



# NEW ORLEANS PELICANS

5800 Airline Drive • Metairie, LA • 70003 • Pelicans.com

Mayor Ashton J. Hayward  
222 West Main St.  
Pensacola, FL 32502

March 31, 2017

Dear Mayor Hayward:

It is with tremendous enthusiasm to correspond with you regarding an exciting opportunity in the world of professional basketball. Since purchasing the NBA's New Orleans Hornets in 2012 and rebranding the team as the Pelicans in order to better reflect our commitment to the Gulf South region, it has been our desire to form a truly complementary franchise directly affiliated with the Pelicans. Currently the NBA Development League, which will soon be rebranded to the NBA Gatorade League (or NBA G League), has 22 teams with three more teams on the way in 2017-2018. I am writing to you today to begin the process of exploring Pensacola's interest in becoming the flagship community for the New Orleans Pelicans G League team beginning in the 2018-2019 season.

Currently, 40% of the players in the NBA have had direct exposure to the Development League and it has become an integral part of the NBA family. Players, coaches and staff across the NBA have roots to the Development League and the connectivity between the parent teams and the NBA Development League has never been stronger. With a near one-to-one ratio, the synergy between the parent clubs and Development Clubs is extremely impressive and through our research, it is apparent that the vast majority of Development Clubs are in close proximity to the parent team. Therefore, contacting you makes perfect sense due to the relatively short distance that separates Pensacola from New Orleans.

I have been very impressed with the outstanding impact that I've witnessed professional basketball have on our city from not only a business standpoint, but equally as important, as a source of civic pride. The successful mission of professional basketball also stresses the importance of promoting health and wellness, support local community needs and assist in educational development through a vast network of resources tied directly back to the very influential umbrella of the NBA. People of all ages naturally gravitate to basketball and it is an exciting sport to not only participate in, but also to watch. The NBA has never been more popular and the excitement grows each and every season. It is truly a global league and the reach of the game is extraordinary. As an organization, the New Orleans Pelicans have a bright future ahead of us and our desire to win an NBA Championship has not, nor will not, waver. It is our stated mission and we are working diligently towards that goal.

Enclosed please find a Request for Proposal which spells out in great detail the next steps in our process, as well as significant information regarding the process which we are undertaking. I am confident that there will be significant interest from numerous Gulf South communities and we are committed to creating a strong partnership with our soon-to-be affiliate that will have immense benefits for both the selected community and the New Orleans Pelicans.

Respectfully Yours,

Tom Benson  
Owner  
New Orleans Pelicans





# REQUEST FOR PROPOSAL

Hosting of the NBA Development League  
Affiliate of the New Orleans Pelicans

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# REQUEST FOR PROPOSAL

## I. GENERAL INFORMATION & BACKGROUND

This Request for Proposal (“RFP”) is from New Orleans Pelicans NBA, LLC (“Pelicans”), located at 5800 Airline Drive, Metairie, LA 70003.

The Pelicans, a member club of the National Basketball Association (“NBA”), are exploring the possibility of starting an expansion franchise of the NBA Gatorade League (“NBA G League”). This new franchise would be a direct, one-to-one affiliate of the Pelicans.

The Pelicans have been the New Orleans NBA franchise since 2002, having moved from Charlotte, N.C. and presented as the New Orleans Hornets. In 2012, Mr. Tom Benson, owner of the NFL’s New Orleans Saints, purchased the New Orleans Hornets and subsequently rebranded the team as the New Orleans Pelicans in 2013. The Pelicans currently compete in the NBA Western Conference and feature two of the most recognized players in the game, Anthony Davis and DeMarcus Cousins.

## II. NBA G LEAGUE OVERVIEW

The G-League is the NBA’s official minor league. Founded in 2001 as the NBA Developmental League, the NBA G League currently features twenty-two (22) teams with direct affiliations to NBA teams. An additional three teams are set to join the NBA G League for the 2017-2018 season.

In fostering the league’s connection to the community, its teams, players, and staff promote health and wellness, support local needs and interests, and assist in educational development through NBA G League Cares programs. The NBA G League also advances the game of basketball as the research and development arm of the NBA.

The NBA G League season is made up of fifty (50) regular season games, plus a postseason, and runs from November to April.

## III. PURPOSE OF THE RFP

The purpose of this RFP is to identify a city and arena capable of hosting an NBA G League team (“Team”) affiliated directly with the Pelicans to commence as early as the 2018-2019 season.

This RFP is sought strictly for the purpose of gaining knowledge of services and facilities available and should not be construed as intent, commitment, or promise to acquire services, supplies, or solutions offered. Information submitted in response to this RFP will become property of the Pelicans. The Pelicans will not pay for any information herein requested nor is it liable for any cost incurred by the proposing party.

## IV. RFP TIMELINE

ACTIVITY	DATE
RFP Issued	March 31, 2017
Deadline for intent to respond	April 21, 2017
Pelicans confirm receipt of intent to respond	April 25, 2017
Deadline for Proposal inquiries	May 5, 2017
Pelicans response deadline for Proposal inquiries	May 12, 2017
Proposal receipt deadline	June 7, 2017



# REQUEST FOR PROPOSAL

## V. PROPOSALS

### A. GENERAL INFORMATION

Individuals or entities ("Prospect(s)") wishing to be considered for selection shall submit a complete, concise, and comprehensive Proposal, in the form and manner required by this RFP.

