

CARROLLTON
TEXAS

ASSET ANALYSIS AND VALUATION FOR
CITY OF CARROLLTON

May 7, 2015

May 7, 2015



Ashley D. Mitchell
Administrative Services Director
City Hall Building
1945 E. Jackson Road
Carrollton, Texas 75006

**RE: CITY OF CARROLLTON
REQUEST FOR QUOTES
ASSET ANALYSIS**

Dear Ms. Mitchell:

CSL International ("CSL") and Legends Global Sales ("Legends") are pleased to submit this quote to provide the City of Carrollton ("City" or "Carrollton") with an updated Asset Analysis and Valuation to our 2013 Municipal Marketing Strategic Plan. CSL will determine the value associated with the additional assets recently identified by the City and reexamine the inventory identified in the 2013 report. In addition, we will examine if there are other new opportunities that may be uncovered at this time.

Our Plano-based team is entrenched in the Dallas-Forth Worth marketplace and comprised of industry leaders in a variety of disciplines necessary to meet the scope of services requested by the City. We provide expertise in sponsorship valuation services, public sector marketing, sponsorship program development, market research, sales execution, negotiation assistance, and other important disciplines necessary to provide the most comprehensive services available. We integrate CSL's unique analytical approach with Legends' "real-world" sponsorship sales execution experience to provide an accurate and realistic snapshot of the opportunities that will be most valuable and attractive to sponsors. Specific tasks include asset identification, inventory creation, valuation, sponsorship program development, strategic planning, market research and analysis, presentation development, sales execution, negotiation and contract assistance, and other related services.

CSL and Legends executives offer the City more than 125 years of sponsorship valuation and sales execution experience and the knowledge gained from having managed programs for several local, regional and national clients, including but not limited to:

- The Star in Frisco
- Klyde Warren Park, Dallas, Texas
- City of Lewisville, Texas
- City of Plano, Texas
- Irving Music Factory
- Ohio Turnpike Commission
- One World Observatory
- Sioux Falls Aquatics Center
- Sturgis Motorcycle Rally
- Pizza Hut Park (now Toyota Stadium)
- Pinnacle Bank Arena
- Denny Sanford PREMIER Center

To date, CSL and Legends' executives have generated in excess of \$3 billion in contractually obligated sponsorship income. We are enthusiastic about the opportunity to provide sponsorship valuation services for the City. Should we be given the opportunity to provide you with our services, you will receive the highest level of innovation, dedication and effort on our part. If you have any questions regarding this proposal, please feel free to contact me at 972.491.6900. We appreciate your time and consideration!

Sincerely,

Bill Rhoda
President, CSL International

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1 COMPANY BACKGROUND



BORN FROM PERFORMANCE

Legends Hospitality Management, LLC (“Legends”) was formed in September 2008 to serve as a broad provider of services to professional sports organizations, collegiate athletic departments, municipalities, sports facilities and other entertainment destinations, and is a partnership between the Dallas Cowboys, New York Yankees and Checketts Partners Investment Fund. With over 400 full-time employees, Legends operates with primary offices in Plano, New York and Los Angeles and is the industry’s most experienced sports marketing firm.

Born from performance and inspired by legendary brands, Legends has created a legacy of success, delivery and results with the icons of global sports, entertainment and business. As a turnkey service provider for our clients we provide integrated solutions across our three best-in-class service divisions: Global Planning, Global Sales and Hospitality.

Legends Global Planning is our industry-leading advisory and planning division specializing in providing consulting services to the sports, convention, entertainment and leisure industries. Members of the group have provided services to these industries since the early 1990’s and have been involved in over 1,000 projects worldwide. We assist our clients from the earliest stages of project planning providing deep market research and budget analysis to ensure informed decisions and offer experienced management for projects through construction all the way to opening. Our professionals also provide creative, informed solutions based on our analytics platform, which aggregates data from multiple touch points enabling smart and balanced insights used to make collaborative, actionable decisions that directly impact operational effectiveness, enhance the guest experience and lead to increased revenues.

Global Planning includes three primary business units:

- Financial Market Analysis
- Project Development
- Analytics

Financial market analysis services are provided by **Conventions, Sports and Leisure International (“CSL”)** and our consultants provide in-depth information, creative solutions to underlying issues, a thorough analysis of financial implications, and various measurements of risk and return surrounding alternative courses of action.

