

MILWAUKEE CIVIC PARTNERSHIP AGREEMENT – EXHIBIT B:
The Superlative Group’s Proposal, Cost Proposal,
and Revised Cost Proposals



Proposal for RFP No. 12126

Civic Partnership Initiative

DELIVER TO:
Karen D. Jeffries
Purchasing Agent
City of Milwaukee
Department of Administration
Business Operations
Procurement Services Section
200 E. Wells Street, Room 601
Milwaukee, WI 53202-3560



Table of Contents

Letter of Transmittal	2
Profile of Proposer	3
Documentation of Past Experience and Qualifications	4
References:.....	4
City of Phoenix	5
City of Miami Beach.....	6
Sedgwick County, Kansas	7
London 2012 Olympics.....	8
Miami Dade County, Florida	9
The London Zoo and Aquarium (ZSL).....	10
Arlington County, Virginia.....	11
University of Wisconsin Ext – Upham Woods.....	12
British Airports Authority.....	13
City Of Midland, Texas	14
Greater Cleveland Regional Transit Authority (GCRTA).....	15
San Diego Metropolitan Transit Systems (MTS)	16
Staffing.....	17
Myles C. Gallagher,	17
Ed Seligman,.....	18
Kyle D. Canter,	19
Michael Gonzalez	20
Tabatha Knop.....	21
Jeff Orloff.....	22
Dr. John Bohte	23
Scope of Engagement	24
Phase I: Valuation of Assets	24
Phase II: Revenue Campaign	27
MBE, WBE, and SBE Participation	30
Creative Marketing Resources, Inc.....	30



Letter of Transmittal

Karen D. Jeffries
Purchasing Agent
City of Milwaukee
200 E. Wells Street, Room 601
Milwaukee, WI 53202-3560

RE: RFP 12126

October 20, 2012

Dear Ms. Jeffries,

It is with pleasure that we submit The *Superlative Group*'s proposal for RFP No. 12126, titled A Consultant for the Milwaukee Civic Partnership Initiative (MCPI) Marketing Services. The *Superlative Group* along with our partners, the University of Wisconsin- Milwaukee and Creative Marketing Resources, understand the requirements of this RFP and are committed to providing all services and features contained within our proposal. I will serve as the principal contact to the City of Milwaukee.

The *Superlative Group, Inc.*, a full service marketing and sales organization, is a privately held corporation founded in 1994 and headquartered in Cleveland, Ohio. Our company focuses on Naming Rights strategy and execution, public sector marketing, corporate sponsorship, and property consulting. *Superlative* has been representing public and private sector clients in the analysis and acquisition of mutually beneficial partnerships for the past eighteen years.

At The *Superlative Group*, our goal is to create and manage unique marketing, Naming Rights and sponsorship programs designed to increase revenue and positively impact our clients. Our firm has proven itself as the industry leader in developing Naming Rights and sponsorship programs for public and private sector clients. In addition to our public infrastructure and research and valuation experience, the City of Milwaukee can take advantage of exciting and lucrative marketing opportunities through our comprehensive array of services.

We believe that our core competencies and distinguished history in sponsorship development and Naming Rights execution, on behalf of health and education organizations, universities, municipalities, agencies, and corporations makes us uniquely qualified to work with the City of Milwaukee on the development and implementation of sponsorships.

Good luck and good selling,

Myles C. Gallagher
President & CEO
The Superlative Group
26600 Detroit Rd., Ste. 250
Cleveland, OH 44145
(216) 592-9400
Gallagher@superlativegroup.com

Kyle Canter
Director
The Superlative Group
26600 Detroit Rd., Ste. 250
Cleveland, OH 44145
(216) 592-9400
Canter@superlativegroup.com



Profile of Proposer

The *Superlative* Group, a full service marketing and sales organization, is a privately held corporation founded in 1994. Headquartered in Cleveland, Ohio, Superlative is owned by Myles Gallagher, current CEO and President.

The Superlative Group revenue sources come from an initial fee for Phase I and then a percent of any sales made in Phase II. Please see cost proposal for more details.

There has been no material change in the organization structure in the past three years and there are no current or future plans for change in structure.

The services offered at Superlative are unique to every client based on the scope of engagement and goals that are set for the project. Our company focuses on Naming Rights strategy and execution, public sector marketing, corporate sponsorship, and property consulting. In addition, Superlative is one of the industry leaders in research and valuation of public infrastructure. Please see the Scope of Engagement section below to see the services we have outlined based on the contents of this RFP.

The *Superlative* Group has no pending, past or anticipated lawsuits or litigation in the last three years that would affect the scope of engagement within this project.

The Superlative Group is organized into five primary divisions:

- Municipal Marketing: Municipal, County, and State Governments and publicly funded entities
- Property Consulting: Professional Teams, Personalities, Entertainment & Sports Franchises, Venues, or Trade Associations
- Capital Campaign Development and Execution: Spearhead fundraising efforts on behalf of a variety of clients with a broad range of objectives.
- Collegiate Marketing: Colleges and Universities
- Commercial Sponsorship Management: Assisting large corporations deploy their sports and venue marketing budgets

The company's core competencies include:

- Naming Rights and Sponsorship Valuation for Public Infrastructure
- Naming Rights and Sponsorship Sales Campaign Management – Planning, Negotiation, Execution, and Auditing
- Relationship Development and Marketing
- Public Sector and Private Sector Representation
- Sponsorship Development and Product/Brand Message Cohesion
- Contract Procurement and Management Services
- Revenue Generation through Corporate-sponsorship Programs
- Identification of Additional Potential Corporate Partnership Opportunities



Documentation of Past Experience and Qualifications

The Superlative Group focuses on facilities, parks, universities and transportation systems marketing as well as the analysis and sale of Naming Rights and sponsorships.

We believe that our core competencies and distinguished history in marketing on behalf of agencies and municipalities makes us uniquely qualified to work with the City of Milwaukee to develop an effective and comprehensive Sponsorship Program and Naming Rights Strategy.

Superlative has 18 years of experience in valuing and developing Naming Rights strategies and sponsorships programs for some of the most recognizable brands and municipalities in the world.

Our Naming Rights and sponsorship programs for municipalities include, but are not limited to:

- City of Miami Beach
- Miami Dade County
- City of Phoenix
- City of Midland, TX
- City of St. Catharines
- Lee Valley Regional Park Authority
- Arlington County, VA
- Sedgwick County, Kansas
- City of Cincinnati

Our Naming Rights and sponsorship for recognizable brands, universities and transportation systems include, but are not limited to:

- London 2012 Olympics
- The Cincinnati Reds
- Chicago Metra
- The Chicago White Sox
- University of Wisconsin Ext.
- The Cleveland Indians
- Greater Cleveland RTA
- Xavier University
- The St. Louis Cardinals

The reference section of this proposal gives detailed examples of our ability to sell hundreds of millions of dollars in Naming Rights, and our non-Naming Rights sales experience (sponsorship programs and advertising). As with our previous contracts, we will serve as an invaluable resource in assisting the city with resource identification, and consulting with the city on a weekly basis to ensure timely completion of assigned tasks. Most importantly, we will assist the City of Milwaukee in the often-labor intensive process of contract negotiations.

References:

Chris Chronis- CFO
Sedgwick County
525 N. Main, Ste. 823
Wichita, Kansas 67203
Phone: 316.660.7130
cchronis@sedgwick.gov

Joe Calabrese-CEO
The Greater Cleveland
Regional Transit Authority
1240 West 6th Street
Cleveland, Ohio 44113
Phone: 216.566.5218
jcalabrese@gcrta.org

Max Sklar
Assistant City Manager
Miami Beach
1700 Convention Center Dr.
Miami Beach, FL 33139
Phone: 305.673.7010
maxsklar@miamibeachfl.gov



City of Phoenix

The Superlative Group was hired to conduct a comprehensive Naming Rights and sponsorship valuation for the City of Phoenix, including the City's Convention Center. Currently, Superlative serves as the City's and Convention Center's exclusive sales agent for Naming Rights and sponsorship sales.