All Proposals, inquiries, or correspondence relating to this RFP and all reports, displays, schedules, attachments, exhibits, and other documentation submitted by any Prospect will become the property of the Pelicans. Any proprietary information disclosed to the Pelicans shall, to the extent permitted by law, be held in confidence and used only in performance of a contract with the Prospect, except as the Pelicans may otherwise be permitted by written instructions by the Prospect(s).

The Pelicans shall have the right to request additional information from, and review additional records of, any or all Prospects, prior to the Pelicans' selection of a Proposal, if any. Failure to comply with such requests may result in elimination from further consideration.

### B. FORMAT AND SUBMISSION REQUIREMENTS

Proposals submitted for consideration must comply with the requirements set forth in this RFP, any amendments, and any written responses from the Pelicans to Prospect's inquiries. Failure to adhere to these requirements may be cause for rejection of the Proposal. Any correction or resubmissions done by the Prospect will not extend any deadline for submittal of the Proposal.

Proposals shall be drafted in an organized manner, allowing for submission of complete electronic copies (PDF Format) as well as hard copies, bound or presented in a three-ring binder, with sections appropriately tabbed and identified in both formats. Wherever repetition occurs in the RFP, with regard to similar requests for information, Prospects need not repeat the information. However, reference should be made to the exact location in the Proposal where the information is already recorded.

Preferred formatting is 8.5" x 11" with ten (10) printed/hard copies and two (2) digital copies, on a compact disc or USB flash drive, of the Proposal that must be submitted (one hard copy to be marked "Original") in a sealed package plainly marked "Proposal for NBA G League Franchise."

**Proposal must be received by June 7, 2017 and addressed to the following:**

New Orleans Pelicans  
Attn: Stephen Pate  
5800 Airline Drive  
Metairie, LA 70003  
Stephen.Pate@Pelicans.com  
504.731.1864

All proposals will be opened and acknowledged by receipt at the established deadline above. It is the Prospect's responsibility to make certain that the Pelicans receive the Proposal at the specified location by the established deadline.

A Proposal may be withdrawn by the Prospect prior to the scheduled submission deadline only. In order to withdraw, the main point of contact only must make the request in writing to the individual identified above (email is acceptable). Withdrawn Proposals will not be publicly opened or read.



# REQUEST FOR PROPOSAL

## C. CONTENT REQUIREMENTS

### Cover Page

A signed cover page that indicates the full name of the Prospect submitting the Proposal shall bear the signature of a principal duly authorized to execute contracts. The name of each person signing the Proposal shall be typed or printed in ink below each signature along with the date of signature. Any erasures or corrections contained in a Proposal shall be initialed by the person(s) signing the Proposal. Digital versions must contain a PDF of the signed cover page.

### Table of Contents

There shall be a table of contents for material and information included in the Proposal.

### Point of Contact

A single point of contact for the Prospect must be identified within the Proposal. The point of contact's full name, organization, position/title, and contact information including address, phone number, and email address must be provided.

### Response to Conditions

Proposals shall address in detail each item included in Sections IX through XVI with either Prospect's acceptance of the condition or with proposed adjustments.

## VI. EVALUATION OF PROPOSALS

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We will evaluate Proposals submitted in response to this RFP.

The Pelicans reserve the right to reject any and all Proposals for any reason or no reason at all and to waive any omissions, defects, or informalities in any Proposal. The Pelicans may select or reject any Proposal based on its judgment as to what is in the best interest of the Pelicans as a whole. The Pelicans reserve the right to suspend or cancel this process at any point in time.

The Pelicans reserve the right to refrain from notifying the unsuccessful Prospect(s) that their Proposals have not been accepted by the Pelicans until after the Pelicans have entered into a binding agreement with the successful Prospect, if any.

The Pelicans reserve the right to conduct discussions and interviews with a Prospect or Prospects, to seek additional information and clarification, and to accept revisions of Proposals, if so desired.

During the evaluation period, the Pelicans will not disclose any information derived from Proposals submitted or from discussions with other Prospects unless compelled to do so by law or permitted to do so by written instruction of Prospect(s). The Pelicans also reserve the right to share information from the Proposals with the NBA and the NBA G League for their review.

## VII. NOTICE OF INTENT TO RESPOND TO RFP

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Any Prospect intending to respond to this RFP must notify the Pelicans' point of contact listed above in Section V no later than 5:00 p.m. Central Standard Time (CST) on April 21, 2017. The Pelicans will confirm receipt of Prospects' intent to respond via email back to the Prospects' point of contact no later than April 25, 2017.



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## **VIII. PROSPECT INQUIRIES**

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Any inquiries, questions, or other correspondence from Prospects must be submitted via email to the Pelicans point of contact listed above no later than 5:00 p.m. CST on May 5, 2017. The Pelicans request all Prospects submit one complete set of questions, if there are any, rather than multiple emails. Written responses will be issued to all eligible Prospects irrespective of the source of the inquiry. The Pelicans will issue its final response to all inquiries via email to each Prospect's point of contact no later than May 12, 2017.

## **IX. AMENDMENTS TO THE RFP**

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Amendment(s) to the RFP, if any, will be issued at the direction of the Pelicans and will be emailed to all Prospects through their point of contact.