Based in Plano, CSL has built its reputation on meeting client needs by delivering quality services that have credibility in the marketplace. The firm is able to provide these services by drawing upon the years of experience of its professional staff. Being consistently involved in many major transactions allows our professionals to obtain knowledge of both tangible and intangible components of completed transactions, the reasons for failed efforts, and changes in the marketplace affecting revenue streams of a variety of types of sports teams, leagues, facilities and events.



BORN FROM PERFORMANCE

Legends Global Sales provides a full range of sales, marketing, CRM solutions, sales training and project management services and assists clients in maximizing revenues from naming rights, sponsorships, premium seating, seat licenses and tickets.

Built on a foundation of training, culture and process our Global Sales division offers best-in-class services that provide our partners with a structured sales approach that directly correlates to significant revenue. Through these proprietary processes and a dedicated team, we have generated over \$3 billion in sponsorship and sales for new, renovated and existing venues throughout the world providing a valued service our partners otherwise could not have executed internally, delivering on both product and results to maximize revenue potential.

Our Global Sales divisions include:

1. Naming Rights and Sponsorship
2. Premium & Ticket Sales Execution
3. Tours & Special Event Sales
4. CRM



SPONSORSHIPS

THE LEGENDS WAY

PROPERTIES TURN TO LEGENDS for our comprehensive, sponsorship solution that is tailor-made to leverage the unique assets of each property in order to maximize revenue potential.

NO OTHER COMPANY IN THE INDUSTRY has a better understanding of how to properly value and position sponsorship opportunities to maximize revenue for its clients. CSL and Legends executives have used their proprietary valuation model and vast industry experience to conduct naming rights and sponsorship valuations for properties of all types and sizes.



“THE LEGENDS WAY” is comprised of the following three distinct services:

EVALUATION - A detailed look at the City's history, the local marketplace and competitive landscape, a review of existing inventory as well as the identification of new assets, and finally, the building of a sponsorship platform and the design of a strategic marketing plan.

VALUATION - The measurement of quantitative benefits, rating of qualitative benefits, profile of demographic and socioeconomic indicators, assessment of geographic reach, calculation of fair-market value, recommendation of asset pricing, and an estimate of revenue potential.

SALES EXECUTION - The development of a prospect database, creation of sales collateral materials, execution of naming rights & sponsorship sales, management of the negotiation process, facilitation of the contract process, implementation of a PR strategy, and the fulfillment of sponsorship agreements.

SPONSORSHIPS

THE LEGENDS WAY

NO OTHER COMPANY IN THE INDUSTRY has a better understanding of how to properly value and position sponsorship opportunities to maximize revenue for its clients. CSL executives have used their proprietary valuation model and industry experience to conduct sponsorship valuations for the following types of properties:

- Municipalities
- Parks & Recreational Facilities
- Performing Arts Centers
- Multipurpose Facilities
- Convention Centers
- Special Events
- Entertainment Districts
- Arenas
- Ballparks
- Stadiums
- Colleges & Universities
- Horse Tracks
- Motor Speedways
- Transportation Departments

PROPERTIES COUNT ON LEGENDS to not only zero in on the accurate value of sponsorship packages but also for strategies on how to monetize these opportunities to create vital, long-term revenue streams.

LEGENDS COMPANY INFORMATION

Legends Hospitality Management, LLC

805 Third Ave, 31st Floor
New York, NY 10022
Federal ID # - 27-3469253
13 full-time employees

CSL International, LLC

7501 Lone Star Drive Suite B200
Plano, TX 75024
Federal ID # - 27-3469253
22 full-time employees



2 PROJECT TEAM





BEN WRIGLEY

CHIEF OPERATING OFFICER, CSL INTERNATIONAL

The Chief Operating Office at CSL, Ben Wrigley has spent the past 22 years planning and executing sales and marketing campaigns for a variety of major league, minor league and collegiate sports venues. His experience includes having managed sales and marketing engagements for Premier League Champions (Manchester City Football Club), the most-expensive major league ballpark (Yankee Stadium) and most-expensive NFL stadium (MetLife Stadium) ever built, as well as having negotiated a recent \$11.25-million naming rights deal for Pinnacle Bank Arena in Lincoln, Nebraska, and a recent \$18.75-million naming rights deal for the Denny Sanford PREMIER Center in Sioux Falls, South Dakota.

