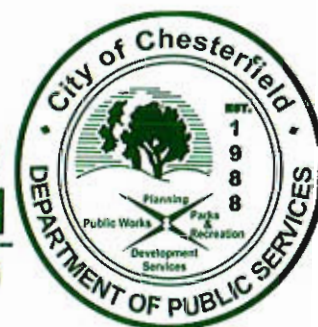


# MEMORANDUM



**DATE:** May 11, 2015  
**TO:** Michael Herring, City Administrator  
**FROM:** Mike Geisel, Director of Public Services  
**RE:** Chesterfield Valley Athletic Complex  
Entertainment Pavilion

✓ MGH  
5/11/15

As you are aware, the Parks, Recreation and Arts Division aggressively seeks out financial sponsorships for various programs, events, and facilities. Our revenues from such sponsorships are a growing source of funding of funding that facilitates many free or subsidized opportunities for our residents. It is safe to say, that absent our sponsors, the City's entertainment, recreation, and the facilities themselves would not be available at the rate and frequency we currently enjoy.

I am pleased to advise you of a collaborative initiative that will improve our facilities, create opportunities for additional events, enhance the experience of existing park patrons, and potentially increase revenues. Our parks staff has worked with various organizations in an effort to enhance our concessions facilities at the Chesterfield Valley Athletic Complex, by creating entertainment plazas in the existing covered patios at the concession stands in the D\E and F complexes. These entertainment plazas will allow park visitors to relax comfortably between games, view current sporting events and offer an alternative to sitting in the bleachers.

Over the course of the next three years, in collaboration with Pepsi, Direct Television, Grey Eagle and Anheuser Busch, the existing patios will be partially enclosed, television monitors, seating and tables added. The television monitors are funded by Pepsi, through accumulation of Pepsi Points. In addition to the contract for exclusive beverage rights at the CVAC, the Parks Division accumulate "points" that can be accumulated and used to acquire physical goods, in this case, large screen televisions that will be used to view sporting events, city informational feeds, or other programming. Pepsi is the

exclusive beverage provider as approved by City Council and has participated with marketing, sponsorships, and otherwise supported the City's event calendar over and above the provisions provided in the exclusivity contract. Staff has negotiated a sponsorship agreement with Direct Television, to provide licensed satellite television service for the entertainment plazas and equally as important, up to six remote satellite truck events. In concept and as an example, these "events" would allow the City to televise St. Louis Sporting team playoff games, collegiate sporting events, world cup, or other similar television feeds at a location of our choice. Ideally, we could host such an event at the amphitheater on our 30 foot inflatable screen. This overcomes a huge licensing and logistical difficulty and allows an event to be televised with minimal difficulties. Direct Television is a new sponsor for 2015 and their participation expands the City's capabilities. As you know, Charter Television is also a sponsor of multiple City events and they will continue to do so. However, due to the lack of cable infrastructure, Charter simply cannot provide the services described at the Chesterfield Valley Athletic Complex. Finally, the physical construction of enclosing the CVAC pavilions, providing tables and seating will be provided by Grey Eagle Distributing and Anheuser Busch. Both of these parties have previously sponsored City events and have been reliable partners in event execution.

While our Parks Staff continuously seeks to identify sponsors and improve our event execution, it is rewarding to experience such a collaborative venture. Such participation demonstrates a vision for the big picture and awareness of the expanding possibilities. **With your permission, I'd like to schedule a brief visual presentation of the entertainment pavilion project with the Parks, Recreation and Arts Committee at their next meeting.**

If you have any questions or require additional information, please advise.

attachments

Cc Tom McCarthy - Parks, Recreation and Arts Director  
Kari Johnson - Superintendent of Recreation Operations





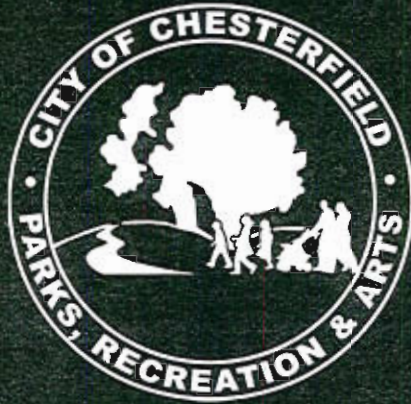
All great things  
start with an idea.



GREY EAGLE DISTRIBUTORS

**ENTERTAINMENT PLAZA**



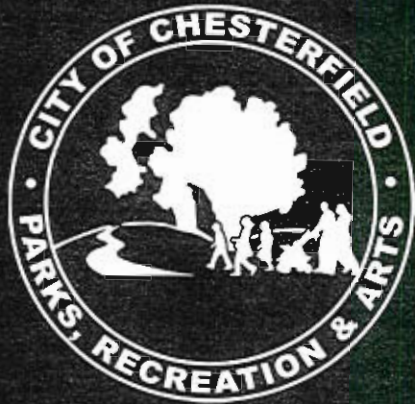


# ENTERTAINMENT PLAZA

## BENEFITS

- Enclosed Pavilion will add a unique feel to our facility.
- Increase Revenue
  - Allow for patrons to stay longer and purchase more items from the concession stand.
  - During tournaments, patrons would stay to watch a "Cardinals Game" on TV between games instead of leaving and going elsewhere.
- Marketing
  - Scroll information on TVs to promote our brand, special events, programs