## **X. LOCATION INFORMATION**

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Please provide general information regarding the city and the community where the proposed Team would compete. Suggested details include population, demographics, major employers in the area, economic incentives, or any other similar details you may deem pertinent.

Detailed information on the proposed arena which will host the NBA G League affiliate must also be provided (e.g. capacity, history, building specs). If a Prospect expects to build an arena for the specific purpose of hosting an NBA G League team, any Proposal must include a detailed plan for the completion of such venue including but not limited to the following: preliminary designs of the venue, expected location, timeline for construction, financing plan, and any required city, municipality, and/or state approvals as necessary. Similarly, if a Prospect plans to submit a Proposal naming an already existing venue, any details surrounding building refurbishment and/or redevelopment plans must be included.

## **XI. LEASE TERMS & QUESTIONS**

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### **A. TERM**

An initial term will be negotiated, but please include a potential initial term and any options.

### **B. USAGE**

1. Annual usage fee, if any, to be inclusive of all fees and expenses, including changeover for the games.
2. Reductions in the usage fee, if applicable, to occur if Team meets certain criteria, including the potential for a bonus for hosting playoffs.
3. Team may be subject to relevant state and local taxes, consistent with other arena events, but will not be subject to any Facility Fees, Parking Fees, or any other such arena surcharges. Please disclose all relevant taxes related to Team and arena.



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## **XII. FACILITY REQUIREMENTS**

The arena for hosting games and events (“Facility”) must be in compliance with all D-League Arena Facility Standards and Best Practice Guidelines. The Facility must meet a standard of quality for ongoing maintenance, operation, and management consistent with that of comparable D-League arenas.

### **A. LOCKER ROOMS**

- i. Facility owner to provide dedicated and exclusive primary tenant locker room area for Team within the existing building footprint. Space to include locker accommodations for all players as well as a training room, laundry facilities, and showers. Space also to include office space for coaches.
- ii. Facility owner will also provide a second locker room for use by visiting teams on event days, as well as sufficient locker rooms for referees and other needs consistent with NBA G League Arena Best Practice Guide (see Exhibit B).

### **B. PARKING**

- i. Team to receive a negotiated percentage of the gross parking revenues for event day sales of parking to the public.
- ii. Facility to provide Team with designated and complimentary parking spaces, including premium parking for all players, coaches, and select others at the discretion of the Team. Facility owner to provide complimentary parking for full-time staffing and visitor needs.

### **C. FLOOR SEATS**

- i. Team to be allowed to structure floor seating configuration utilizing NBA G League best practices model.
- ii. Facility to cover all costs of construction of courtside suites, including necessary equipment.

### **D. SUITES AND VIP AREAS**

- i. Team to receive the right to a negotiated number of suites for internal use at no charge.
- ii. Team to have the right to sell suite inventory for its games and to split a negotiated percentage of revenues (net of commissions) with the building for non-Team events. If building owner retains right to sell suites, building owner will guarantee Team a negotiated percentage of revenue generated from such sales.
- iii. Team to receive access to premium or VIP areas of arena on all event days to host current and potential season ticket holders or sponsors throughout the game as well as ten (10) non-event dates throughout the year.

### **E. COURT USAGE**

- i. Facility to provide a court consistent with the NBA G League Arena Best Practice Guide (see Exhibit B for details on court requirements).
- ii. Facility shall make the court available to the Team and visiting team during the entire day of game.
- iii. Team to be able to utilize court for up to two (2) hours after the game for fan engagement or other Team needs.
- iv. Team to use court no more than twenty (20) times other than Team home games for sponsor, season ticket holder, fan engagement, and sales events.
- v. Team to have open access to Facility for the showing of seats for ticket sales purposes in addition to certain “Select-A-Seat” events as part of Section XI(e)(iii) above.





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## F. OFFICE SPACE

- i. Included in arena usage agreement and at no additional cost, Facility to provide built-out office space able to accommodate up to twenty (20) full time staff and coaches within the existing building footprint.
- ii. Facility will provide all utilities to such space and shall be responsible for furniture, fixtures, and equipment of office space. If such space cannot be provided within the arena, then Facility owner will provide office space offsite, but near the arena, on a rent-free basis.

## G. PRACTICE FACILITY

- i. City or Facility owner to help secure a practice facility as close to the arena as possible. Terms to be negotiated.
- ii. Please describe the location, equipment, and amenities of the proposed practice facility.

## H. GAME DAY EMPLOYEES

- i. Facility to provide the appropriate quantity of ticket takers, ticket sellers, ushers, security, emergency medical technicians, set up and take down personnel, building cleaning staff, video products, and other personnel necessary to sufficiently perform the required tasks of hosting events, all in accordance with NBA G League standards.
- ii. Facility to provide appropriate Game Day Employee training with input from Team.
- iii. Team to provide game day personnel as required by NBA G League standards (e.g., score keepers, statisticians, public address announcer, game officials, mascots, game day entertainment staff, etc.).

## I. ARENA TECHNOLOGY

- i. Please provide a detailed description of all existing or planned external arena signage, including but not limited to any video boards and/or advertising marquees.
- ii. Please provide a detailed description of the video, sound, and lighting equipment, including but not limited to the scoreboards, ribbon boards, speaker system, and infrastructure for high definition television (HDTV) and radio broadcasts.
- iii. Facility will provide standard, high-speed Wi-Fi capabilities for all events, including reasonable fan access. Team will have the exclusive right to sell sponsorship and advertising rights and control content on any Wi-Fi system installed in the Facility and to receive all sponsorship and advertising revenue therefrom.