Mr. Wrigley's vast consulting expertise encompasses naming rights, sponsorships, premium seating, seat licenses and season tickets for new or renovated sports venues. His responsibilities on these projects include the management of sales, marketing and administrative staffs; budget management; consultation with architects and project principals on the design of seating bowls and premium seating levels and amenities; recommendations to clients regarding optimum suite, club seat, seat license and season ticket configuration and pricing; sales and marketing plan development; and sales execution.

In 2008–09, Mr. Wrigley spent 15 months on-site directing the premium seating sales and marketing efforts for the New York Yankees at the new Yankee Stadium. The project generated more than \$700 million in term revenue.

Prior to joining CSL, Mr. Wrigley was the Vice President of Business Operations for Sports Facilities Marketing Group, where he successfully negotiated three naming rights deals. Mr. Wrigley has also worked for the Cleveland Cavaliers and the Carolina Panthers.

Mr. Wrigley is based in Plano, Texas.

EXPERIENCE:

22 YEARS IN THE SPORTS INDUSTRY

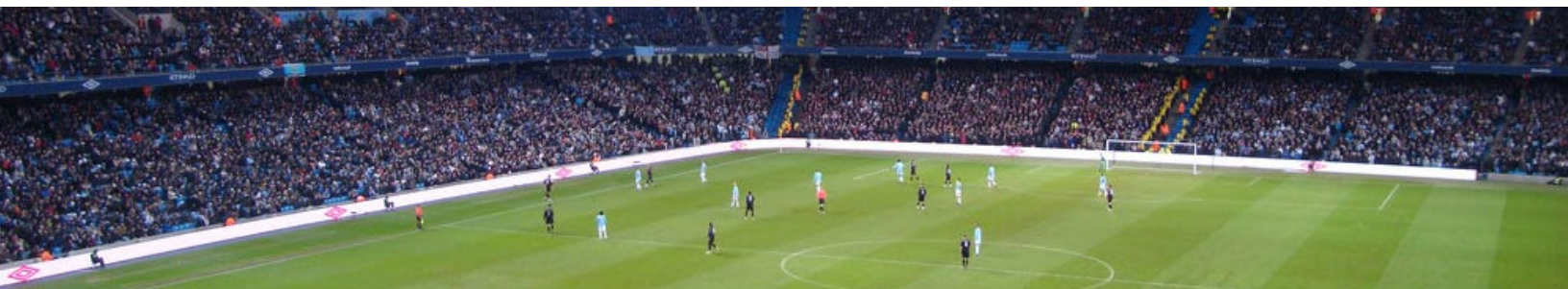
2011 – Present: Chief Operating Officer – CSL, International

2007 – 2011: Principal – CSL Marketing Group

1996 – 2007: Vice President of Business Operations – Sports Facilities Marketing Group

1995 – 1996: Sales Assistant – Carolina Panthers

1993 – 1994; 1996: Ticket Sales | Project Manager – Cleveland Cavaliers





JOHN ALPER

VICE PRESIDENT, STRATEGIC PARTNERSHIPS, GLOBAL SALES

John Alper is Legends' Vice President of Strategic Partnerships. Mr. Alper started his sports marketing career in 1991 as an account executive for the Dallas Mavericks and Dallas Sidekicks, with ticket sales nearly doubling during his four years with the Sidekicks. Upon the inception of Major League Soccer, Mr. Alper was hired in November of 1995 as Director of Sales for FC Dallas, and was promoted to VP of Sales in November of 1998 and oversaw the ticketing sales and ticketing department along with the corporate and sponsorship sales department.

