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DEPARTMENT OF PARKS  
AND COMMUNITY SERVICES

CITY OF SACRAMENTO  
CALIFORNIA.

1231 I STREET  
SUITE 400  
SACRAMENTO, CA  
95814-2977

ROBERT P. THOMAS  
DIRECTOR

February 27, 1987

916-449-5200

G. ERLING LINGGI  
ASSISTANT DIRECTOR

DIVISIONS:

Budget and Finance Committee  
Sacramento, California

CROCKER ART MUSEUM  
GOLF  
METROPOLITAN ARTS  
MUSEUM & HISTORY  
PARKS  
RECREATION  
ZOO

Honorable Members in Session:

SUBJECT: The Sale of Advertising at the Sacramento Softball Complex

SUMMARY

This report provides information on the selection process for advertising at the Sacramento Softball Complex. This report is for information only.

BACKGROUND INFORMATION

The Sacramento Softball Complex, a cooperative City/County venture, is being financed with a combination of City, County and State funds, supplemented by community fund raising efforts. The Sacramento Softball Association has actively supported this project and has generated over \$25,000 in community contributions to date.

The City Council by resolution, on October 7, 1986, authorized the Department to pursue the sale of limited advertising rights for the Sacramento Softball Complex. The sale of advertising at the complex was proposed in order to generate revenue for both capital and ongoing operational expenses. The Council directed the Department to develop a method for the sale of advertising at the complex and instructed staff that no advertising of alcohol and tobacco products would be permitted.

Staff has investigated the various ways that sale of advertising would occur, including:

A. Direct Bid by Retailers

Retailers would directly bid on the advertising space, thereby establishing the market value. If this method is followed, the complex may become an open target for proposals below the market value. It is questionable whether or not advertisers would even bid on the space since bidding directly for advertising is not a standard practice in the business.

B. Contracting the Services of an Advertising Broker

Contracting with an advertising broker to sell advertising space on our behalf, working on a commission basis established through negotiations, is a

more viable option. This method is a standard practice in the industry. It will allow the Department the greatest opportunity for success in securing advertising and subsequent generation of revenue.

The Department has a list of 30 advertising brokers in the Sacramento area. These brokers would be invited to answer the following questions:

1. Management and personnel structure.
2. Specific related experience pertinent to selling of advertising.
3. Methodology in securing clients and ensuring equal opportunity access to all potential advertisers.
4. Availability to deliver services.
5. Proposed commission.

Brokers responding to the invitation would be evaluated by Department staff on the above criteria (Attachment A). The top five submittals would then be invited to an interview where staff would further evaluate the firms. In short, staff would be looking for a firm that would ensure the City the best service in selling high-quality advertisements as well as generation of funding support for the Softball Complex.

It is the conclusion of the staff that working through a broker would generate the greatest success in capturing advertising dollars.

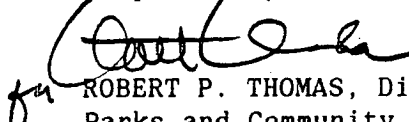
#### FINANCIAL DATA

As indicated in the October 7, 1986 report to City Council, funds generated from the sale of advertising would be placed in a Special Recreation Fund and would be separately identified through the use of an accounting job number.

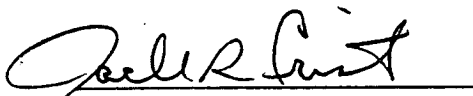
#### RECOMMENDATION

This report is provided for information only.

Respectfully submitted,

  
for ROBERT P. THOMAS, Director  
Parks and Community Services

Approved for Information:

  
JACK R. CRIST  
Deputy City Manager

RPT:ja

March 10, 1987  
District No. 2

FEBRUARY 4, 1987

SUBJECT: SACRAMENTO SOFTBALL COMPLEX ADVERTISING

THE CITY OF SACRAMENTO IS SEEKING AN ADVERTISING BROKER TO PROVIDE PROFESSIONAL SALES SERVICES FOR THE SACRAMENTO SOFTBALL COMPLEX LOCATED AT WATT AVENUE AND BUSINESS 80 IN SACRAMENTO, CALIFORNIA. THE FACILITY IS A \$3 MILLION DOLLAR, FOUR-DIAMOND, LIGHTED SOFTBALL COMPLEX. ATTENDANCE AT THE SOFTBALL COMPLEX IS ESTIMATED TO BE 20,000 - 22,000 INDIVIDUALS A MONTH FOR 8 MONTHS OF THE YEAR. ADVERTISING WILL BE SOLD ON THE FOUR SCOREBOARDS, LOCATED ON EACH FIELD, AND ON THE OUTFIELD FENCING. EACH DIAMOND HAS SPACE FOR 45, 8' BY 5' SIGNS ON THE OUTFIELD FENCING. NO ALCOHOL OR TOBACCO PRODUCTS CAN BE ADVERTISED AT THE COMPLEX.