## J. BASKETBALL EQUIPMENT

Please provide a detailed description of all basketball-related equipment that is available and would be provided, including but not limited to the basketball court, basket stanchions, game clocks, and TV and video equipment.

## XIII. REVENUE STREAMS

In addition to the above-mentioned revenue elements (e.g., parking, suites, and arena technology), the following are the major revenue streams and the proposed revenue splits:

### A. ADVERTISING AND SPONSORSHIP

- i. Team shall retain 100% of the revenues from its events in the building relating to, but not limited to, the following assets:
  1. Courtside Rotational Signage
  2. On-Court Logos, consistent with NBA G League Standards
  3. Game Uniforms
  4. Ball Racks



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5. Basketball Stanchions
6. Logos on Press Row Staff
7. Logos on Ball Boy Staff
8. Team Gear and Player Uniforms
9. Player Bench Areas
10. Player Chair Backs
11. VIP Row Seating Placards/Backs/Covers
12. Ticket Back Advertising
13. Event Promotion
14. Game Programs and other Team-produced collateral material
15. Court Naming Rights
16. Temporary Courtside Clubs and Hospitality Areas, including the opportunity to brand any permanent Premium Hospitality Areas
17. Digital and Social Media Rights
18. Temporary Parking Lot Naming Rights/Lot Advertising
19. Concourse/Exit Ways and their permanent signage
20. All Temporary Signage
21. Wi-Fi system advertising and sponsorship

- ii. All advertising and sponsorship will not be subject to any preexisting Facility exclusivities.
- iii. Team will consider incentives related to increased revenue and/or decreased expenses. Please include information related to any local economic development initiatives.
- iv. Team will have choice of third-party vendors, and Team will also have the right to product placement at concession stands, subject to competitive pricing. Additionally, Team will have the right to brand concession areas with third-party vendors who sponsor Team.
- v. Team will have exclusive use of the video board and any LED or digital signage, including the right to sell advertising during game days and to retain 100% of those revenues.
- vi. Facility to provide available inventory of advertising for all non-Team events; inventory to include all advertising mediums, including video boards and any LED or digital signage.
- vii. Team has the right to create and sell new inventory within the arena for revenue generating purposes and will keep 100% of those revenues.

## **B. POURING RIGHTS**

Team will receive a negotiated percentage of all pouring rights. Additionally, Team will be involved in negotiations for pouring rights.



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## C. BUILDING NAMING RIGHTS

Team will become the exclusive sales agent for current and future naming rights and building assets subject to a revenue split (net of commissions and hard costs) to be negotiated between the Team and the Facility owner. If Facility has a current naming rights deal in place, Team will receive a negotiated portion of the current deal and remain the exclusive sales agent for future naming rights and building assets.

Additionally, Team will have the right to any outdoor marquee signage, including preexisting marquee signage, and the right to any future outdoor advertising opportunities

## D. TICKETING

- i. Please describe the ticketing system that the building has or will contract with to provide ticketing services, including details on the agreement with the provider.
- ii. Team will receive 100% of gross ticket revenue including full-season, partial season, group, hospitality, single-game tickets, and any Club fees.
- iii. Team to receive any and all ticketing convenience charges applied to its single-events tickets for non-box office sales.
- iv. Team to have approval over amount of convenience charge. No convenience charges will be applied to any box office sales, any Team internal sales, or any online tickets sales as it applies to season tickets, partial season tickets, or group sales. Additionally, there will be no added service fee for ticket sales.
- v. The Pelicans' ticket office in Metairie, LA will remain the primary ticket office for all sales related to the Team.

## E. RETAIL AND MERCHANDISE

- i. Team will have the right to manage full merchandise operations and will be responsible for all associated costs and revenues. At Team's discretion, Team may sell merchandise from other building tenants during its games and shall receive a negotiated percentage of gross revenue generated from sales of any such goods.
- ii. Team to produce its own programs and novelties to be sold to or given to attendees and will be responsible for all associated costs and revenues.
- iii. Facility to provide the Team a minimum of 1,500 square feet of retail space for Team merchandise in current building merchandise store. Team to receive any and all revenues from building retail space for sold Team merchandise.
- iv. Facility to provide no less than two (2) open-air spaces for Team's merchandise sales (one for each side of facility), to include necessary electricity. Facility to provide ample storage for Team's merchandise.

## F. CONCESSIONS

- i. Team to receive a negotiated percentage of gross concession revenues (less sales tax and credit card fees) during its games. Team will have the right of approval on all concessions, not to be unreasonably withheld.
- ii. Team also to receive a negotiated percentage of gross revenues from specialty establishments, which would not be considered general concessions (e.g., an arena sports bar or restaurant with seating).
- iii. Team and Facility agree to negotiate at-cost concessions for special promotions (e.g., School Day Game(s), Dollar Dog Night, All-You-Can-Eat, and Family FUNday) in exchange for the Team reducing its negotiated percent commission for the items involved in the promotion.



