



## REQUEST FOR EXPRESSION OF INTEREST (RFEI) Title Sponsor Naming Rights for the Bellevue Conference and Event Center

On November 8, 2011, the Bellevue City Council, approved funding for the construction of a new Bellevue Conference and Event Center in Bellevue. The center is currently under construction in the Twin Creek area of Bellevue located near the 36<sup>th</sup> and Highway 370 intersection which is the most traveled intersection in Sarpy County. Once complete, the Conference and Event Center will be able to seat up to 800 people in the main ballroom, and the 20,000 sq. ft. area will be able to be separated into smaller meeting or reception rooms simultaneously. It will have all of the modern audio/visual equipment available to handle any meeting, conference, wedding reception or other event. In addition, the center will be adjacent to a new 122-room Courtyard by Marriott Hotel. The Conference and Event Center is already accepting registrations for events in September of 2016 with a soft opening expected in June of 2016.

The City of Bellevue is issuing a Request for Expression of Interest (RFEI) by those organizations and individuals who wish to pursue securing title sponsor naming rights for the new Conference and Event Center complex. Formal letters expressing interest must be received by the City of Bellevue no later than Friday, February 19, 2016. At this time, the City is not seeking formal proposals. After February 19, 2016, organizations and individuals who submit letters of interest will be contacted and a subsequent proposal process will follow.

For more information regarding the new facility, current design, and the naming rights opportunity, please visit the website, [www.bellevueeventcenter.com](http://www.bellevueeventcenter.com) or contact Phil Davidson, Community Relations Coordinator, at [phil.davidson@bellevue.net](mailto:phil.davidson@bellevue.net) or 402-293-3052.

The selection criteria may include, but is not limited to, the following:

- **Financial Structure of Proposal:** The City will accept annual payments but may consider upfront cash payment in whole, or in combination with annual payments that offers maximum flexibility and value to the City. Additionally, consideration may be given to alternatively structured proposals advantageous to the City.
- **Term of Proposal:** The City desires up to a 20-year agreement that may include a right of first refusal renewal option.
- **Exclusivity Requests:** The City desires that sponsorships be primarily nonexclusive.
- **Facility Enhancement:** The City would welcome proposals that include facility enhancements provided for by the title sponsor.
- **Marketing Initiatives:** The City desires a title sponsor naming rights partner that will assist to promote, market, and support the facility.
- **Financial Stability of Corporate Partner:** The City will require sufficient evidence demonstrating financial stability and commitment of title sponsor.

Please submit a letter of interest to Phil Davidson at the City of Bellevue by Friday, February 19, 2016, at 4:30 p.m. central time by email to [phil.davidson@bellevue.net](mailto:phil.davidson@bellevue.net) or in writing to City of Bellevue; Attn: Phil Davidson; 210 West Mission Avenue; Bellevue, NE 68005. Following the deadline for letters of interest, the City of Bellevue will contact interest parties to schedule a meeting to discuss the formal proposals and timeline. The City reserves the right to request additional information.

*Excluding proprietary information, the successful firm's proposal and agreement are deemed public records and shall be available to the public following award. In addition, the City shall maintain a "Register of Letters of Interest", which shall contain the names of companies/individuals who submitted a letter of interest and the name of the company/individual who was awarded; however, the proposals of submitting firms not awarded are nonpublic records and will remain confidential.*