



**HARDY**  
FAMILY AUTOMOTIVE GROUP



**GMC**



P.O. Box 560 • Dallas, GA 30132 | Telephone: [REDACTED]

[www.HardyAutomotive.com](http://www.HardyAutomotive.com)

August 18, 2023

Hardy Family Automotive  
1249 Charles Hardy Pkwy  
Dallas, Ga 30157

Hardy Family Automotive Proposal for RFP 23-009

Financial Proposal:

The Hardy Family Automotive ("Sponsor") proposes a three (3) year contract for the renewal of the naming rights of the Hardy Family Automotive Amphitheater at the price of \$5,000 per year providing a total of \$15,000 for the term of the three (3) year agreement. Per "Right of First Refusal" section six (6) in the current naming rights agreement, "At or prior to the end of the Term, the City shall have the right but not the obligation to solicit proposals from other persons and entities desiring to have naming rights for the City's amphitheater. Should the City in its sole discretion receive a proposal that it wishes to accept, it shall inform Sponsor in writing as to the amount and length of such proposal. The Sponsor shall have ten (10) days after receipt of such notice to inform the City in writing if it chooses to enter into a new Naming Rights Agreement with terms equal to or more favorable than the competing proposal, such determination to be made in the sole but reasonable discretion of the City. Should the Sponsor fail or refuse to timely respond, it shall have no further rights arising from or related to this Agreement. "

Exclusivity:

No dealership competitors shall be included in any advertisements or publications in the Hardy Family Automotive Amphitheater.