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## G. BROADCAST AND TELECAST

- i. Facility will provide all required infrastructure for television, radio, and digital broadcasts at no charge to the Team or any broadcaster, in accordance with NBA G League standards.
- ii. Facility will also refrain from charging any fees in association with broadcasts, including but not limited to broadcast origination fees and phone line access fees, in accordance with NBA G League standards.
- iii. Team will have the rights to television, radio, and digital inventory with broadcast partner, including sales to any existing competitors of exclusive building partners.

## XIV. SCHEDULING

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Team to receive and Facility to provide fifty (50) available dates by February 1 of each year for the next year with the following additional parameters:

- a. Facility to provide a minimum of twenty-five (25) evenly-distributed Friday or Saturday nights from November 15 to April 15 each year (or during the Regular Season timeframe as defined by the league). Dates can neither include NBA All-Star Weekend nor NBA G League Showcase, including the day before and the day after each event. Dates should also exclude major holidays.
- b. A minimum of fifteen (15) evenly-distributed weekdays (Monday-Thursday) must also be submitted with a minimum of twelve (12) which are non-adjacent to other submitted dates.
- c. Facility will reserve eleven (11) evenly-distributed dates between April 5 and April 30 for D-League Playoffs. Six (6) of those eleven dates must be Friday and Saturday nights.
- d. Facility must also provide a minimum of ten (10) additional dates, as part of the usage agreement, for the following types of events:
  - i. Ticket Sales “Open House” or “Select-A-Seat” Events
  - ii. Meet the Team Events
  - iii. Fan Fest Events
  - iv. Any other community or fan engagement events as the Team sees fit

## XV. INSURANCE

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All Facility related insurance costs to be included in Team’s annual usage fee, if any. Facility will name Team and Pelicans, as applicable, as additional insured on all building policies.

## XVI. MARKETING & PROMOTION

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Please detail how you will cross-promote the Team during other Facility events.



# REQUEST FOR PROPOSAL

# EXHIBITS



# REQUEST FOR PROPOSAL

## EXHIBIT A: NBA GATORADE LEAGUE SECURITY REGULATIONS

### SECURITY STAFFING/REQUIREMENTS

The home Team is responsible for arranging adequate police and arena security staff protection for game officials, coaches and players during each game. The Team President will be responsible for implementing these minimum home court security requirements in compliance with the NBA G League Arena Security Standards, and the NBA G League Security Department must approve any change or exception. To ensure adequate protection, the following measures including but not limited to the below are required:

1. Security Representative. A Team-dedicated security representative, to act as the official liaison between the Team, the NBA G League Security Department, and the arena security staff (“Security Representative”) will be provided by the League. The Security Representative is to be present at all home games, and at any other Team functions directed by the NBA G League Security Department.
2. Security Positions at Court Level:
  - a. Courtside: All arenas are required to arrange and post a minimum presence of two (2) uniformed police officers courtside (e.g., one in each opposite vomitory or similar visible and prominent area courtside to promote deterrence). The Arena Security Director shall ensure that police officers are familiar with the arena’s Court Perimeter Protection Plan, their role under the plan and the function, role and responsibility of courtside and lower bowl security guards and ushers in the event of an incident.
  - b. Bench Area: Each arena must deploy three (3) permanent, uniformed police officers or uniformed security guards to each bench area. One (1) officer or guard must be posted behind each team bench facing the stands at all times. (If the arena’s configuration prevents locating this post position immediately behind the benches, the officers or guards should then be positioned in the immediate vicinity.) These guards are responsible for monitoring fan behavior and reporting verbal abuse or misconduct to Arena Security. Two (2) officers or guards must be positioned as “bookends” behind the team benches.
  - c. End Lines: One (1) uniformed officer or guard must be deployed at each end of the court facing the stands at all times, and one (1) uniformed officer or guard must be deployed in each corner of the court opposite the benches, all with the same monitoring and reporting responsibilities.
  - d. TV/Radio Table: Two (2) uniformed officers or guards must be deployed along the sideline (behind the TV/Radio table or even if no TV/Radio table exists) before the first row of fan seats.
  - e. Time-outs: During all time-outs, the two (2) security officers or guards behind each bench must stand with their backs to the bench and face the crowd. In addition, one (1) security officer or guard must stand on the court approximately 15 feet from the center of each team bench to observe all bench activity, and one (1) security or officer guard must be positioned midway between the foul line and each basket facing the crowd. The security officers or guards permanently positioned behind each basket must stand and face the crowd. Lastly, security officers or guards must be stationed on each corner opposite the benches.

During 20-second time-outs, arenas must deploy one (1) security officer/guard to a position near each team huddle that will allow him/her to monitor any potential fan activity that interferes with the huddle and identify any fans approaching the court near the huddle. Since teams typically huddle on the court during 20-second time-outs and not at their bench, the arena must ensure that this guard is situated in a position where he/she can monitor fan activity near the end line, as well as have a line of sight to the team huddle.



