



Sponsorship RFP

February 10, 2015

Transbay Transit Center

TJPA





Objective

- This RFP seeks proposals from corporations, philanthropic foundations, individuals, and other entities for Sponsorship of all or part of the Transbay Transit Center.
- Offers the right to name the Transbay Transit Center and/or its component facilities, equipment, and services for a set term.
- The selected sponsor or sponsors will have unparalleled opportunities to reach millions of transit riders, retail and restaurant patrons, workers, residents, and tourists in the new heart of downtown.
- TJPA's primary objective is to secure additional funding to assist in completing this landmark project.



Minimum Terms

Full Sponsorship - The minimum term for Full Sponsorship of the entire Transbay Transit Center (including the Rooftop Park, Grand Hall, Park Amphitheater, public art installations, information technology, and all other components) will be **10 years**.

Component Sponsorship - The minimum term for all components will be **5 years**, with the exception of the Transit Center Building and the Rooftop Park, which will be **10 years**.

Right of First Refusal - Following the initial term, the sponsoring entity(ies) will be granted a right of first refusal for an additional term, the duration of which will be subject to negotiation with the TJPA.

A Respondent may propose up to three different schedules to pay for a Sponsorship opportunity:

- (1) **Lump-Sum Payment** - a lump-sum payment on the effective date of the Sponsorship agreement in June 2015;
- (2) **Installment Payments** - a payment in five equal installments six-months apart, the first in June 2015 and the last in June 2017; or
- (3) **Extended Payment** - payments on a schedule and in amounts proposed by respondent, that may include Lump-Sum Payment in June 2015, Installment Payments from June 2015 through June 2017, and/or later payments.

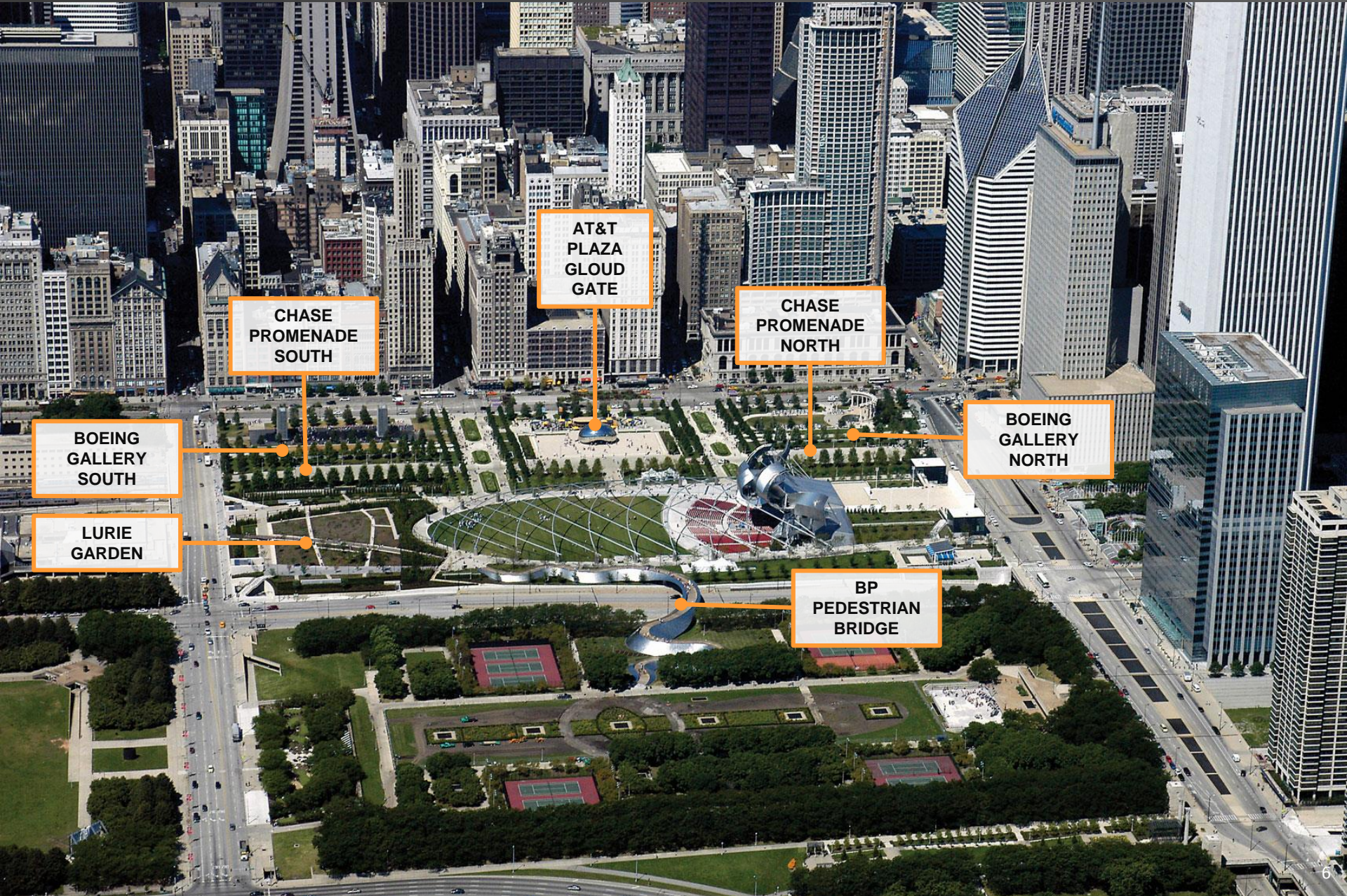


Park Case Precedents



Transbay Transit Center

Millennium Park, Chicago



AT&T
PLAZA
GLOUD
GATE

CHASE
PROMENADE
SOUTH

CHASE
PROMENADE
NORTH

BOEING
GALLERY
NORTH

BOEING
GALLERY
SOUTH

LURIE
GARDEN

BP
PEDESTRIAN
BRIDGE



Chase Promenade (formerly Bank One Promenade – 8-acre)

Gift from Bank One Foundation made the promenade possible

Boeing Gallery (North and South)

Boeing committed to \$5M grant to fund both the construction and an endowment.

