

AKRON-CANTON REGIONAL AIRPORT AUTHORITY
AKRON-CANTON AIRPORT

REQUEST FOR PROPOSALS

Airport Terminal Naming Rights

AKRON-CANTON AIRPORT
A Better Way To Go[®]

April 20, 2026

Proposals are due to Akron-Canton Regional Airport Authority Administrative Offices no later than 11:00 a.m. Eastern Daylight Time (EST) on May 22, 2026.

A Pre-Proposal Conference will be held on April 29, 2026, at 2:00 p.m. EDT to answer questions regarding this RFP package.

AIRPORT CONTACT PERSON:

Renato Camacho

President & CEO

Akron – Canton Airport

5400 Lauby Road, NW

North Canton, OH 44720

Email: rcamacho@akroncantonairport.com

REQUEST FOR PROPOSALS
AKRON-CANTON REGIONAL AIRPORT AUTHORITY

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SECTION I

NOTICE OF REQUEST FOR PROPOSALS

The Akron-Canton Regional Airport Authority (ACRAA) invites the submission of proposals from interested and qualified sponsor organizations for naming rights in multiple areas of the Akron-Canton Airport (“CAK”) environment. Airports can deliver consistent, high-volume exposure to a company’s brand. While CAK’s guests spend significant time in key areas — ticketing, gates, meeting spaces, open atriums, parking lots, concessions, and security checkpoints — your organization’s values benefit from continuous foot traffic and dwell times. This experience ensures your message is visible, remembered, and linked to positive moments in a visitor’s journey.

Proposers must comply with the following criteria:

- Align with Airport’s public-interest obligations as a community asset
- Comply with Airport naming policies and regulations
- Demonstrated financial stability
- Support Airport’s environmental, operational, and community-facing standards
- Mutually beneficial partnership that enhances the guest experience
- Maintain a clear, strong, and reputable public brand

CAK is owned and operated by the ACRAA, which is governed by an eight (8) member board of trustees. The Airport is often a visitor's first impression of the region. The ACRAA has recently completed significant upgrades and additions to its facilities, increasing and enhancing revenue and customer satisfaction. Equally accessible to the residents of Akron and Canton thanks to its proximity to Interstate 77, the Airport not only serves individuals looking for convenient air travel but is also vital to the regional economy. In 2025, the Airport was a gateway for over 938,000 passengers. Every day, CAK proves to be a vital asset to the local community, as shown through the Airport's most recent economic impact survey conducted by Kent State University. In 2024, the greater Akron-Canton region took off with \$1.15 billion in total economic activity, \$330 million in payroll generation, \$113 million in total tax revenue, and 4,695 jobs created because of CAK. Additional information about the Airport is available at www.akroncantonairport.com.

After the evaluation, CAK will enter into an agreement with the winning Proposer for the implementation of the naming rights opportunities.

ALL PROPOSERS MUST READ, REVIEW AND UNDERSTAND THIS RFP AND ALL TABULATED INFORMATION.

SECTION II

INSTRUCTIONS TO PROPOSERS

A. PROPOSAL DEADLINE

The deadline for proposal submission is 11:00 AM EDT, Friday, May 22, 2026, as stated on the cover page of this RFP. Each Proposal must be in the format outlined in Section IV.B., including all required Exhibits and/or Attachments. Proposals received after the due date and

time listed above will not be accepted and may be returned unopened to Proposer.

Proposer must submit one (1) ring-bound original, five (5) ring-bound identical copies, and one (1) digital copy (flash drive) of the Proposal in a suitably sized envelope or box, with the name of the Proposer identified on the outside of the package. All Proposals are to be delivered to the Airport Contact Person at the following address:

Akron-Canton Airport
Attention: Ren Camacho
President & CEO
5400 Lauby Rd. NW
North Canton, OH 44720

B. PRE-PROPOSAL CONFERENCE

1. MEETINGS

The ACRAA has scheduled a **mandatory** pre-proposal conference on April 29, 2026, as stated in the Proposal and Award Schedule found in Section III.A. to review the RFP and answer questions related to the RFP. **The conference will be held at the Akron-Canton Airport's 2ND Floor Conference Room 2, 5400 Lauby Rd. NW, North Canton, Ohio 44720.** Interested Proposers are strongly encouraged to send a qualified representative who can represent it and/or its company's best interests competently. For the ACRAA to adequately address your questions at the conference, Proposer sponsors are encouraged to submit questions before the meeting, which will be addressed through addenda.

2. ADDENDA

Following the pre-proposal conference, the ACRAA may issue addenda to the RFP to make any necessary clarifications or corrections and to address questions submitted. The first addendum will include a listing of all persons and contact information for those in attendance at the pre-proposal conference. If Proposer finds discrepancies or omissions, or there is doubt as to the true meaning of any part of this RFP, a written request for clarification or interpretation must be emailed to the Airport contact person by the question deadline stated in the Proposal and Award Schedule found in Section III.A. Questions received after that time may not be answered by the ACRAA and may not become part of the RFP process. The ACRAA will not answer any questions by telephone or in-person, except at the Pre-Proposal Conference. The ACRAA will issue additional addenda as necessary to respond to questions submitted. The ACRAA is not responsible for any explanation, clarification, interpretation, or approval made or given in any manner except by addendum. A copy of each addendum will be posted on the ACRAA's website and found at the following link: www.akroncantonairport.com. Addenda can be found by clicking the Business tab, selecting the Opportunities dropdown, and Bids/RFPs. Any addenda so issued are to be considered as part of this RFP.