Property Name: Phoenix Convention Center

Projected Term: 20 years

Other Services:

Qualitative and Quantitative evaluation,

Contract Review, Asset inventory Sponsorship Sales

Total Projected Revenue: Over \$20 million



a.) Jon Brodsky

City of Phoenix

Public Information Department

200 West Washington Street, 12th Floor

Phoenix, Arizona 85003

Phone: (602)261-8980

E-mail: jon.brodsky@phoenix.gov

b.) *Superlative* was selected to serve as consultant to the City of Phoenix for Naming Rights, beverage, and Corporate Sponsorship opportunities. *Superlative* delivered the valuation and is moving on to the sales phase of the City's most valuable assets.

c.) Phase I Valuation is complete. Phase II Sales is ongoing.

d.) Myles Gallagher and Kyle Canter service the Phoenix account, with assistance provided by Michael Gonzalez, Ed Seligman, and Tabatha Knop (all executives and staff listed are still with firm).



City of Miami Beach

The Superlative Group, Inc. was hired by the City of Miami Beach for Corporate Sponsorship and Naming Rights partners for assets and Intellectual Property throughout the City.

Property Name: City of Miami Beach
Exclusive Beverage Partner: Coca-Cola
Contract Length: 10 years
Total Delivered Revenue To Date: \$7.2 million
Total Projected Revenue: \$20 million

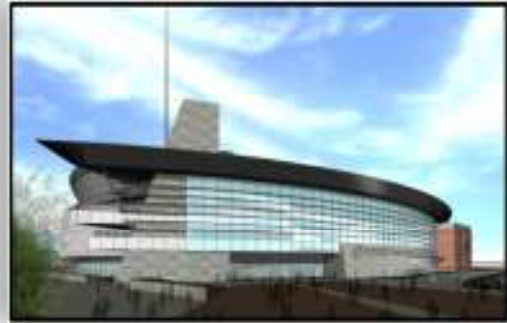


- **References:** Max Sklar
Assistant City Manager
Miami Beach
1700 Convention Center Drive
Miami Beach, FL 33139
Phone: (305) 673-7010 ext 2568
Fax: (305) 673-7782
maxsklar@miamibeachfl.gov
- (a) *Superlative* executed a Single Source Soft Drink Agreement with the City of Miami Beach and Coca-Cola. All phases completed during expected timeframe.
 - (b) The 10-year deal makes Coca-Cola the exclusive non-alcoholic official beverage and recycling partner of Miami Beach.
 - (c) Coca-Cola agreed to provide “revenue enhancement opportunities” and advertising sales support to the City of Miami Beach.
 - (d) The creation of an integrated Coca-Cola and Miami Beach brand logo could be used in promotional activities, and Coca-Cola also has the ability to have Miami Heat superstar LeBron James appear at city events.
 - (e) This is the largest soft drink deal for a municipality in the world.
 - (f) **Currently finalizing a sun screen agreement with a major, international brand.**
 - (g) **Signing a multi-year Naming Rights agreement for two major urban parks.**
 - (h) Myles Gallagher and Kyle Canter service the City of Miami Beach account (executives are still with firm).

Sedgwick County, Kansas

The Superlative Group was the exclusive Naming Rights, Sponsorship and Premium Seating Consultant for Sedgwick County's new downtown arena.

Property Name: INTRUST Bank Arena
Naming Rights Partner: INTRUST Bank
Naming Rights Contract Value: \$14.75 million**
Naming Rights Term: 25 years
Other Services: Naming Rights, Premium Seating and Sponsorship Sales
Total Delivered Revenue: \$25 million



**** In addition to naming the arena, Superlative delivered naming partners for the Entrance Plaza and the Main Concourse for \$3 million each**

- (a) Mr. Christopher Chronis - Chief Financial Officer
Sedgwick County, Kansas
525 N. Main St.
Wichita, Kansas 67203
Phone: 316-660-7591
Fax: 316-383-7729
cchronis@sedgwick.gov
- (b) Contract status is expired (Spring 2010) – *Superlative* has completed:
Phase I – Naming Rights Sales Campaign
Phase II – Premium Seating.
- (c) *Superlative* was the exclusive Naming Rights, Sponsorship, and Premium Seating sales agent for Sedgwick County.
- (d) Myles Gallagher and Ed Seligman from *Superlative* serviced the Sedgwick County contract (executives listed are still with firm).
- (e) To date, *Superlative* has delivered over \$25 million in total contract revenue to Sedgwick County.



London 2012 Olympics
Lee Valley Regional Park Authority

The Superlative Group serves as the exclusive Naming Rights and sponsorship sales agent on behalf of the Lee Valley Regional Park Authority

Property Name: White Water Center, VeloPark, Eaton Manor: Lee Valley Tennis Center and Lee Valley Hockey Center

Projected Term: 25 years

Other Services: Qualitative and Quantitative evaluation, Contract Review, Asset inventory

Exclusive Naming Rights, Beverage and Corporate Sponsorship Sales

Total Projected Revenue: \$25,000,000



a) Reference is confidential



b) *Superlative* was selected to serve as consultant and project manager for the valuation and sale of Naming Rights, beverage, and Corporate Sponsorship opportunities for various Olympic Park facilities, including the Velodrome, and White Water Center. *Superlative* delivered the valuation and is currently in the sales phase of the most valuable assets.



c) Myles Gallagher and Kyle Canter service the Lee Valley account, with assistance provided by Michael Gonzalez and Ed Seligman (executives and staff listed are still with firm).

d) Currently negotiating over \$23.7 million in Naming Rights for White Water Center, VeloPark, Eaton Manor: Lee Valley Tennis Center and Lee Valley Hockey Center.



Miami Dade County, Florida

As the largest metropolitan area in the State of Florida, Miami-Dade County is often referred to as the "Gateway to Latin America and the Caribbean."

Miami-Dade County hired *Superlative* to develop a comprehensive asset database which *Superlative* prepared and delivered ten (10) months ahead of schedule. This report was widely circulated throughout Miami-Dade County staff, and was reviewed by the commissioners. From the list of hundreds of assets, twenty (20) were earmarked as priorities. These priorities were incorporated into the written strategic plan.

The first priority was the development of a first-ever countywide beverage vending and sponsorship RFP, for which *Superlative* was a named technical advisor. The result of this process was Pepsi delivering a written offer for a 10-year exclusive county-wide vending program which total value was estimated at over \$18 million, a figure more than four (4) times what the County was receiving from its existing, multiple vendor arrangements.

The second priority was the development of a Naming Rights campaign for the new \$44 million South Miami-Dade Cultural Center. *Superlative* co-developed the collateral material for this project, conducted market research, and assisted the County with a mass mailing to promote the project.

- (a) Mr. Daniel T. Wall, Director
Office of Grants Coordination
Miami-Dade County
111 NW 1st Street - 19th Floor
Miami, Florida 33128
Phone: 305-375-4742
Fax: 305-375-4049
dtw@miamidade.gov



- (b) Contract term: 2001 – present.
- (c) *Superlative* was hired as the exclusive Sponsorship sales agent for Miami-Dade County to develop and activate a corporate sponsorship program for County-owned assets and properties.
- (d) Myles Gallagher acted as the Project Team manager through the development and activation of the County's corporate sponsorship program (executive listed is still with firm).
- (e) Total contracted revenue to Miami-Dade County: *Superlative* delivered a \$17 million agreement.



The London Zoo and Aquarium (ZSL)

The Zoological Society of London (ZSL), commissioned *Superlative Sports Marketing (UK) Ltd. (Superlative)*, for consulting services to assist ZSL in developing a corporate sponsorship program. *Superlative* provided an inventory of assets that offered potential value to corporate sponsors, prepared a sponsorship policy document, developed a strategy for selecting and subsequently packaging ZSL assets, and performed market research on comparable facilities. The strategy outlined in this document builds on the asset inventory that identified many assets ZSL could market for sponsorships. This effort included identifying corporate partners in food and retail categories to offset expenses already incurred by the Zoo, for items such as candy, beverage vending, grocery stores, and film. *Superlative* negotiated with the UK affiliates of Coke and Pepsi for the opportunity to become the official beverage of the London Zoo.