INTERESTED FIRMS ARE INVITED TO ADDRESS THE FOLLOWING SPECIFIC ITEMS RELATIVE TO THE SUBJECT PROJECT IN A "REQUEST FOR PROPOSAL (RFP)":

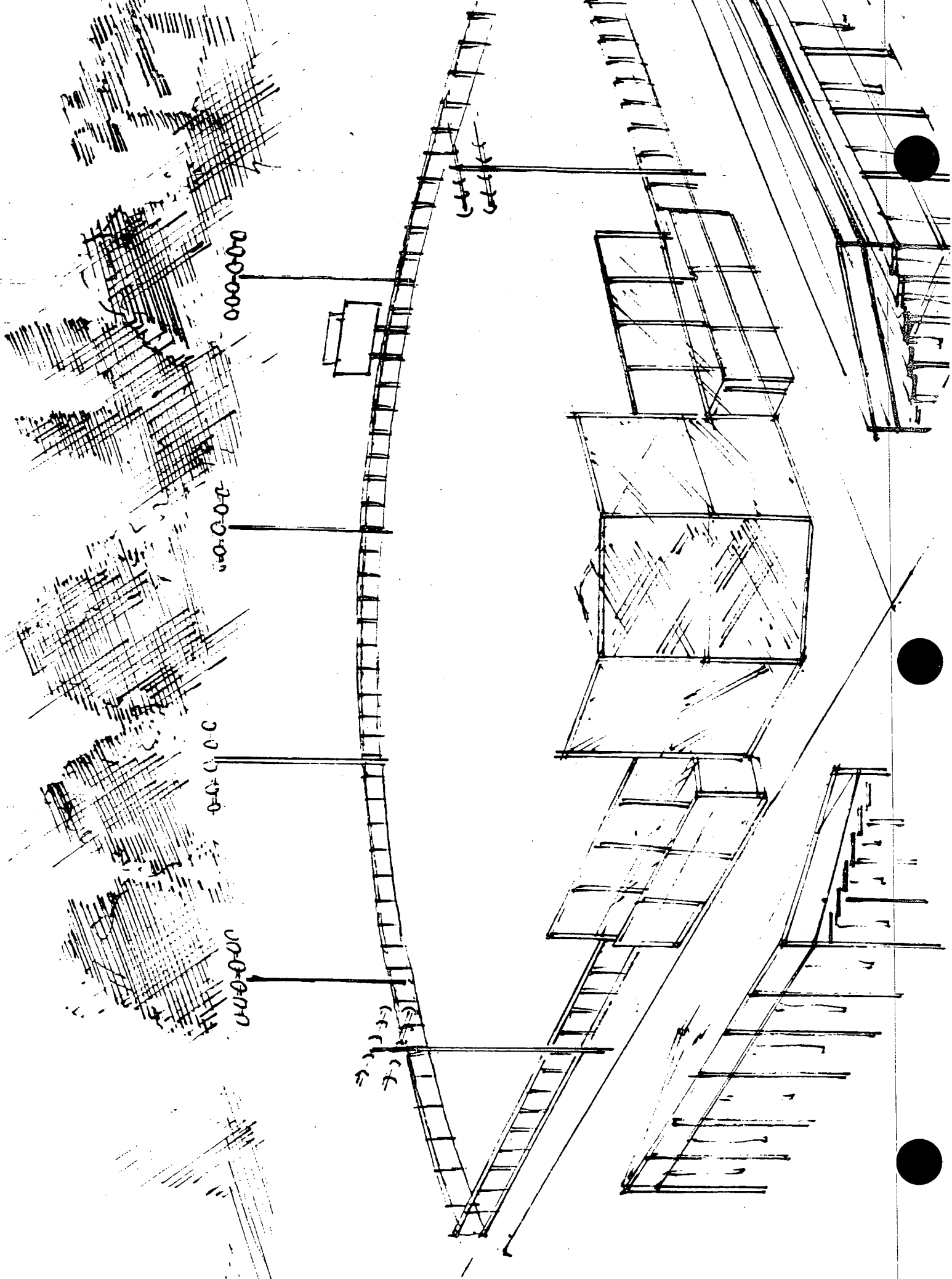
1. MANAGEMENT AND PERSONNEL STRUCTURE.
2. SPECIFIC RELATED EXPERIENCE PERTINENT TO SELLING OF ADVERTISING.
3. METHODOLOGY IN SECURING CLIENTS AND INSURING EQUAL OPPORTUNITY ACCESS TO ALL POTENTIAL ADVERTISERS.
4. AVAILABILITY TO DELIVER SERVICES.
5. PROPOSED FEES.

