



City of Concord, New Hampshire

PURCHASING DEPARTMENT

CITY HALL, 41 GREEN STREET

CONCORD, NH 03301

(603) 225-8530

FAX: (603) 230-3656

December 8, 2006

ADDENDUM NUMBER ONE

RFP32-07

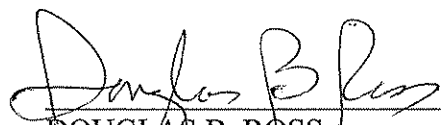
ADVERTISING AND MARKETING PROFESSIONAL SERVICES

TO ALL FIRMS OF RECORD: This addendum forms a part of and modifies the proposal and contract documents and technical specifications for the project named above. The following additions, changes and clarifications are made to the original proposal documents:

1. **Everett Arena Usage Information.** Please see the attached "Everett Arena Advertising Highlights".
2. **Current Everett Arena Advertising Contracts.** Please see the attached "Everett Arena Advertisers" and "Everett Arena Advertising".
3. **AMIGrafX.** Information about AMIGrafX, a company specializing in arena graphics, is attached.
4. **Pre-Proposal Meeting Sign-In Sheet.** The sign-in sheet from the non-mandatory pre-proposal meeting conducted on December 7, 2006 at 9:00 am is attached.

PLEASE BE ADVISED THAT THE PROPOSER MUST ACKNOWLEDGE RECEIPT OF ADDENDUM ONE ON THE PROPOSAL SHEET SIGNATURE PAGE.

CITY OF CONCORD, NEW HAMPSHIRE


DOUGLAS B. ROSS
PURCHASING AGENT

Everett Arena

Advertising Highlights

Home To Concord Youth Hockey
Over One Hundred Home Games

Home To 30 High School Hockey Games
Concord High
Bow High School
Bishop Brady High School
NHIAA Preliminary Round
NHIAA Quarter Final Round
NHIAA Division 3 Semi Final Round

Some Games Televised on Local Cable Plus Newspaper Coverage

Sunday Public Skate with over 100 average attendance

Over 20 Exhibit Show Days
Home Show
Gun Show
Cat Show
Craft Fair
Antique Book Show
Motorcycle Show
Flea Market
Circus
Kiwanis Fair

EVERETT ARENA ADVERTISERS

SCOREBOARD WALL/EAST WALL:

- | | | |
|---|--|------------------|
| 1. Prescription Center/Fanaras Enterprises: | \$1,200/year for 5 years | Expires 12/31/06 |
| 2. The Grappone Companies: | \$1,200/year for 5 years (Scoreboard): | Expired 1/31/06* |
| 3. The Grappone Companies: | \$1,200/year for 5 years (East Wall): | Expired 1/31/06* |
| 4. Everett Sports Center: | \$1,200/year for 5 years | Expired 1/31/06 |

DASHER:

- | | | |
|--------------------------|--------------------------|------------------|
| 1. Pepsi Bottling Group: | \$1,500/year for 5 years | Expires 3/31/10 |
| 2. Bishop Brady HS: | \$1,000/year for 5 years | Expired 6/30/06* |

SCORER'S BOOTH:

- | | | |
|-----------------------------|--------------------------|-----------------|
| 1. Concord Orthopaedics PA: | \$1,200/year for 5 years | Expires 9/30/07 |
|-----------------------------|--------------------------|-----------------|