Within 100 days of contracting with the Zoo, *Superlative* delivered an offer from BRITVIC (Pepsi), which proved to be the best option for the Zoo. The two entered into a five-year agreement that included 250,000 £ of sponsorship revenue, a marketing fund, and the supply of vending machines and equipment for the sale of the product at the Zoo. These newly-combined revenue sources made the value of the contract worth over 600,000 £ (\$1.2 million US).

(a) Brian Oldman – Managing Director

The British Museum
38 Russell Square
London WC1B 3QQ U.K.
011-44-20-7079 0900
Phone: 011-44-20-7079 0900
Fax: 011-44-20-7637-8467
boldman@britishmuseum.co.uk

(b) Contract term: 2003-2006.

(c) *Superlative* was hired as the exclusive Sponsorship sales agent for the Zoological Society of London (ZSL) and provided services in the valuation and sale of corporate partnerships for the Zoo and related properties.

(d) Myles Gallagher and Ed Seligman (both executives are still with firm) provided services to ZSL in identifying, negotiating, and securing corporate partnerships for the Zoo and related properties.

(e) Total contracted revenue to ZSL: \$1.2 million.



Arlington County, Virginia

Under an agreement with Arlington County, Virginia, *Superlative* completed a feasibility study to determine the viability for marketing partnerships for Arlington County's largest-ever park and recreation project, the North Tract. The North Tract encompasses over 30 acres along the Potomac River with clear views to the Washington D.C. monuments. The cost of the project, including a new world-class aquatic center, synthetic soccer fields, and a multiple activities center, will be \$120 million. *Superlative's* assignments included:

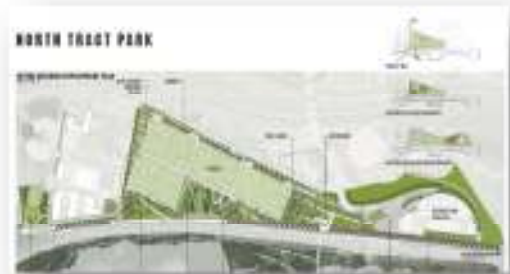
- Meeting with 154 community leaders, citizens and corporate leaders
- Researching other facilities and successful marketing efforts
- Assessing the merits and risks of in-house versus contractor facility management
- Analyzing the impact of the proposed facility on the corporate community

Because of this research, *Superlative* identified the untapped potential through public/private partnerships. *Superlative* entered into a new phase to provide a strategic action plan for the implementation of a sales campaign, as well as a valuation of the North Tract Site's assets. The sales campaign phase of the project is set to begin shortly and will provide Arlington County with four (4) different revenue-generating opportunities:

- 1.) Corporate sponsorship
- 2.) Philanthropic gifts/donations
- 3.) In-kind sponsorship
- 4.) Joint venture opportunities

(a) Mr. Erik Beach

Arlington County Department of Parks and Recreation
Planning & Design Unit
2100 Clarendon Blvd, Suite 414
Arlington VA 22201
Phone : 703-228-3318
Fax : 703-228-3328
ebeach@arlingtonva.us



- (b)** Contract is ongoing: 2004 – present.
- (c)** *Superlative* provided a full valuation and market research study to determine the feasibility of corporate sponsorship in order to assist in the development of a brown-field revitalization project. In addition to this project, Arlington hired *Superlative* to market and acquires Naming Rights partners for different assets throughout the park.
- (d)** Myles Gallagher and Kyle Canter assisted the Project Team (both executives are still with firm) in the sales campaign for Naming Rights for assets throughout the park.
- (e)** Total contracted revenue to Arlington County: Projected \$30 million.

University of Wisconsin Ext – Upham Woods

The Superlative Group was hired as the exclusive Naming Rights, sponsorship and fundraising consultant for Upham Woods Learning Center

Property Name: Upham Woods Learning Center

Services: Comprehensive Asset Inventory, Qualitative and Quantitative Analysis, Naming Rights, Sponsorship, Fundraising and Legacy Gift Valuation and Analysis



- (a) Ms. Jessica Jens
Director
Upham Woods Outdoor Learning Center
University of Wisconsin Extension
N194 Cty Rd N
Wisconsin Dells, WI 53965

- (b) Delivered comprehensive analysis, asset inventory evaluation of Upham Woods Learning Center. All phases completed during expected timeframe.

- (c) Currently awaiting approval to begin Phase II, Naming Rights, Sponsorship, Fundraising and Legacy Gift Campaign.



British Airports Authority

The Superlative Group was hired to do a complete evaluation of all inventories for BAA's Heathrow Airport in 2008.

Property Name: British Airports Authority
Estimated Contract Value: \$450 million
Total Project Revenue: \$450 million



- a) Charles Byrne
Formerly: Head of Sponsorship British Airports Authority
Currently: Macmillan Cancer Support
UK Office
89 Albert Embankment
London SE1, 7UQ
Phone: 020 7840 4629
Fax: 020 8757 5522
CByrne@macmillan.org.uk
- b) Anticipated contract term 2009-2014.
- c) The Superlative Group serves as the exclusive sponsorship consultant for the BAA to obtain Naming Rights and category sponsorship for the Heathrow Airport Project.
- d) Myles Gallagher was the Project Team manager throughout the length of service and will remain the Project Team manager throughout.
- e) Total anticipated revenue to be generated for Naming Rights and new sponsorships: \$450 million.

City Of Midland, Texas

The Superlative Group was the exclusive Sponsorship and Premium Seating Consultant for Midland, Texas and the Midland Rockhounds' Citibank Ballpark.

Minor League Baseball

Property Name: Citibank Ballpark

Services: Naming Rights, Premium Seating and Sponsorship Sales

Total Projected Revenue: Client Confidential



a) All contract personnel have since moved on. For more information, please contact City Manager at:
Phone: 432-685-7100
Fax: 440-951-9361

b) Contract status is complete

c) *Superlative* was the exclusive Sponsorship, and Premium Seating sales agent for the City of Midland, Texas.

d) Additionally, sold Naming Rights to local high school stadium to Grande Communications for \$1.2 million.



e) Myles Gallagher, Jeff Orloff and Ed Seligman from *Superlative* serviced the City of Midland contract.

f) Contract value is client confidential.



Greater Cleveland Regional Transit Authority (GCRTA)

The Superlative Group was hired as the Naming Rights and Sponsorship Consultant in 2005

Property Name: Health Line

Naming Rights Partner: Cleveland Clinic & University Hospitals

Naming Rights Contract Value: \$11 million

Naming Rights Term: 25 years

Other Services: Station Underwriting & Downtown

Trolley Sponsorship

Total Projected Revenue: \$15 million



- (a) Mr. Joseph Calabrese – CEO
Greater Cleveland Regional Transit Authority
1240 West 6th Street
Cleveland, OH 44113-1331
Business: (216) 566-5218
Fax: (216) 781-4043
jcalabrese@gcrta.org
- (b) Contract renewed for another term – Naming Rights finalized; currently working on station underwriting campaign, and sponsorship to other Authority assets.
- (c) The *Superlative* Group, Inc. is the exclusive sponsorship consultant for the GCRTA.
- (d) Myles Gallagher and Kyle Canter serviced the GCRTA project.
- (e) Total contracted revenue generated for GCRTA to date: \$11 million. Total projected contracted revenue upon completion: over \$15 million.
- (f) Now closing trolley sale, contract in final negotiations for \$6 million over 20 years**

San Diego Metropolitan Transit Systems (MTS)

The Superlative Group, Inc. was hired as the exclusive Naming Rights and Sponsorship Consultant for MTS in 2009

Contract Term: Ongoing

Total Projected Revenue: Client Confidential



- Reference: Paul Jablonski
Chief Executive Officer
Metropolitan Transit System
1255 Imperial Avenue, Suite 1000
San Diego, CA 92102-7490
Phone: (619) 557-4583
Fax: (619) 744-5970
Email: paul.jablonski@sdmts.com

- We have completed our in depth analysis of all MTS' Rail assets.

- We have identified local region companies for the sale of Naming Rights

- We have begun meeting with Board members from our top prospects on the most saleable inventory.

