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Planning

## **Naming Rights Sponsorship for Emirates Arena**

Glasgow Life (Culture & Sport Glasgow)

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-015756

Procurement identifier (OCID): ocds-h6vhtk-03d37a

Published 2 June 2023, 4:30pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Glasgow Life (Culture & Sport Glasgow)

38 Albion Street

Glasgow

G1 1LH

#### **Contact**

Billy Robertson

#### **Email**

[Billy.Robertson@glasgowlife.org.uk](mailto:Billy.Robertson@glasgowlife.org.uk)

#### **Telephone**

+44 7741082218

**Country**

United Kingdom

**NUTS code**

UKM82 - Glasgow City

**Internet address(es)**

Main address

[www.glasgowlife.org.uk](http://www.glasgowlife.org.uk)

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA10287](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA10287)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Naming Rights Sponsorship for Emirates Arena

#### **II.1.2) Main CPV code**

- 66171000 - Financial consultancy services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Company operates and delivers a range of cultural and sporting activities and services across Glasgow, including the world-class sporting venue the Emirates Arena. The main purpose of this project is to carry out market research by engaging with sponsorship agencies to attract and secure a new 'naming rights' sponsorship of Emirates Arena.

The Company is carrying out market research by engaging with sponsorship agencies with significant experience of brokering and securing sponsorship agreements for sporting assets in the UK and is looking to attract a new Arena naming rights sponsor for a multi-year deal of 5-10 years.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 73210000 - Research consultancy services
- 79341100 - Advertising consultancy services

#### **II.2.3) Place of performance**

NUTS codes

- UKM82 - Glasgow City

## **II.2.4) Description of the procurement**

The current Emirates Arena ten-year naming rights sponsorship agreement is coming to an end later this year. The sponsorship partnership with Emirates Airlines has been highly successful. The sponsorship started when the venue was opened in 2012. Glasgow Life is now looking to establish another successful partnership with a new naming rights sponsor.

The Emirates Arena is a world-class sporting venue and over the last ten years it has hosted a range of international sporting events in the Sir Chris Hoy Velodrome and athletics arena and welcomed some of the world's finest athletes.

The venue has welcomed over 3 million visitors over the last ten years and hosts an average of 50 international, national, and local events every year. This will include the inaugural UCI World Cycling Championships in 2023. The biggest cycling event in history that will bring together 13 separate world championships into one of the world's top ten most watched sporting events. In March 2024, the Arena will host the World Athletics Indoor Championships.

Emirates Arena hosts more than 50 tournaments and championships every year e.g., major international sporting events including Davis Cup, World Indoor Athletics Championships, Glasgow International Athletics Match, Scottish Badminton Grand Prix, major competitions in sports as diverse as karate, cheerleading, judo, and netball.

The venue has a wider important role as a hub for sporting development and is home to national governing bodies for Netball Scotland, Scottish Cycling, Scottish Athletics, and the Institute of Sport. The Strathclyde Sirens netball team also use the venue for their home games.

This vital community asset has one of the biggest gyms in Glasgow and provides a range of activities to support and encourage health and wellbeing.

The intention is for the sponsorship agencies to work with Glasgow Life on a no-fee, non-exclusive basis to identify and engage with potential naming rights sponsors. Following this process it is intended that a single agency will be appointed to conclude the main terms of a deal with a naming rights sponsor on a commission-based concession approach.

The project is expected to be delivered within 6-14 months to have a new naming rights sponsor secured. In the event that Glasgow Life has not by then moved to commission-based concession with a single agency, Glasgow Life will review progress at 3 month intervals in order to determine whether to proceed with further engagement with the brands/organisations, taking into account market appetite and progress of discussions.

To record your interest in working with Glasgow Life on this opportunity please email [Billy.Robertson@glasgowlife.org.uk](mailto:Billy.Robertson@glasgowlife.org.uk). The deadline to note interest in this opportunity is 12pm on 03/07/2023.

On noting your interest Glasgow Life will hold discussions to identify and agree the brands/organisations you will approach. Glasgow Life will base allocation of brands/organisations on the strength of the relationship the sponsorship agency has with the specific brand / organisation.

Agencies may be required to enter into a no fee and commission based agreement with Glasgow Life that will be non-exclusive.

Prior to appointing a single agency to proceed with a commission-based concession agreement, it is intended that Glasgow Life will provide all agencies with the opportunity to confirm any potential offers they have secured. Such offers will then be assessed by Glasgow Life on the basis of criteria including sponsorship income received, commission percentage payable to the agency, and the fit between the brand and Glasgow Life.

### **II.3) Estimated date of publication of contract notice**

8 March 2024

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section VI. Complementary information**

### **VI.3) Additional information**

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at [https://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=733942](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=733942).

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