C. PROPOSER RESPONSIBILITY

Proposers must carefully examine the RFP, related documents, and terminal site. Each Proposer must judge for itself the completeness of all requirements, conditions, and

circumstances in the RFP. Failure on the part of Proposer to make such examination and to investigate thoroughly will not constitute grounds for a declaration by Proposer that it did not understand the conditions with respect to its proposal.

D. WITHDRAWAL OF PROPOSAL

Proposals may not be withdrawn after the proposal due date. In submitting the proposal, the Proposer agrees that the proposal will remain valid for thirty (30) calendar days after the deadline for submission of proposals and may be extended beyond that time by mutual agreement.

E. AIRPORT CONTACT PERSON

From the date the RFP is issued through the ACRAA award, Proposers shall not contact any members of the ACRAA staff in any way related to this RFP process, except the Airport contact person as referenced on the cover page of this RFP. To ensure that your questions are properly understood and answered, your questions MUST be emailed to the Airport contact person.

SECTION III INFORMATION FOR PROPOSERS

A. PROPOSAL AND AWARD SCHEDULE

1. April 20, 2026 - RFP released
2. April 29, 2026 - Pre-proposal Conference 2:00 p.m. EST
3. May 6, 2026 - Last day for receipt of questions concerning the RFP by 2:00 p.m. EST
4. May 22, 2026 - All proposals are due by 11:00 a.m. EST
5. June 3-5, 2026 - ACRAA Staff consider the recommendation for award
6. June 6, 2026 – Award to winning Proposer
7. June 18, 2026 – Approval of Award by ACRAA Board of Trustees

The ACRAA reserves the right to adjust the schedule as necessary.

B. DIRECTIVE OF RFP

CAK is seeking strategic partners to secure naming rights for the airport facility. This partnership will provide significant brand visibility and community engagement opportunities while supporting the Airport's strategic efforts.

1. ELIGIBILITY

The ACRAA seeks only high-qualified organizations to sponsor several spaces within the terminal environment. These spaces are identified in III.B.3 below.

2. LOCATION

The Akron-Canton Airport (CAK) is located in northeast Ohio, approximately midway

between the cities of Akron and Canton. It sits on 2,400 acres of property that is located in the City of Green in southern Summit County. Only the southernmost portion of the airfield extends southward into Jackson Township, in Stark County. CAK is within ten nautical miles (nm) of the cities of Akron, Canton, and Massillon, approximately 35 nm south of Cleveland, and 70 nm northwest of Pittsburgh. The terminal building is accessible directly from Interstate 77, which provides access south to Canton and north to Akron and Cleveland.

The Airport is classified as a small non-hub, primary commercial service airport supporting a mixture of commercial airlines, air cargo, military, and general aviation traffic on two intersecting runways. CAK is the only commercial airport in the state of Ohio that a bi-county Airport Authority governs. The ACRAA is a political subdivision of the state, formed by Summit and Stark counties. Under the guidance of the ACRAA's Trustees, the administration's philosophy and long-term vision for the Airport is built around the needs of its guests. Offering the traveling public exceptional convenience, easy access, and relaxing amenities are the cornerstones of this philosophy. In addition to nonstop flights offered to top destinations, connections with larger hub airports make the Akron-Canton Airport one stop away from the rest of the world. Additionally, CAK provides an exceptional mix of airline services appealing to vacationers and travel buffs.

3. NAMING RIGHTS INFORMATION

Main Entrance: Location - Terminal Door 3 Area

Amount: \$250,000/yr

- Exclusive naming rights at the Airport for up to 5 years
- High-visibility terminal entrance location
- Strong exposure to arriving, departing passengers, and visitors
- Sponsor name featured prominently with large-scale signage
- Inclusion in advertising campaigns, promotional events, and media outreach
- Opportunities for co-branded marketing campaigns and event participation

Board Room: Location – Terminal 2nd Floor

Amount: \$15,000/yr

- Leadership and governance meeting space used by airport executives, tenants, and community stakeholders
- Premium association with decision-makers and strategic discussions
- Inclusion in advertising campaigns, promotional events, and media outreach
- Opportunities for co-branded marketing campaigns and event participation

Conference Rooms 1 & 2: Location - Terminal 2nd Floor

Amount: \$8,000/yr/room (\$20,000 for both rooms)

- Business and community meeting room supporting trainings, small meetings, and partner engagements
- Great for professional services and regional employers
- Second meeting room suited for parallel sessions or overflow meetings. Can be bundled with Conference Room 1 as a “Meeting Suite” sponsorship
- Inclusion in advertising campaigns, promotional events, and media outreach
- Opportunities for co-branded marketing campaigns and event participation

Open Atrium: Location - Terminal 2nd Floor

Amount: \$25,000/yr

- High visibility brand placement
- Long dwell time and engagement opportunities
- Community and destination identity

- Event and activation rights
- Inclusion in advertising campaigns, promotional events, and media outreach
- Opportunities for co-branded marketing campaigns and event participation

Quiet Room: Location - Terminal Secure Area Near Airport Shops on Deck

Amount: \$15,000/yr

- Wellness-oriented space for adults only
- Reinforces calm, care, and support to travelers
- Lower traffic but high brand affinity
- Branding-effective, yet remains subtle by design
- Inclusion in promotional events and on airport website
- Opportunities for co-branded marketing campaigns and event participation

Parking Lots - one of the first and last touchpoints in the travel journey. Sponsored parking names are seen when travelers decide where to park, navigate airport maps/apps/signage, and pay or validate tickets. Your brand is present during planning, purchasing, and lasting moments, not just passive visibility.