Staffing

Myles C. Gallagher,
President and CEO

Corporate Affiliation:

The *Superlative* Group

Role on Agency's project and percentage of time:

Project Manager, 30%; Entirety of Project Duration

Professional qualifications:

Twenty five years of Naming Rights and Sponsorship experience, 18 years as President and CEO of the *Superlative* Group.

Educational attainment:

B.A., John Carroll University

A sales and marketing leader with 25 years of experience in Sports Marketing, Corporate Consulting, Entertainment Property representation, and Municipal Marketing, Gallagher opened his full service agency, The *Superlative* Group, Inc. in 1994.

Before founding *Superlative*, Gallagher played a key role in premium seating and sponsorship sales with the Cleveland Indians during their transition from Cleveland Municipal Stadium to Jacobs Field (now Progressive Field) in the early 90's.

Gallagher also served in IMG's Motorsports Division, responsible for driver endorsements and team representation, as well as the sales and marketing of Motorsports events, where he represented such brands as Eddie Cheever, Jackie Stewart, and Emerson Fittipaldi and directed sales of the Marlboro Grand Prix and other prestigious properties. Prior to IMG, Gallagher served as the youngest brand manager in the tire industry at Dunlop Tire Corporation.

Gallagher pioneered the field of Municipal Marketing and has led the transition of Naming Rights from a sports stadium niche to an integral part of public infrastructure financing.

Myles Gallagher serves on the Cleveland State University Foundation Board of Directors and supports Cristo Rey Jesuit High School in Chicago, John Carroll University in Cleveland, St. Edward High School Lakewood, Ohio, and the Bernie Kosar Charities.



Ed Seligman,
Chief Financial Officer

Corporate Affiliation:
The *Superlative* Group

Role on Agency's project and percentage of time:
Client Administrator/Contract Negotiation, up to 20%; Entirety of Project Duration

Professional qualifications
Eighteen years as CFO of the *Superlative* Group

Educational attainment
B.A., John Carroll University

Mr. Seligman provides contract negotiation and client administration services for all of *Superlative's* clients. He works with clients' legal, procurement, and accounting departments to ensure that *Superlative's* work is accurate, timely, and sufficient to the clients' request.



Kyle D. Canter,

Director of Municipal Marketing & Infrastructure Projects

Corporate Affiliation:

The *Superlative* Group

Role on Agency's project and percentage of time:

Phase II Sales Assistant Project Manager, 40%; Entirety of Project Duration

Professional qualifications

Eight years of experience in sponsorship sales and consulting

Educational attainment

B.A., Tiffin University

As the head of *Superlative's* Municipal Marketing and Infrastructure Projects Division, Canter is responsible for all aspects of business development, client management, strategic planning, staffing, financial forecasting and sales.

Canter has 8 years of experience in the sponsorship management and sales arena. He's worked in the areas of Naming Rights and sponsorship valuation and sale, municipal marketing, consulting, auto racing, music, beach volleyball and figure skating. As Director of Event Management, he gained valuable municipal experience overseeing various Planning, Permitting, Sponsorship Sales and Municipal Committees associated with events in each division of business.

Canter's experience with C-Level executives at some of the world's most successful and recognizable brands including UPS, M&M's, Wrigley's, Anheuser-Busch, Corona and Corona Light, Oakley, Nestle, The Home Depot, Cleveland Clinic, Pioneer Electronics, Pedigree, FIJI and Snickers, provide him a more intuitive understanding of how executive teams value and analyze potential sponsorship and marketing partnerships.

During his tenure, Canter has successfully worked with dozens of government agencies including San Diego MTS, City of Cincinnati, Lee Valley Regional Park Authority (London 2012 venues), Chicago Metra, Greater Cleveland RTA, and the City of Miami Beach through the planning, and execution phases of hundreds of sponsorship sales campaigns. Canter also played an instrumental role in the creation and growth of the US Open of Beach Volleyball, in cooperation with the City of Manhattan Beach, CA, USA Volleyball, Versus Network, and 3-time Olympic gold medalist Karch Kiraly.

Previously, Canter worked on several projects in IMG's Motorsports and Golf Divisions. Canter had the distinct privilege of working with IMG's Senior Management team for five years.



Michael Gonzalez,

Director of Analytics, Research and Statistics

Corporate Affiliation:

The *Superlative* Group

Role on Agency's project and percentage of time:

Assistant Project Manager, 30%; Entirety of Project Duration

Professional qualifications

Five years of experience in municipal marketing and corporate sponsorship. Educational emphasis in Public Infrastructure.

Educational attainment

B.A., John Carroll University

Master of Public Administration, Cleveland State University

Michael Gonzalez has been active in providing analysis and research support for *Superlative* Group since earning his Bachelor's degree from John Carroll University and Master of Public Administration degree from Cleveland State University in 2005 and 2009, respectively. His areas of expertise include Public Finance and research methodology, which has served him in directing the Great Lakes Environmental Finance Center's valuation of the Chicago Metra commuter rail line and the RTA "Red Line" light rail, in addition to other public infrastructure.

Mr. Gonzalez has five years of professional experience in data analysis, research, statistics and finance, through his employment with *Superlative* and his previous employment with the Cuyahoga County Board of Elections in Cleveland, Ohio. Prior to this, Gonzalez served as a banker with MBNA/Bank of America, where he managed Charles Schwab and Merrill Lynch accounts.

In addition to his employment with the Cuyahoga County Board of Elections, his government experience included a congressional internship and his role as a legislative voting member of the Cuyahoga County Automated Data Processing Board. Gonzalez will provide analysis and research support for project.



Tabatha Knop,
Project Coordinator/Executive Assistant

Corporate Affiliation:

The *Superlative* Group

Role on Agency's project and percentage of time:

Liaison, 30%; Entirety of Project Duration

Professional qualifications:

Four years of experience in corporate sponsorship and development funding

Educational background:

B.S., University of Northern Colorado

M.S., University of Northern Colorado

Tabatha Knop provides research and project support for *Superlative* Group. Her educational background includes both a Bachelor of Science degree in Business Management with a minor in Non-Profit Administration as well as a Master's Degree in Sports Administration from the University of Northern Colorado (UNC). While there Knop gained four years' experience in corporate sponsorship and development funding working at the University of Northern Colorado Foundation providing development support and planning for the UNC Division I Athletic Department. Knop's professional experience includes corporate sponsorship for non-profit organizations, grass-root sporting events and college athletics.



Jeff Orloff,

Senior Vice President of Analytics, Research and Statistics

Corporate Affiliation:

The *Superlative* Group

Role on Agency's project and percentage of time:

Phase I Review, 15%; Entirety of Project Duration

Professional qualifications

15 years of experience in municipal marketing research and analysis

Educational attainment

B.A., University of Michigan

J.D., Case Western University

Mr. Orloff will be responsible for research, interviews, and contract review and analysis. Prior to working for *Superlative*, Orloff served as Senior Vice President of IMG Worldwide, managing vendor procurement for IMG's worldwide events in Golf, Motor Sports, Tennis, Action Sports, Arts and Entertainment, Cycling, and numerous other events. Prior to this position, Jeff has held numerous positions during his 22-year tenure at IMG. These positions included oversight of IMG's worldwide administrative operations, oversight of IMG's global motorsports operations and as Special Assistant to then-Chairman, Mark H. McCormack. Jeff graduated from the University of Michigan in 1985 and in 1988 earned his J.D. from Case Western Reserve University Law School in Cleveland.



Dr. John Bohte,

Professor, University of Wisconsin-Milwaukee

Corporate Affiliation:

University of Wisconsin-Milwaukee

Role on Agency's project and percentage of time:

Phase I Administration, 15%; Entirety of Project Duration

Professional qualifications

Director, Master of Public Administration Program

Experience in Public Budgeting and Finance

Educational attainment

B.A., University of Wisconsin-Milwaukee

Ph.D., Texas A&M University

Dr. John Bohte currently serves as Associate Professor at University of Wisconsin-Milwaukee and is the Director of the Master of Public Administration program. Dr. Bohte's areas of interest include Public Budgeting & Finance and Data Analysis. Dr. Bohte is the co-author of the Applied Statistics for Public and Nonprofit Administration textbook. Bohte will serve a vital role in the project as a Phase I Administrator, which will include engaging in quantitative and qualitative analysis, in addition to asset identification. Bohte will bring the academic prestige and expertise of UW-M to the City of Milwaukee's municipal marketing program.



