

# **Oak Brook Park District**

## **Request for Proposals Naming Rights for the Central Park North Fields/Complex**

### **Financial Sponsorship Packet**



**Our partners keep our community Happy, Fit, and Active!**

**Please consider joining our nationally recognized and award-winning agency  
in our efforts to help the greater Chicagoland area  
be its very best & feel its very best.**

**We look forward to meeting with you to discuss how, together,  
we can build a better future!**

**Laure L. Kosey, Executive Director  
630-645-9535  
[lkosey@obparks.org](mailto:lkosey@obparks.org)**

Oak Brook Park District

**Request for Proposals**

**Naming Rights for the**

**Central Park North Fields/Complex**

The Oak Brook Park District is accepting sponsorship proposals from entities for a 20-year Naming Rights of the real property known as Central Park North Fields, 1315 Kensington Road, Oak Brook, Illinois 60523 (the "Fields"). The Park District anticipates that the successful applicant will make a financial or in-kind contribution for the construction of the parking lots and multipurpose trails planned for the sports/recreation complex on the Fields for Oak Brook area residents.

Information and proposal forms may be downloaded in PDF format from the Owner's website: <https://www.obparks.org/bids-rfps> or are available for pick-up from the Oak Brook Park District's Administrative Offices, located at the 1450 Forest Gate Road, Oak Brook, Illinois 60523, from 9:00 a.m. to 5:00 p.m., Monday - Friday, excluding holidays.

Each proposal must be placed in a sealed, opaque envelope clearly marked "**Sealed Proposal: Sponsorship for Naming Rights of the Central Park North Fields/Complex**" and addressed to the **Oak Brook Park District, 1450 Forest Gate Road, Oak Brook, Illinois 60523**.  
**Attention: Laure Kosey.** Proposals will be received until 11:30 a.m., Friday, September 27, 2019.

The Oak Brook Park District Board of Commissioners reserves the right to waive any technicalities or irregularities, to accept or reject any or all proposals, to accept only portions of a proposal and reject the remainder without disclosure for any reason. Failure to make such a disclosure will not result in accrual of any right, claim or cause of action by any Applicant against the Oak Brook Park District.

By order of the Oak Brook Park District Board of Park Commissioners, 1450 Forest Gate Road, Oak Brook, Illinois 60523.

Laure Kosey  
Executive Director

## **REQUEST FOR PROPOSALS INVITATION TO SUBMIT PROPOSALS**

### **FINANCIAL DONOR SPONSORSHIP FOR THE NAMING RIGHTS OF THE CENTRAL PARK NORTH FIELDS/COMPLEX**

The Oak Brook Park District is requesting interested entities to submit proposals for a 20-year Naming Rights of the property known as Central Park North Fields, located at 1315 Kensington Road, Oak Brook, Illinois 60523.

**GENERAL SUBMISSION  
REQUIREMENTS:**

Interested qualified entities must submit proposals in accordance with this RFP. One copy of the complete proposal must be submitted. See "RFP Requirements" for the information required to be submitted in response to this RFP.

**SUBMISSION LOCATION:**

Oak Brook Park District, 1450 Forest Gate Road, Oak Brook, Illinois 60523, Attn: Laure Kosey. The proposal must be placed in a sealed, opaque envelope and clearly labeled: "**Sealed Proposal: Sponsorship of Central Park North Fields/Complex.**" No proposal will be accepted by fax or email.

**SUBMISSION DATE**

Proposals received after the submittal time will be rejected and returned unopened to the sender. All proposals are due by 11:30 a.m., Friday, September 27, 2019.

**CONTACT PERSON:**

Laure Kosey, Executive Director  
Oak Brook Park District,  
1450 Forest Gate Road  
Oak Brook, Illinois 60435  
(630) 645-9535

The District reserves the right to cancel this request for proposal at any time, to elect not to award the agreement, to reject any or all of the responses without disclosure for any reason, to waive any informality, irregularity, or technicality in any response received, to accept only portions of a proposal and reject the remainder, and to accept the proposal which is considered in the best interest of the District. Such decisions are final and not subject to recourse.

All proposals submitted must be guaranteed for not less than 120 days.

**OAK BROOK PARK DISTRICT**  
**Request for Proposal**  
**Financial Donor Sponsorship for Naming Rights of the**  
**Central Park North Fields/Complex**

**Facility Information and History:**

The Central Park North Fields (the “Fields”), located at 1315 Kensington Road, Oak Brook, Illinois 60523, were acquired by the Oak Brook Park District in 2019 from the McDonald’s Corporation, after successful passage of a multi-million-dollar referendum to fund the Fields’ acquisition and development. Presently the Park District is in the process of designing and constructing a comprehensive recreational sports complex on the 35-acre site for organized sports play and tournaments on the Fields, multipurpose walking/biking trails, native planting restoration along the Ginger Creek with two iconic bridges that will become meeting places for those coming to Central Park.

