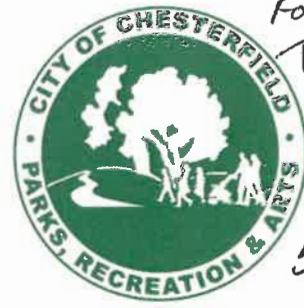


Memorandum

To: Mike Geisel, City Administrator
From: Tom McCarthy *T*
Director of Parks, Recreation and Arts
Date: 5/7/2021
Re: Sponsor Ship Proposal for the Chesterfield Valley



*Forward to
PR&A for
review &
approval
mcr
5/10/2021*

I would like to move the attached proposal forward to the Parks, Recreation & Arts Committee of Council for their review and direction. When we discussed Independent Sponsorship Opportunities at the Council meeting on January 4, 2021, I let Council know that for any large opportunities I would bring them back to the full Council for their direction and approval. I thought it may be best for it to go to the Parks, Recreation & Arts Committee of Council first for direction and then on to the full council if approved by the PRACC. This is a substantial opportunity Jason Baucom has been able to bring forward. This proposal with Summit Distribution, Molson Coors Beverage Company and Schlafly Beer, is for the Amphitheater and the CVAC. This is a five, year deal and they are willing to give us \$150,000 up front to fund the two concession stands inside the amphitheater and the one forty, foot concession stand and small stage on the entertainment Plaza. These improvements are drastically needed as the set up and tear down of tents and temporary stands create a large amount of extra work multiple times a week throughout the concert and event season. Having these permanent set up will add a professionalism to the Amphitheater and Central Park for years to come. Jason initially reached out to Anheuser Bush In Bev and Grey Eagle Distribution and they all declined the sponsorship request. Grey Eagle InBev had a similar agreement back in 2015 when Kari Johnson worked closely with Anheuser Bush and Grey Eagle for a five-year proposal for \$25,000 to help us build out two entertainment areas down at the CVAC and sponsorship at the amphitheater.

I have attached Jason proposal with sample concepts of concession stands and the concession/stage for the entertainment Plaza. This Entertainment Plaza and container concession stands concept was discussed at our Parks Recreation & Arts Citizens Advisory Committee meeting on December 14, 2019. A voice vote was taken, and all were in favor of the plan and the opportunity to have some new small-scale events out on the Entertainment Plaza in the near future to help promote additional community events that was highlighted in our Parks Master Plan as a desire from our residents. This will also enhance the Amphitheater experience on concert and event nights and can be used at walks, runs and other rentals throughout the year. I have also included the 2015 sponsorship agreements we had with Anheuser Bush & Gray Eagle back in 2015 for a good reference on what we have done in the past.

I would like to request that this information be forwarded to the Parks, Recreation and Arts Committee of Council for their review and direction, and if this is approved by the committee then put the item on the next available Council meeting agenda.

Sponsorship Proposal Chesterfield Amphitheater and Chesterfield Valley Athletic Complex 2021



The City of Chesterfield is thrilled for the possibility of beginning a partnership with Summit Distributing, Molson Coors Beverage Co, and Schlafly Beer. This is an exciting time for the City and the area around Central Park with four large, mixed-use developments proposed with three of them already in the construction phase. The Chesterfield Amphitheater has become one of the area's premier concert destinations and the Chesterfield Valley Athletic Complex has now added turf to the entire F quad and has added a record number of national tournaments to this year's schedule. We are proposing a sponsorship that will prove to be mutually beneficial to all parties and form a partnership that will last for five (5) years.

The proposed sponsorship encompasses several of Chesterfield's larger destinations. The Chesterfield Amphitheater began with its inaugural season in 2011, making 2021 its 10th anniversary. In the nine seasons that the Amphitheater has been open, it has seen a lot of growth and success in the market. The Amphitheater began hosting many free and charitable events including the Budweiser Taste of St. Louis, Pedal the Cause and St. Louis Area Foodbank's Rock out for Hunger, in addition to typically 40-50 additional events a summer and over 300,000 visitors a year. In nine years, the Chesterfield Amphitheater has found a good balance between free/charitable events and ticketed events and has become a venue that's a fan favorite for many concert goers for the unique and intimate experience it provides. It is conveniently located in Chesterfield's Central Park just off Interstate 40/64 in western St. Louis County. It is an open-air Amphitheater with a capacity of 4000 that is completely unique to the St. Louis Region and the midwest, surrounded by lush landscaping, a scenic lake and wooded backdrop, beautifully designed terraces, and a state of the art design that provides acoustic perfection for every performance.