Short Term A Parking Lot: Location – parking lot closest to Airport entrance

Annual volume – 45,000 cars

Amount: \$6,000/yr

- High frequency without ad fatigue
- Increased visibility to travelers and residents
- Longer dwell times for higher brand awareness
- Storytelling and ‘journey ownership’ opportunities (e.g., “your trip starts here”)
- Stronger cost/impression as a 24/7 operation
- Repeat exposure from frequent flyers
- Inclusion in advertising campaigns, promotional events, and media outreach
- Opportunities for co-branded marketing campaigns and event participation

Covered Parking: Location – parking lot across from Airport entrance

Annual volume – 50,000 cars

Amount: \$8,000/yr

- High frequency without ad fatigue
- Increased visibility to travelers and residents
- Longer dwell times for higher brand awareness
- Storytelling and ‘journey ownership’ opportunities (e.g., “your trip starts here”)
- Stronger cost/impression as a 24/7 operation
- Repeat exposure from frequent flyers
- Inclusion in advertising campaigns, promotional events, and media outreach
- Opportunities for co-branded marketing campaigns and event participation

Long Term A: Location – parking lot on Airport property

Annual volume – 265,000 cars

Amount: \$12,000/yr

- High frequency without ad fatigue
- Increased visibility to travelers and residents
- Longer dwell times for higher brand awareness
- Storytelling and ‘journey ownership’ opportunities (e.g., “your trip starts here”)
- Stronger cost/impression as a 24/7 operation
- Repeat exposure from frequent flyers
- Inclusion in advertising campaigns, promotional events, and media outreach
- Opportunities for co-branded marketing campaigns and event participation

Long Term B: Location – parking lot on Airport property

Annual volume - 30,000 cars

Amount: \$4,000/yr

- High frequency without ad fatigue
- Increased visibility to travelers and residents
- Longer dwell times for higher brand awareness
- Storytelling and 'journey ownership' opportunities (e.g., "your trip starts here")
- Stronger cost/impression as a 24/7 operation
- Repeat exposure from frequent flyers
- Inclusion in advertising campaigns, promotional events, and media outreach
- Opportunities for co-branded marketing campaigns and event participation

Economy Lot: Location – parking lot off Airport property

Annual volume – 30,000 cars (est.)

Amount: \$2,500/yr

- High frequency without ad fatigue
- Increased visibility to travelers and residents
- Longer dwell times for higher brand awareness
- Storytelling and 'journey ownership' opportunities (e.g., "your trip starts here")
- Stronger cost/impression as a 24/7 operation
- Repeat exposure from frequent flyers
- Inclusion in advertising campaigns, promotional events, and media outreach
- Opportunities for co-branded marketing campaigns and event participation

**SECTION IV
PROPOSAL PROCESS**

A. SELECTION PROCESS

Each Proposal will be evaluated according to the following process to determine how well it meets the Evaluation Criteria outlined in this RFP. Evaluation Criteria are for the use of the Review Team in evaluating the proposals and making a recommendation to the ACRAA. The Review Team's recommendation does not bind the ACRAA in making its final selection.

1. MINIMUM REQUIREMENTS

Each Proposal must meet the minimum requirements found in this RFP Proposal. Failing to meet the minimum requirements as stated including completeness, format, and content may be rejected without further evaluation.

- a. Must be an organization registered to conduct business in the state of Ohio.
- b. Preference given to organizations with demonstrated experience with naming rights.
- c. In ACRAA's sole judgment, have no pending, active or previous legal action that could prevent the Proposer airport from fulfilling the terms of an agreement.
- d. Provide a Proposal that contains the properly executed proposal documents. Proposers that do not meet each of the minimum qualifications may be

considered nonresponsive and disqualified from further consideration.

- e. Naming Conventions
Names that are discriminatory or derogatory will not be considered. If a name is determined to be inappropriate, incorrect or offensive, a process to identify an alternate name will be required. Naming shall generally be first and last name, business or non-profit, or group, unless another form is specifically requested by the donor and approved by the ACRAA and Airport Staff.
- f. Naming Commitment – Length of Recognition and Name Change
Each donor or donor representative must sign a letter of agreement that clearly defines the terms and conditions of the donation. This agreement will outline the donation and length of time for the naming/recognition right. ACRAA, at its sole discretion, upon request by the donor, may make a one-time change to the name credited on a plaque or donor area provided there is a substantive reason for the name change. The donor will pay all costs associated with the name change including staff time. It is possible that the change may not be able to happen due to the donor recognition design. The name change will need to be approved by the Akron-Canton Regional Airport Authority and Airport Staff.
- g. Revoking Names in Certain Situations
In certain circumstances, ACRAA reserves the right to revoke and terminate its obligation regarding a naming with no financial obligation for returning any received contributions to the benefactor. These actions and the circumstances that prompt them, may apply to an approved naming that has not yet been acted upon or to a conferred naming. If the benefactor's or honoree's reputation changes substantially so that the continued use of that name may compromise the public trust or otherwise be contrary to the best interest of ACRAA, the naming may be revoked. If the benefactor fails to maintain payments/pledge commitments, the name may be revoked.