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3. Floor Access Security Positions: Each arena must have a minimum of one (1) security/crowd management/guest services person assigned to a post that is immediately adjacent to any opening to the floor that allows fan access to the event level. This individual must be positioned facing the crowd.
4. Scorer's Table Security: Arena Security must be placed behind the scorer's table immediately before the first row of fan seats (non-courtside), where logistically permissible, and positioned in front of the area where referees approach the table.
5. Vomitories, Permanent Post Positions: Each arena must maintain a permanent presence of at least two (2) security personnel in the stands adjoining each player or referee vomitory. These personnel must be deployed one (1) on each side railing (or in that general vicinity if the arena configuration prevents positioning at the rail). In addition, one (1) security guard must be stationed in the vomitory at floor level at all times. These requirements will ensure at least three (3) security personnel are located in the vomitory area at all times.
6. Lower Bowl, Floor Access Post Positions: Each arena must assign appropriate floor-level security/usher personnel at the lower end of each stairway/aisle that leads to the arena floor, and these personnel must be in place from the time the arena doors are opened until all players and referees have left the court after the completion of the game. These personnel must be positioned facing the stands.
7. Locker Room Security: A minimum of one (1) Arena Security person must be positioned at each access point to the home, visiting team and officials' locker rooms before and during the game, and until all team personnel and referees have departed the arena.
8. Screening Requirements: NBA G League arenas are required to screen all incoming fans, staff and players attending all NBA G League games utilizing hand held magnetometers as a primary screening method or walk-through magnetometers (if available). Permissible items such as bags, backpacks, pocketbooks, being carried into the arena must be visibly inspected.
  - a. If using walk through magnetometers, each magnetometer with a bag-check line must be staffed with an average of 2.5 screeners (i.e., a magnetometer operator, a secondary screener and a bag checker). Each magnetometer with a bagless line must be staffed with 2 screeners (i.e., a magnetometer operator and a secondary screener).
  - b. If using hand held magnetometers, each line must be staffed with one or two screeners (i.e. magnetometer operator and a bag checker).
  - c. There must also be a visible law enforcement presence in the buffer space inside of the magnetometer screening areas.



# REQUEST FOR PROPOSAL

## EXHIBIT B: D-LEAGUE ARENA BEST PRACTICE GUIDELINES

The following guidelines are a set of high level recommendations for the design of any arenas to be selected or built for NBA G League play. Throughout the expansion process, teams should be in touch with the NBA G League Office to assess specific arena designs and details in order to determine whether or not a venue can host an NBA G League team. Teams are encouraged to exceed or expand on these guidelines where and when appropriate. Final approval of arenas is at the discretion of the NBA Gatorade League Office.

### BASKETBALL FACILITIES

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#### HOME AND VISITING TEAM FACILITIES

##### Locker Rooms:

- Arenas must have a minimum of two (2) locker rooms, one (1) for the home team and one (1) for the visiting team, that are equipped to hold the maximum NBA G League roster of 15 players and all basketball operations staff.
- There should be a minimum of 15 lockers in each locker room. Each locker must be accompanied by a chair and lock or safe to secure valuables.
- Locker rooms must be climate controlled, carpeted, and equipped with high-speed wireless internet, a high-definition TV with a USB connection, a DVD and/or blu-ray player, a dry-erase white board, and a game clock or monitor showing the game clock feed.
- Minimum recommended space for each locker room is 750 square feet (exclusive of showers and bathrooms as described below).

##### Shower and Toilet Facilities:

- Each locker room must be accompanied by showers and bathrooms. There should be a minimum of five (5) shower heads in each shower room at a minimum height of 8'.
- Each bathroom should contain a minimum of two (2) toilet stalls, two (2) urinals and three (3) sinks.
- Minimum recommended space for the shower room and bathroom is 400 square feet.

##### Training Room:

- Each locker room must have a training room.
- The training rooms must contain lockable cabinets for medical supplies and a minimum of two (2) training tables.
- Training rooms must be located in or adjacent to team locker rooms.
- Minimum recommended space for each training room is 250 square feet

##### Laundry Room:

- Laundry room facilities containing two (2) commercial grade washers and two (2) commercial grade dryers are strongly recommended.
- Minimum recommended space for the laundry room is 200 square feet.





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## Coaches' Offices:

- Two coaches' offices are required to house the head coaches and all basketball operations staff.
- Each office should contain a minimum of six (6) lockers, any desk and storage space required to reasonably meet the needs of a NBA G League coaching staff, high-speed wireless internet, and a dry-erase white board.
- Offices should be located in or adjacent to the team locker rooms.
- Minimum recommended space for each office is 350 square feet.
- There must be separate circulation paths to the court for the home and visiting teams. Circulation paths must be in controlled, restricted and secured areas and free from fan interference.

## **GAME OFFICIAL FACILITIES**

### Locker Rooms:

- Teams must provide two (2) separate, but adjacent locker rooms for game officials. Locations should not be positioned adjacent to home or visiting team locker rooms or in the view or path of back-of-house areas which are accessible to fans (e.g., premium restrooms, hospitality areas, relative waiting area, etc.).
- There should be a minimum of three (3) lockers in each locker room. Each locker must be accompanied by a chair and a lock or safe to secure valuables.
- Locker rooms must be climate controlled, carpeted, and equipped with high-speed wireless internet, and a game clock or monitor showing the game clock feed.
- Minimum recommended space for each locker room is 200 square feet (exclusive of showers, bathrooms, and lounge areas as described below).
- At least one (1) of the two (2) locations must have a lounge area large enough to accommodate five (5) persons with seating for any necessary pregame or postgame discussions.
- Minimum recommended space for this lounge area is 200 square feet.

