

Update: Naming Rights for the Arena

Stockton City Council
October 24, 2023
Agenda Item 15.1

ARENA

- ✓ For nearly 20 years, the Stockton Arena has been hosting entertainment in the Central Valley.
- ✓ Located in the heart of San Joaquin County in downtown Stockton, this premier 10,000 seat multi-use arena brings hundreds of thousands of visitors annually to the region.
- ✓ Home to the G-League Stockton Kings, the Arena hosts a wide variety of concerts, sporting events, family shows, and more. The Arena easily adapts to accommodate various event configurations and capacity needs.

TIMELINE

- ✓ RFP released April 6, 2023
- ✓ Information Session held May 3, 2023
- ✓ RFP Closed June 8, 2023
- ✓ Sponsor was selected
- ✓ Contract signed October 2023

CONTRACT HIGHLIGHTS

- ✓ ASM Global is contractually responsible for revenue streams including sponsorship.
- ✓ Given the significance of the naming rights partnership EDD worked in close partnership with ASM Global to develop a successful strategy.
- ✓ The contract is between ASM Global and the sponsor.
- ✓ Commencement date is November 1, 2023, through October 31, 2033.
- ✓ ASM will manage this partnership as they do all sponsorship agreements that fall under their purview.
- ✓ All sponsorship revenue is City revenue and will be invested back into the arena.