In April 2000, he was promoted to Senior Vice President, overseeing all business departments of the organization, and was named Major League Soccer's Marketing Executive of the Year in 2002. In 2003, Mr. Alper was charged with overseeing sponsorship sales and suite sales for Pizza Hut Park, a 145-acre multi-purpose facility featuring a 20,000-seat stadium adjacent to 17 soccer fields. Pizza Hut Park successfully debuted in August 2005, with a naming rights partner in Pizza Hut, eight Signature sponsors, and a solid list of marketing partners, and was considered the blue print for success for sponsorship development for future venues in Major League Soccer. Upon its debut, Mr. Alper and his team had secured over \$50 million in contractually obligated sponsorship revenue. Mr. Alper's primary focus over the past few years has centered around generating tens of millions of sponsorship dollars for a variety of properties, including the North Texas Super Bowl XLV Host Committee, the New Orleans Hornets, Clube Atletico Paranaense in Brazil and the University of North Texas, among others.

Mr. Alper is based in Plano, Texas.

EXPERIENCE:

23 YEARS IN THE SPORTS INDUSTRY

2010 – Present: Vice President of Strategic Partnerships – Legends Global Sales

2006 – 2010: Vice President of Sponsorships – Premier Partnerships

2003 – 2006: Vice President of Sponsorships – Hunt Sports Group

1998 – 2003: Vice President of Ticket Sales & Sponsorship – Dallas Burn

1995 – 1998: Director of Ticket Sales & Sponsorship – Dallas Burn

1991 – 1995: Ticket Executive – Dallas Mavericks / Dallas Sidekicks





JOSH MOORE

SPONSORSHIP & VALUATION ANALYST, LEGENDS

Josh Moore joined Legends in 2013 after working at Learfield Sports for five years. In his role, Mr. Moore oversees the sponsorship valuation department and has consulted on more than 15 naming rights and sponsorship properties in the past 12 months including: the Dallas Cowboys World Headquarters, Klyde Warren Park, Sacramento Kings, Orlando Magic, Purdue University, Utah State University, Siena College, City of Sioux Falls, Saskatchewan Roughriders (CFL), the Ohio Turnpike, Westfield and Rock in Rio.

During his nine years in the sports industry Mr. Moore has evaluated naming rights and other sponsorships for more than 15 Fortune 500 brands including FedEx, U.S. Bancorp, Pacific Life Insurance, Medtronic and Target, as well as more than 75 properties around the world, including Stanford University, University of Nevada, FC Monterrey Rayados and the NCAA. While at Learfield, he oversaw the entire rate card system for the company's 50+ collegiate properties and provided market research data to over 3,500 clients. Prior to Learfield, Mr. Moore was a Market Analyst for the Bonham Group, a firm specialized to evaluate and sell naming rights.

Mr. Moore holds a Bachelors of Science in Marketing from the Louisiana State University in Baton Rouge, and is based in Plano, Texas.

EXPERIENCE:

9 YEARS IN THE SPORTS INDUSTRY:

2013 – Present: Sponsorship & Valuation Analyst – Legends

2010 – 2013: Director of Valuation & Market Research – Learfield Sports

2009 – 2010: Sales Analyst – Learfield Sports

2007 – 2009: Market Analyst – The Bonham Group





BILL RHODA

PRESIDENT, CSL INTERNATIONAL

Mr. Rhoda is the President of CSL International and specializes in providing market and financial advisory services to the sports industry. Over the past 20 years, Mr. Rhoda has consulted on over 350 sports and entertainment projects for professional, minor league, collegiate, high school and amateur organizations. Mr. Rhoda's experience over the past decade has included a variety of project types ranging from major league sports projects to international projects. As the Director of the Sports Practice, Mr. Rhoda has worked with representatives from government entities, sports commissions, facility authorities, sports teams, development groups and management companies. He has provided analysis for clients ranging from the City of Los Angeles to large equity firms looking to expand into facility development.

The depth and breadth of Mr. Rhoda's experience includes facilities such as arenas, stadiums, sports complexes, motor speedways, amphitheaters, convention centers, conference centers and other similar facilities. Mr. Rhoda's clients have included numerous municipalities, sports authorities, universities, professional and minor league sports teams, private investment groups and others. Mr. Rhoda has served as a speaker at a number of industry forums on topics such as maximizing revenues, the facility development process, impacts associated with franchises and facilities and the feasibility of projects. Prior to joining CSL, Mr. Rhoda was a Manager in the sports consulting practice at Coopers & Lybrand (now PricewaterhouseCoopers).

Mr. Rhoda is based in Plano, Texas.