Additionally an 8-acre property adjacent to the Chesterfield Amphitheater was purchased last November by the City of Chesterfield and will be redeveloped into an added park area that will enhance Central Park and the ability to develop some new community events. This new area was already host to the Taste of St. Louis for five years and average estimated attendance exceeded 150,000 patrons per year for the two-and-a-half-day festival.



Since the opening of the Amphitheater, Chesterfield has been graced with amazing performances from national recording artists from all genres such as; Billy Currington, Dwight Yoakam, Gary Allan, Cody Johnson, Riley Green, Kip Moore, Aaron Lewis, Chris Janson, Randy Rogers Band, Casey Donahew Band, Diamond Rio, Scotty McCreery, Jerrod Niemann, Frankie Ballard, Jordan Davis, Sammy Kershaw, Aaron Tippin, Collin Raye, The Wild Feathers, The Steel Woods, Chris Bandi, Umphrey's McGee, The Strumbellas, Trampled By Turtles, Yonder Mountain String Band, Puddle of Mudd, Saliva, Tantric, Three Dog Night, Dark Star Orchestra, Ace Frehley, Kenny Loggins, Blue Oyster Cult, WAR, Head East, Jon Anderson(from YES), STS9, Barely Alive, Virtual Riot, Mix Master Mike, Dubloadz, Bear Hands, Big Head Todd and the Monsters, Otis Clay, Royal Southern

Brotherhood, HAIRBALL, Edwin McCain, Erin Bode, The Urge, Trent Harmon, Vita and the

Wolf, The Weeks, The Schwag, Switch, Henry Cho, Gladys Knight, Peabo Bryson, Theo Peoples, Brian Culbertson, Boney James, The Yellowjackets, The Wooten Brothers, Dave Weckl, Bach to the Future, David Benoit, Tracy Silverman, Eric Marienthal, Paul Taylor, Pieces of a Dream, Najee, Maysa, Simon Phillips and Protocol, Eric Darius, Grace Kelly, and many more.

Chesterfield Valley Athletic Complex (CVAC) continues to be one of the midwest's premier sports complexes. Averaging over a 1.2 Million visitors per year. The Athletic Complex is also the home of multiple associations, national tournaments, college softball, Exposure tournaments, adult softball, soccer leagues, sand volleyball, and lacrosse to name a few. With the addition of artificial turf to four fields, we have a record number of national invitation tournaments for 2021.

The proposed Entertainment Plaza at the Chesterfield Amphitheater will create a unique experience like no other venue can offer in the St. Louis region. The Plaza will be centered around a 40' shipping container featuring a bar, stage/TV viewing area, and an upper deck spanning 8' x 40' that will provide views to the Amp stage, plaza area, and surrounding natural landscapes. We are planning pre-parties before doors open that will provide a relaxing environment before and during concerts with festive lighting, areas to relax with friends between artist sets, outdoor games, one of a kind viewing deck, televisions to get updates on the big game, a stage for small bands, additional restrooms, and food trucks. We are also planning standalone events in this area with, game viewing parties, concerts, bag tournaments and small rental opportunities.

We have proposed two (2) additional concession containers inside the amphitheater footprint to give a more permanent and professional appearance instead of using pop up tents. This will give the sponsor the opportunity to brand the containers professionally, and in turn upgrade our operations/sales output.

Listed below are details of the proposed agreement between Summit Distributing, Molson Coors Beverage Co, Schlafly Beer and the City of Chesterfield.

1. Logos on the inside of two (2) Entertainment Plazas at CVAC.
2. Name/logo added to two (2) Softball Fields – sign to be provided by the City of Chesterfield.
3. Ability to come out for tastings, give away swag, etc. at CVAC and Chesterfield Amphitheater throughout the year (dates mutually agreed upon).
4. Logos added to the holiday run shirts (Shamrock Run, Stars and Stripes Run, and the Turkey Trot Run).
5. Mutually agreeable naming rights of the Amphitheater Deck and proposed Entertainment Plaza.
6. Logos added to the Chesterfield Amphitheater website.
7. Logos added to proposed shipping container bars (see renderings).
8. Five (5) year presenting sponsor of the very popular Sounds of Summer Concert Series full use of the Amphitheater deck near concessions.
9. Three (3) exclusive (off peak hour and mutually agreeable dates) events per year at the proposed Entertainment Plaza and one (1) event inside the Chesterfield Amphitheater. (All out of pocket expenses not provided.)
10. Street team access to all city sponsored events at the Chesterfield Amphitheater with prior approval.
11. Four (4) mutually agreed upon events per year for private deck access on the Entertainment plaza to host exclusive VIP gatherings.
12. When the City is seeking sponsors for festivals/events, Summit Distributing, Molson Coors Beverage Co. and Schlafly Beer will have first right of refusal for sponsorship/naming rights. At events, that the aforementioned companies are not the malt beverage sponsor their products will still be available and featured inside City owned concession stands/containers.
13. During the life of this sponsorship, adult beverages from Summit Distributing, Molson Coors Beverage Co. and Schlafly Beer will be featured prominently inside all City owned concession stands/containers at the Chesterfield Amphitheater and Chesterfield Valley Athletic Complex and these brands will comprise the majority of adult beverage offerings through the life of this contract.