2. EVALUATION

The Review Team will verify and substantiate all information contained in each Proposal. Proposers may be asked to revise, clarify and/or provide additional information during the proposal review process. These requests will require prompt action by the Proposer. The Review Team will evaluate those proposals not rejected according to the Evaluation Criteria found in this RFP. The Review Team consists of designated ACRAA staff.

3. STAFF RECOMMENDATION

The Review Team will make its recommendation for award to the ACRAA (see Section III.A., Proposal and Award Schedule).

4. AKRON-CANTON REGIONAL AIRPORT AUTHORITY DECISION

ACRAA makes the final selection decision, in consultation with our Board of Trustees.

5. AWARD OF CONTRACT

The ACRAA will notify the successful Proposer in writing. The selected Proposer must fully execute and deliver a signed Agreement to the ACRAA within thirty (30) days after receipt of the Agreement in the form negotiated by ACRAA and the Proposer airport.

Essential is the Proposer's review of the Agreement. All requested changes to the Agreement must be offered in the "Exceptions" portion of your Proposal. If no Agreement Exceptions are offered, then the Proposer will be expected to execute the Agreement as presented as part of this RFP.

B. PROPOSAL FORMAT

For the Review Team to properly read and evaluate your Proposal, the document must be organized. Each Proposal should be typewritten on a standard 8 1/2" x 11" page format. **The Proposal document must not exceed 30 pages, either single or double-sided and including any separation tabs, tables, figures, and appendices.** A 12-point Arial or Times Roman font (or similar) should be used. Smaller fonts used may not be considered.

The pages shall be numbered, and sections of the Proposal shall be tabbed consecutively (as numbered below). Proposals for all packages will be evaluated based on the following criteria and points assigned:

1. Executive Summary

Include an Executive Summary of the Proposal airport's essential features, which should identify the Proposer airport and state other general information the Proposer airport desires to include regarding the Proposer's history. Additionally, this Executive Summary should highlight the uniqueness and strengths of your Proposal and demonstrate how your Proposal meets and/or exceeds the terms and objectives outlined by ACRAA. This summary is your opportunity to highlight your naming rights' qualifications and experience. Please limit this Section to one (1) page.

2. Proposer Profile

Proposer shall submit sufficient information to allow the ACRAA to evaluate the Proposer's needs and experience with naming rights, including, at a minimum, all of the following:

- a. Official Name
 - 1) Legal name and street address of Proposer, precisely as it should appear in the Agreement.
 - 2) Contact name, title, and telephone number of Proposers' authorized representative.
- b. Affiliations (as applicable)
 - 1) List all affiliates of Proposer, including all entities controlled by or under common control with Proposer.

3. Scoring Criteria

Financial Proposal & Economic Value

- Total annual naming-rights fee
- Term length and financial escalation
- Payment structure / certainty of revenue
- Financial stability of proposer

Brand Fit & Airport Relevance

- Brand reputation, alignment with airport mission, and public appropriateness
- Suitability for long-term public visibility
- Passenger-facing compatibility (e.g., safety, neutrality, belonging)

Sponsor Experience & Capability

- Corporate experience with sponsorships or naming-rights deals
- Operational and marketing resources to activate partnership
- Past performance with public-sector partnerships

Marketing, Activation & Engagement Plan

- Placemaking and experiential value (sense of place, traveler experience)
- Marketing activations and visibility strategy (enhancements)
- Integration with airport customer-experience goals
- Innovation & brand-engagement potential

Inclusivity & Community Impact

- Commitments to small/local/disadvantaged businesses
- Workforce or community investment commitments
- Supplier diversity participation

Technical Proposal Quality

- Clarity, completeness, and compliance with submission requirements
- Quality of supporting documentation
- Responsiveness to scope and evaluation criteria

Operational Impact & Feasibility

- Disruption risk (signage changes, wayfinding, construction impacts)
- Implementation timeline and project management
- Coordination with airport tenants and airlines

Legal, Contractual & Risk Assessment

- Contract compliance & willingness to meet airport terms
- Risk profile of the partnership
- Insurance, indemnity, and legal standing of proposer

4. Additional Considerations

Concisely identify any additional considerations the Proposer believes are relevant to the airport terminal naming rights. The evaluation committee will not review or consider copies of general marketing materials, website printouts, or any other information not specific to the naming rights.

5. Properly Executed Proposal Form

Be sure to sign and notarize the Proposal Acknowledgment Form (Exhibit A) and include it under the appropriate tab in your Proposal. The Proposal Acknowledgment Form must be executed in the legal name of the proposing entity, followed by the signature of the officer authorized to sign for the Proposer airport and the printed or typewritten name of the officer and office held. If the signatory is not a duly authorized airport representative, then please provide evidence of their authority. The address and telephone number of the Proposer must be typed or printed on the form.