EXPERIENCE:

20 YEARS SPORTS CONSULTING:

2011 – Present: President, CSL International

1996 – 2011: Principal – CSL International Sports Practice

1992 – 1996: Manager – Coopers & Lybrand LLP (now PwC)

Sports, Entertainment and Leisure Practice



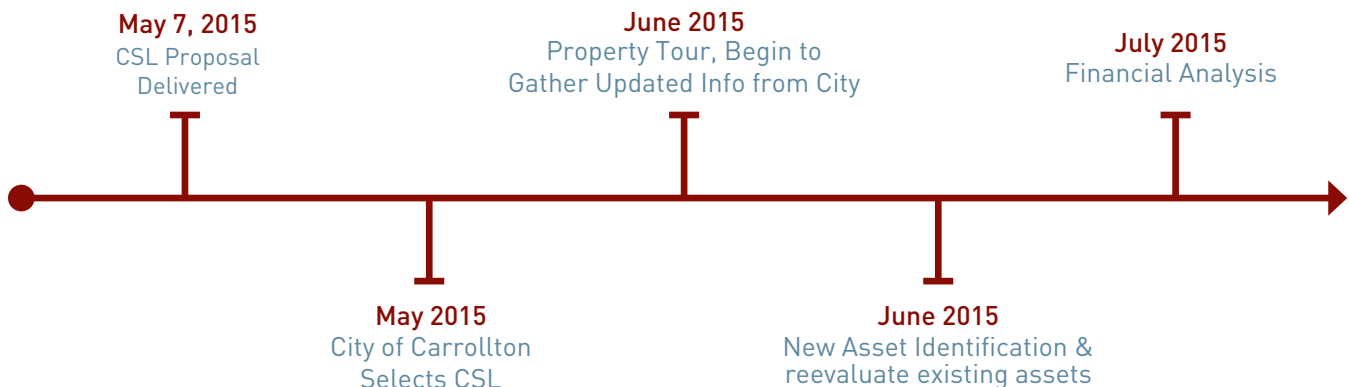
3 PROPOSED TIMING & FEE



PROPOSED TIMING & FEE

PROPOSED TIMING:

CSL is prepared to commence this engagement June 1st or upon receipt of notice by the City. Our proposed completion date to update the '2013 Municipal Marketing Strategic Plan' is 60 days from the commencement date. Moreover, the project timeline is dependent upon the final scope of the engagement, the availability of key City personnel for interviews and discussions, and the timely receipt of requested materials.



KEY DATES:



This timeline is based on CSL's knowledge of the project and the City being able to provide all necessary information in a timely fashion.

PROPOSED FEE:

The term will commence upon contract execution and will take approximately be 60 days to complete. A one-time valuation and consulting fee of twenty thousand dollars (\$20,000) covers all Legends overhead, including staffing, compensation, travel, printing, and all other customary costs.

4 EXPERIENCE



LEGENDARY PARTNERSHIPS

DFW MARKET EXPERIENCE:



AMERICAN
AIRLINES CENTER



DALLAS
COWBOYS



DALLAS
STARS



FORT WORTH
MULTIPURPOSE ARENA



FRISCO
ROUGHRIDERS



KLYDE
WARREN PARK



CITY OF
LEWISVILLE



TOYOTA STADIUM
(FORMERLY PIZZA HUT
PARK)



CITY OF PLANO



SMU



NORTH TEXAS
SUPER BOWL HOST
COMMITTEE XLV



UNIVERSITY OF
NORTH TEXAS



IRVING MUSIC FACTORY

Note: Logos represent a few Dallas-Fort Worth properties for which CSL/Legends or members of the executive team (while working for another firm) have provided sponsorship sales or consulting services.