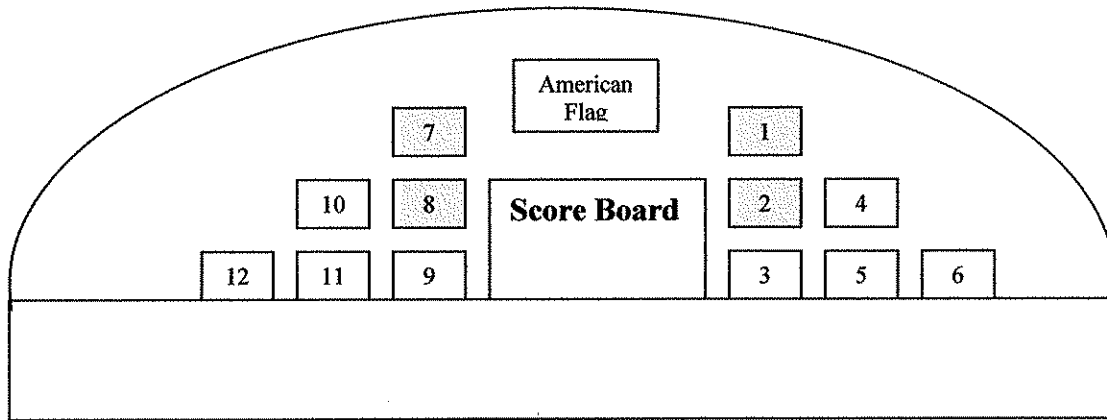
ZAMBONI ICE MACHINE:

- | | | |
|----------|---------------------|-----------------|
| 1. Hood: | \$7,500 for 5 years | Expires 9/30/07 |
|----------|---------------------|-----------------|

***Contract renewal option discussions are ongoing between the City and the advertiser**

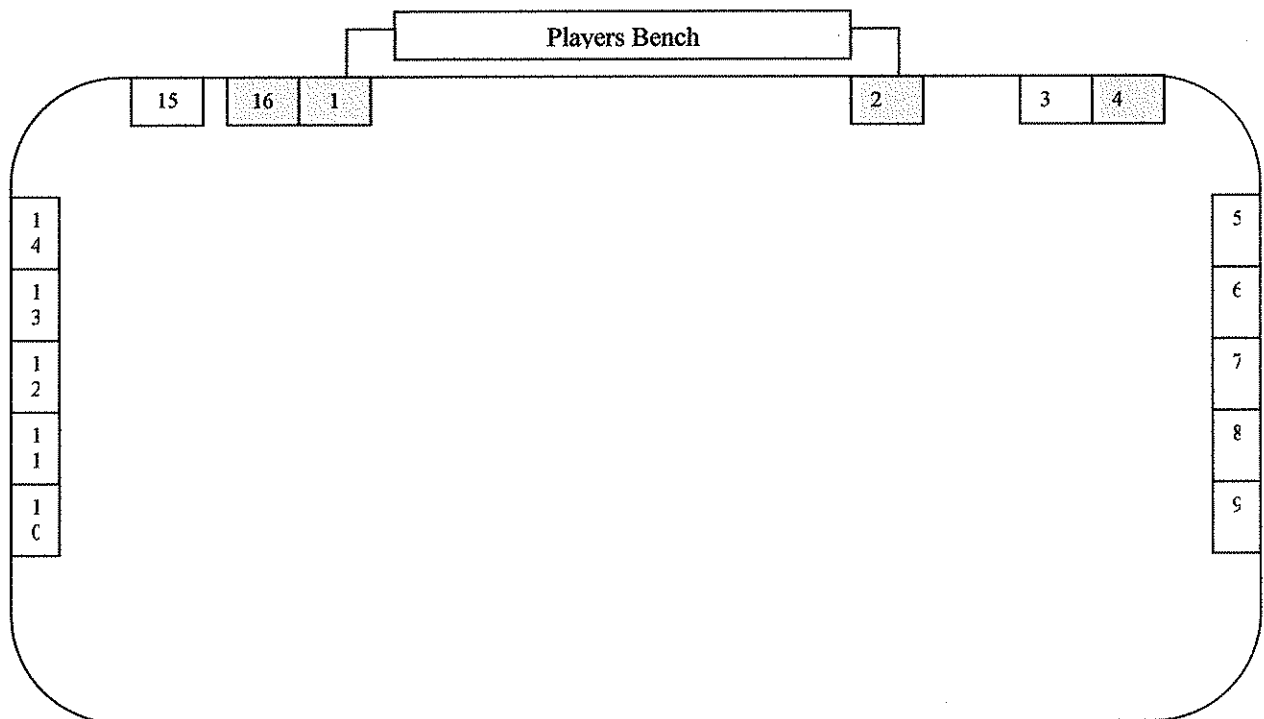
Everett Arena Advertising

End Wall Advertising



Shaded Area Indicates Ad Space Sold

Dasher Advertising



PRINTING GRAPHICS

Large Format Event & Arena Graphics by AMIGrafX, Inc.

