

Massachusetts Bay Transportation Authority

Request for Proposals

Naming Rights Consulting Services

The Massachusetts Bay Transportation Authority (MBTA) wishes to determine the feasibility and the desirability of instituting a Naming Rights Program for MBTA stations and facilities throughout the transportation system. The MBTA invites interested and qualified parties to submit proposals for providing consulting services to assist in:

- Selecting those stations or other assets for which a Naming Rights program is most likely to succeed.
- Conducting marketing research and developing a database.
- Estimating the costs and financial benefits of such a program.
- Developing a marketing strategy and implementation plan.

Term: Approximately 3 months - Phase I

Evaluation and selection are based on best value (per criteria set forth in the Request for Proposal) and not necessarily on the highest financial offer. The MBTA may, in its sole discretion, request best and final offers.

Proposal Due Date:

February 16, 2011 at 1:00pm

Pre-Proposal Meeting:

February 2, 2011 at 1:00pm

Questions Due:

January 28, 2011 by 5:00pm

For questions concerning this proposal, please contact Gregory Dicovitsky, Senior Project Manager, at 617.482.2525 or via email at GAD@transitrealty.com.

Transit Realty Associates, LLC

77 Franklin Street, 9th Floor
Boston, MA 02110
www.transitrealty.com