## **Sponsorships Evolved Over Time**

**2013 - \$29,850**

**St. Luke's, McBride, Chick Fil A, After Hours, Commerce Bank, First Bank, Jim Butler Kia, CBL, Delmar Gardens, West News Magazine, Sam's.**

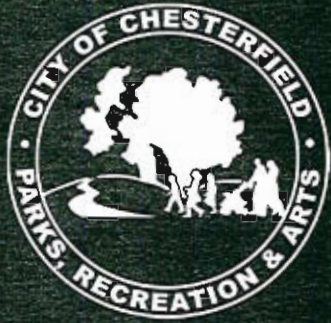
**2014 - \$32,900**

**St. Luke's, McBride, Commerce Bank, Montgomery Bank, Jim Butler Kia, CBL, Delmar Gardens, West News Magazine, Sam's, Kelly Hager Group**

**2015 - \$103,800 +**

**Renewal By Andersen St. Luke's, McBride, Commerce Bank, CBL, West News Magazine, Sam's, Tyson, First State Bank, Various Restaurants on Map Board, Anheuser Busch, Direct TV**





# Building Relationships

Through Partnerships we have been able to build relationships to enhance our events/programs for the community.

Regional events provide an economic impact that allow us to capitalize on non-resident revenue.

- Vintage Market Days
- Twisted BBQ Blowout
- Taste of St. Louis
- Jazz Fest
- Pedal the Cause
- Taste of Trucktober
- Backstoppalooza
- St. Louis Softball Exposure Tournament
- Tournaments at CVAC (Soccer, Baseball, Softball, Ultimate Frisbee, Lacrosse)
- 4<sup>th</sup> of July
- Concert / Orchestra Series
- Movies Under the Stars
- Fresh 102.5 Movie Series
- Real Madrid - Exclusive



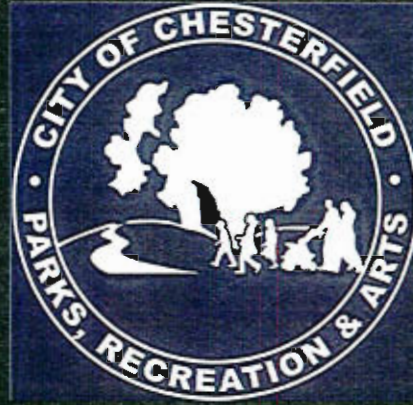


## Media Partners

A strong partnership with various media groups have been developed due to all the regional events.

- Hubbard Radio – WIL 92.3 , 106.5, 101 ESPN
- CBS Radio – 98.1, Fresh 102.5
- West News Magazine
- Charter
- KMOV Channel – Great Day St. Louis





# ENTERTAINMENT PLAZA(S)

## SPONSORSHIPS







**DIRECTV**

## **PROPOSAL**

- Provide up to 3 dish locations
- Direct TV will install and set up the dish and connect to TV's
- We will be charged for the programming as they cannot give programming for free.
- Direct TV will submit a check for \$3,000 for each year for a two-year sponsorship agreement at the Athletic Complex
- The televisions will be purchased through our Pepsi Reward points.
- TV enclosures will be purchased to secure TV.
- Direct TV will be on-site for at least six events. Abilities to show a big game (i.e. Cardinals game, Big 10 or SEC game) at the Amphitheater with no broadcasting cost to the City.





# CVAC PAVILION







## Preferred Customer Points

- **Soda Exclusivity Contract with Pepsi.**
- **Contractually, we earn points through the amount of product we purchase.**
- **The televisions for the pavilions will be purchased from the Pepsi Points.**





- **PROMINENT VENDOR**
  - CVAC and Amphitheater
- **STRATEGIC PARTNERSHIP /SPONSOR WITH EVENTS**
  - Title sponsor for the Taste of St. Louis
  - Taste of Trucktober
  - Backstoppalooza
- **IDEAL COMPANY TO ASK FOR A SPONSORSHIP OF THIS MAGNITUDE**
  - Better World Initiative – Alcohol Responsibility, Environment, Community Relations (civic , donations)





## PROPOSAL

- 5 year agreement
- \$30,000 first year – semi enclose pavilion in the F quad  
- \$5,000 back for branding items
- \$10,000 second year – semi enclose pavilion at the D/E concession stand
- \$5,000 a year for year 3 through 5







## **1<sup>ST</sup> YEAR NAMING RIGHTS FOR THE ENTERTAINMENT PAVILION**

- **Corporate Logos on the inside of the pavilion. (size/style/location mutually agreed upon by both parties)**
- **Sponsor provided tables (6), containers for the beverage sales, etc.**
- **Field Sponsorship 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).**





## **2<sup>nd</sup> YEAR ENTERTAINMENT PLAZA #2 (D/E CONCESSION STAND)**

- Corporate Logos on the inside of two pavilions.
- Sponsor provided tables, buckets for the beer sales, etc.
- Field Sponsorship 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).







## **3<sup>RD</sup> - 5<sup>TH</sup> YEAR**

- **Corporate Logos on the inside of two pavilions.**
- **Sponsor provided tables, buckets for the beverage sales, etc.**
- **Field Sponsorship (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).**







## Chesterfield Parks, Recreation & Arts Obtain

- Capital Improvements to 2 concession facilities – Entertainment Pavilions
- High Top tables under each pavilion area.