SECTION V

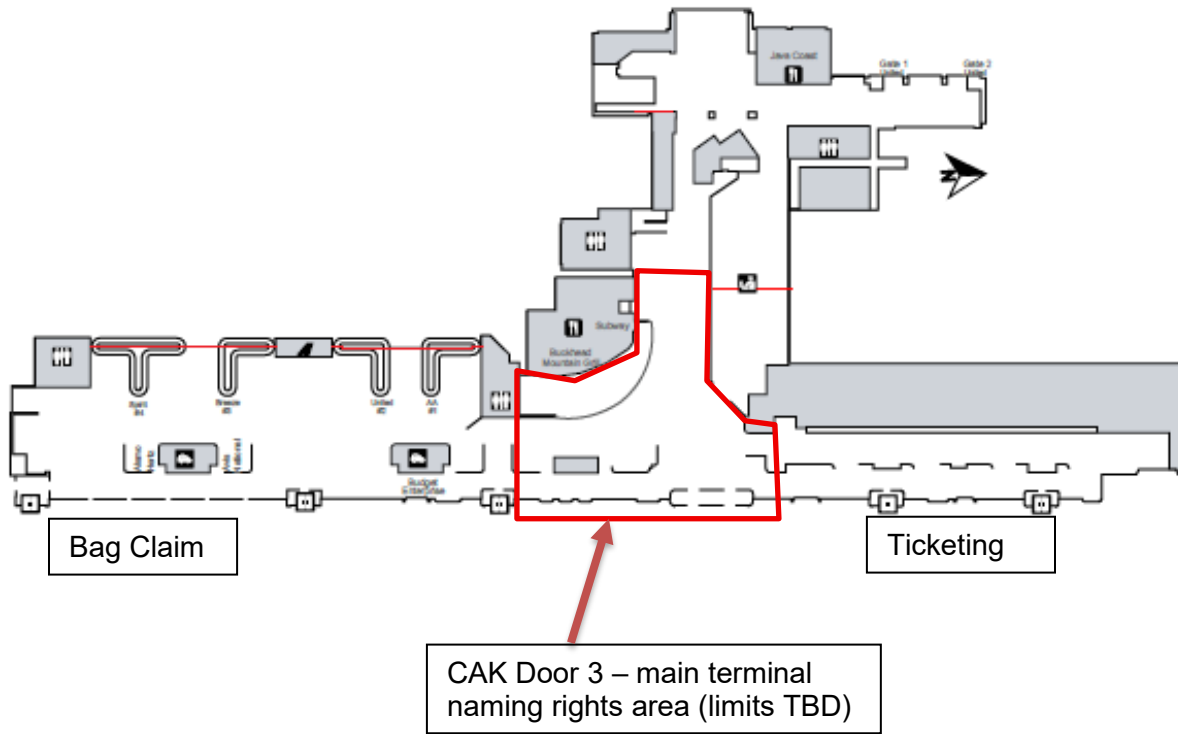
AKRON-CANTON REGIONAL AIRPORT AUTHORITY RESERVATIONS

- A. The ACRAA reserves the right to award agreements based on the proposals submitted and/or negotiate with Proposer airport to modify the successful proposal at the ACRAA's option. By submitting its Proposal, the Proposer airport agrees to be legally bound if the ACRAA accepts its Proposal. The ACRAA reserves the right to reject any or all proposals, waive any minor irregularities, informalities, or discrepancies, and award the Agreement to the Proposer best meeting the needs of the Akron-Canton Airport as determined by the ACRAA.
- B. The ACRAA will not be obligated to respond to any proposal submitted, nor shall it be legally bound in any manner whatsoever by the receipt of a proposal.
- C. Each Proposer must carefully examine the RFP and related documents and plans concerning the naming rights. Each Proposer must judge for itself the completeness of all conditions and circumstances in the RFP for the naming rights. Failure on the part of any Proposer to make such examination and thoroughly investigate the RFP and related documents will not constitute grounds for a declaration by a Proposer that it did not understand the conditions with respect to its Proposal.
- D. Any and all agreements arising out of proposals submitted (including any potential negotiations that follow) will not be binding on the Akron-Canton Regional Airport Authority, its officers, employees, or agents unless duly executed by the President and CEO or designee following approval by the ACRAA Board.
- E. Statistical information contained in these documents is for informational purposes only. The ACRAA is not responsible for any inaccuracies or interpretations of this data. The ACRAA makes no representations as to future enplanements, revenues, or delivery volumes.
- F. The ACRAA reserves the right to postpone the proposal submittal due date and/or agreement start dates.
- G. Should the successful Proposer fail to execute and deliver the Agreement within the thirty (30) - day time period as referenced in Section IV.A.5., the ACRAA is free to negotiate an agreement with the next best Proposer.
- H. Available information is provided as a convenience to the Proposer without any warranty whatsoever by the ACRAA. The Proposer must make its own conclusions and interpretations from the data supplied by the ACRAA and from information available from other sources.

- I. The ACRAA's selection of a successful Proposer airport, either from among the Proposers responding to this RFP or otherwise, as herein set forth, will be made solely at its discretion regardless of the data submitted by any Proposer. The Review Team and the ACRAA will evaluate the criteria listed and other factors as it considers appropriate. The ACRAA may consult all personal, business, and financial references familiar with Proposer's experience with naming rights. Submission of Proposer's response to the RFP will constitute permission for the ACRAA to make such inquiries and authorization to third parties to respond thereto.