AT&T Plaza Cloud Gate

Ameritech Corporation/SBC Communications Inc. donated \$3M for the naming right to the space.

Lurie Garden (2.5-acre)

Ann Lurie donated \$10M endowment for maintenance and upkeep of the garden.

BP Pedestrian Bridge

BP plc donated \$5M to the construction of the park.



Stern Grove, San Francisco



Sigmund Stern Recreation Grove
(33-acre) in Sunset District of San
Francisco

In 1931, Rosalie Meyer Stern gifted
the site to the City of San Francisco
and named it after her late husband
Sigmund Stern.





Transbay Transit Center

Offshore Park, New York City

Sponsor Barry Diller to provide \$130M to build a 2.4-acre park and cover operating expenses for 20 years.





Transbay Transit Center

Transbay Transit Center Sponsorship Opportunities



Transbay Transit Center





Transbay Transit Center

Component Sponsorship Opportunities

Transit Center Building

Rooftop Park

Park Amphitheater

Park Main Plaza

Park Children's Playground

Park Gardens (13)

Grand Hall

Main Digital Schedule Board

Beale Street Lobby

Public Art Installations (5)

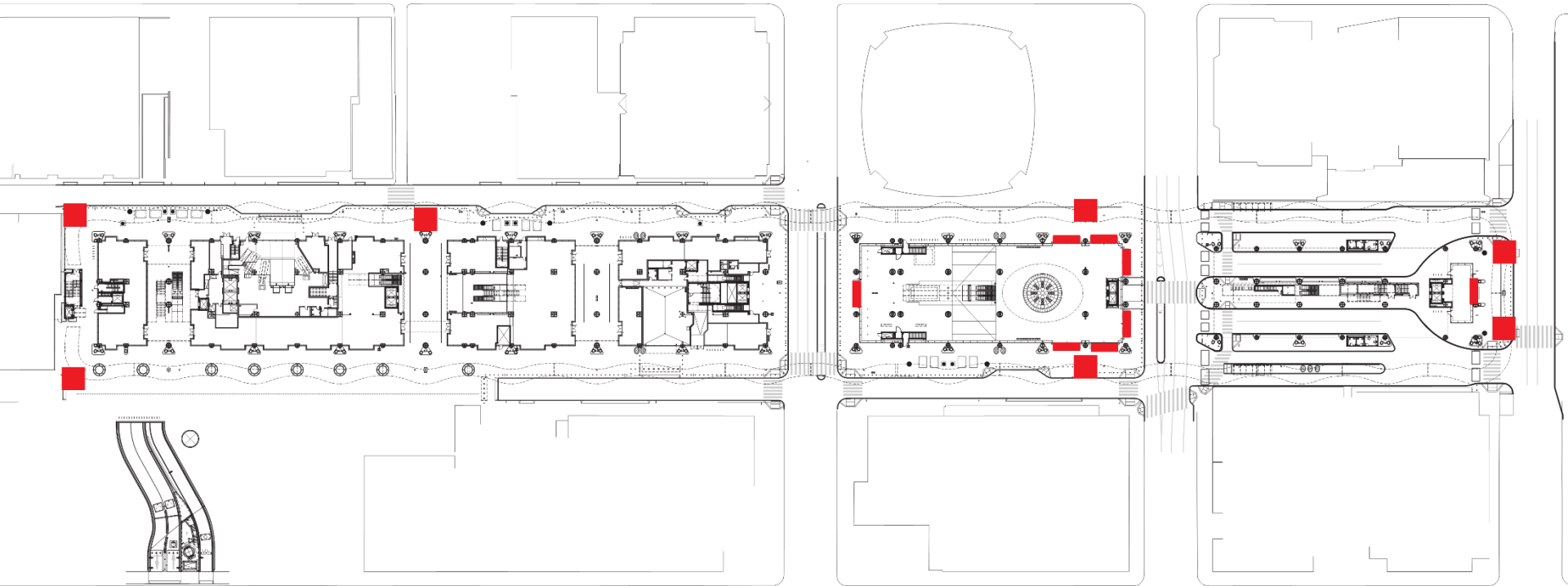
Bicycle Facilities

Official Wi-Fi Partnership



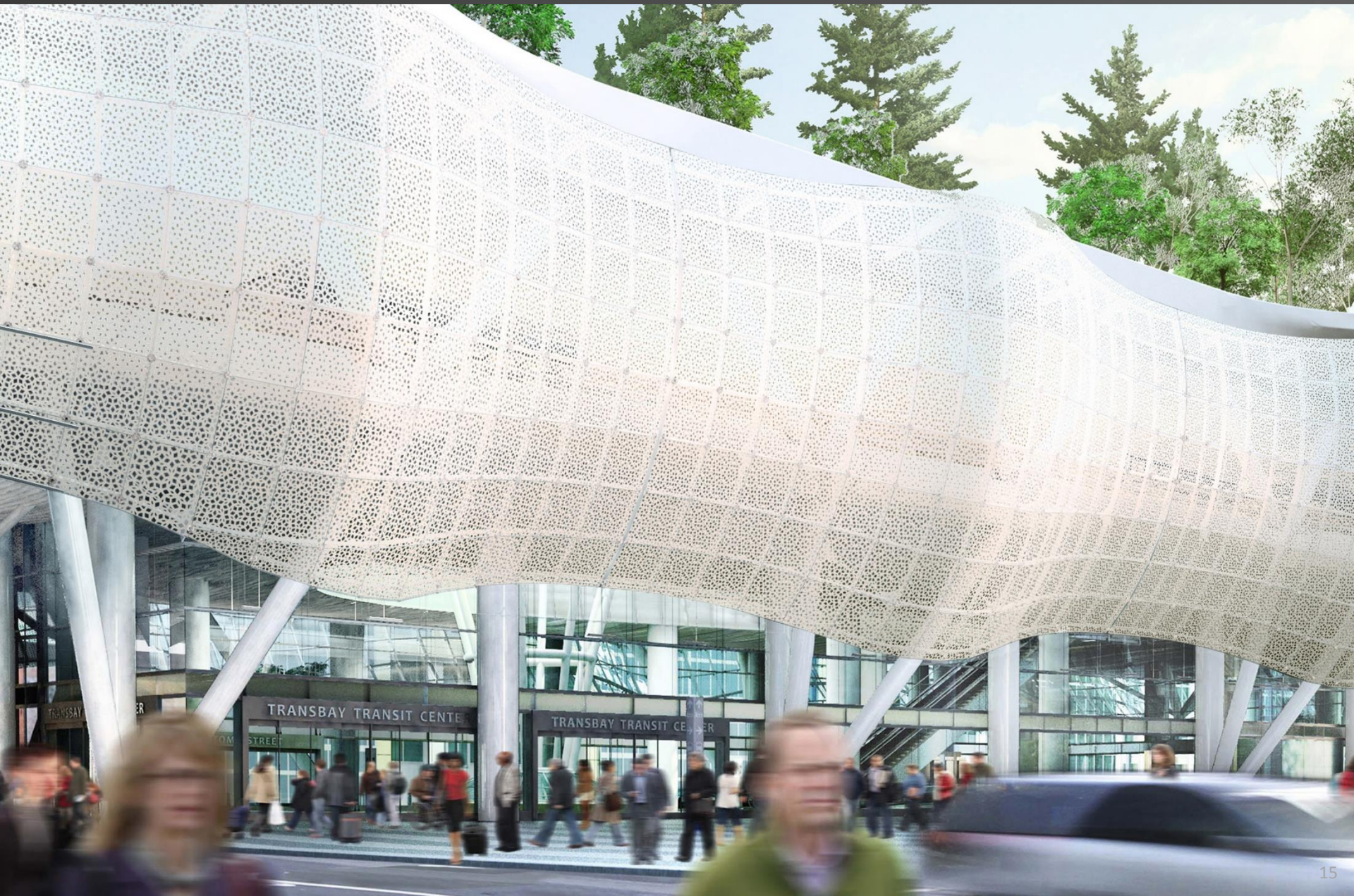