### Shower and Toilet Facilities:

- Each locker room must be accompanied by showers and bathrooms. There should be a minimum of two (2) shower heads in each shower room.
- Each bathroom should contain a minimum of two (2) toilet stalls, one (1) urinal and two (2) sinks.
- Minimum recommended space for the shower room and bathroom is 250 square feet.
- There must be separate circulation paths to the court for the home and visiting teams. Circulation paths must be in controlled, restricted and secured areas and free from fan interference.



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## STORAGE FACILITIES/OTHER

- A minimum of 200 square feet of space must be made available for the exclusive use for basketball team equipment storage only (e.g., basketball, uniforms, shoes, towels, etc.).
- An additional 640 square feet must be available for court and other game equipment storage (e.g., back-up basket stanchion/support). This space must be adjacent to the event floor. The size should be coordinated with the selected court manufacturer. The ceiling height should be made to accommodate potential forklift access.

## ARENA EQUIPMENT

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### PLAYING COURT

- The playing court must be manufactured by Horner Sports Flooring, Robbins Sports Surfaces, or Connor Sports Flooring.
- The size of the court should be a minimum of 114' by 60'. This is inclusive of the baseline aprons which must be a minimum of 10' deep, the sideline aprons which must be a minimum of 5' wide, and the playing surface which should measure 94' by 50'.
- No floor plates related to use of the court for other purposes (e.g. volleyball) are allowed.
- Any floor markings, court lines, and court designs should be in compliance with NBA G League policies as laid out in the most recent version of the Operations Manual.
- No physical structure or item (e.g., ceiling, ducts, center-hung scoreboard, banner, etc.) may be located less than 35' over the floor.
- Cooling and heating systems must maintain necessary temperature and humidity conditions. Temperature values between 65-72 degrees Fahrenheit and relative humidity values of no more than 55% at the court and event level are required.
- On both sides of, and immediately adjacent to, the basket stanchions, a space of 5' must be reserved for the "escape lanes," which must be marked by tape or a painted line and maintained during all games.
- All spectators, photographers, video crews, dance team or interactive squad members, team personnel, and any other persons are prohibited from entering the escape lanes during game play. Live television camera operators are permitted to enter the escape lanes during the first of a two (2) free throw set or the first two (2) of a three (3) free throw set; however, they must exit the lanes immediately thereafter.

### GAME AND COURTSIDE EQUIPMENT

- Spalding portable basket stanchions/supports that are capable of being anchored to the floor are required, unless otherwise permitted by the League. Basket stanchions/supports, including the bottom and side surfaces of backboards, cross pieces and braces, must be fully padded and pads must be of a color approved by the League.
- The minimum distance from the outside of the baseline to the front padding of each stanchion must be 72 inches.
- Spalding Super Glass Pro backboards and Spalding positive-lock rims are required, unless otherwise permitted by the League. All backboards/rims must have the NBA G League logo decal affixed in the lower left-hand corner. Additionally, all backboards are required to contain LED lighting as outlined in the Operations Manual in order to indicate expiration of time and 24-second clock. These lights should be synchronized with each clock accordingly.
- Spalding basketballs and ball-racks designated and provided by the League prior to team training camps must be reserved and used for games, practices, and shoot-arounds.



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- All nets used during NBA G League games will be provided by the League, and otherwise must be of the anti-whip type, 18” in length.
- The game clock and 24-second shot clock should be a minimum size of 26” wide x 24” high with clear 6” numbers on the game clock and red 12” numbers on the 24-second shot clock. Each should be mounted on the backboards but can also be suspended by cable, with the prior written approval of the League Office. All other clocks in the arena must be synchronized with the shot and game clocks.
- Each team is required to maintain, in each arena in which the team plays home games, one (1) spare stanchion/support and one (1) spare backboard with pressure-release rim attached. The spares must be stored on dollies and in locations that make them easily accessible during games, so that a replacement can be made immediately. The game clock and 24-second shot clock must be able to be remounted to the replacement backboard.
- When not in use, all stanchions/supports and backboards/rims must be stored and maintained in a way that will minimize damage and undue stress.
- Each team must have a back-up set of clocks in its arena for every home game.

## **BROADCAST GUIDELINES**

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### **NBA G LEAGUE STREAMING**

- As part of team onboarding and expansion, any new teams and arenas will be responsible for any staffing and equipment costs related to the NBA G League streaming initiative.
- All team home games must be produced for streaming pursuant to the terms of the most recent Broadcast Regulations. Immediately following each game, the home team must transfer the recording of the game in accordance with technical specifications to be provided by the League.
- In order to provide the best product for the NBA G League streaming initiative, the arena must have a minimum 10mbps outbound dedicated line for stream purposes accessible to the streaming location.

### **SPACE AND LOCATION REQUIREMENTS**

#### **National Television**

- The home team must provide a courtside table that is at a minimum of twelve (12’) feet long and two feet (2’) deep (with a minimum of three feet (3’) of unobstructed space behind the table) for six (6) announcer positions and centered exactly on the mid-court line opposite the team benches.
- The home team must provide cable runs from this courtside location to television trucks and ensure that the location is pre-wired for television and stat monitors. The home team must provide two-row depth for broadcasters, monitors of at least 9”, telestrators, security, etc.
- If requested by the League Office, the home team shall also make available to the national telecaster, at minimum, a 20’ by 20’ area that offers the court as a backdrop and which is approved in advance by the NBA G League Broadcasting Department for use as a telecast host position. This area must have a minimum of 10’ clear ceiling height above the finished floor at the host seating location all the way to the camera location to allow for studio lighting.