In addition to organized sports play and tournaments, the Sports Complex will be used for special events, such as the District’s annual Pink 5K which draws 1000+ participants, Cori’s Kids Triathlon for children ages 5 – 12, and more! After numerous community outreach surveys and meetings, the Sports Complex is being designed to provide the amenities requested by the greater Oak Brook community. It is important to note that this “community” includes residential home owners and also the Village’s corporate residents which are employed at the top Fortune 100 companies that make Oak Brook their corporate headquarters.

**The Vision:**

Oak Brook Park District’s vision for this beautiful complex is in the beginning stages. The community is very excited for the amenities planned for the Sports Complex. The Park District is seeking naming rights proposals from forward-looking entities that wish to get involved in the beginning development of the Sports Complex for some of the most important Sports Complex projects which encompass the construction of the two parking lots, consisting of approximately 280 parking spaces, and the multipurpose walking/biking trail. Additionally, the Park District is also requiring asphalt work for the Baseball Field Parking lot located near the intersection of Jorie Blvd. and Forest Gate Road.

The Park District will grant up to a 20-year Naming Rights of the Sports Complex to either:  
1.) An entity that would provide an in-kind donation of materials, equipment, and labor to construct the parking lots and walking trail in accordance to the engineered plans by Wight & Co. (The In-Kind Sponsor must utilize the prevailing wage for its laborers as designated by the Illinois Department of Labor.)

OR-

2.) An entity that would provide funding for the asphalt work in the minimum donation amount of \$2 million dollars.

**This RFP Application Packet is for an entity that has interest in providing a financial donation to complete the Asphalt Work for the Naming Rights.**

## **Naming Rights Benefits and Opportunities:**

**Your business name and/or logo will be proudly displayed. Hundreds of thousands of impressions will be generated each year in the promotion of the leagues, tournaments, and events held on the Fields at the Sports Complex.**

- At least 2 major soccer tournaments each year.
- Over 2,000 registered soccer players and their families each year.
- Multiple run/walks with the start/finish line at the sports complex with an estimated 500 – 1000 participants and their families and friends for each event.
- Jorie Boulevard traffic will see your business name and/or logo as they commute.
- Oak Brook corporate employees will use the park for walking and picnics.

**Your sponsorship will position your company as a forward-thinking community leader:**

- You will expose your brand to a cross-section of demographic, geographic, and lifestyle segments, which will:
  - Build brand awareness.
  - Show support of the community.
  - Develop closer relationships with current and prospective customers.
  - Build trust with the community.
  - Build positive associations through special events, league play, community experiences, traditions, and memories-made at the sports complex!
  - Drive sales for a new or existing business.
  - Engage corporate community business and organizations.
  - Enhance your company's image.
  - Provide positive publicity.

**Your brand recognition will be displayed on:**

- Monument sign at the corner of Jorie Boulevard and Kensington Road.
- Directional wayfinding signs.
- Interpretive signage.
- Three seasonal brochures providing brand recognition each time the field name is mentioned for various park district programs.
- Park District's website.
- Business name mentioned in Park District's e-newsletters, press releases, maps, and social media.

See **Exhibit A** for a map of the fields. Tours of the Fields can be arranged by contacting Bob Johnson, Director of Parks and Planning, at (630) 645-9540

**Request for Proposal  
Financial Donor Sponsorship for Naming Rights of the  
Central Park North Fields/Complex**

**RFP REQUIREMENTS**

**A. GENERALLY**

- A.1 Proposals are due as set forth in the Legal Notice and Invitation to Submit Proposals. Proposals received after the proposal submission date shall be deemed non-responsive and rejected by the Park District. Proposals will be opened and evaluated by an Evaluation Committee designated by the Park District, which shall comprise of District staff and Board members. The Evaluation Committee will evaluate the proposals based on the criteria set forth herein. Award of the contract will be made by the Oak Brook Park District Board of Park Commissioners taking into account the Evaluation Committee's recommendation.
- A.2 Addenda:
- A.2.1 Addenda are written instruments issued by the District prior to the proposal deadline which modify or interpret the RFP by additions, deletions, clarifications or corrections.
- A.2.2 Prior to the receipt of proposals, addenda will be mailed or delivered to all organizations known to have received a complete RFP. Organizations in receipt of the addenda shall be permitted to submit new proposals or amend a submitted proposal, provided the proposal deadline has not passed.
- A.2.3 Applicant shall acknowledge receipt of all addenda received on its proposal. Such acknowledgement shall represent that Applicant has reviewed and fully understands the contents of all addenda received.

