



HARDY
FAMILY AUTOMOTIVE GROUP



GMC

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September 24, 2019

Hardy Automotive Group

1249 Charles Hardy Parkway

Dallas, GA 30157

Hardy Automotive Group Proposal for RFP 19-011

Financial Proposal:

The Hardy Automotive Group proposes a three (3) year contract for the naming rights of the Powder Springs Amphitheatre at the price of \$9500.00 per year providing \$14250.00 in the first year of the contract and the subsequent two (2) years at \$7125.00 per year with the option to continue another contract with first right of refusal. Which is defined as: The Hardy Family Automotive group will be able to bid for new contract and if our bid is not accepted, The Hardy Automotive Group will be able to match the highest bid and win new contract.

Exclusivity:

The Hardy Automotive Group desires that no dealerships competitors shall be included in any advertisements or publications in the Powder Springs Amphitheater.

Proposed Name for the Amphitheater:

Hardy Family Automotive Group Amphitheater

Marketing Initiatives to Support the Amphitheater:

The Hardy Automotive Group will include all events in all of our social media accounts, as well as media in our dealership showroom to market the amphitheater with all events, with no less than sixty (60) days' notice prior to any event that has been scheduled.

Financial Stability:

The Hardy Automotive Group has over 30 years of business experience in Paulding County area and has annual profits that can and will maintain the requirements to fund the contract.

Suitability with the City of Powder Springs:

The Hardy Automotive group believes that the suitability with Powder Springs has already been established, and currently exist due to the amount of Powder Springs residents that already frequent our dealership with vehicle purchases, our repeat customer base, and the servicing of vehicles. We feel that it is a good partnership that only can be strengthened with this proposal.