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## Local Broadcast

- All local television and radio announcer locations must be unobstructed with clear sightlines to the court and must be pre-wired for high speed internet access, television and stat monitors.
- Even if not being used, the home team must have the capability to provide (a) four (4) positions for home radio, (b) four (4) positions for home television, (c) four (4) positions for visiting radio and (d) four (4) positions for visiting television (16 positions total).
- The home team must locate television announcer locations opposite team benches and radio announcer locations must be between the baselines or in a section immediately adjacent to a between-the-baseline location.

## Camera Locations

- The home team must provide to the telecaster, at no charge, reasonable space and locations in its arena, including three (3) center-court camera positions opposite the team benches, both an upper level and lower level end zone camera location and a center-court talent position at floor level on the same side as the cameras.
- It is recommended that a main mid-level center court camera platform be in place that is at least 15' wide and 10' deep in order to accommodate up to three (3) cameras and three (3) operators. The position of this platform must be on the opposite side of the court from the team benches. Final positions are subject to League approval and must be communicated in advance.
- A minimum of five (5) standard or handheld camera positions must be made available, as follows: one (1) handheld camera under each basket (2 total), one (1) play-by-play hard camera, center court high; one (1) "iso/tight" hard camera, next to the play-by-play camera, and one (1) "low slash" camera (right/left-locations vary). Additionally, one (1) handheld camera situated off the playing surface adjacent to the announce location, one (1) high "end zone" or "beauty" camera (locations vary), and one (1) additional "slash" (locations vary) may be requested by the network. All camera locations must be unobstructed by spectators.
- For streaming, a minimum of three (3) standard or handheld camera positions must be made available, as follows: one (1) handheld camera under each basket, and one (1) play-by-play camera at mid-level center court.

## Truck Locations

- For all games (including nationally televised games), the home team must make available an area sufficient to park one (1) 60' long by 16' wide semi-truck (with side steps) as close to the playing surface as possible, without obstructing fire exits.
- In the event exigent circumstances require the visiting team telecaster's and/or national telecaster's truck to be parked in a location materially farther away from the playing surface than the normal location of the home team telecaster's truck, the home team shall be responsible, at no incremental cost to the visiting team telecaster and/or national telecaster, for ensuring that the visiting team telecaster and/or national telecaster is provided the additional cabling required by such farther location and that the quality of the visiting team's telecaster's and/or national telecaster's signal is not diminished on account of the required location.
- If possible, there should be a designated television truck parking area that is separate from the general loading dock area so as not to be affected by other events or building services.
- The home team must ensure that there are a minimum of two (2) direct-dial unrestricted telephone lines available. 200 AMPS of three-phase electricity/208 volts must be available at the truck parking location, in addition to ready access to wiring conduit to each of the broadcast locations and camera positions. An area must be provided for a 60' long, 12' wide satellite uplink able to "see" the Southern sky at a wide angle. An additional 100 AMPS of three-



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phase electricity/208 volts should be made available for the satellite uplink. It is the responsibility of the visiting team to make its own transmission (Telco) arrangements. Additionally, sufficient space should be provided for a network house trailer for catering and office set-up when needed.

- The home team must ensure that parking space and power are provided for a minimum of one (1) ENG truck with cabling to the playing floor and locker rooms. Power must be located within 150 feet of the parking area.
- It is the responsibility of the home team to provide all necessary power (hook-up, usage and disconnect -- including labor) at no cost to the visiting team telecaster and/or national telecaster or the NBADL.

## ILLUMINATION

### Court Lighting

- Illumination for a NBA G League venue should be designed primarily for television broadcasting while minimizing glare for the players and spectators. The light on the court shall be bright and uniform. From the boundary lines of the court (94' by 50') into the seating areas, the illumination should significantly fade. Since many arenas may be multi-purpose facilities, attention should be given to properly focus lighting for all NBA G League games. This may require refocusing after concerts, etc.
- Court lighting minimums:

Horizontal Illumination	100 – 150 fc
Main and Reverse Angle Cameras	65 fc
Baseline Camera	50 fc
Max/Min Uniformity Ratio	1.35:1
Uniformity Gradient	1.35:1
Coefficient of Variance	<0.15
Horizontal to Main Camera Ratio	1.7:1

### Additional Lighting Notes

- All foot candles (fc) values are average maintained, using a .80 light loss factor for metal halide sources and a .90 light loss factor for LED.
- Should a team be considering LED Sports Lighting, they must consult with the League before purchase.
- Color temperature for light sources must be no less than 3000K and no greater than 4500K.
- Illumination criteria for the main and reverse angle cameras on the court must be achieved (as per above). Horizontal illumination on the court may vary due to angle relationship of catwalk (fixture mounting location) to court, however we recommend at least 100 fc.
- Measurements should be taken 3' above the court. The meter should be facing the ceiling to measure horizontal illumination and face each camera to measure main, reverse, and baseline camera illumination.
- Arenas must be equipped with instant re-strike or shuttered lighting technology, and full lighting conditions must be restored in time to permit tip-off in accordance with the uniform game timing format.