CITY OF CARROLLTON

LEGENDARY PARTNERSHIPS

VALUATION EXPERIENCE



ASA HALL OF FAME COMPLEX
OKLAHOMA CITY, OKLAHOMA



COWBOYS WORLD HEADQUARTERS
FRISCO, TEXAS



CITY OF LEWISVILLE
LEWISVILLE, TEXAS



C.F. MONTERREY
MONTERREY, MEXICO



CITY OF PLANO
PLANO, TEXAS



DEPAUL UNIVERSITY
CHICAGO, ILLINOIS



DR. PHILLIPS CENTER FOR THE PERFORMING ARTS
ORLANDO, FLORIDA



FORT WORTH MULTIPURPOSE ARENA AT WILL ROGERS MEMORIAL CENTER
FORT WORTH, TEXAS



HOME TEAM MARKETING
CLEVELAND, OHIO



KLYDE WARREN PARK
DALLAS, TEXAS



MILWAUKEE BUCKS
MILWAUKEE, WISCONSIN



NEW YORK CITY FOOTBALL CLUB
NEW YORK CITY, NEW YORK



NORTHLANDS
EDMONTON, ALBERTA



ONE WORLD OBSERVATORY
NEW YORK, NEW YORK



OHIO TURNPIKE
BEREA, OHIO



OHIO UNIVERSITY
ATHENS, OHIO



ORLANDO MAGIC
ORLANDO, FLORIDA



PREAKNESS STAKES
BALTIMORE, MARYLAND



ROSE BOWL OPERATING CO.
PASADENA, CALIFORNIA



ROYAL FARMS ARENA
BALTIMORE, MARYLAND



SACRAMENTO KINGS
SACRAMENTO, CALIFORNIA



SASKATCHEWAN ROUGHRIDERS
REGINA, SASKATCHEWAN



SIENNA UNIVERSITY
LOUDONVILLE, NEW YORK



SIOUX FALLS AQUATICS CENTER
SIOUX FALLS, SOUTH DAKOTA



STURGIS MOTORCYCLE RALLY
STURGIS, SOUTH DAKOTA



UNIVERSITY OF NEVADA, LAS VEGAS
LAS VEGAS, NEVADA



WESTFIELD
LOS ANGELES, CALIFORNIA

Note: Logos represent a few sponsorship deals for which Legends or members of the Legends executive team (while working for another firm) have valued or provided strategy.

DENNY SANFORD PREMIER CENTER SIOUX FALLS, SOUTH DAKOTA

BACKGROUND

The Denny Sanford PREMIER Center is a \$117-million, 12,000-seat indoor arena located in Sioux Falls, South Dakota. Debuting in October of 2014, the facility replaced the Sioux Falls Arena, which opened in 1961. The facility serves as home to the Sioux Falls Stampede of the United States Hockey League and the Sioux Falls Storm, an indoor arena football team.

ENGAGEMENT

Legends was retained in 2012 by the City of Sioux Falls to provide a valuation of sponsorship opportunities and sell naming rights on behalf of the city. Legends/CSL was paid a consulting fee of \$50,000 or less to analyze this naming rights and sponsorship opportunity. Legends was also retained to market the Event Center's premium seating and sponsorships. The terms for sales execution cannot be disclosed due to confidentiality agreements with the City of Sioux Falls.

RESULTS

Legends successfully brokered a \$18.75 million dollar naming rights agreement on behalf of the City of Sioux Falls with First Premier Bank and businessman / philanthropist T. Denny Sanford, two years prior to the opening of this new venue. In addition, Legends generated an additional \$17+ million in contractually obligated revenue for the City via the sales of suites (sold out), loge boxes (sold out), club seats (sold out), and sponsorships.

REFERENCE

Darrin Smith
City of Sioux Falls
Director, Community Development
(605) 367-8178
dsmith@siouxfalls.org



THE STAR IN FRISCO FRISCO, TEXAS

BACKGROUND

In August 2013, the Dallas Cowboys announced the new Cowboys World Headquarters was moving to Frisco, Texas. Scheduled to open in 2016, this facility will be a \$115 million, 91-acre facility that will feature a 12,000 seat indoor events center, a state-of-the-art training facility for the Cowboys, 1.4 million square feet of commercial space, 300,000 square feet of retail, and a 480-room luxury hotel.

ENGAGEMENT

In 2014, Legends/CSL was retained by the Cowboys to provide strategic consulting services in advance of “taking it to market” for sponsorship sales. Legends/CSL was provided a consulting fee of \$50,000 or less to analyze the naming rights and sponsorship opportunity. As part of the analysis, Legends provided strategies to assist the sales and marketing team with securing sponsor partners, including naming rights, founding partners and lower tier partners. In the process, we identified the key areas for sponsorship, detailed a plan to help the team incorporate sponsors into these landmarks without over-commercializing each opportunity and provided strategies for approaching new and existing partners. In addition, we analyzed the naming rights opportunity and provided a detailed valuation of media, signage and advertising exposure. At the conclusion of the report, we provided the team sponsorship revenue projections over a 10-year period.

