

BLUE ASH SUMMIT PARK: Naming Right FAQs

Will the City of Blue Ash accept cash, budget relief in-kind or value in-kind as part of a contribution?

Blue Ash will accept any or all of these forms of contribution as value toward payment. Any organization providing cash or direct budget relief in-kind (BRIK) for Summit Park will be given full credit for the value provided assuming BRIK is valued at a fair market price. Any organization providing value in-kind will be given a percentage value toward their contribution. Details of each case will be handled based on the individual naming right opportunity.

Are there other naming right opportunities besides the one you have (or plan) to present to us?

We strive to provide your organization with what we believe is the best fit based on our understanding of your budget, strategic goals and business objectives. There are other opportunities – just ask us for a *Summit Park Vision* catalogue. Should you be interested in other options, we would be happy to customize another opportunity that would better fit your needs and level of interest. Just let us know what you're looking for. We'd like to help you meet your goals!

Do you bid out naming right opportunities?

All opportunities are first come – first served. We reserve the right to adjust packages based on demand, however, we do not structure the selling of naming rights as competitive and strive to provide a fair valuation.

Is there an opportunity for category exclusivity?

Based on your level of investment, there may be an opportunity for exclusivity. The right to be “exclusive” is deemed to be a substantial return benefit and will be considered. We'd be happy to discuss this further with you.

What are my next steps if my company would like to purchase the naming right opportunity presented?

The City of Blue Ash will review the full opportunity with you to ensure all opportunities have been maximized for both parties. Once a verbal agreement of terms has been reached, we will provide your organization with an agreement for review and signature.

When will I begin receiving benefits?

As soon as a signed agreement is received by the City of Blue Ash, you will start receiving your benefits. If you are to receive any on-site signage or name inclusion, design will begin as soon as is mutually agreeable and will be completed once approved by both parties. Production and installation, as required, will follow.

How long will my naming right last?

Your naming right could last one, five or even ten years. Your return will be maximized in a multi-year partnership. Your benefits will come into effect as soon as the agreement is signed and continue throughout the duration of the agreement.

Definitions:

- Budget relief in-kind (BRIK): refers to goods, services or transactions that involve direct relief of a project budget or anticipated expense.
- Value in-kind: refers to a contribution of goods or services, in lieu of cash or other form of direct budget relief, the value of which will be mutually determined.

Other Questions? Contact us.

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