Transit Center Building



STREET LEVEL PLAN

■ BUILDING
NAME
SIGNAGE
LOCATIONS





Transbay Transit Center

Transit Center Building





Transbay Transit Center

Transit Center Building





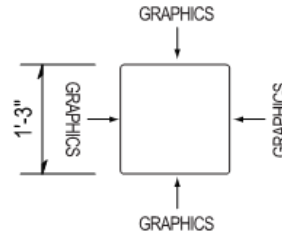
Transit Center Building



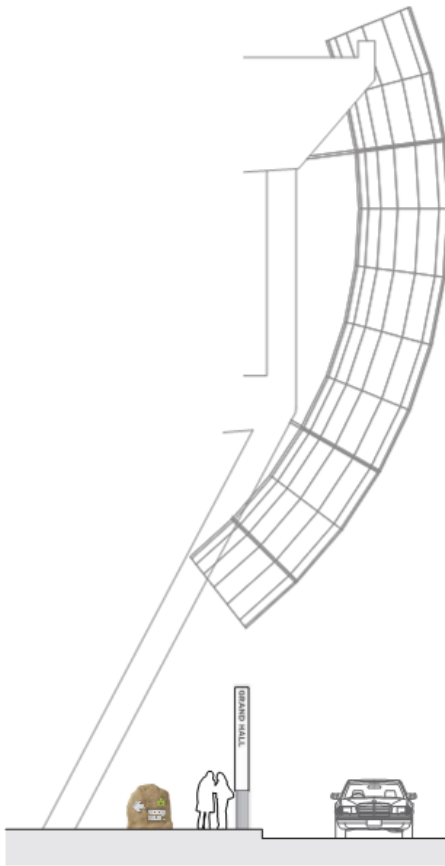




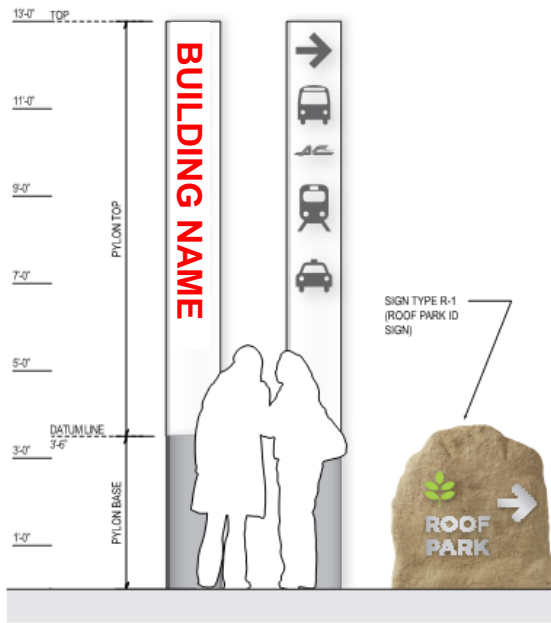
Transit Center Building



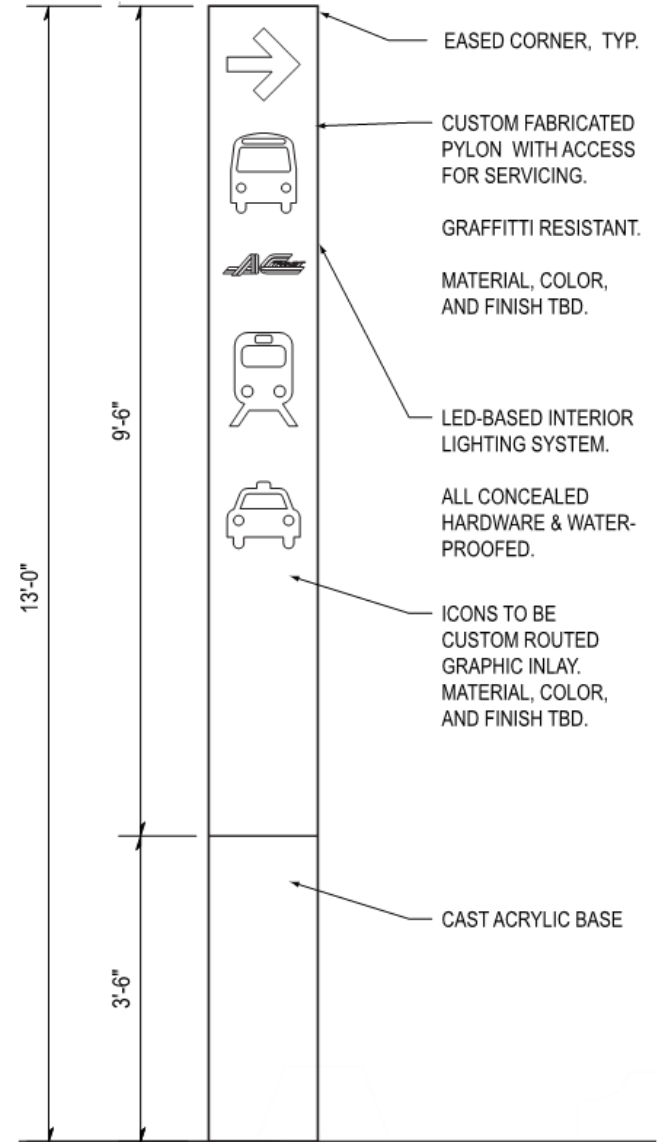
PLAN: GIANT PYLON (PS-1)
SCALE : 1/2" = 1'-0"



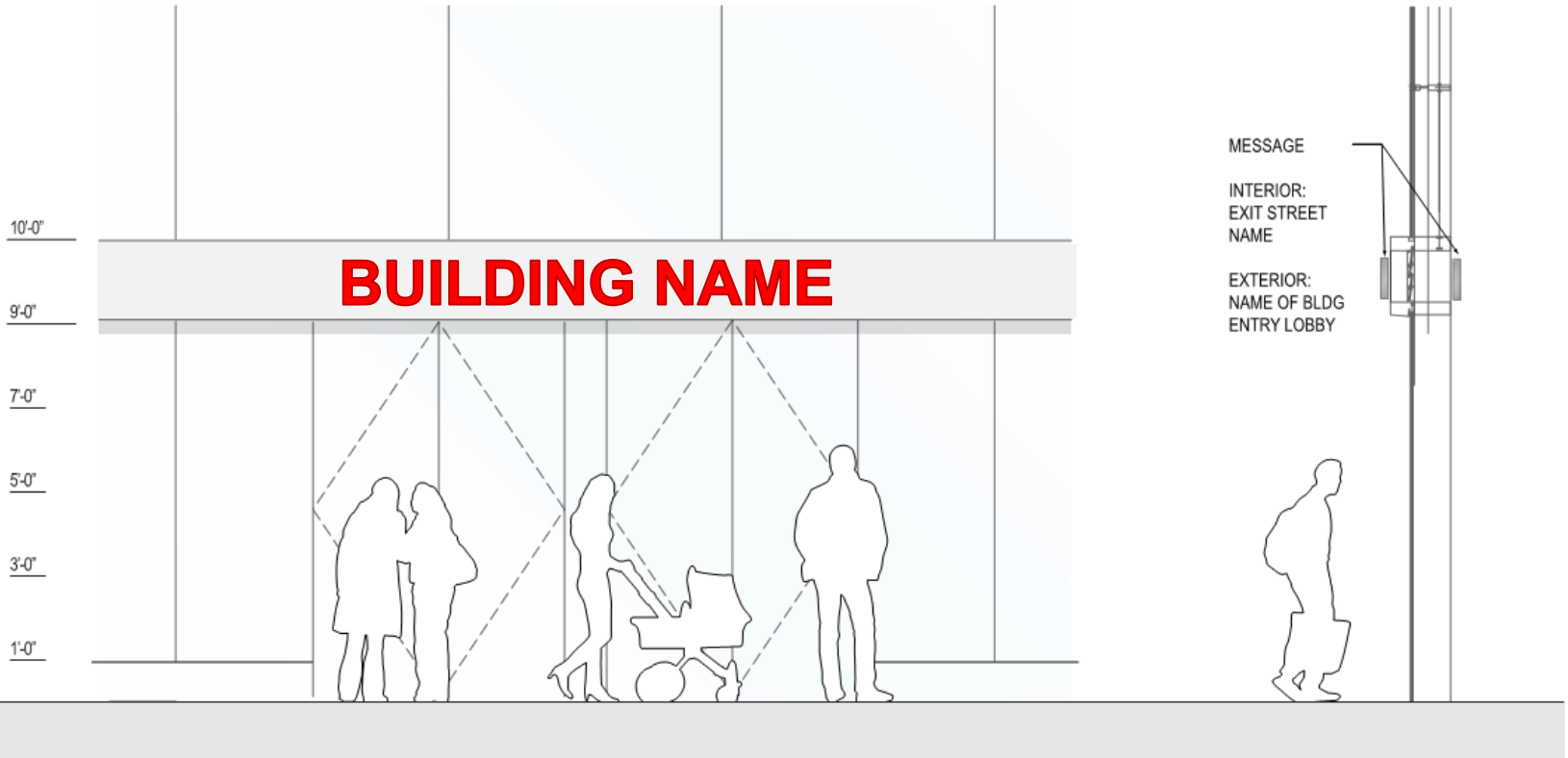
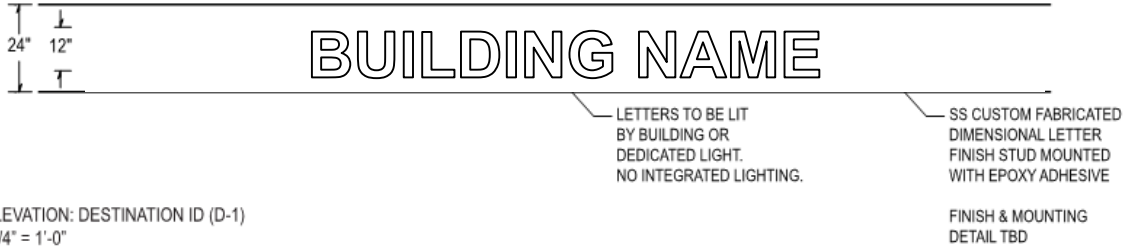
ELEVATION : GIANT PYLON (PS-1) & ROOF PARK ID (R-1)
SCALE : 1/16" = 1'-0"

