Dual Fiber System material) was installed in 2023, and new and expanded bleachers were installed in 2024. Home games attract up to 5,000 attendees.

3.0 Sponsor Details & Benefits

3.1 It is anticipated that Sponsorship agreements will be for a ten (10) period, and all Sponsorship agreements will require School Board approval. The Northville Public Schools reserves the right to refuse or terminate any advertising arrangements that at any time conflict with district policy or administrative procedures, including new policy or future legislative actions, enacted during the term of the agreement.

3.2 Northville Public Schools agrees that the Stadium shall be re-named by mutual consent between the Sponsor and the School District, and once determined, no other official name will be used for the Stadium during the life of the Agreement.

3.3 At the sole expense of Northville Public Schools, the School District agrees to place the Sponsor's logo on signs at the North and South entrances to the Athletic Facility, and on the Athletic Facility's football field scoreboard facing the field and on the back of the scoreboard facing Eight Mile Road (see Section 8 for photos of designated locations). The particular size, location, type and aesthetics shall be mutually agreed upon by the School District and the Sponsor. The installation of such signage and markings shall occur on dates that are mutually acceptable to the School District and the Sponsor, but shall have minimal impact on the District's normal educational operations. Unless the Sponsor agrees in writing, the above-mentioned signage shall remain for the duration of the Agreement, shall be visible, and shall not be moved.

3.4 The District shall not enter into agreements with any other Sponsors for advertising at the Stadium who directly competes with the naming rights Sponsor.

3.5 The Sponsor shall have the option of placing a full-page, full-color advertisement in the football program for each year during the term of the Agreement. The advertisement shall be subject to the District's normal approval process, except that it will be without any additional cost to Sponsor.

3.6 The Sponsor shall have the option of utilizing LED advertising messaging during all events at the Stadium. The LED messages shall be subject to the District's normal approval process, except that it will be without any additional cost to Sponsor.

3.7 With mutual concurrence by the School District and the Sponsor, the Sponsor may have the option of setting up displays during events at Stadium, so long as the Sponsor takes necessary steps to ensure the safety of students, visitors, and other individuals regarding the display and with respect to the display itself. The School District and the Sponsor will mutually agree on the location of such displays and on the steps necessary to ensure appropriate levels of safety.

3.8 The Sponsor shall receive four (4) athletic passes to all home varsity sporting events for each year during the Term of this Agreement.

3.9 The Sponsor acknowledges and agrees that any and all advertising proposed pursuant to this Agreement shall satisfy and comply with intellectual property rights, restrictions, and licenses (including, but not necessarily limited to trademarks and copyrights). The Sponsor shall indemnify and hold the District and its officers, employees, and agents, harmless from any costs, damages or liability of any kind related to a violation of the foregoing sentence

3.10 The District shall have no obligation to provide the rights and opportunities discussed in Paragraphs 3.1 through 3.9 if the Sponsor fails to fully comply with its obligations herein. The District may also discontinue the Sponsor's rights and opportunities in Paragraphs 3.1 through 3.9, without penalty or damages to the District, if Sponsor or any of its officers is convicted of a felony or crime of moral turpitude or if the District otherwise reasonably believes that an association with Sponsor will materially and negatively impact public perception of the District.

4.0 Contact Information

The following individuals are available to provide additional information:

Michael Zopf
Assistant Superintendent of Finance & Operations
zopfmi@northvilleschools.org
(248) 344-3510

Brian Samulski
Athletic Director
samulskibr@northvilleschools.org
(248) 344-3959

5.0 General Information

5.1 The Northville Public Schools is accepting only one Naming Rights Sponsorship to the Stadium.

5.2 Any oral communication by the contact person or designee concerning the RFP is not binding and shall in no way modify the RFP or the obligation of the District, proposer or contractor.

5.3 The District reserves the right to use any and all information presented in reply to this RFP.

5.4 The District is not liable for any cost incurred by any responder prior to signing a. Sponsorship Agreement.

5.5 The Northville Public Schools may accept advertising sponsorships for other Stadium spaces (e.g. electronic scoreboard, fencing and surrounding facilities) where there is no competition to the Naming Rights Sponsor.

5.6 Sponsorships may not necessarily be granted to the organization submitting the highest price proposal. The district shall accept the proposals it deems to be in the best interests of the district. In making that determination, the district will use the following criteria to determine the best value:

- Monetary value of the offer
- Advertising content
- Any other relevant factor which Northville Public Schools identifies as necessary to determine best value and interest.

6.0 Payments

6.1 The proposals shall include an initial lump sum payment of at least 10% of the total value of the proposed Sponsorship donation. The remaining donation shall be divided equally between the subsequent nine (9) years of the Sponsorship Agreement, with each annual payment due by August 1st, beginning August 1, 2025. The minimum value of proposals to receive consideration is \$300,000 over the life of the Sponsorship.

6.2 The initial lump sum payment shall be provided within (30) days after a signed Donation Agreement has been executed. Bidding, construction and installation of the agreed upon signage will commence upon final execution of the Donation Agreement.

6.3 Checks shall be made payable to Northville Public Schools and shall be forwarded to the Business Office, Attn: Deb Converse, Controller, 405 W. Main Street, Northville MI 48167.

7.0 General Requirements

7.1 The Sponsor's display copy and graphics shall be reviewed with the Sponsor for initial approval and acceptance.

7.2 Advertising displays shall be maintained and kept clean during the term of agreement by Northville Public Schools.

7.4. The Northville Public Schools shall maintain liability and property damage insurance to adequately protect the interest of the vendor.

7.5 The Sponsor shall be responsible for making any changes to a display during the term, including all labor costs associated with replacing the display.

7.6 The Northville Public Schools reserves the right to reject any proposal for advertisements or content that the District considers inappropriate for public display at school-owned facilities (including, but not limited to, advertising for tobacco, drugs, alcohol or firearms).

7.7 All displays must be manufactured using quality products that appeal to the dignity and character of the district. Signs must be maintained in quality condition by the District.

7.8 The Northville Public Schools will be the sole authority on acceptability of advertising content, marketing components, including facility structure or other merchandising items distributed or displayed as a component of the advertising offer.

8.0 Appendix A – Signage Locations

Main entrance location of advertising signage



South entrance location of advertising signage



Signage facing Eight Mile Road

