

FRESNO

Convention
& Entertainment Center



SAROYAN THEATRE • SELLAND ARENA • FRESNO CONVENTION CENTER • VALDEZ HALL



EVALUATION OF NAMING RIGHTS;

**FRESNO CONVENTION & ENTERTAINMENT CENTER
SELLAND ARENA**

THE PROCESS

1. Hired nationally recognized firm, Joyce Julius & Associates, Inc., to conduct naming rights evaluation.
2. With the assistance of FCEC, Joyce Julius & Associates used their formulas to determine estimated exposure value of both Selland Arena and the Fresno Convention & Entertainment Center.
3. Next step, hire a company to identify interested parties/advertisers and conduct the naming rights negotiations.



METHODOLOGIES

TELEVISION NEWS

- **Monitor television on national and local affiliate levels.**
- **Figure results from 2+ viewership statistics.**

ON-SITE

- **Total impressions stemming from on-site items determined by the following formula:**
 - $\# \text{ Distributed/Placements} \times \text{Attendance} \times \text{Recognition Grade} = \text{Total Impressions}$

ADVERTISING/PROMOTIONS

- **Television**
 - Impressions based on number of spots, as well as gross rating points, average viewership for station's local news, subscriber base of cable company along with an average rating and a static viewers-per-viewing household factor.
- **Radio**
 - Impressions derived from Arbitron-provided listenerships of the participating stations and the number of spots.

METHODOLOGIES

ADVERTISING/PROMOTIONS (CONT.)

- **Print Media**
 - Impressions created from print media promotions based on the circulations of the publications.
- **Miscellaneous Promotions**
 - Point-of-purchase displays, in-store posters, coupons, fliers, and shelf talkers are based on average store traffic counts, as well as the scope and duration of the promotion.

PRINT MEDIA

- Impressions generated by newspapers and magazines based on each publication's circulation.

INTERNET NEWS

- Impressions are culled from the number of unique visitors (as reported by Comscore Media Metrics) credited to the website from which the sponsor's text-only was monitored.

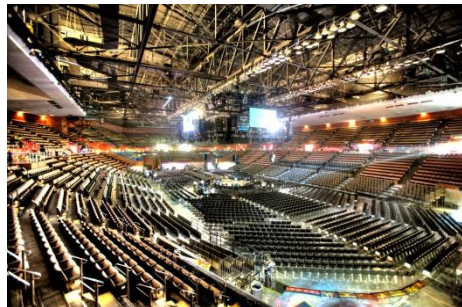
RESULTS – FCEC COMPLEX

EXPOSURE SOURCE	MENTIONS/ARTICLES	IMPRESSIONS	EXPOSURE VALUE
On-Site Impact		50,027,180	\$1,277,694
Advertising & Promotions		37,411,507	\$955,489
Television News Programming	348	9,192,824	\$228,993
Print Media	148	16,928,700	\$421,694
Internet News	568	26,995,300	\$672,452
TOTAL	1,064	140,555,511	\$3,556,324



RESULTS – SELLAND ARENA

EXPOSURE SOURCE	MENTIONS/ARTICLES	IMPRESSIONS	EXPOSURE VALUE
On-Site Impact		32,499,910	\$830,047
Advertising & Promotions		1,078,095	\$27,534
Television News Programming	100	3,358,052	\$83,649
Print Media	68	5,196,140	\$129,435
Internet News	152	5,175,587	\$128,923
TOTAL	320	47,307,783	\$1,199,591



READING THE RESULTS

- **EXAMPLE: FCEC COMPLEX - \$3,556,324 for 140,555,511 impressions**
- **The purchaser would normally want to negotiate 5-10 impressions for each dollar spent**
- **$\$3,556,342 / 5$ impressions would equal an annual cost to the purchaser of \$711,268**
- **If negotiations went to 10 impressions per dollar paid then the naming rights cost would be \$355,634**