RESULTS

The Cowboys are currently seeking a naming rights sponsor for the Training Facility & Events Center, as well as other lower-tier sponsors.

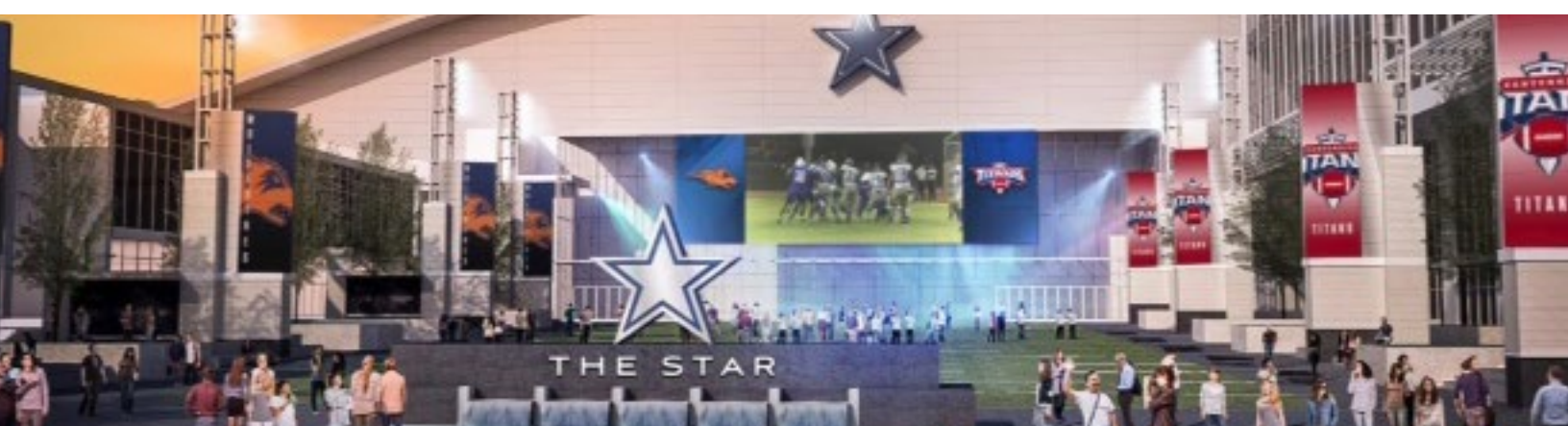
REFERENCE

Eric Sudol

Dallas Cowboys

Chief Business Development Officer

(972) 497-4565 | esudol@dallascowboys.net



CITY OF SIOUX FALLS AQUATICS CENTER SIOUX FALLS, SOUTH DAKOTA

BACKGROUND

The City of Sioux Falls will begin construction of the new indoor aquatic center at Spellerberg Park during the spring of 2015 with the grand opening scheduled for the fall of 2016. This 76,000 square foot facility will include four (4) indoor pools – a 50 Meter competition pool, a current channel pool, a recreational pool, and a therapy pool. It also has an indoor water slide platform with two family waterslides and one outdoor splash pad.

ENGAGEMENT

Legends was engaged by the City of Sioux Falls to consult and identify new corporate naming rights & sponsorship opportunities at the Aquatic Center. Legends/CSL was provided a consulting fee of \$50,000 or less to analyze the naming rights and sponsorship opportunity. The terms for sales execution cannot be disclosed due to confidentiality agreements with the City of Sioux Falls. Legends was asked to develop strategies that aid in the valuation process, including both naming rights & sponsorship assets, which would be used to maximize revenue during sales execution. Legends designed a naming rights and sponsorship plan that would make the facility the highest grossing aquatics center for sponsorships in the United States.

RESULTS

Legends is in the process of finalizing a multi-million dollar naming rights sponsorship for the aquatics center.