 - J. All proposals received shall become the ACRAA's property and will not be returned. The ACRAA reserves the right to retain or discard proposals following the conclusion of this RFP process.
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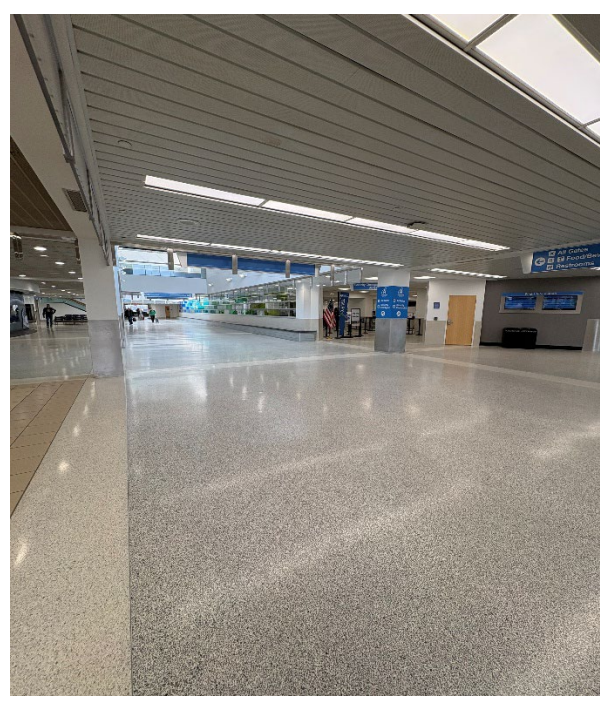
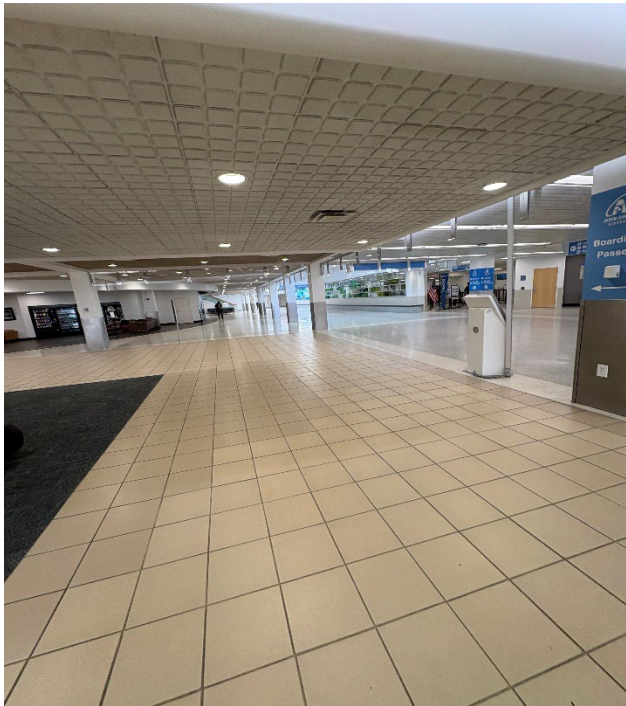
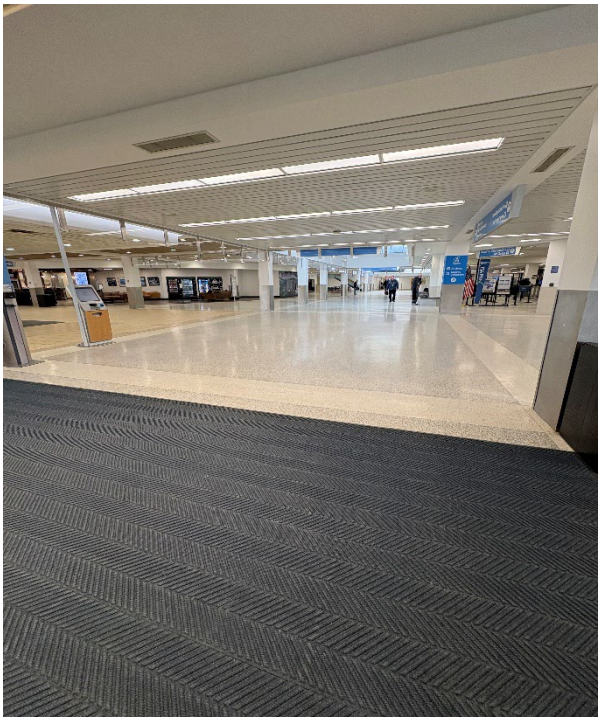
EXHIBIT B – NAMING RIGHT LOCATION AREAS
CAK DOOR 3 – MAIN TERMINAL AREA