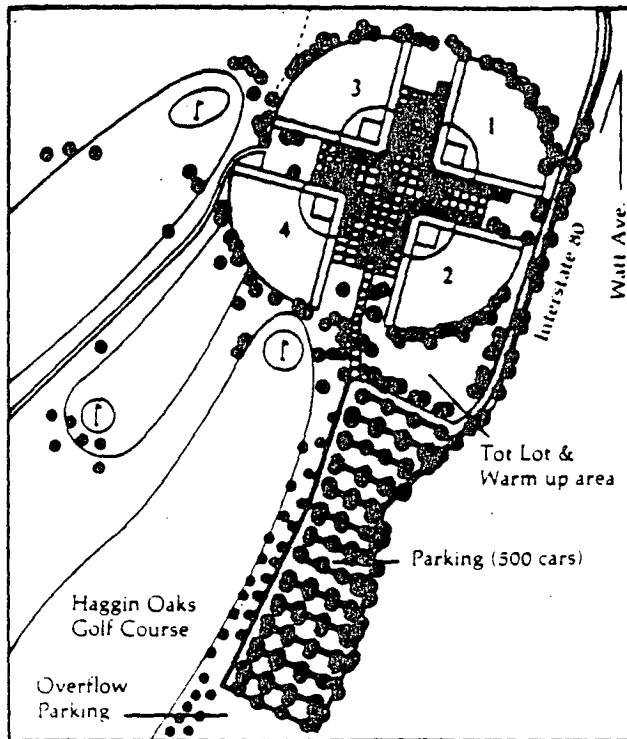
TWO COPIES OF THE RFP MUST BE RECEIVED BY 1:00 P.M., MARCH 31, 1987. UPON REVIEW OF THE SUBMISSIONS, THREE TO FIVE FIRMS WILL BE INVITED TO PARTICIPATE IN A FINAL SELECTION PROCESS.

THE CITY WILL CONDUCT A CONFERENCE FOR INTERESTED ADVERTISING BROKERS ON MARCH 17, 1987 AT THE SOFTBALL COMPLEX. THE COMPLEX IS LOCATED AT \_\_\_\_\_

SEND RFP TO:

DAVID L. MORI  
CITY OF SACRAMENTO  
PLANNING AND DEVELOPMENT RECREATION  
1231 I STREET, SUITE 400  
SACRAMENTO, CA 95814  
(916) 449-5327





### Sacramento Softball Complex Information Sheet

#### Basic Usage:

##### Daily (Monday - Friday)

- 32 teams per night
- 10 games per night
- Approximately 384 players (12 per team) per night
- Approximately 1,920 players per week
- Approximately 320 spectators (10 per team) per night
- Approximately 1,600 spectators per week

##### Weekends (Saturday - Sunday)

- Tournament Play
- 20-26 teams per tournament
- Approximately 40-60 games per weekend
- Approximately 238 players per weekend
- Approximately 480 spectators per weekend

#### Special Events

- Regional Tournaments
- 20-32 teams
- 450 players
- Up to 3,000 spectators for National Events

#### General Background on Softball in Sacramento

In terms of team registration, the Sacramento Metropolitan Area is sixth nationally with 2,152 teams registered in 1984. Only Detroit, Mi., Dallas, Tx., Cleveland, Oh., Omaha, Ne. and Austin, Tx. registered more teams in 1984. Sacramento is considered the focal point of softball in Northern California and has hosted four National Championships with the most recent in 1983. Sacramento has one of the largest youth softball programs on the West Coast and has also hosted the Regional Umpires Clinic the last three years.