Scope of Engagement

The *Superlative* Group, Inc. and its partners have identified the scope of services for the development of Naming Rights and a Sponsorship Program for the City of Milwaukee to include a two-phased approach to value and design a process to lead to securing corporate and business sponsorships and Naming Rights agreements. In Phase I, *Superlative* will determine the market value for:

- Naming Rights for the cities assets
- Identify the assets available including public trash and recycling receptacles, parking garages, libraries, recreational facilities, buildings etc... for individual and corporate and business sponsorship and other opportunities
- Present a value range for each opportunity
- Provide an overview of current trends in Naming Rights and Sponsorship Programs for comparable venues and markets.

The report will consist of the following:

Phase I: Valuation of Assets

Superlative divides Phase I into two essential areas: in Task I, *Superlative* identifies the essential assets that are available for revenue generation, while in Task II, *Superlative* develops a sponsorship program for Phase II.

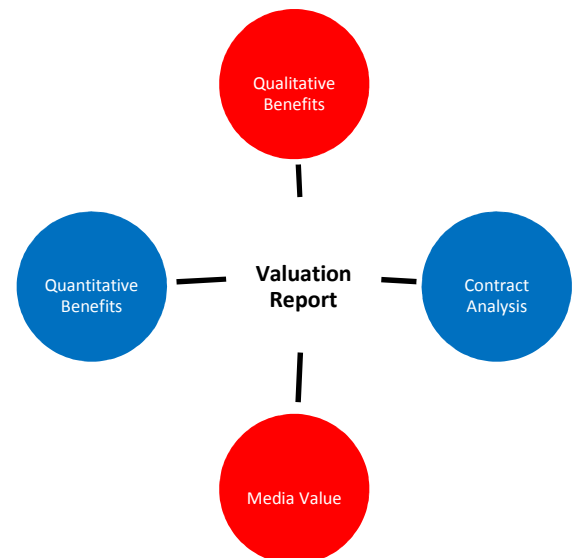
Task I: Valuation

In Phase I, the Project Team will identify and value all of the assets that the city has available to generate revenue (Please see the Sample Work Plan Timeline following for more detail). In this Phase, the Project Team will break down the valuation process into four elements - Media Value, Quantitative Benefits, Qualitative Benefits, and Contract Analysis.

The key tasks of the four (4) elements of the Valuation report are outlined below:

Media Value

The first step in Media Value involves understanding the number of possible "impressions", more easily described as the number of possible sponsorship platforms that are available to reach the target audience. In assessing the Media Value, the number of available impressions for television, print and online exposure will be identified. Impressions are then scaled from "valued impressions" to "waste impressions", adjusting the Media Value accordingly.



The Media Value includes an assessment of the value of engaging the target audience, and the quality of exposure received. Understanding the value of each impression with respect to a specific demographic or target audience is an important part of Media Value. For example, a target audience of 18-34 year-old males may be considered as a "premium audience" by a wide range of sponsors, which would increase the Media Value.

The term 'quality of exposure' is determined based on:

- how prevalent the Sponsor's 'ID' (Name) is through the exposure period, and
- the 'impact' its placement has.

For example, a televised event at one of the city's facilities will be inherently more valuable than a small sign outside of a meeting room. High 'quality of exposure' can be generated when the advertisement is integrated with an action of the audience that enhances or complements its experience. The final aspect of understanding Media Value is assessing the cost of engaging the target audience and achieving high quality exposure. This will be an assessment of the cost of delivery (to the Sponsor), and may include direct costs (installing a hard sign), overhead costs (maintaining a sponsored park or media platform) or development costs.

Quantitative Benefits

Quantitative benefits reflect the ability to adequately measure the return on investment that sponsors can expect to receive. Quantitative benefits include the direct or tangible benefits available to the Sponsor. These typically form a significant portion of the overall sponsorship value because each item is identified and guaranteed to the Sponsor.

Quantitative benefits are separated into several categories including:

- On-site Signage
- Marketing Collateral
- Display Opportunities

After carrying out the Media Value described above, *Superlative* will look at the quantitative benefits of each impression and begin to build a profile of the sponsorship value. Using industry standards and its extensive experience in this market, *Superlative* will use pre-impression or rate card values to assign a price or value to each benefit identified.

Qualitative Benefits

Qualitative benefits, or intangible benefits, add value to sponsorship, but fall outside traditional media platforms, and are often difficult to quantify. The qualitative benefits represent the premium value a sponsorship demands over alternative marketing investments.

Qualitative benefits are classified into five broad categories:

- Prestige of Property

- Value of Audience
- Sponsorship Activation
- Sponsor Protection
- Geographic Reach

For example, the Sponsorship partner will receive an immeasurable amount of exposure from “word of mouth” advertising name mentions in TV and print media.

Along with the valuation, *Superlative* includes contract analysis and research in every Phase I report. The goal of *Superlative*’s research is to uncover new sponsorship opportunities, benchmark the activities of the city against other previous sponsorships, establish a list of any limitations or processes that affect a Naming Rights/Commercial Sponsorship contract, develop a strategy to minimize the effects of those limitations, and maximize all of the identified opportunities through a logical priority assessment. This list of limitations goes beyond the asset concepts requested in the Scope of Service requirements. Three examples of *Superlative*’s research include:

- Review of pre-existing city Contracts and Agreements – The *Superlative* Group has extensive experience developing, auditing, and benchmarking contracts for its public and private sector clients. Not only are price, fulfillment obligations, and relative value for each party reviewed, but also values against similar contracts with other entities are also benchmarked. The value of the sponsorship to the city will be inhibited by any pre-existing contracts relating to sponsorship. A thorough understanding of the city’s existing advertising contracts will assess the impact that existing agreements place on the sponsorship agreements.
- Apply Standards and Regulations – The project team spends time early in the project reviewing all relevant statutes, signage regulations, and rules to ensure the city’s marketing opportunities, within context of established guidelines are understood. *Superlative* remains in close contact with the city’s legal and procurement departments to ensure that the asset database is being developed in a manner that is consistent with the city’s existing policy.
- Analyze Marketing and Sponsorship Initiatives by other sponsorship sales – *Superlative*’s extensive database includes many sponsorship contracts from other public and private colleges, universities, arenas, stadiums, municipalities and convention centers. *Superlative* executives will collaborate with the city to gauge the level of interest and enthusiasm for marketing partnerships. We have to date analyzed many other municipal sponsorship strategies.

Throughout Phase I, *Superlative*’s goal remains the same: to analyze each asset to determine its marketability in an effort to maximize revenue-generated opportunities. This analysis enables *Superlative* to determine the optimal Sponsorship sale level for the City of Milwaukee.



Task II: Market Analysis

Superlative will outline prospective partners whose brand awareness strategies are most suitable to benefit the city, and provide a market analysis of packaging opportunities.

- a. Optimum revenue generation is attained when there is a comprehensive understanding of:
 - i. The inventory available, and
 - ii. The needs of potential sponsors.
- b. *Superlative's* experience in identifying and documenting marketing rights combined with its knowledge of (and relationships with) large corporations, will give the city an opportunity from which appropriate and meaningful customized packages can be presented to companies.

Phase II: Revenue Campaign

Contact and Evaluate Potential Marketing Partners – *Superlative's* expertise extends to the Phase II revenue generation process through its use of a systematic approach for contacting potential donors and sponsorship partners by utilizing five distinct ways to ensure that coverage is comprehensive:

- Exhaustive contact database of *Superlative's* thousands of regional, national and international corporate contacts, which is continually updated.
- Identify and research prospective corporations through various subscribed databases to match the marketing needs of corporations with the logical, and most valuable marketing assets of the city.
- Collaborate closely with the city with recommendations they may have.
- Promote revue generating campaigns with a description of the city's initiatives through a myriad of resources.
- Create Presentation Material – Such material will provide specific information for potential endowments and/or partnerships with the city as a part of the Naming Rights and corporate-sponsorship programs, including:
 - Market/Demographic data
 - Measured media value
 - Value justification for unmeasured media
 - Sponsorship benefits and options
 - Options for renewal

- Financial investment

Negotiate and Complete Agreements

Superlative will assist in any way that is comfortable for the city. *Superlative*'s executives can be the upfront negotiator or advise city depending on the city's desire and needs.