REFERENCE

Kendra Siemonsma
City of Sioux Falls
Chief Project Manager
(605) 367-8825 | ksiemonsma@siouxfalls.org



OHIO TURNPIKE BEREA, OHIO

BACKGROUND

After spending a week exploring the Ohio Turnpike's potential sponsorship inventory, Legends built out a comprehensive sponsorship plan for the Ohio Turnpike & Infrastructure Commission. Included in the strategic plan was the identification of individual sponsorship opportunities and a sales strategy for packaging assets that maximize values for the Ohio Turnpike. The study detailed the specific partnership initiatives, as well as the Turnpike's sponsorship revenue potential. Legends is currently in the sales execution phase and plans to generate several million dollars in sponsorship revenue.

ENGAGEMENT

CSL/Legends completed a sponsorship evaluation & valuation for the Ohio Turnpike & Infrastructure Commission. Legends/CSL was provided a consulting fee of \$50,000 or less to analyze the naming rights and sponsorship opportunity. The terms for sales execution cannot be disclosed due to confidentiality agreements with the Ohio Turnpike. In addition, we provided a detailed strategic plan that identified individual sponsorship opportunities and developed a sales strategy for packaging assets to maximize value for the Ohio Turnpike. The valuation showcases the specific partnership initiatives, as well as the Turnpike's revenue potential. Legends is currently in the sales execution phase.

RESULTS

Early on in the sales execution process, Legends secured a 5-year, \$255,000 annual sponsorship deal with PepsiCo. The assets included in the sponsorship are majority (not exclusive) vending and bottle sales for all PepsiCo beverage products (non snack) at all 14 service plaza convenience stores along the Turnpike. Sponsorship also includes storefront display of product and Pepsi signage near the main entrance of each service plaza.

REFERENCE

Adam Greenslade
Director of Government Affairs, Marketing and Communications
Ohio Turnpike & Infrastructure Commission
(440) 234-2081 | adam.greenslade@ohioturnpike.org



CITY OF PLANO PLANO, TEXAS

BACKGROUND & ENGAGEMENT

Legends was retained by the City of Plano to perform a valuation analysis related to municipal sponsorship assets and develop a sponsorship program that would generate incremental revenue. Legends/CSL was provided a consulting fee of \$50,000 or less to analyze the naming rights and sponsorship opportunity. The terms for sales execution cannot be disclosed due to confidentiality agreements with the City of Plano. Legends then developed the Plano Partners program, a multi-faceted marketing campaign that gives founding sponsors access to numerous City assets while minimizing clutter from signage and advertising.

RESULTS

Secured a five-year, million-dollar sponsorship with Texas Health Resources (Presbyterian Plano Hospital). The hospital became an Official City Partner and promoting community health and wellness initiatives at several Plano recreation centers. Other benefits included signage, Intellectual Property rights, and on-site marketing opportunities.

REFERENCE

Bruce Glasscock
City of Plano
City Manager
(972) 941-7121
bruceeg@plano.gov



KLYDE WARREN PARK DALLAS, TEXAS

BACKGROUND

Located between Downtown Dallas and Uptown, the urban park stretches three city blocks and opened in October 2012. The 5.2 acre city-owned Park was built over a recessed eight-lane freeway, cost approximately \$100 million dollars to build and currently hosts over 600 events annually. The Park is privately operated and managed by the Woodall Rodgers Park Foundation.

ENGAGEMENT

CSL was engaged by the Woodall Rodgers Foundation in 2014 to consult and provide a strategic valuation plan for sponsorships associated with Klyde Warren Park. Legends/CSL was provided a consulting fee of \$50,000 or less to analyze the naming rights and sponsorship opportunity. In the report, CSL/Legends provided a review of previous sponsorship sales associated with the Park and a comprehensive comparative analysis with insights into the sponsorship sales efforts of similar municipal parks. CSL also assisted in organizing, documenting and valuing viable potential new sponsorship assets, including the identification and creation of key inventory, an analysis of events at the Park, and additional benefits associated with sponsorship. CSL also provided a sample sponsorship package, a valuation of current sponsorship partner packages, and a strategic plan that incorporates revenue projections for the Park over the next five years.

RESULTS

Klyde Warren Park is in the process of implementing a sponsorship plan to secure additional sponsorships.

REFERENCE

Tara Green

Klyde Warren Park

President

(214) 716-4501 | tara@klydewarrenpark.org

