



Common Council & Finance and Personnel Committee



THE SUPERLATIVE DIFFERENCE

- Founded in 1994
- Over a century of experience in Naming Rights, sponsorship valuation and sales experience on behalf of municipal entities.
- **Expertise:**
 - Naming Rights Valuation and Sales
 - Municipal Marketing
 - Property Consulting
 - Collegiate Marketing
 - Single Source Pouring Rights (#1 in the world)
 - Commercial Sponsorship Management
- **Myles Gallagher, President & CEO**
 - Twenty-five years of Naming Rights and municipal marketing experience
- **Kyle Canter, Vice President**
 - Eight years of Naming Rights and Sponsorship Sales



CLEVELAND MEDICAL MART & CONVENTION CENTER



PlayhouseSquare



City of Phoenix



The Leaders in Municipal Marketing



Heathrow

Making every journey better.



A SUPERLATIVE STRATEGY

Naming Rights and Sponsorship

The Superlative Group has developed a proven two-phased approach to successfully value and sell Naming Rights and sponsorships:

Phase I: Identify Sponsorship Opportunities/Develop Program

Phase II: Administer Sponsorship Program

A SUPERLATIVE STRATEGY

PHASE II ADMINISTER SPONSORSHIP PROGRAM

- **Develop a strategy to sell the most valuable asset first**
 - Naming Rights, followed by sponsorships, etc.
- **Identify stakeholders and large corporate entities in the community**
 - Consider motivation and wherewithal
- **Consider innovative cost effective strategies for the City of Milwaukee**
- **Leverage relationships with appropriate executives**
 - Superlative maintains the largest database of potential clients in the industry
 - Constantly meet with and contact C-Level executives to maintain a current database
- **Schedule & deliver presentations**
 - Impressions, benefits & value of the proposed Naming Rights agreement and pricing structure
- **Negotiate the agreements with the companies for Naming Rights**
 - Then, move onto sales of sponsorships

REVENUE GENERATED

Municipal Projects	Revenue Generated
City of Miami Beach	<ul style="list-style-type: none"> - Revenue Generated: \$7.2 million - Year 2010
Chicago Metra	<ul style="list-style-type: none"> - Revenue generated: \$800,000 - Year 2012
City of St. Catharines	<ul style="list-style-type: none"> - Revenue Generated: \$8.4 million - Year 2013
Sedgwick County , Kansas	<ul style="list-style-type: none"> - Revenue generated: \$25 million - Year 2006
Greater Cleveland Transit Authority	<ul style="list-style-type: none"> - Revenue generated \$11 million - Year 2005
ODOT	<ul style="list-style-type: none"> - Revenue generated \$12 million - Year 2013
LVRPA	<ul style="list-style-type: none"> - Revenue generated \$3 million - Year 2013
Meet Minneapolis /Minneapolis Convention Center	<ul style="list-style-type: none"> - Revenue generated \$1 million - Year 2013

A FOCUS ON RESULTS

City of Miami Beach

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

- Superlative executed a Single Source Soft Drink Agreement with the City of Miami Beach and Coca-Cola. All phases completed during expected timeframe.
- The 10-year deal makes Coca-Cola the exclusive non-alcoholic official beverage and recycling partner of Miami Beach.
- 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.
- This is the largest soft drink agreement for a municipality in the world.



A FOCUS ON SALES

CHICAGO METRA

The Superlative Group, Inc. was hired to evaluate the marketability and Naming Rights value for Chicago Metra Rock lines and individual stations.

- Delivered asset inventory and valuation study.
- Sales phase currently in progress. Negotiations ongoing with major cable company involving wi-fi service activation
- Projected revenue of \$48.7 million.
- Sold \$800k system-wide defibrillator sponsorship.



Metra[®]
The way to really fly.

Superlative 

A FOCUS ON SALES

GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY

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



- Property Name: HealthLine
- 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

- Contract renewed for a third term – HealthLine Naming Rights finalized; currently working on station underwriting campaign.

- Now closing trolley sale, contract in final negotiations for \$6 million over 20 years



A FOCUS ON SALES

OHIO DEPARTMENT OF TRANSPORTATION

The Superlative Group has been hired as the exclusive sponsorship consultant for ODOT's SMART II Program.

- Superlative will plan, implement and deliver a comprehensive high quality sponsorship program.
- Asset Valuation, Phase I has been completed. All transportation assets and facilities, as well as highways, bridges, interchanges, and the 511 traveler information program have been included in Phase I report. Superlative has begun the Phase II Sales campaign
- ODOT is the 4th largest interstate system in the United States
- Delivered a Title Sponsorship for ODOT's Freeway Service Patrol Program worth \$12 million



A FOCUS ON SALES

LONDON 2012 OLYMPICS

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
- 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.
- Delivered a \$3m single source soft drink agreement.



A FOCUS ON SALES

MEET MINNEAPOLIS/MINNEAPOLIS CONVENTION CENTER

The Superlative Group serves as the exclusive single source soft drink and sponsorship sales agent for Meet Minneapolis and Minneapolis Convention Center .

- The Superlative Group was hired by the Meet Minneapolis Convention & Visitors Association to seek out a single source soda beverage vendor and sponsors for the Minneapolis Convention Center.
- Superlative has delivered a single source soft drink agreement for the Minneapolis Convention Center worth \$1 million over 10 years.



A FOCUS ON RESULTS

Town of Cary, NC

- Services: Comprehensive Asset Inventory, Qualitative and Quantitative Analysis, Naming Rights and Sponsorship Valuation
- Currently conducting a comprehensive analysis and asset inventory evaluation of Cary Arts Center (home to the Town of Cary's Youth Theater and Performing Arts).
- The valuation report will consist of an Amphitheatre, parks, Community Centers, a Tennis Complex, Softball Complex, Soccer Complex and a skate park just to name a few.
- The Sponsorship Plan will articulate how the Town can maximize sponsorship revenue to support the planned programs and events.



The Superlative Group

We will be an invaluable part of our client's winning strategy by devoting our experience, imagination and energy to developing and executing customized programs that are Superlative in every way.

The Superlative Group Mission Statement