Set Monetary Goals

Superlative believes all programs should be tied to the city's budget in some manner. With the effort being expended, it must have an expected return.

Present to the Media

Superlative is well versed in the appropriate procedures for announcements to local and national media outlets. *Superlative* will work with the city to accurately present a negotiated corporate partnership to the appropriate executives and media. It is important that partnerships be communicated accurately, both financially and politically, while being cognizant of objections and concerns.

Manage Contract Fulfillment

Superlative will work with the city to develop a system that accurately tracks the status of newly-developed corporate partnerships. The company's experience shows that contract fulfillment requires participation from sales, legal, and accounting functions to ensure high quality partner relationships.

Manage and Audit Ongoing Rights/Royalties

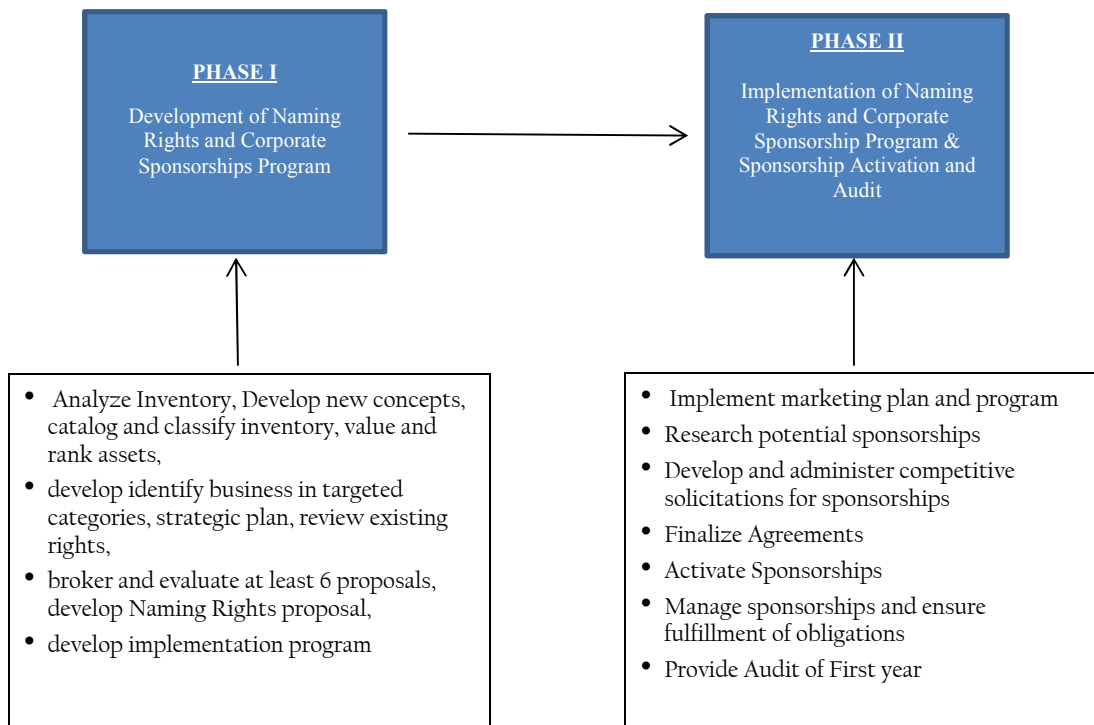
Superlative establishes post-contract review mechanisms to ensure that all benefits owed to the city are captured, and that the city is meeting its obligations under these contracts. *Superlative* is a strong advocate of audits, especially where payments are royalty-based.

Activation and Audit (Term of Agreement)

After delivery of a campaign agreement, the Project Team will support the city in the activation and compliance of each aspect of that agreement. Specifically, *Superlative* shall:

- Finalize agreement terms and conditions
- Assist the city with the first year of activation of the Sponsorships
- Assist in the development of payment schedules and compliance issues
- Assist the city's advertising department, or its vendor, with signage placement and design
- Provide other services as requested by the city

1. *Superlative* will assist the city in the negotiation and activation of the agreements and provide a first year audit of the relationship.
2. Throughout all Phases, *Superlative* will keep the city appraised of the status of negotiations and corporate interest.



MBE, WBE, and SBE Participation

Creative Marketing Resources, Inc.

Overview

Established in 1995, Creative Marketing Resources (CMR) is an award-winning, full-service marketing and public relations firm located in Milwaukee, WI. The firm is currently certified as: a US SBA 8(a) firm, Women-Owned Small Business (WOSB), SBA Small Disadvantaged Business Enterprise, DOT Certified Disadvantaged Business Enterprise, and **City of Milwaukee Minority/Small Business Enterprise**.

CMR has established itself as one of Wisconsin's leading minority agencies and one of the few agencies whose primary mission is to strategize and execute advertising and marketing campaigns for public sector clients. Currently, over 70% of the firm's clientele are within the public sector, a statistic that has helped us to become one of the State's "go-to" agencies.

From a small business start-up 17 years ago, CMR has matured into a full-service agency that houses: a media department, public relations professionals, and a creative team recognized for its outstanding creative work producing print and visual formats. Through a combination of hard work and a result-focused approach, we have developed the ability to handle complex assignments that produce top-quality results at a competitive price. And our hard work has paid off: over the past 2 years, we've experienced 150% growth and now have annual billings of \$2 million.

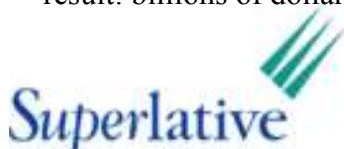
The steady growth of CMR's satisfied client list throughout its history is a strong testament to our results-oriented focus. Our clientele list covers those in the public and private sector, and includes: the City of Milwaukee Health Department, the Wisconsin Department of Tourism, WI Department of Children and Families, Wisconsin WIC, the US EPA, Northwestern Mutual, McDonald's Corporation, Coca Cola, Hewitt Associates, Milwaukee Summerfest, and hundreds of other local and national clients.

Our "Good Housekeeping Seal of Approval"

In 2000, Creative Marketing Resources was named to the prestigious **MMAC Future 50 List** as one of Milwaukee's fastest growing companies, and was awarded the **Excellence in State Procurement Award** from the State of Wisconsin in recognition of outstanding accomplishments and contributions to Wisconsin minority business development. Additionally, in 2006, CMR received the National Minority Supplier Development Council, Inc.'s highest award - "**National Supplier of the Year.**"

Our Philosophy

Statistics show that traditional marketing techniques are ineffective with today's average American. Why? Because "traditional" isn't the language they speak. With around the clock exposure, most people have learned to zone out mainstream marketing tactics used today. The result: billions of dollars wasted on ineffective marketing campaigns.



So, how do you bridge a language gap? Learn their language. And since 1995, we've been fluent. We know marketing is about understanding the thoughts and emotions of the audience. We know every client, every campaign, and every audience requires a unique approach: a campaign mix that's right for one client falls flat with another. And that's why we like to "spike the punch" and use an out-of-the-box marketing approach that uniquely combines intelligence with creativity at every step—from inception to conclusion.

And in the current economic climate, this approach couldn't prove more valuable. As the City develops and implements its CPI, it will need a consultant partner who will bring the creativity needed to deliver results. And the truth is: this partnership is that partner. We represent a unique combination of experienced, proven firms who will know how to best position the CPI for maximized success.