Dasher Graphics

Arena Banners

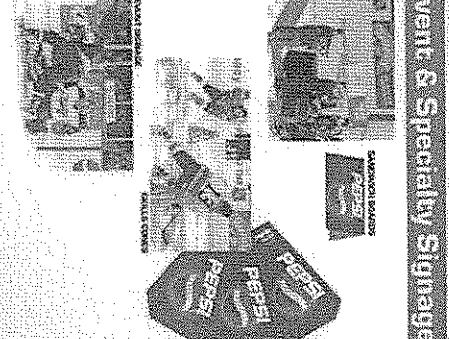
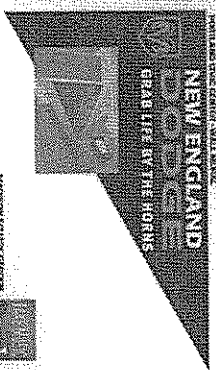
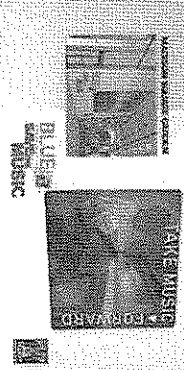
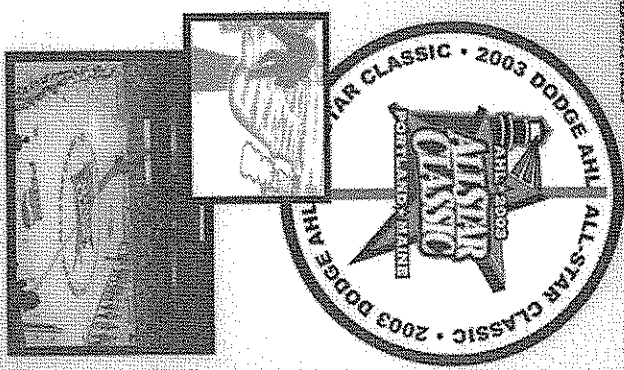
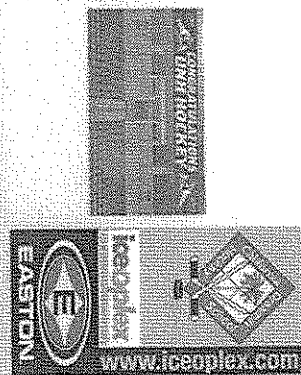
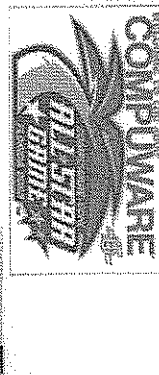
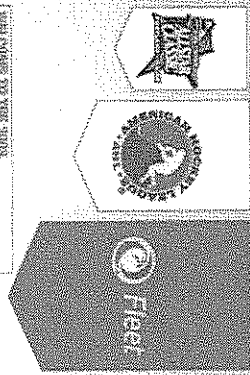
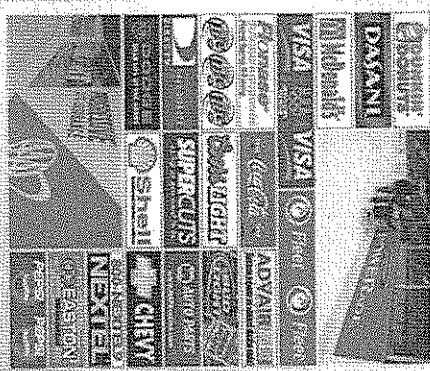
Ice Stencils & Painting

