



Concord Pavilion Naming Program

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Background

- Current Pavilion Management Agreement in effect since 2013 provides ability for sponsorship naming under existing terms and conditions
- Live Nation recently proposed a multi-year name and title sponsorship for the Concord Pavilion
- What is a name and title sponsorship
- Live Nation provides overview of the program including sharing proposed name along with logo and branding

Name and Title Sponsorships - Upshots

Common type of sponsorship:

- Leverages value of an existing event, team or property, especially for venues such as the Concord Pavilion that draw over 100,000 visitors
- Sponsoring companies name and branding is prominently displayed in marketing and promotional materials
- Benefits to paying companies include increased brand awareness, positive publicity, and sales generation
- Examples in San Francisco Bay Area include Chase Center, Levi Stadium, and SAP Center
- Concord Pavilion has participated in these programs in the past

Pavilion Management Agreement

Terms and conditions to allow a name and title sponsor are included in the agreement between the City and Live Nation:

1. Naming agreements between Live Nation and the sponsoring company must fall within term of existing Pavilion Management
2. City to receive 25% of total revenue from sponsorship agreement (less signage expenses)
3. City has approval rights of sponsorship identity
4. City may not unreasonably withhold approval

Key Elements of Proposal

- Proposed name is “**Toyota Pavilion at Concord**”
- July 1, 2023 – October 31, 2027, (sponsor can opt out after 2025 concert season)
- May be extended through December 31, 2028
- Compensation details, City to receive approximately \$613,895 (25% of revenue generated through sponsor)
- Costs to replace and update signage estimated at \$250,000
- Revenue generated is designated as general funds and Council anticipated to discuss investing funds next fiscal year

Key Elements of Proposal - continued

- Live Nation will oversee replacement of all signage at the venue and will collaborate with City on roadway signage replacement
- City has inspected the Live Nation sponsorship agreement with the Northern California Toyota Dealers Association
- City has developed a new Third Amendment to the current Pavilion Management Agreement to document this naming program.

Recommended Action

- Approve the Third Amendment to Management Agreement with Live Nation Worldwide, Inc., which includes approval of the commercial name of the Concord Pavilion as the “Toyota Pavilion at Concord” for the period July 1, 2023 – October 31, 2027, with payment to the City in the approximate amount of \$613,895, with potential additional monies, authorize the City Manager to execute the amendment in a form acceptable to the City Attorney.

Live Nation - Team Overview of Proposal

- Describe proposal, features and benefits
- Share logo and branding elements
- Share expectations of the naming partnership with Toyota including anticipated media exposure

Discussion on Concord Pavilion Naming Proposal



Council Questions & Public Comment