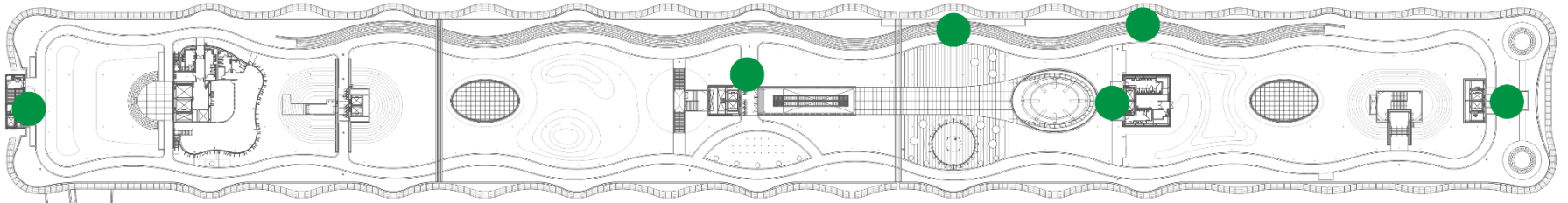


SKETCH : GIANT PYLON (PS-1) & ROOF PARK ID (R-1)
SCALE : 1/2" = 1'-0"

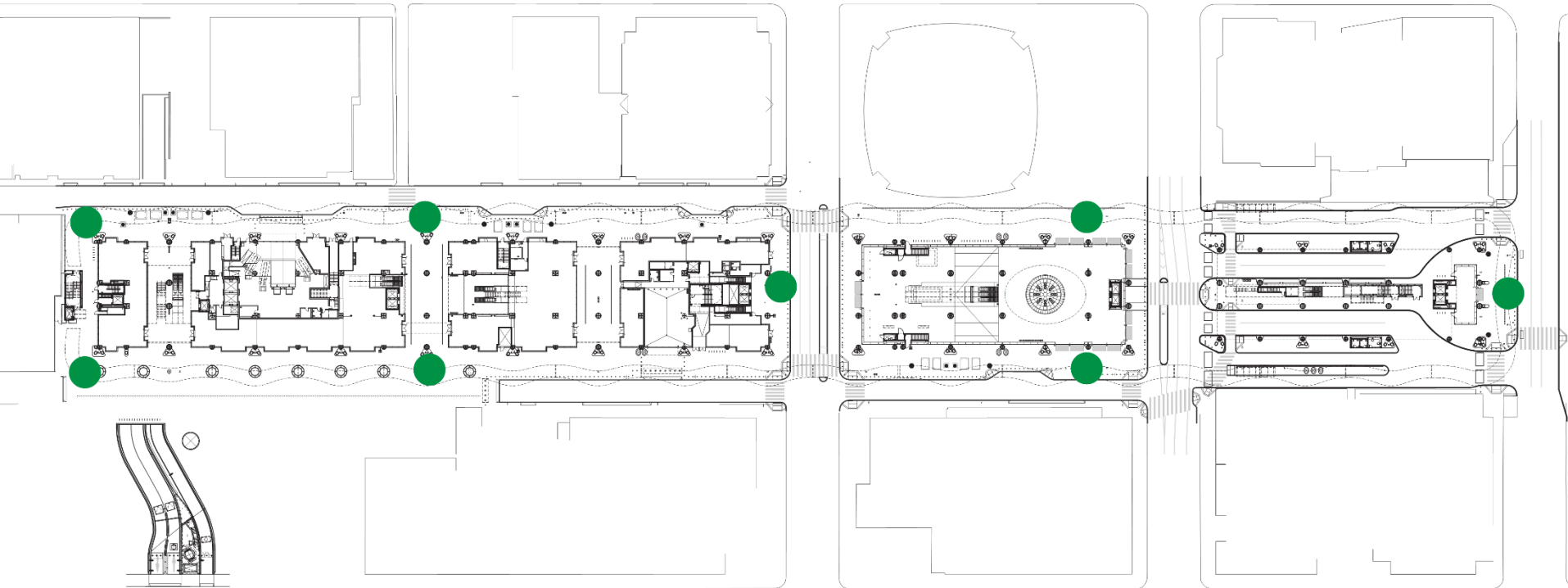


FRONT ELEVATION : GIANT PYLON (PS-1)
SCALE : 1/2" = 1'-0"