Wall Murals

Zamboni Graphics

DashMax™

- Cut to Size • Easy Install
- High Quality • Full Color
- ClearGuard™ Finish
- Meet Installation Network
- Superior Adhesion
- High Resolution Graphics
- Free Dasher Artwork
- Unparalleled Service



DashMax™

TM

888-331-5827
www.amigrafx.com

Large Format Event & Arena Graphics by AMIGrafX



AMIGRAFAX ORDER FORM

Please Check One of the Below Packages, then Complete, Sign and Fax this Form to Initiate an Order. We will Contact You to Discuss Your Artwork Creation, Proofing and Production Needs.

AN INTRODUCTION to selling commercial signage within your facility!

PACKAGE #1

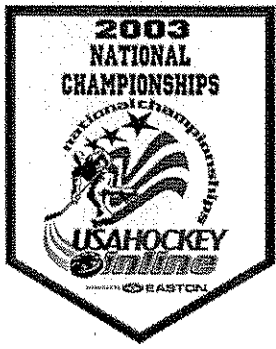


Three DashMax™ Dasher Graphics with a Facility Specific Message 30" x 96"

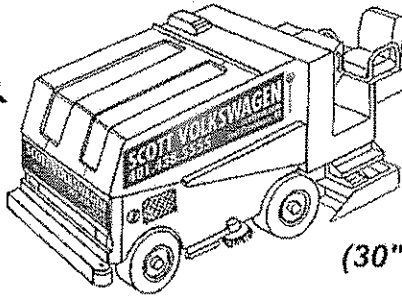
Package Price : \$450.00

"Take it to the Next Level" Upgrade your commercial activities to the professional level!

PACKAGE #2



OR



Four DashMax™ Dasher Graphics (30" x 96"), With Your Sponsor's Message Plus Your Choice of two 18" x 72" Zamboni Side Panel Graphic Or a 36" x 60" Banner

Package Price : \$750.00

Other Signage Needs

- Talk to Us About:

- DashMax™
- Ice Stencils
- LexView™ (Behind Lexan Graphic)
- Zamboni Graphics
- GlassMax™ (Perforated Window Film)
- Backlit Signage
- Wall Murals
- Championship Banners

RINK/Company: _____ Contact: _____ Email: _____

Phone: _____ Ext: _____ Fax: _____

Shipping Address: _____

Customer Signature: _____

AMIGrafax • 223 Drake Hill Road Strafford, NH 03884 • Fax to: 603.664.7167
 Phone: 888.331.5827 • Chris Nyland, ext 210 • Ed Miles, ext 208
 Visit www.amigrafax.com

CITY OF CONCORD
 PURCHASING DIVISION
 NON-MANDATORY PRE-PROPOSAL SIGN-IN SHEET
 ADVERTISING AND MARKETING PROFESSIONAL SERVICES
 RFP NO. RFP32-07 DATE: 12/7/06 TIME: 9:00 AM

ATTENDEES

PRINTED NAME	COMPANY NAME (Representing)	TELEPHONE # (Including area code)	FAX # (Including area code)	E-MAIL
1. <u>Dany Foss</u>	<u>City of Concord - Purchasing</u>	<u>603-225-8530</u>	<u>603-230-2656</u>	<u>dross@concord.com</u>
Mailing Address:	<u>41 Green Street, Concord, NH 03301</u>			
2. <u>Laurie Storey-Munsean</u>	<u>Storey Munsean, LLC</u>	<u>603-229-0278</u>	<u>603-226-5664</u>	<u>laurie@storeymunsean.com</u>
Mailing Address:	<u>207 S. Main St. Bldg 3, Suite C, Concord, NH 03301</u>			
3. <u>Self Bardwell</u>	<u>City of Concord - Admin</u>	<u>225-8585</u>		<u>sbardwell@concordnh.com</u>
Mailing Address:				
4. _____				
Mailing Address:				
5. _____				
Mailing Address:				
6. _____				
Mailing Address:				
7. _____				
Mailing Address:				

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