

**REQUEST FOR PROPOSAL**

**HISTORIC BOWMAN FIELD**

**NAMING RIGHTS**

**FOR THE**

**CITY OF WILLIAMSPORT**

February 19, 2021

Proposals Solicited by:

City of Williamsport  
245 West Fourth St.  
Williamsport, PA 17701  
(570) 327-7570

## **ABOUT THE VENUE**

Historic Bowman Field is an approximate 2300-seat ballpark located in Memorial Park at 1700 West Fourth Street, Williamsport, Pennsylvania. It is the second oldest Minor League Baseball stadium in the United States owned by the City of Williamsport, Pennsylvania. The venue sits conveniently next to U.S. Route 15. The Pennsylvania Department of Transportation estimates that approximately 30,000 vehicles pass by the ballpark each day on US 15.

A history of the ballpark written by Lou Hunsinger, Jr. for Crosscutters.com can be found at: <https://www.milb.com/williamsport/ballpark/history>.

Currently, the ballpark is the home to the Williamsport Crosscutters who participate in the newly formed MLB Draft League. In addition, the ballpark is host to the MLB Little League Classic, high school and college baseball games.

## **REQUEST FOR PROSPOSALS REQUIREMENTS**

**ISSUE DATE:** February 19, 2021

**CLOSING DATE:** March 08, 2021

### **PURPOSE OF REQUEST FOR PROPOSALS**

The City of Williamsport requests proposals from interested parties for the exclusive naming rights for the Historic Bowman Field located in Williamsport, Pennsylvania.

### **TERM**

The term for the naming rights of Historic Bowman Field will be for five (5) years beginning on April 1, 2021, or on a subsequent date that a contract is executed with a sponsor. The winning sponsor shall have exclusive right to renew the naming rights, subject to negotiation with the City of Williamsport, mutually agreed upon terms and conditions and a continued Operation and Maintenance Agreement for the use of the ballpark for any renewal period.

### **SUBMISSION OF PROPOSALS**

Due to current health concerns relating to COVID-19, you may deliver your proposal or send your proposal via electronic submission. Proposals for the Naming Rights of Historic Bowman Field will be received by the City of Williamsport until 12:00pm prevailing time on March 8, 2021. If you email your proposal, it is important that the email be sent early enough to avoid or resolve any transmission problems. If you email your proposal, you must follow with a hard copy of the proposal. In this case, only the emailed copy must be received by the deadline specified. Complete proposals shall be submitted via email transmission and/or regular mail or overnight delivery to:

Joseph Pawlak  
City of Williamsport  
2<sup>nd</sup> Floor, Finance  
245 West Fourth Street  
Williamsport, PA 17701  
[rfp@cityofwilliamsport.org](mailto:rfp@cityofwilliamsport.org)

The proposal shall have “HISTORIC BOWMAN FIELD – NAMING RIGHTS” in the email subject or clearly marked in a sealed opaque envelope. Any proposal received after 12:00pm on the date due will be rejected by Williamsport without review.

### **EVALUATION CRITERIA**

Evaluation of proposals and recommendation of a sponsor will be by the members of the City of Williamsport Administration and the Bowman Field Commission. All proposals will be evaluated in terms of the response to the specific requirements of this Request for Proposals, the potential sponsor’s qualifications, scope of services, term of agreement, and financial proposal. The City of Williamsport retains sole discretion and may not necessarily accept the highest proposal or any proposal. The City of Williamsport reserves the right to reject any and all proposals. **Proposals may not be modified after their submission. Modifications will be the subject of negotiation with the entity chosen by the City of Williamsport.**

### **PROPOSAL SELECTION PROCESS**

After reviewing the written proposals, the City of Williamsport Administration will select a proposal to recommend to Williamsport City Council for their approval. The City of Williamsport will be represented in negotiations by the Mayor of the City of Williamsport with final approval by the City Council of the City of Williamsport. The City of Williamsport reserves the right to contact any sponsor having submitted a proposal to answer questions and deliver oral presentations regarding their proposal.

