

## **ADVERTISEMENT: Request for Information**

Information will be received by the Recreation and Parks Department of the City of Columbus, Ohio, at its office at 1111 E Broad Street, until 5:00 p.m. on **Friday , July 31, 2026**, for:

### **Request for Information on Advertisement Space Available**

The City of Columbus Recreation and Parks Department (CRPD) is seeking information from companies that are interested in using CRPD permitted, pay per use, and programming facility space for marketing and advertisement use. The investment is intended to be available for renewable (1) year terms commencing in 2026 and defined further with the results from, and information provided through this request for information

The department will accept information from interested vendors that feel the CRPD facility use that is described within this document will meet the needs of one or more areas for future advertising needs.

This solicitation is *not* a bid or request for proposal. This is a Request for Information and interest only. Please respond to this Request for Information with materials or data that will help the City of Columbus draft a request for proposal for future advertising rights at our facilities.

#### **Please include the following information with your submission:**

1. Company profile and information in respect to this information request that may include the necessary details for potential advertising needs.
2. Name, address, phone, and e-mail of contact person for the company
3. Number of years the company has been in service.
4. Describe or choose the area of interest (which facility use) on your submission

If the City of Columbus Recreation and Parks Department pursue a new advertising space sales approach for 2026 and beyond, you may be contacted for further discussion and possibly submit a proposal based on the information that you provide.

#### **Please address all questions to the principal contact for the project:**

Email:

[shhiland@columbus.gov](mailto:shhiland@columbus.gov)

#### **Submittal:**

Each respondent shall submit interest (through website inquiry form) all accompanying materials as specified in this RFI. Webpage link below:

<https://columbusrecparks.com/connect/support/advertisements-and-sponsorships/>

#### **Responses should be provided by 5:00 p.m. on Friday July 31, 2026, for the initial evaluation.**

However, the webpage will remain open to this initiative after this date for future interest and information to be provided.

CRPD staff will contact each respondent independently for further information regarding this opportunity.

To help provide more information regarding the available space offered for this initiative, and potential impressions available for advertisement use, please find attached exhibit A.

Exhibit A

For the balance of 2026 and yearly commencing in 2027, the Columbus Recreation and Parks Department will permit space for advertising rights as partially defined below and for future requests for proposal. The information below will assist with providing data on the initial space available.

Advertising space will not be sold per impression, but at pre-established fixed costs yearly based on historical information provided for each available facility use. The advertising value will be pre-determined and provided for all that respond with interest in this opportunity.

**A. CRPD Golf**

Columbus Recreation and Parks have (5) 18-hole golf courses with GPS screens installed on each golf cart. The Golf office is offering the opportunity for brand exposure via full screen advertisement images on our golf cart GPS screens at selected courses.

Format: JPG/ PNG in (1280 pixels wide x 800 pixels tall) to fit on a 7” color screen

Purchase Options: Advertisements may be purchased for a single course or multiple courses, as well as for a single hole or multiple holes.

Run Dates: Advertisements will run from January 1<sup>st</sup> – December 31<sup>st</sup> of the selected year.

Advertisements will run on screens for 30 seconds or until manually skipped by the customer. A three-year average shows that 72% of golf participants use a cart.

<b>ROUNDS</b>	<b>Airport</b>	<b>Champions</b>	<b>Mentel</b>	<b>Raymond</b>	<b>Turnberry</b>
<b>2025</b>	50202	38210	44503	49612	38478
<b>2024</b>	53034	38959	45799	52736	39193
<b>2023</b>	50233	37861	43495	50572	32232
<b>CART RENTALS</b>	<b>Airport</b>	<b>Champions</b>	<b>Mentel</b>	<b>Raymond</b>	<b>Turnberry</b>
<b>2025</b>	39456	27984	30418	31925	30084
<b>2024</b>	41470	28340	30669	35205	29942
<b>2023</b>	38510	28441	30879	32483	23028
<b>% OF RIDERS</b>	<b>Airport</b>	<b>Champions</b>	<b>Mentel</b>	<b>Raymond</b>	<b>Turnberry</b>
<b>2025</b>	78.59%	73.24%	68.35%	64.35%	78.18%
<b>2024</b>	78.20%	72.74%	66.96%	66.76%	76.40%
<b>2023</b>	76.66%	75.12%	70.99%	64.23%	71.44%

**B. CRPD Sports**

The Lou Berliner Sports Park is a Columbus Recreation and Parks premier Sports facility. The Park is currently the nation’s largest ball diamond complex. The facility proudly offers 31 permanently fenced, turf infield baseball and softball diamonds. From March through November, Berliner is filled with thousands of athletes and spectators participating in local, state and national events. 15 of the diamonds have lights and the park also offers 5 concession hubs with a full-service concession stand and restrooms.

Format: CRPD will be providing ball diamond fence space available for sign advertisements or outfield banners. Size, material and specifications will be provided.

Purchase Options: Advertisement space may be purchased for a single field or multiple locations within the park.

Run Dates: Advertisements will run from January 1<sup>st</sup> – December 31<sup>st</sup> of the selected year.

In addition to the data provided below, the facility will host more than (60) tournaments in 2026.

	Baseball	Fastpitch	Softball	Total Teams	Games	People	Visits
2021	944	1,668	2,688	5,300	12,718	150,556	356,191
2022	884	1,816	2,310	5,010	11,509	161,385	407,510
2023	977	1,775	2,081	4,833	11,744	142,102	369,036
2024	925	1,757	2,028	4,710	11,286	137,093	382,971
2025	892	1,971	1,998	4,861	11,294	142,058	358,812

**C. CRPD Recreation facilities**

The Columbus Recreation and Parks department has digital signage displays with content management software installed at most recreation facilities and currently at more than thirty locations. Locations include Recreation Centers and Athletic Complexes.

Format: CRPD will be providing specifications including available run time length.

Purchase Options: Advertisement space may be purchased for a single facility or multiple locations within the department inventory.

Run Dates: Advertisements will run from January 1<sup>st</sup> – December 31<sup>st</sup> of the selected year.

Community Centers as a whole experienced nearly 1.3 million impressions in 2025 from:

- Program Participants
- Special Events
- Athletic Events
- Camps