PARK LEVEL PLAN



STREET LEVEL PLAN

 PARK NAME
SIGNAGE
LOCATIONS



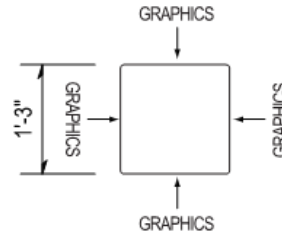
Transbay Transit Center

Rooftop Park

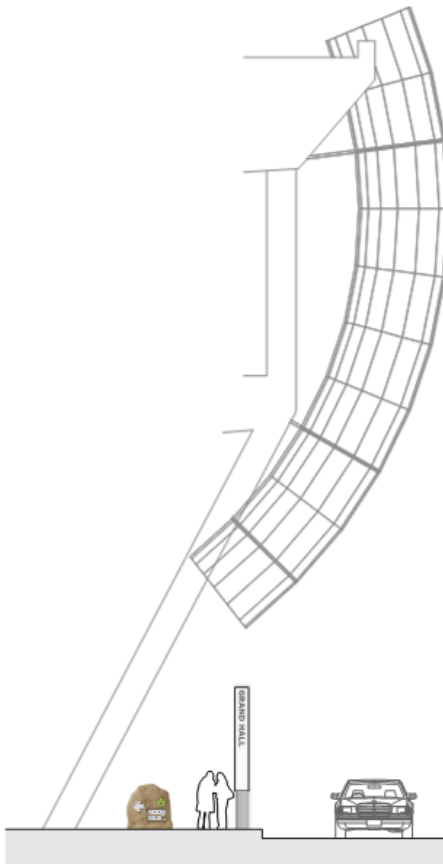




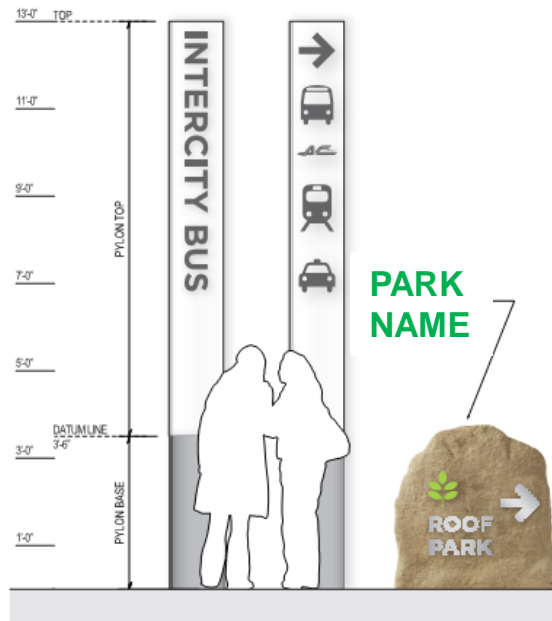
Rooftop Park



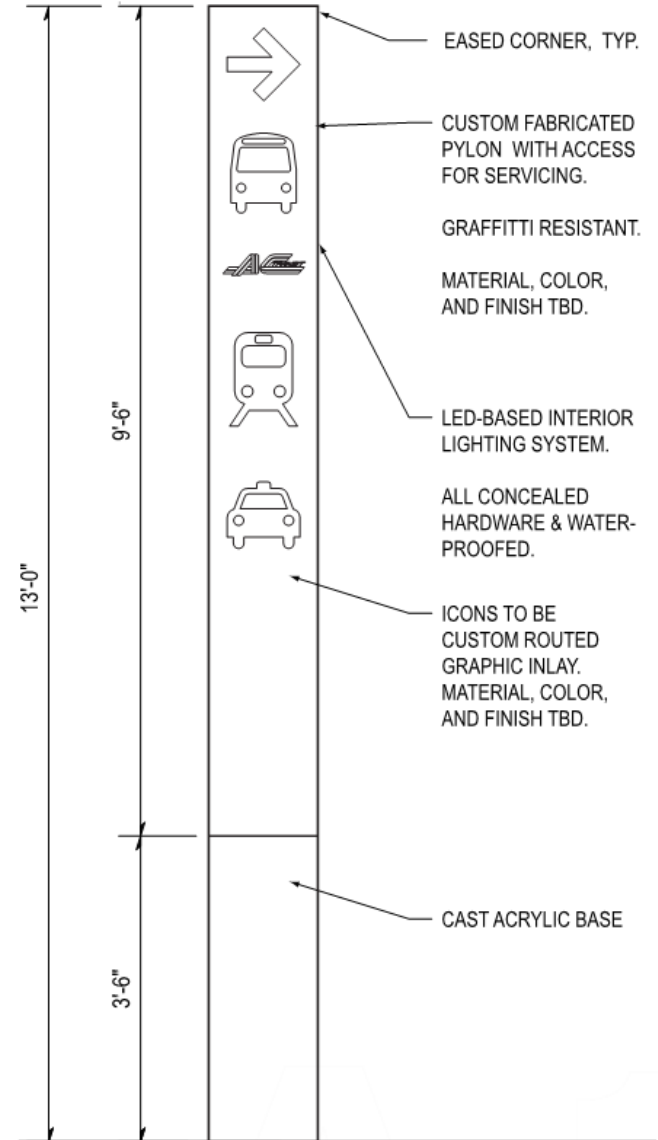
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ELEVATION : GIANT PYLON (PS-1) & ROOF PARK ID (R-1)
SCALE : 1/16" = 1'-0"



