Addendum No. 2, *issued May 7, 2026*

Multi-Purpose Stadium Naming (Sponsoring) Rights RFP 2526-06

Addendum 2 (issued May 7, 2026)

The following questions were received and responses are in red:

1. Can you please provide additional guidance on how the District envisions the naming component of the RFP? Specifically, how would the selected proposer receive an official naming designation of the stadium across signage, communications, and references? - Is the intent more of a co-branded designation? Or should this be viewed primarily as a sponsorship-focused partnership?
2. We noted in the RFP that other sponsors, including potential competitors, may have advertising presence within the facility. With that in mind, how should proposers think about the overall prominence of branding for the "naming sponsor"? Additionally, to clarify, is it correct to assume that industry or category exclusivity is not included as part of this opportunity?

The District intends this opportunity to be a sponsorship-focused partnership rather than a traditional exclusive naming rights agreement. Any naming component associated with the selected proposer is intended to acknowledge a sponsorship relationship and does not constitute a full or exclusive renaming of the stadium.

Subject to mutual agreement and District approval, the selected sponsor may receive recognition through signage, visual branding elements, and references in certain District communications. The scope, placement, and relative prominence of these elements would be further defined during negotiations.

As stated in the RFP, the District anticipates that other sponsors, including potential competitors, may also have advertising or promotional presence within the facility. Industry or category exclusivity is not included as part of this opportunity.

Proposers may submit deviations or alternative concepts related to naming, branding prominence, or exclusivity for the District's review and consideration. Submission of such deviations does not obligate the District to accept them.

Acknowledgment of Addendum:

_____ _____

Authorized Signature Date