

## ANNOUNCEMENT

### REQUEST FOR PROPOSALS NO. 15-01 SPONSORSHIP OPPORTUNITIES

The Transbay Joint Powers Authority (TJPA) is issuing a Request for Proposals (RFP) for SPONSORSHIP OPPORTUNITIES for the Transbay Transit Center Program from corporations, philanthropic foundations, individuals, families, and other entities for an extraordinary opportunity to have your name linked with the new Transbay Transit Center in San Francisco. The TJPA is offering the right to name the Transbay Transit Center and/or its component facilities, equipment, and services for a set term as outlined in the RFP. The selected sponsor or sponsors will have unparalleled opportunities to reach millions of transit riders, retail and restaurant patrons, workers, residents, and tourists locally, nationally, and internationally, in the new heart of downtown San Francisco. The proceeds of sponsorship will be used to provide funding for the landmark Transbay Project.

The TJPA will hold a pre-submission information session at 9:00 AM on Tuesday, March 10, 2015, at the TJPA offices, located at 201 Mission Street, Suite 2100, San Francisco, CA 94105. Sponsorship proposals must be received by the TJPA no later than **4:00 p.m. Pacific Time on Thursday, April 23, 2015**, at the same address. Late proposals will not be considered.

Prospective Respondents may obtain copies of this RFP by visiting the TJPA's website at [www.TransbayCenter.org](http://www.TransbayCenter.org) (>TJPA>Doing Business with the TJPA>Current Contract Opportunities) or by contacting the TJPA at (415) 597-4620 or [Fundraising@transbaycenter.org](mailto:Fundraising@transbaycenter.org).

This announcement shall not create any legal rights or responsibilities. All terms of this offering shall be as set forth in the RFP and related materials. Without limiting the foregoing, any and all contracts will be contingent upon TJPA Board approval.