CMR Areas of Engagement

As a subcontractor, CMR will play an important role in assisting *Superlative* to meet several of the outlined objectives of the CPI Program, specifically:

- **Assisting in Marketing Strategy** – CMR has unmatched knowledge of the in's and out's of the Milwaukee market, and in particular, the B2B marketing insights needed to reach several of the City's business and non-profit entities.
- **Developing Marketing Materials** - Creative Marketing Resources is known throughout the Milwaukee community for producing award-winning graphic materials for numerous clients—from the City of Milwaukee to Northwestern Mutual to UWM. And this campaign will be no different. CMR will work at the direction of *Superlative* to develop marketing materials that uniquely position the City to best reach its target audiences.
- **Contact and Evaluate Potential Marketing Partners** – For 17 years, CMR has developed and maintained strong relationships with dozens of well-known businesses and organizations in the community. CMR will work closely with *Superlative* to utilize this invaluable resource during the implementation of the CPI.





**CITY OF MILWAUKEE
OFFICE OF SMALL BUSINESS DEVELOPMENT
CONTRACTOR COMPLIANCE PLAN
(FORM A)**

This compliance plan must be completed in its entirety and is a **required** submission with an Invitation to Bid or a Request for Proposal regardless of M/W/SBE participation or the lack thereof.

I. GENERAL INFORMATION (REQUIRED)

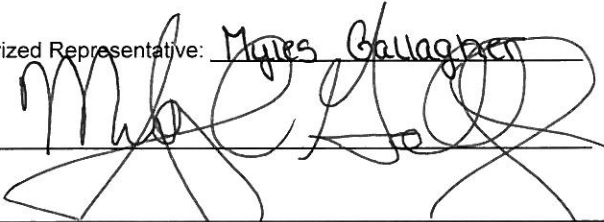
RFP#12126	Participation		
	MBE	10 %	
Description: A Consultant for the (MCPI) Marketing Services	African-American	%	Description
	Asian-American	%	MBE - Minority business enterprise
	Hispanic	%	WBE - Woman business enterprise
	Native American	%	SBE - Small business enterprise
	WBE	%	
	SBE	%	

II. PRIME CONTRACTOR INFORMATION (REQUIRED)

Contractor Name: The Superlative Group
 Address: 26600 Detroit
 City/State/Zip: Cleveland, OH 44145
 Contact Person: Myles Gallagher Title: President + CEO
 Phone: 216-592-9400 Fax: _____ Email: gallagher@superlativegroup.com
 Print Name: David Bowles Title: Director of Business Development
 City of Milwaukee Certified: MBE WBE SBE

III. ACKNOWLEDGEMENT (REQUIRED)

I certify that the information included in this Compliance Plan is true and complete to the best of my knowledge. I further understand and agree that this compliance plan is a condition of my Bid/RFP responsiveness. Failure to submit this form and/or meet the specified M/W/SBE requirements may render the Bid/RFP unresponsive.

Name of Authorized Representative: Myles Gallagher Title: President + CEO
 Signature:  Date: 11-15-12

FOR STAFF USE ONLY

Purchasing Agent Signature: _____ Date: _____

Contracting Department: _____

Reviewed by: _____ Title: _____

Phone: _____ Date: _____

Data entered by OSBD Staff: _____ Date: _____

CITY OF MILWAUKEE
OFFICE OF SMALL BUSINESS DEVELOPMENT
CONTRACTOR COMPLIANCE PLAN

List all subcontractor information in its entirety. Only M/W/SBE firms certified through the City Of Milwaukee Office of Small Business Development will be counted towards specified M/W/SBE requirements. Please visit the OSBD website www.milwaukee.gov/osbd for a complete list of certified firms.

IV. SUBCONTRACTOR INFORMATION

Subcontractor Name: Creative Marketing Resources

Work performed / Materials supplied: Marketing and Outreach Support

City of Milwaukee Certification: MBE WBE SBE

Proposed Award: \$ _____ / 10 %

Contact Person: David Bowles Title: Director of Business Development

Phone: 414-247-9898 Fax: 414-247-9876 Email: david@cmredge.com
Owner/Representative Signature: _____ Date: _____

Subcontractor Name: _____

Work performed / Materials supplied: _____

City of Milwaukee Certification: MBE WBE SBE

Proposed Award: \$ _____ / _____ %

Contact Person: _____ Title: _____

Phone: _____ Fax: _____ Email: _____
Owner/Representative Signature: _____ Date: _____

Subcontractor Name: _____

Work performed / Materials supplied: _____

City of Milwaukee Certification: MBE WBE SBE

Proposed Award: \$ _____ / _____ %

Contact Person: _____ Title: _____

Phone: _____ Fax: _____ Email: _____
Owner/Representative Signature: _____ Date: _____

PLEASE DUPLICATE AS NEEDED TO PROVIDE ADDITIONAL SUBCONTRACTOR INFORMATION

Department of Administration - Business Operations Division
Office of Small Business Development
City Hall, Room 606
200 East Wells Street
Milwaukee, WI 53202
Information Line: 414-286-5553 Fax: 286-8752
www.milwaukee.gov/osbd



CITY OF MILWAUKEE - DEPARTMENT OF ADMINISTRATION
PROCUREMENT SERVICES SECTION

AFFIDAVIT OF COMPLIANCE
DISCLOSURE OF PARTICIPATION IN OR PROFITS DERIVED FROM SLAVERY BY CONTRACTORS

COMPANY NAME: The Superlative Group
ADDRESS: 26100 Detroit Road, Suite 250
CITY: Cleveland STATE: Ohio ZIP: 44145

This affidavit of compliance will be the contractor's sworn statement that publicly discloses any slavery policies sold by any companies, or profits from slavery by industries or their predecessors who are doing business with the City of Milwaukee as defined in the Milwaukee Code of Ordinances 310-14.

Please check one:



This business **was not** in existence prior to the slavery era (1865).



This business **was** in existence prior to the slavery era (1865). I have searched any and all records for records of investments or profits from slavery, and have found no such records.



This business **was** in existence prior to the slavery era (1865). I have searched any and all records for records of investments or profits from slavery, and am disclosing the following findings (attach additional pages, if necessary):

I hereby declare that all statements are true, accurate and complete as of the date furnished to the City of Milwaukee.

AUTHORIZED SIGNATURE: 

PRINTED NAME: Myles Gallagher

DATE: 10/26/12

Subscribed to before me on this 26th day of October, 2012, at Cuyahoga
County, Ohio State.

NOTARY PUBLIC SIGNATURE: 
(SEAL)

PRINT NAME: Edward J Seligman

My commission expires: 3-13-2013

PLEASE RETURN THIS FORM TO:
200 E. WELLS STREET, ROOM 601, MILWAUKEE, WI 53202
OR FAX TO 414-286-5976

DESIGNATION OF CONFIDENTIAL, TRADE SECRET AND PROPRIETARY INFORMATION

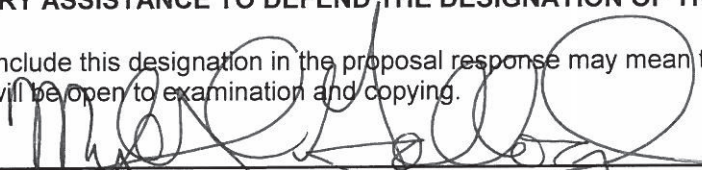
Material submitted in response to the City of Milwaukee's Request for Proposal No. 12126 includes information that we have determined is proprietary, confidential and/or information which qualifies as a trade secret, as provided in Wis. Stat. Section 19.36(5), or is otherwise material that can be kept confidential under the Wisconsin Public Records Law. As such, the proposer asks that certain pages, as indicated below, of this proposal be treated as confidential material and not be released to the public. I am providing the following information with the understanding that it is being submitted to the City under a pledge of confidentiality. I would not have submitted this information had the City not pledged to keep it confidential* and request that the following pages not be released:

<u>Section</u>	<u>Page</u>	<u>Topic</u>

*NOTE: Proposers are cautioned that the **ENTIRE PROPOSAL MAY NOT FALL WITHIN THE CONFINES OF THE PLEDGE OF CONFIDENTIALITY. THE ABOVE DESIGNATION(S) OF CONFIDENTIALITY IN NO WAY GUARANTEES THAT DESIGNATED INFORMATION WILL BE KEPT CONFIDENTIAL. UNDER THE PROVISION OF THE PUBLIC RECORDS LAW, PROPOSER IS NOT ENTITLED TO NOTIFICATION PRIOR TO RELEASE OF INFORMATION, AND IS NOT ENTITLED TO GO TO COURT TO BLOCK DISCLOSURE OF ANY PORTION OF THE PROPOSAL.**

IF THE CITY AGREES WITH PROPOSER'S DESIGNATION OF TRADE SECRET OR CONFIDENTIALITY AND THE DESIGNATION IS CHALLENGED, THE UNDERSIGNED HEREBY AGREES TO PROVIDE LEGAL COUNSEL OR OTHER NECESSARY ASSISTANCE TO DEFEND THE DESIGNATION OF TRADE SECRET OR CONFIDENTIALITY.