**B. EVALUATION OF PROPOSALS:**

- B.1 The proposals submitted shall be evaluated solely in accordance with the criteria set forth in this RFP.
- B.1.1 The Evaluation Committee may interview any Applicant who submits a proposal. Applicants shall be accorded fair and equal treatment with respect to any opportunity for an interview.
- B.1.2 In the event the Evaluation Committee requests an interview, each Financial Sponsor Applicant shall be prepared to give an oral presentation covering the following topics:
- (a) Description of the Applicant including nature of the applicant's work (e.g., not-for-profit/ 501(c)(3), for-profit, LLC, corporation, partnership, etc.) and history of the Applicant's organization;
- (b) Names, addresses, emails and phone numbers for key contacts;
- (c) Though negotiable, the ability to provide the \$2 million financial donation by May 1, 2020.
- (d) The working relationship to be established between the District and the Applicant, including, but not limited to, what each party should expect from the other.

- (e) All relevant details in support of the Sponsorship for the Naming Rights of the Fields, including any descriptive brochures, notebooks, and/or other visual aids for the Evaluation Committee's use.
- B.2 Criteria for the Selection of the Financial Sponsor:  
All proposals submitted in response to this RFP will be evaluated based on the following criteria:
- B.2.1 Compliance with RFP. This refers to the adherence to all conditions and requirements of this RFP.
- B.2.2 Understanding of the Services. This refers to the Applicant's understanding of the engagement, the District's objectives, and the nature and scope of the services involved and the ability to execute in accordance therewith.
- B.2.3 The ability to provide the financial sponsorship ideally by May 1, 2020, or sooner, however, this date is negotiable
- B.3. Qualifications of the Financial Donor Sponsor Applicant will be based on the applicant's ability to provide the \$2 million-dollar monetary donation or more.
- B.3.1 Capital Contribution: The Park District will assess each submission with respect to the value of the capital contribution proposed.
- B.3.2 Financial soundness and stability of the applicant.
- B.4 Negotiations:  
The Oak Brook Park District reserves the right to negotiate specifications, terms and conditions which may be necessary or appropriate to the accomplishment of the purpose of this RFP. The District may incorporate the successful Applicant's entire proposal as part of the final contract. In such case, all responses and submissions provided by an Applicant during discussions or negotiations, may be held by the Oak Brook Park District as contractually binding on the successful Applicant.
- B.5 Award:  
The Park District anticipates receiving application proposals from In-Kind Sponsors and Financial Donor Sponsors. All applications will be evaluated and negotiated by the Evaluation Committee. The Evaluation Committee shall select an Applicant based on the criteria set forth in the RFPs and make a final recommendation to the Oak Brook Park District Board of Commissioners for consideration of award of the contract. The Oak Brook Park District Board of Commissioner's decision shall be final.
- C. TERMS AND CONDITIONS OF RFP**
- C.1 Errors in Proposals:  
Organizations are cautioned to verify their proposals prior to submission. Mistakes and errors made on the part of the Applicant in preparing the proposal confers no right for withdrawal or modification of the proposal by Applicant.
- C.2 Reserved Rights:  
The Oak Brook Park District reserves the right at any time and for any reason to cancel this RFP, to reject any or all proposals, to accept only portions of a proposal and reject the remainder, or to accept a proposal which is considered in the District's best interest.

- C.3 Incurred Costs:  
The Oak Brook Park District will not be liable in any way for any costs incurred by respondents in replying to this RFP. All documentation submitted in response to this RFP shall become the property of the Oak Brook Park District.
- C.4 Interpretation or Correction of RFP:  
C.4.1 Organizations shall promptly notify the Park District of any ambiguity, inconsistency or error which they may discover upon examination of the RFP prior to the proposal deadline.
- C.4.2 Interpretations, corrections and changes to this RFP will be made by addendum. Interpretations, corrections or changes made in any other manner will not be binding.
- C.5 Law Governing:  
This contract shall be governed by and construed according to the laws of the State of Illinois.
- C.6 Notice of Freedom of Information Act  
After award of the contract, all responses, documents, and materials submitted by organizations pertaining to this RFP will be considered public information, subject to inspection.
- By submitting a proposal or otherwise responding in any way to this RFP, each Applicant acknowledges the following:
1. The Park District is subject to the Freedom of Information Act, 5 ILCS 140/1, et seq. ("FOIA"), and any and all information submitted by the Applicant to the Oak Brook Park District is subject to disclosure to third parties in accordance with FOIA.
  2. If an Applicant intends for the Park District to withhold the Applicant's trade secrets, commercial information, or financial information from disclosure to a third party in response to a FOIA request, the Applicant must include with its proposal submittal a written notification specifically identifying such information, along with a statement that disclosure of such information will cause competitive harm to the Applicant, as provided by FOIA Section 7(1)(g), 5 ILCS 140/7(1)(g). Any content not so marked by the Applicant at the time of the RFP submittal will be presumed to be open to public inspection. The Applicant may be required to substantiate the basis for its claims at a later time.
  3. Notwithstanding timely notice received from an Applicant in accordance with Section 7(1)(g), the Park District reserves the right, in its sole discretion and subject to applicable law, to withhold or release the subject information in response to a FOIA request.

**EXHIBIT A**  
**CENTRAL PARK NORTH**



Parking Lots and Paths

Central Park Baseball Fields Parking Lot

Parking Lot and Paths