### **NO CONTRACT**

By submitting a proposal and participating in this RFP process, interested parties expressly agree that no contract is formed under, or arises from, this RFP prior to the approval and signing of a formal written contract.

### **SCOPE OF SERVICES**

Naming Rights Sponsorship entitles the sponsor to rename the venue with a name chosen by the sponsor, subject to approval by the City of Williamsport which shall include “HISTORIC BOWMAN FIELD.” The sponsor may develop, at its cost, a logo and the City will use the name and, when available, the logo in all print or media advertising as well as directional information. The sponsor will commit to provide exterior signage at their cost. All sign placements must be approved by the City of Williamsport and conform to all City of Williamsport rules and zoning and building requirements. All signs and illumination, once installed, are the responsibility of the sponsor including electricity use as determined by the City of Williamsport.

The City of Williamsport reserves the right to sell naming rights to individual components within the ballpark, provided however, that no competing institutions shall be allowed to purchase such rights (excluding any existing agreements). Examples of an interior component, for which naming rights could be sold by the City within the ballpark would include the left field event and concession area or the home and visiting team clubhouse or grandstand seating or the press box.

The sponsor shall have the right to place appropriate identifying signage on the exterior of the ballpark, on top of the ballpark scoreboard, and at the entrance of W. Fourth Street displaying the name and logo of the ballpark. All cost associated with the purchase, installation, maintenance, repair, replacement and removal of such signage shall be at the sole expense of the sponsor. Proposed locations, size, and design of signage shall be included with the proposal, if available.

Interested parties are encouraged to offer, and shall describe, promotional advertising opportunities that may include additional revenue or marketing benefits and shall state their objectives and strategy to introduce, build, and increase awareness of the venue’s new name.

**EXISTING SIGNAGE**

The removal of existing signage and structures are the responsibility of the current sponsor. The City provides no guarantee that existing poles, posts, etc. will remain in tack. The successful sponsor may negotiate with the current sponsor regarding the existing signage and structures.

**REVENUE PROPOSAL**

Interested parties should submit a revenue proposal for the naming rights quoting a minimum annual sum.

**LIABILITY FOR ERRORS**

The City of Williamsport has made all considerable efforts to ensure the accuracy of the information within this RFP. This information is not guaranteed or warranted to be accurate by the City of Williamsport, nor is it necessarily exhaustive. No information contained herein is intended to relieve interested parties from forming their own opinions and conclusions with respect to the matters addressed within this document.

**AGREEMENT WITH TERMS**

By submitting a proposal, interested parties agree to all terms and conditions of this Request for Proposals. Interested parties who have obtained the RFP shall not alter any portion of the document, with the exception of adding information requested from the City of Williamsport.

**MODIFICATION OF TERMS**

The City of Williamsport reserves the right to modify the terms of this RFP at any time at its sole discretion.

**EXPENSES**

Interested parties are solely responsible for their own expenses in preparing a proposal and for subsequent negotiations with the City of Williamsport.

**CONTRACT NEGOTIATIONS**

The successful interested party will be required to enter into a formal contract with the City of Williamsport with the final approval of the Williamsport City Council. The City of Williamsport reserves the right to negotiate specific terms of the contract with the selected sponsor prior to the final award of a contract. If the selected sponsor and the City of Williamsport cannot agree on contract language in the contract document, the process will be terminated, and the City of Williamsport may begin negotiations with the next preferred sponsor.

**CONTACTS**

Derek Slaughter, Mayor, City of Williamsport

Phone: 570-327-7566

Email: [dslaughter@cityofwilliamsport.org](mailto:dslaughter@cityofwilliamsport.org)

OR

Joe Pawlak, Interim Finance Director, City of Williamsport

Phone: 570-327-7570

Email: [financedir@cityofwilliamsport.org](mailto:financedir@cityofwilliamsport.org)

OR

Adam Winder, Acting General Manager Public Works, City of Williamsport

Phone: 570-326-2500

Email: [awinder@cityofwilliamsport.org](mailto:awinder@cityofwilliamsport.org)

Existing Sign Locations, denoted with red arrows