Failure to include this designation in the proposal response may mean that all information provided as part of the proposal response will be open to examination and copying.

	816-592-9400
Signature (Authorized Representative)	Telephone Number
Myles Gallagher	The Superlative Group
Name (Please Print)	Company Name
CEO + President	10/29/12
Title	Date

NOTE: The City of Milwaukee as custodian of these public records has the obligation, pursuant to the Public Records Law, to determine whether the above information can be kept confidential.

PROPRIETARY INFORMATION: Proprietary information submitted in response to this request for proposal will be handled in accordance with applicable City of Milwaukee procurement regulations. A proposer responding to this proposal should not include any proprietary information or protected trade secret(s) as part of its proposal unless the proposer 1) designates the specific information that it maintains is proprietary or trade secret and the reason(s) for such designation in a separate document to the City of Milwaukee, Department of Administration, Business Operations Division, and 2) identifies the specific information when it occurs within the proposal.

The City of Milwaukee's preference is for the proposer to segregate all information designated as confidential into one section of the Request for Proposal and/or a separate document for easier removal to maintain its confidential status. The response to the proposal should indicate which portion of the requested information is confidential and where this information is located within the response, i.e. under separate cover, in confidential Section No. _____, etc. Data contained in the proposal and all documentation become the property of the City of Milwaukee, Department of Administration, Business Operations Division.

Generally, proposals are available for public review after the City of Milwaukee, Department of Administration, Business Operations Division has awarded a contract.

APPENDIX A: COST PROPOSAL RFP NUMBER 12126

WORKSHEET

Submitted by (Print Name) The Superlative Group

Signature 

Date November 5, 2012

INSTRUCTIONS TO PROPOSERS:

In order to objectively evaluate and assign points for proposal costs, please complete this form using the format below. Do not change anything on this form. Any modifications to this document may result in immediate rejection of your proposal. Quote **only one rate**, not a range. The completed form and requested number of copies should be **returned in a separately marked envelope marked "Civic Partnership Initiative, RFP Number 12126 Cost Proposal"** and should accompany your Technical Proposal response.

<p><u>PROPOSED COMMISSION PERCENTAGE</u> commission fee structure based upon the percentage of revenue and savings generated by the consultant.</p>	<p>PROPOSED COMMISSION PERCENTAGE: <u>15</u> %</p>
<p><u>PLEASE LIST ALL INDIVIDUAL COSTS AND EXPENSES</u></p> <p><u>All-inclusive</u> costs, including expenses, to perform deliverables.</p>	<p>TOTAL ALL-INCLUSIVE COSTS AND EXPENSES: \$ <u>140,000*</u></p>

* See Attached

Appendix A: Cost Proposal RFP Number 12126 Breakdown of Cost Worksheet

Phase I: Asset Inventory and Valuation:

- Draft guidelines for the CPI
- Provide committee with a complete report identifying assets determining value using comprehensive valuation metrics.
- Revenue Proposal:
 - \$50k fee

Phase II: Sales Campaign

- Market identified assets to potential naming rights and sponsorship partners
- Create marketing materials
- Identify and implement a strategy to target entities for partnership
- Approach and solicit potential partners
- Meet with prospective companies to provide information on City's assets
- Assist City in RFP process
- Appear before Common Council for final approval of RFP's
- Assume lead role in negotiation of contractual financial and programmatic terms.
- Work with the City to provide updates to the Common Council
- Interface with the media regarding CPI or any specific partnership agreement.
- Revenue Proposal:
 - \$5k/ month retainer for 18 months
 - 15% commission



The Superlative Group, Inc.
26600 Detroit Road, Suite 250
Cleveland, Ohio 44145

phone (216) 592-9400

info@superlativegroup.com

Ms. Margaret C. Daun
Assistant City Attorney
841 North Broadway, 7th Floor
Milwaukee, WI 53202-3653

May 17, 2013

Dear Maggie,

Thank you for your time on the phone yesterday, it was a pleasure speaking with you. As discussed, below please find two proposal options. We look forward to coming to terms with you and your colleagues and entering into what we are confident will be a long and lucrative relationship for both parties.

Original Proposal

Phase I Asset Inventory and Valuation Report

- ✓ \$50k Fee, payments appropriately tied to deliverables

Phase II Sales Campaign Management and Execution

- ✓ \$5k monthly retainer
- ✓ 15% Commission on all Sales
- ✓ Pre-approved travel reimbursed at cost

Alternate Proposal #1

Phase I Asset Inventory and Valuation Report

- ✓ \$50k Fee, payments appropriately tied to deliverables

Phase II Sales Campaign Management and Execution

- ✓ \$3k monthly retainer
- ✓ 25% Commission on all Sales

Alternate Proposal #2 (Phase I and II together in one fluid contract)

Phase I Asset Inventory and Valuation Report

- ✓ \$40k Fee, payments appropriately tied to deliverables
- ✓ Pre-approved travel reimbursed at cost

Phase II Sales Campaign Management and Execution

- ✓ 30% Commission on all Sales
- ✓ Pre-approved travel reimbursed at cost

Please don't hesitate to contact me with any questions.

All the best,

A handwritten signature in blue ink that reads "Kyle D. Canter".

Kyle D. Canter
Vice President, Municipal Marketing
The Superlative Group
26600 Detroit Rd, Suite 250
Cleveland, OH 44145
M: (440) 221-5382
O: (216) 592-9400
E: canter@superlativegroup.com



The Superlative Group, Inc.
26600 Detroit Road, Suite 250
Cleveland, Ohio 44145

phone(216) 592-9400

info@superlativegroup.com

Ms. Margaret C. Daun
Assistant City Attorney
841 North Broadway, 7th Floor
Milwaukee, WI 53202-3653

June 5th, 2013

Dear Maggie,

Thank you for your time on the phone yesterday, it was a pleasure speaking with you. As discussed, below please find our three proposal options. We look forward to coming to terms with you and your colleagues and entering into what we are confident will be a long and lucrative relationship for both parties.

Original Proposal

Phase I Asset Inventory and Valuation Report

- ✓ \$50k Fee, payments appropriately tied to deliverables

Phase II Sales Campaign Management and Execution

- ✓ \$5k monthly retainer for 24 months
- ✓ 15% Commission on all Sales
- ✓ Pre-approved travel reimbursed at cost
- ✓ 10% on all renewals

Alternate Proposal #1

Phase I Asset Inventory and Valuation Report

- ✓ \$50k Fee, payments appropriately tied to deliverables

Phase II Sales Campaign Management and Execution

- ✓ \$3k monthly retainer for 24 months
- ✓ 25% Commission on all Sales
- ✓ 15% on all renewals

Alternate Proposal #2 (Phase I and II together in one fluid contract)

Phase I Asset Inventory and Valuation Report

- ✓ \$40k Fee, payments appropriately tied to deliverables
- ✓ Pre-approved travel reimbursed at cost

Phase II Sales Campaign Management and Execution

- ✓ 30% Commission on all Sales
- ✓ Pre-approved travel reimbursed at cost
- ✓ 20% on all renewals

Please don't hesitate to contact me with any questions.

All the best,

A handwritten signature in blue ink, appearing to read "Kyle D. Canter".

Kyle D. Canter
Vice President, Municipal Marketing
The Superlative Group
26600 Detroit Rd, Suite 250
Cleveland, OH 44145
M: (440) 221-5382
O: (216) 592-9400
E: canter@superlativegroup.com