SKETCH : GIANT PYLON (PS-1) & ROOF PARK ID (R-1)
SCALE : 1/2" = 1'-0"



FRONT ELEVATION : GIANT PYLON (PS-1)
SCALE : 1/2" = 1'-0"



Park Amphitheater

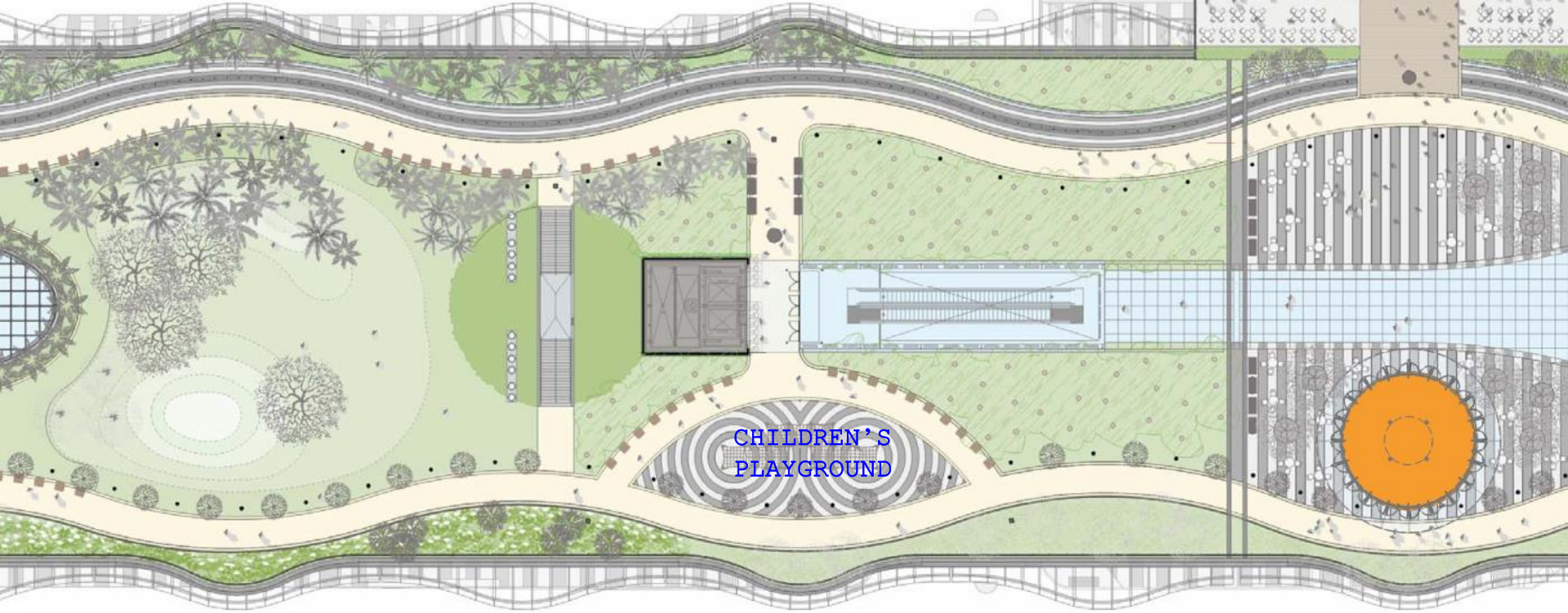


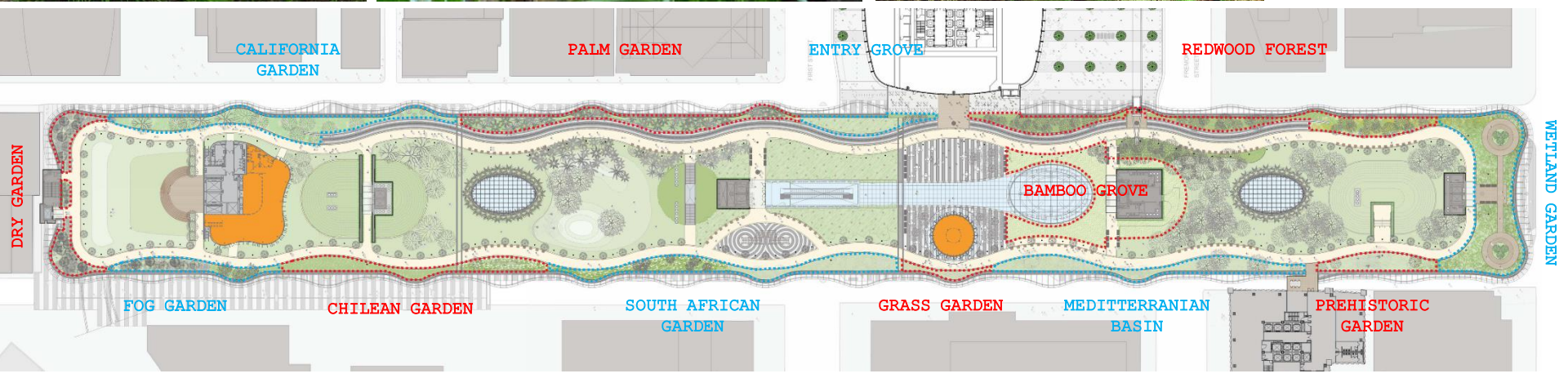




Transbay Transit Center

Park Children's Playground













Transbay Transit Center



Public Art Installation

Julie Chang

Jenny Holzer

Jamie Carpenter

Ned Kahn

Tim Hawkinson





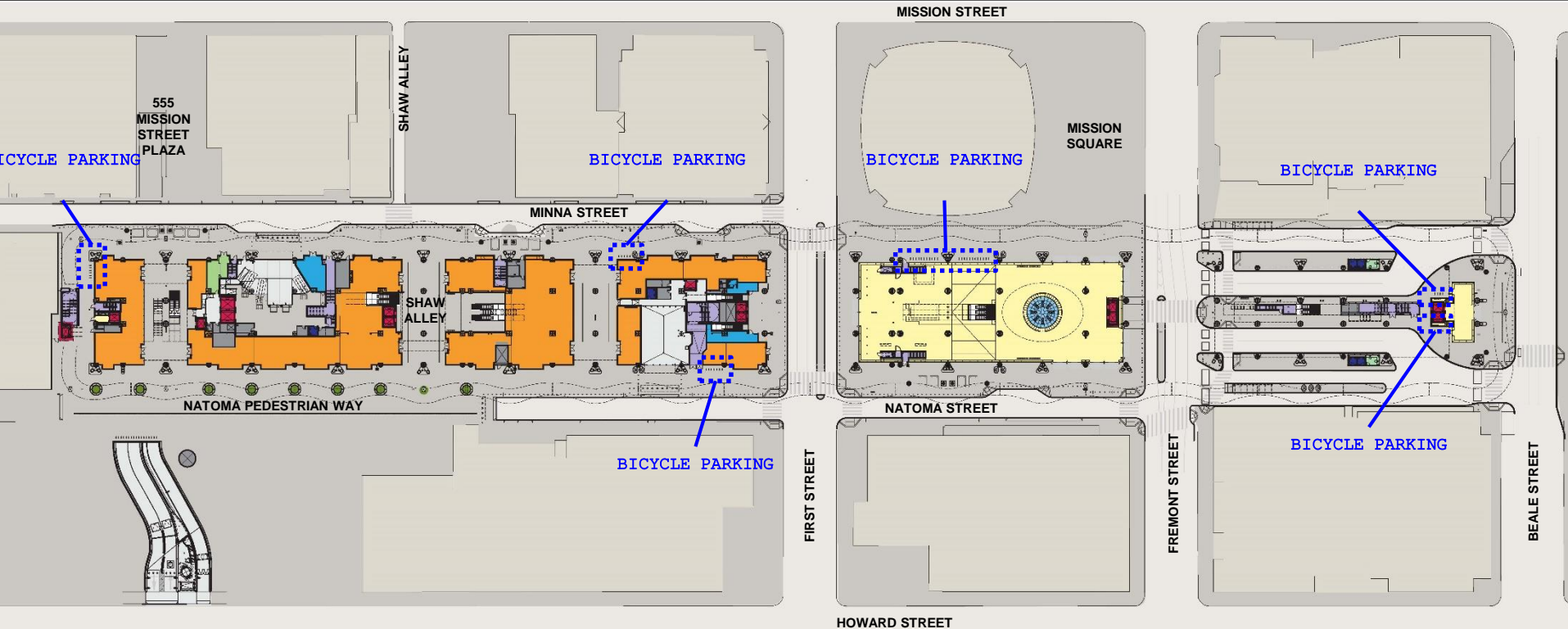








Bicycle Facilities





Transbay Transit Center

Official Wi-Fi Partnership





Transbay Transit Center

Full Sponsorship Opportunity



Transbay Transit Center

Full Sponsorship





Transbay Transit Center

Full Sponsorship





Selection Criteria

Financial Proposal	75 points
Profile of Respondent	15 points
Full Sponsorship, Station, and/or Park named for significant cultural or historical figure	10 points
<i>Maximum Total Score</i>	<i>100 points</i>



Advertising Policy: Objectives

- **Maximize revenue for the Transbay Program.** The class and consumer friendliness of Advertising directly relates to the goal of maximizing revenue.
- **Promote the Transbay Program** and ridership on the public transportation systems that partner with the TJPA.
- **Maintain a safe and welcoming environment** for passengers, particularly minors, using TJPA property and riding the public transportation systems that use TJPA property by encouraging a minimum level of decorum.
