



Greater Cleveland Regional Transit Authority

SUMMARY OF PROPOSED AWARD

CORPORATE MARKETING SERVICES

Presented to: Finance Committee
October 8, 2013



PROJECT OVERVIEW

CORPORATE MARKETING SERVICES

- Scope of Services:
 - Assist the Authority in the development of a revenue generating, corporate sponsorship marketing program
 - Develop and implement a strategic marketing plan to identify and solicit potential sponsors



PROJECT OVERVIEW

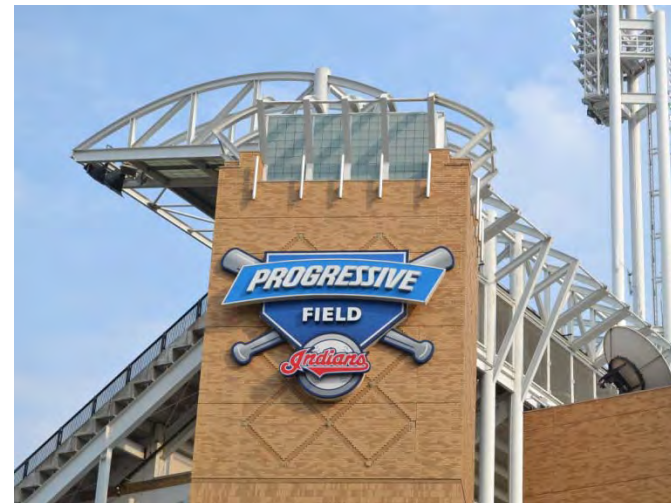
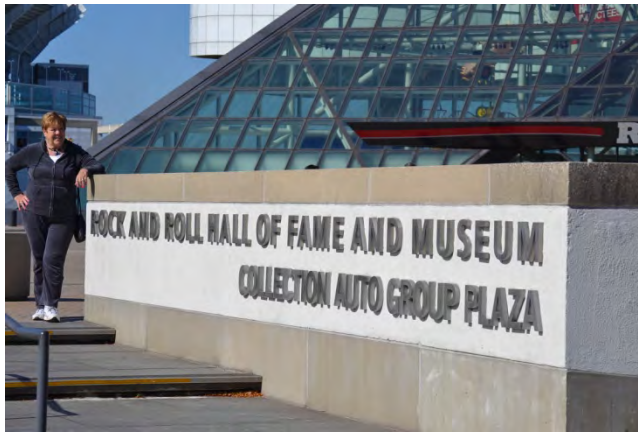
CORPORATE MARKETING SERVICES

- Scope of Services (continued):
 - Determine market value of assets/sponsorship opportunities
 - Match assets with prospective sponsors
 - Negotiate corporate sponsorship agreements



PROJECT OVERVIEW

CORPORATE MARKETING SERVICES





PROJECT OVERVIEW

CORPORATE MARKETING SERVICES





PROJECT OVERVIEW CORPORATE MARKETING SERVICES

- Superlative Group, Inc. is the current contractor for these services. It has proven to be very successful at generating revenue for the Authority and a continuation of the program is desired .



PROJECT OVERVIEW

CORPORATE MARKETING SERVICES





PROJECT OVERVIEW

CORPORATE MARKETING SERVICES



HealthLine Vehicle
Graphics





PROJECT OVERVIEW

CORPORATE MARKETING SERVICES





PROJECT OVERVIEW

CORPORATE MARKETING SERVICES

Current Underwriting Partners:

- HealthLine “Principal Underwriters”
 - University Hospitals System
 - Cleveland Clinic Foundation
- Term: 25 years
- Annual Fee: \$125,000 each



PROJECT OVERVIEW

CORPORATE MARKETING SERVICES

Current Partners:

HealthLine Station Underwriting Partners:

- Medical Mutual, Cleveland State University, Huntington Bank, Bryant and Stratton
- Term: 10 years
- Annual Fee: \$30,000 each



PROCUREMENT OVERVIEW

CORPORATE MARKETING SERVICES

- RFP issued May 17, 2013
- Accessed on the RTA Web site by nine (9) potential vendors
- Two vendors responded



PROCUREMENT OVERVIEW

CORPORATE MARKETING SERVICES

- Evaluation Panel Members:
 - Marketing
 - Office of Management & Budget
 - Legal
 - Procurement
 - Executive



PROCUREMENT OVERVIEW CORPORATE MARKETING SERVICES

- Evaluation Criteria:
 - Project Approach – Proposed Process
 - Qualifications and Experience of Assigned Staff
 - Corporate Sponsorship Experience
 - Revenue Sharing Plan



PROCUREMENT OVERVIEW

CORPORATE MARKETING SERVICES

- Recommended Vendor:
 - The Superlative Group, Inc.
 - DBE Goal: Zero
 - Headquartered in Cleveland Ohio



PROCUREMENT OVERVIEW

CORPORATE MARKETING SERVICES

■ Experience:

- Full service marketing and sales organization founded in 1994
- Pioneered naming rights and sponsorship in transit
- Represents public sector sponsorship clients on a variety of sponsorship campaigns and naming rights.



PROCUREMENT OVERVIEW CORPORATE MARKETING SERVICES

- Experience (continued):
 - Experience in transit sponsorship markets including Ohio Department of Transportation (ODOT), Chicago Metra; LACMTA; Phoenix Valley Light Metro Rail; Toronto Metrolinx; Dallas Area Rapid Transit; and San Diego Metropolitan Transit System.



PROCUREMENT OVERVIEW

CORPORATE MARKETING SERVICES

- Recommendation:
 - Staff requests that the Finance Committee recommend to the Board of Trustees award of a three-year revenue generating contract with two one-year options to the Superlative Group, Inc. The Authority will receive the same percentage of revenue generated on this contract as on the expiring contract.