

ultra  **graphics**
more than a printer.

ultra  **graphics Arena**

Yellowstone County Naming Rights MetraPark Arena

PROPOSAL BY ULTRA GRAPHICS, LLC

ABOUT ULTRA GRAPHICS



3413 GABEL ROAD | BILLINGS, MONTANA
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Ultra Graphics is an award-winning print and marketing communications firm with locations in Billings and Bozeman. Starting in 1994 as part of a national franchise network, Ultra Graphics has grown from its original small facility in downtown Billings into one of the largest quick-print commercial printers in the United States.

Ultra Graphics has won numerous awards and recognition for its work, most recently winning Best of Category at the Premier Print Awards Competition, the world's most prominent international print competition. Ultra Graphics has also been recognized as outstanding workplace, winning the Billings Job Service Employer of Choice award.

Current owner, Jake Eaton, purchased the company in 2012. In 2016, Mr. Eaton took the company independent and rebranded it as Ultra Graphics. In 2018, Ultra Graphics launched its first geographic expansion outside of Billings, with the opening of its Bozeman office in August.

LEASE TERM & FINANCIAL PROPOSAL

Ultra Graphics proposes a total 10-year lease, made up of an initial 5-year term with an optional 5 year extension.

The total lease value of \$1,275,000 would breakdown as follows:

Year 1 = \$100,000	Year 5 = \$120,000	Year 8 = \$145,000
Year 2 = \$105,000	Year 6 = \$125,000	Year 9 = \$155,000
Year 3 = \$110,000	Year 7 = \$135,000	Year 10 = \$165,000
Year 4 = \$115,000		

Although we are unable to ascertain a precise cost for the replacement of the current signage Ultra Graphics agrees to cover the cost to update the existing signage described in the RFP.

Per the Request for Proposal, Ultra Graphics would agree to semi-annual payments of the yearly lease amount.

Exclusivity

Ultra Graphics does not seek any exclusivity protections.

Proposed Name of Facility

Ultra Graphics Arena

Marketing Initiatives

Ultra Graphics anticipates making the arena a key part of several of its print and online marketing programs. We estimate \$10,000 - \$15,000 per year of our marketing programs would feature the arena.

LEASE TERM & FINANCIAL PROPOSAL

CONTINUED

Value Adds

Co-Op Marketing Funds – Ultra Graphics would provide up to \$5,000 per year in co-op marketing funds to promote events at the arena.

Youth Sports Specialty Advertising – Ultra Graphics would provide up to \$5,000 per year in signage and specialty advertising for youth sports events held at the facility. Examples might include items such as floor graphics for a basketball tournament, team posters/banners for a wrestling event, etc. We would anticipate working with Metra Park officials and event organizers to determine the appropriate materials and events.

Financial Summary

Lease Value = \$1,275,000

Value Adds

Co-Op Marketing = \$50,000

Youth Sports Advertising = \$50,000

Marketing Initiatives = \$100,000 - \$150,000

Total Value:

\$1,475,000

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\$1,525,000

ADDITIONAL BENEFITS REQUEST

Additional Benefit Requests

In addition to the benefits outlined in Section II of the RFP, Ultra Graphics requests the following benefits:

- Arena Skybox and 10 tickets for each event held at the arena.
- Preferred vendor agreement with MetraPark and Yellowstone County. Ultra Graphics would be the preferred provider for printing, signage, vehicle graphics, and office products for MetraPark and Yellowstone County. Working within applicable policies and regulations, Ultra Graphics would be provided a "last look" and/or opportunity to match any lower vendor price.
- Title Sponsorship of Montana Fair, to include Ultra Graphics named as such on all advertising, tickets, and marketing materials.
- Additional Signage – Ultra Graphics, working in conjunction with Arena staff, would produce, at its own expense, additional permanent and temporary/event specific signage within the arena.

Respectfully Submitted by:



Jake Eaton, President, Ultra Graphics, LLC