REQUEST FOR PROPOSALS

Naming Rights Sponsorship for DECC Arena

Duluth Entertainment Convention Center (DECC)

Duluth, Minnesota

RFP Issued: September 2026
Proposal Submission Deadline: November 1, 2026, at 5:00 PM CST

1. Introduction

The Duluth Entertainment Convention Center (DECC) is seeking proposals from qualified organizations interested in acquiring the naming rights to the venue currently known as **DECC Arena**.

The DECC is exploring a long-term naming rights agreement with an organization whose brand aligns with the values of the Duluth and regional community while providing meaningful financial support to the continued operation and enhancement of the facility.

This Request for Proposals (RFP) is intended to identify potential partners willing to enter into a naming rights agreement under mutually beneficial terms.

2. About DECC Arena

DECC Arena is a prominent sports, entertainment, and community venue located on the Duluth waterfront and serves as a key gathering place for:

- Sporting events
- Youth and amateur athletics

- Community events
- Entertainment programming
- Regional tournaments and competitions
- Public and private events

The venue benefits from its visibility within the NE MN and NW region and its connection to the broader DECC campus.

3. Opportunity

The selected partner will secure naming rights for DECC Arena under a negotiated sponsorship agreement.

The DECC seeks proposals that emphasize:

Primary Evaluation Factors

1. **Annual Financial Commitment**
    a. Guaranteed annual naming rights payment.
2. **Length of Agreement**
    a. Proposed contract term.
    b. Preference will be given to partners demonstrating long-term commitment.

Proposers may also include additional sponsorship assets, marketing activations, community investments, or facility enhancement opportunities.

4. Desired Proposal Content

Interested organizations should provide the following information:

Company Information

- Organization name
- Headquarters location

- Primary contact information
- Brief company overview

Naming Rights Proposal

Include:

Proposed Venue Name

Example:

- Company Name Arena
- Company Name Center
- Other naming convention

Annual Financial Commitment

Specify:

- Annual payment amount
- Escalation schedule, if any
- Payment structure

Proposed Term

Specify:

- Length of agreement in years
- Renewal options (if proposed)

Total Value

Provide:

- Total guaranteed contract value over the term

5. Optional Proposal Elements

Organizations may include additional value-added opportunities such as:

- Community engagement initiatives
- Youth sports support
- Capital improvements
- Technology enhancements
- Customer experience enhancements
- Marketing and promotional partnerships
- Event sponsorships
- Local economic impact commitments

These items are welcomed but are secondary to the financial and term considerations identified in this RFP.

6. Evaluation Criteria

Proposals will be evaluated based on:

Financial Commitment (60%)

- Annual guaranteed revenue
- Overall contract value

Length and Stability of Agreement (30%)

- Term length
- Financial certainty

Community and Brand Alignment (10%)

- Compatibility with DECC's mission
- Positive regional presence
- Community benefit

The DECC reserves the right to negotiate with one or more proposers and is not obligated to accept the highest financial proposal.

7. Rights Reserved

The DECC reserves the right to:

- Reject any or all proposals
- Waive informalities or irregularities
- Request additional information
- Negotiate terms with any proposer
- Cancel or amend this solicitation at any time

Receipt of a proposal does not guarantee selection or contract award.

8. Proposal Submission Requirements

Proposals should be submitted electronically in PDF format and include all requested information.

Submission Deadline

November 1, 2026 5:00 PM Central Time

Submission Email

Dan Hartman | dhartman@decc.org

Questions Regarding this RFP

Dan Hartman | dhartman@decc.org

9. Anticipated Timeline

Milestone	Date
RFP Issued	September 2026
Questions Due	October 15, 2026
Proposal Deadline	November 1, 2026

Review & Evaluation	November 2026
Finalist Discussions	November-December 2026
Agreement Negotiation	December 2026-January 2027

Benefits of Sponsorship

Community Impact

The naming rights sponsorship of DECC Arena creates a meaningful and lasting benefit for the Duluth community. Through this partnership, we can confidently return youth hockey and figure skating practices, tournaments, and events to DECC Arena.

In a market where ice availability is limited and highly valued, restoring this ice surface to active community use represents a significant investment in local youth sports and recreation. This partnership directly supports athletes, families, and community organizations while helping meet the growing demand for ice time throughout the region.

Brand Exposure & Marketing Benefits

Prominent Facility Naming Rights

Your brand will receive prominent naming exposure on both the city-facing and harbor-facing exterior elevations of the arena, creating year-round visibility to residents, visitors, and event attendees.

Event & Media Recognition

Every event hosted in the venue will reference the facility by its sponsored name. Event marketing, promotional materials, advertising campaigns, media coverage, and public communications will identify the venue as "**[Sponsor Name] Arena**."

The resulting media impressions and recurring brand mentions deliver substantial long-term marketing value and reinforce brand recognition throughout the region.

Campus-Wide Wayfinding Presence

All DECC campus maps, directional signage, digital displays, and wayfinding systems will be updated to reflect the new arena name, providing continuous visibility for visitors across the property.

High-Volume Visitor Exposure

In 2025, more than **670,000 guests** visited the DECC campus.

While AMSOIL Arena welcomed approximately **195,000 visitors**, DECC Arena was the **second most-visited venue on campus**, attracting approximately **175,000 visitors**. Many of Duluth's largest and most recognizable events take place within the arena, including the **Grandma's Marathon Health & Fitness Expo**, the **Arrowhead Home & Builders Show**, and numerous tournaments, exhibitions, and community gatherings.

This level of annual foot traffic provides exceptional opportunities for sustained brand exposure and audience engagement.

Premier Sponsor Experiences

As a premier DECC sponsor, your organization will receive access to a negotiated allocation of tickets for many events hosted across DECC venues.

You will also be invited to exclusive DECC sponsor hospitality events throughout the year, which may include:

- Private suite experiences during concerts and events at AMSOIL Arena
- VIP receptions and sponsor gatherings
- Exclusive backstage or premium-access experiences at Bayfront Festival Park events
- Networking opportunities with regional business and community leaders

These experiences provide unique opportunities to entertain clients, recognize employees, strengthen business relationships, and showcase your organization's commitment to the region.

A Partnership That Delivers More Than Naming Rights

This sponsorship is more than a branding opportunity. It is an investment in community recreation, regional events, and one of Duluth's most visible public gathering spaces. The partnership combines meaningful community impact with extensive brand exposure, premium hospitality access, and long-term recognition throughout the Northland.

Conclusion

The DECC welcomes innovative and competitive proposals from organizations seeking a prominent and lasting association with one of Duluth's most recognizable public venues. Through this process, the DECC aims to establish a naming rights partnership that provides strong financial support while enhancing the arena's role as a destination for sports, entertainment, and community engagement throughout the region.

We appreciate your interest and look forward to reviewing your proposal.