

THIS IS A DRAFT AND WILL BE REPLACED BY THE FINAL, SIGNED ORDINANCE OR RESOLUTION ADOPTED BY THE CITY COUNCIL.

ORDINANCE

APPROVING A THREE-YEAR PROFESSIONAL SERVICES AGREEMENT WITH THE SUPERLATIVE GROUP TO PROVIDE A COMMERCIAL SPONSORSHIP PROGRAM FOR COMMERCIAL MARKETING RIGHTS AND BUSINESS OPPORTUNITIES FOR ELIGIBLE SPONSORSHIPS AT THE ALAMODOME, WITH TWO ADDITIONAL ONE-YEAR RENEWALS, FOR AN ESTIMATED TOTAL GROSS REVENUE OF \$1,000,000 OVER THE TERM AND EXTENSIONS AND CITY WILL PAY THE SUPERLATIVE GROUP 22.5% OF TOTAL GROSS REVENUES FOR AN ESTIMATED COST OF \$225,000 COVERING THE TERM AND EXTENSIONS.

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WHEREAS, the City issued a Request for Proposal (“RFP”) for Venue Sponsorship Programs for the Alamodome on December 9, 2022, and four proposals were received and deemed eligible for review; and

WHEREAS, the evaluation committee met on April 21, 2023, to evaluate the proposals and The Superlative Group was recommended for contract award by the evaluation committee based on the City’s standard RFP evaluation process; and

WHEREAS, under the proposed Agreement, The Superlative Group will, in tandem with the Alamodome Sales and Marketing Team, build a sponsorship program to identify, develop, and implement strategies of current/emerging trends to drive corporate sponsorship sales and proactive marketing programs at the Alamodome and the Program will identify opportunities and strategies that will maximize revenue and value for the venue from commercial sponsorships, advertising, marketing partnerships, and naming rights, while capitalizing on, as well as being sensitive to, the unique ethnic, cultural, and historical characteristics of San Antonio and the non-commercial appearance of the Alamodome; and

WHEREAS, for the services provided by under the proposed Agreement, the City will compensate The Superlative Group with 22.5% of gross revenues for each eligible partnership agreement and all costs and expenses related to such sponsorship agreements will be the responsibility of The Superlative Group; **NOW THEREFORE:**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. The terms and conditions of the Professional Services Agreement with The Superlative Group are authorized and approved. The City Manager, or his designee, is

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Item #??

authorized to sign the Agreement, a copy of which, previously executed by The Superlative Group, is attached to this Ordinance as Exhibit I.

SECTION 2. Funds received for this Ordinance for eligible sponsorships will be deposited in Fund 29018000, Internal Order 245000001546 and General Ledger 4407734.

SECTION 3. Funding in the amount of \$45,000.00 for this Ordinance is available in Fund 29018000, Cost Center 4529010001 and General Ledger 5201040 as part of the Fiscal Year 2023 Adopted Budget approved by City Council.

SECTION 4. Payment is authorized to The Superlative Group and shall be encumbered with a purchase order.

SECTION 5. The financial allocations in this Ordinance are subject to approval by the Deputy Chief Financial Officer, City of San Antonio. The Deputy Chief Financial Officer may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific Cost Centers, WBS Elements, Internal Orders, General Ledger Accounts, and Fund Numbers as necessary to carry out the purpose of this Ordinance.

SECTION 6. This Ordinance shall take effect immediately upon the receipt of eight affirmative votes; otherwise it shall be effective ten days after its passage.

PASSED AND APPROVED this 21st day of September, 2023.

M A Y O R
Ron Nirenberg

ATTEST:

APPROVED AS TO FORM:

City Clerk

Andrew Segovia, City Attorney