- **Maintain the TJPA's position of neutrality** on issues not directly related to the Transbay Program.
- **Not promote illegal activity.**

Advertising Policy: Restrictions

Advertising *shall not*:

- (1) concern a political campaign or candidate, ballot measure, initiative, or other legislation;
- (2) contain false, misleading, or deceptive commercial speech;
- (3) contain profanity;
- (4) be libelous, slanderous, or defamatory;
- (5) contain nude, obscene, or pornographic images, by community standards;
- (6) advocate or promote the use of illegal goods or services, or unlawful conduct;
- (7) depict graphic violence;
- (8) contain or use a graffiti style to convey a message;
- (9) infringe on any copyright, trademark, or other protected intellectual property;
- (10) demean or disparage an individual or group;
- (11) conflict with the requirements of the TJPA's funding partners, including the US Department of Transportation, or any applicable federal, state, or local law;
- (12) contain, imply, or declare an endorsement by the TJPA, except as expressly permitted by the TJPA.



Key Dates

- **RFP Issued** **February 19, 2015**
- **Pre-Submission Information Session** **March 3, 2015**
- **Submission of Questions** **March 10, 2015**
- **Response to Questions** **March 17, 2015**
- **Sponsorship Proposals Due** **March 26, 2015**
- **Proposals Selected / Notification** **April 15, 2015**
- **Sponsorship Agreements Negotiated
and Approved** **June 11, 2015**



Questions?