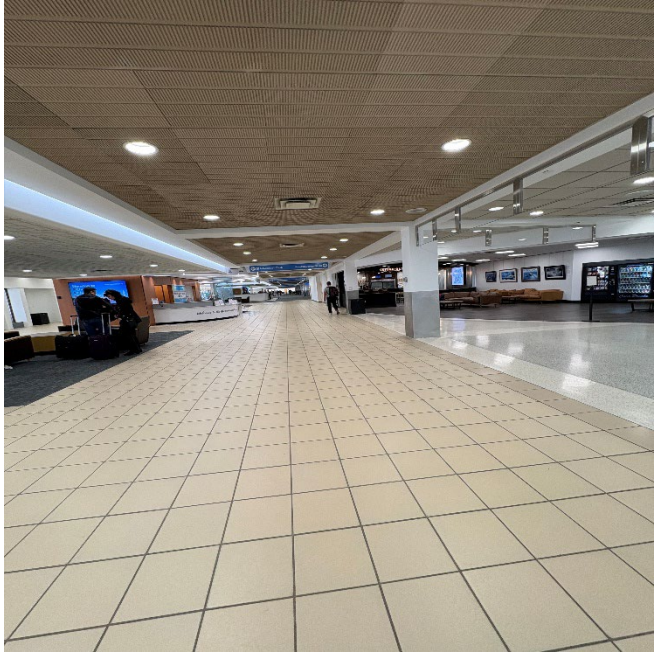
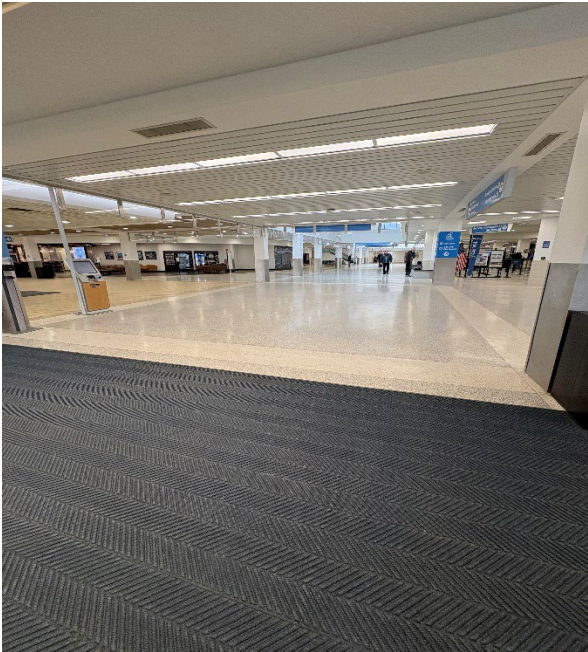
Akron-Canton Airport • CAK • Lower Level

EXHIBIT B – NAMING RIGHT LOCATION AREAS (CONTINUED)