Terms

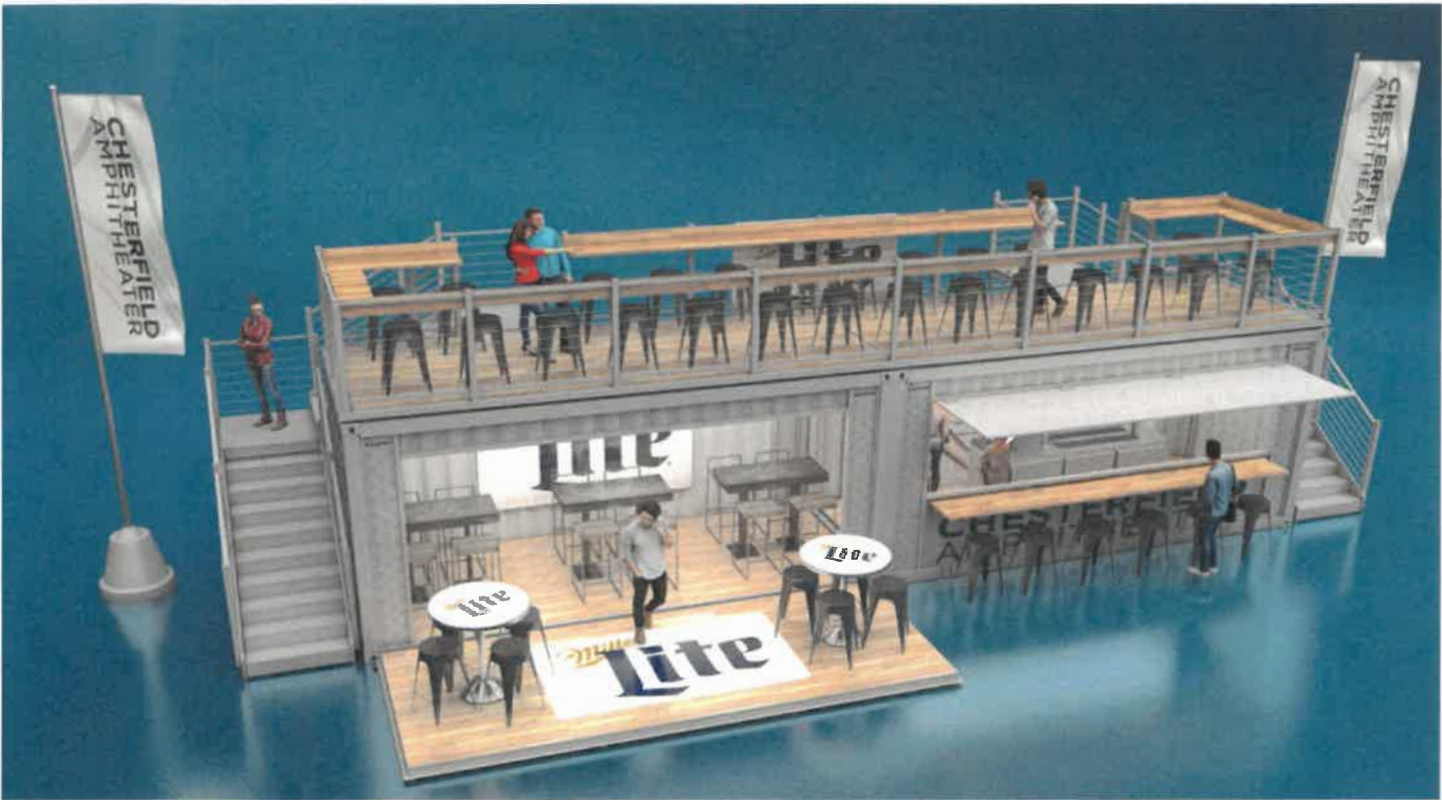
The Summit Distributing, Molson Coors Beverage Co, Schlafly Beer sponsorship opportunity shall include a five (5) year agreement (2021-2026) for the Chesterfield Amphitheater and the Chesterfield Valley Athletic Complex.