CAK DOOR 3 – MAIN TERMINAL AREA



CAK DOOR 3 – MAIN TERMINAL AREA



2ND FLOOR BOARD ROOM



2ND FLOOR BOARD ROOM



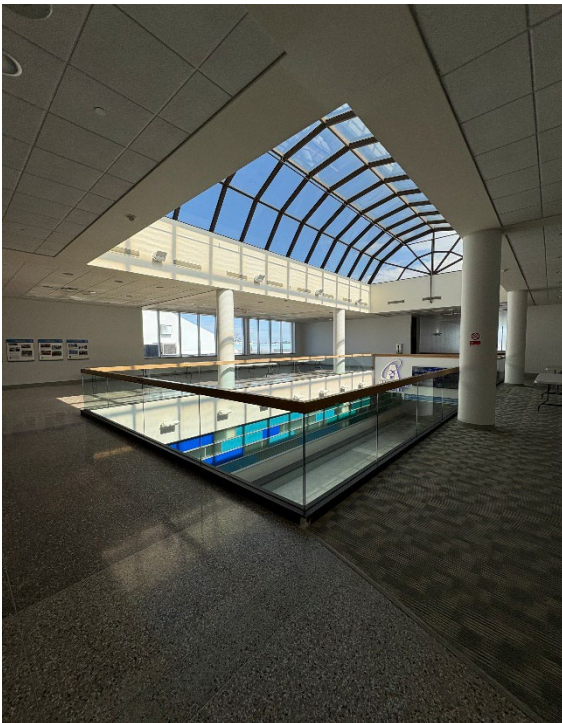
2ND FLOOR CONFERENCE ROOM 1



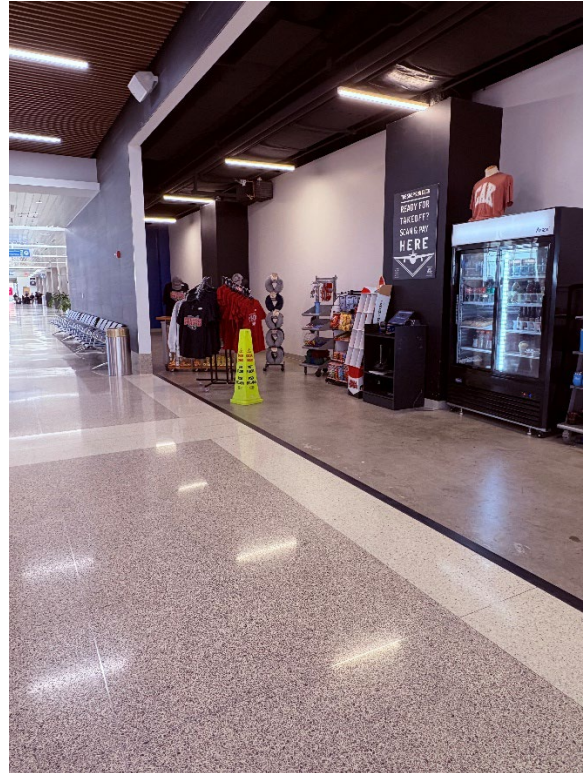
2ND FLOOR CONFERENCE ROOM 2



2ND FLOOR ATRIUM



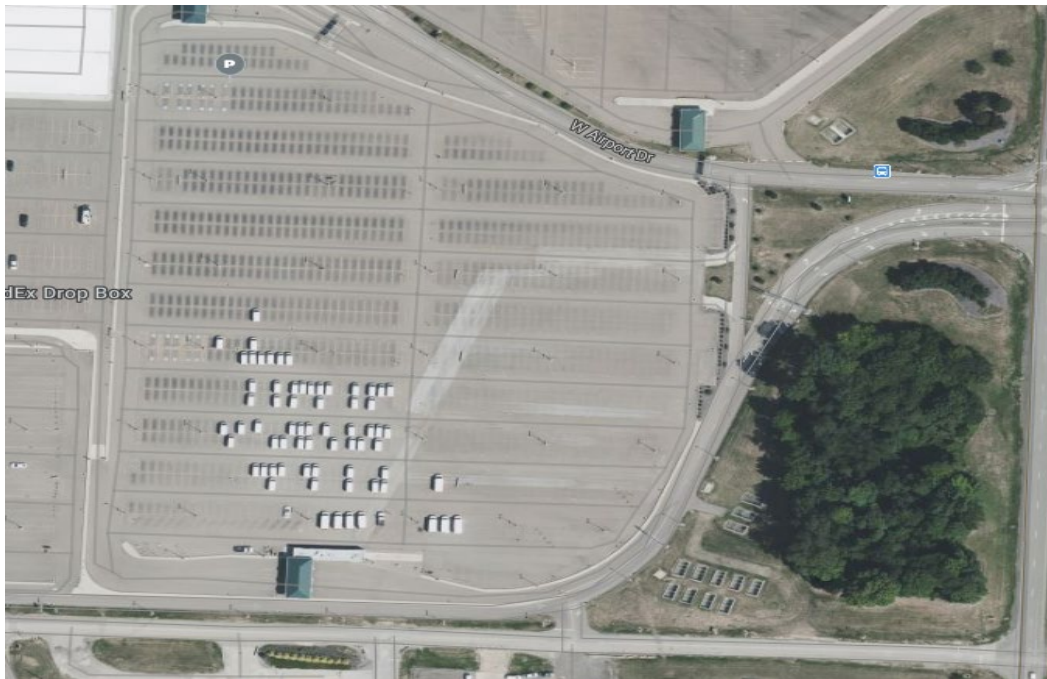
QUIET ROOM



SHORT TERM PARKING LOT



LONG TERM A PARKING LOT



LONG TERM B PARKING LOT



ECONOMY LOT

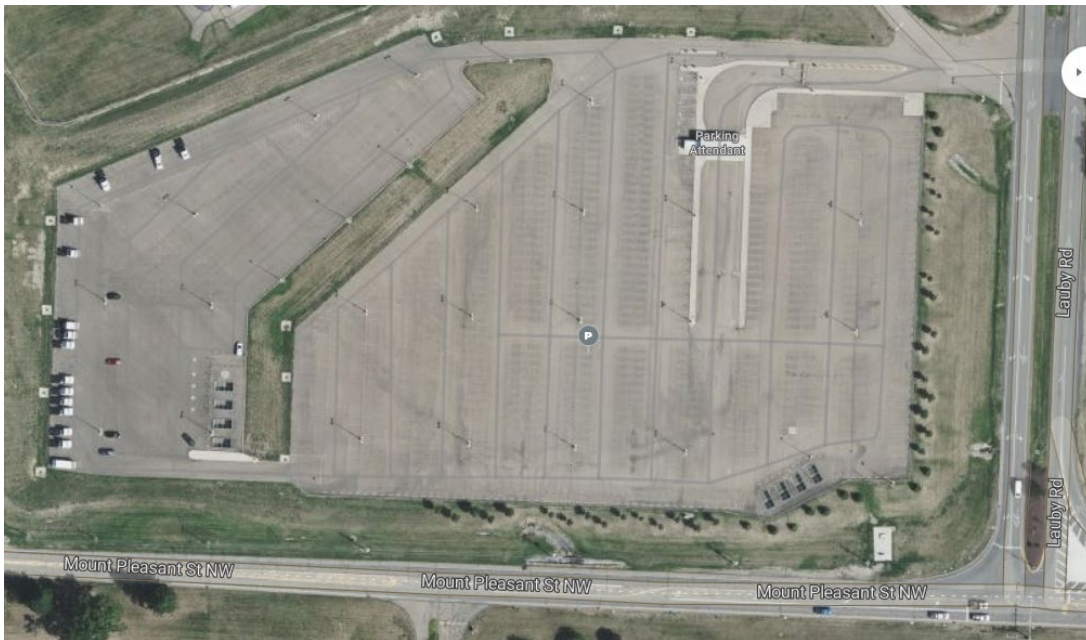


EXHIBIT C — PROPOSAL EVALUATION FORM

Akron-Canton Regional Airport Authority (CAK) Airport Terminal Naming Rights – Scoring Evaluation

ACRAA will evaluate all proposals received by the stated deadline. Scores will be based on the criteria below, aligned with the RFP’s stated objectives for the naming rights: demonstrated operational need, intended use, and the sponsor’s ability to successfully provide naming rights under the stated conditions. Each proposal will be scored by the Evaluation Committee. A maximum of **100 points** is possible.

Evaluation Criteria & Weights

Criterion	Description	Weight (%)	Score (1–5)	Weighted Score	Comments
Financial Offer	Value, escalators, terms, financial stability	25			
Brand Fit & Public Alignment	Alignment with airport mission, public appropriateness	15			
Experience & Past Performance	Track record with sponsorships/partnerships	15			
Activation & Marketing Plan	Activation strength, innovation, engagement	15			
Inclusivity, Community Impact	Cultural, local participation, community benefits	5			
Proposal Quality & Compliance	Clarity, completeness, operational compliance	10			
Operational Feasibility	Impacts to facility operations, timeline, PM	10			
Legal & Risk Assessment	Compliance, risk profile, insurance	5			
			TOTAL SCORE		