The proposed agreement is for a term of five (5) years, with an option to extend for an additional five (5) years. The agreement to extend the life of the contract must be mutually agreed upon by both parties.

Payment

The City of Chesterfield is asking for the cost of the three proposed shipping container bars and stage (see rendering), estimated at \$150,000 to be paid in full upon execution of the contract. Sponsorship may be extended for an additional \$150,000 and five (5) years, if mutually agreeable by both parties.

The details listed are open for discussion and are not considered final until approved by the Chesterfield City Council, Summit Distributing, Molson Coors Beverage Co, and Schlafly Beer.



Large container concession stand, and small stage with deck for the Entertainment Plaza



Medium size concession stand



Small satellite concession stand for inside the Amphitheater







Sponsorship Agreement 2015

The City of Chesterfield Parks and Recreation Division is excited about the opportunity to work with Anheuser Bush and Grey Eagle Distributors for the up and coming years. The Chesterfield Parks and Recreation Division is continually looking for ways to enhance the experience for our patrons when they visit our facilities/parks. The Chesterfield Valley Athletic Complex, 200 acres, is one of those facilities. We are looking at adding bar height counters with cocktail tables where our patrons can relax and enjoy watching their children play ball with the potential of viewing a Cardinals or Rams game on the TV.

The Chesterfield Valley Athletic Complex (CVAC) is scheduled to bring in over 1.2 million people this year with over 50% of them being adults. The Athletic Complex is the home of three associations, national tournaments, College Softball Exposure Tournaments and Adult Softball and Soccer Leagues, to name a few. With the amount of activity we have at the athletic complex, our beer sales are significant. We sold over 40,000 units of product in 2014. We anticipate, with the new look and feel of the bar/pavilion, people will want to hang around, socialize and enjoy more beverages.

The Chesterfield Amphitheater has also reached out to over 360,000 people with it being the home of the Taste of St. Louis in 2014 and continuing for 2015. We had 37 events at the amphitheater in 2014 and, in 2015, we are looking at 45 + events. In 2014, we built relationships with Hubbard Radio for Taste of Trucktober, 92.3 WIL – Scotty McCreery, Fresh 102.5, The Pageant, Taste of St. Louis, etc. We are anticipating continuing these partnerships for 2015 plus additional opportunities.

The sponsorship opportunity shall include a five year agreement (2015-2019) for the Athletic Complex and the Chesterfield Amphitheater. We are looking at larger upfront costs to assist with the building of the Entertainment Plaza at the concession stands.

2015 Year – Naming Rights for the Entertainment Plaza

- Logos surround the inside of the pavilion. (size/style/location mutually agreed upon by both parties)
- Sponsor provided high top tables (6), buckets for the beer sales, etc.
- Naming rights on one (1) Adult Softball Field – sign to be provided by the City of Chesterfield

- Naming rights of the Amphitheater Deck. (ex. "Bud Light Deck") (size/style/location shall be mutually agreed upon by both parties).
- Ability to come out for tastings, give away swag, etc. at either venue 3 times a year (date mutually agreed upon).

Total cost \$25,000 with \$5,000 in marketing items

2016 – Build Entertainment Plaza Number 2 (D/E concession stand)

- Logos surround the inside of two Entertainment Plazas.
- Sponsor provided high top tables, buckets for the beer sales, etc.
- Naming rights on one (1) Adult Softball Field – sign to be provided by the City of Chesterfield
- Naming rights of the Amphitheater Deck. (ex. "Bud light Deck")
- Ability to come out for tastings, give away swag etc. at either venue 3 times a year (date mutually agreed upon).

Total Value at CVAC - \$25,000

Total Value at Amphitheater - \$10,000

Total Cost - \$10,000

2017-2019

- Logos surround the inside of two Entertainment Plaza
- Sponsor provided cocktail tables, buckets for the beer sales, etc.
- Naming rights on one (1) Adult Softball Field – sign to be provided by the City of Chesterfield
- Naming rights of the Amphitheater Deck. (ex. "Bud Light Deck")
- Ability to come out for tastings, give away swag etc. at either venue 3 times a year (date mutually agreed upon).

Total Value at CVAC - \$75,000

Total Value at Amphitheater - \$30,000

Total Cost - \$5,000 for each of the next three years.

Grey Eagle / AB Representative

City of Chesterfield Representative

Date

Date