



REQUEST FOR PROPOSALS

FACILITY NAMING RIGHTS

Spruce Grove Arena

The City of Spruce Grove
315 Jespersen Avenue
Spruce Grove, AB
T7X 3E8

PROPOSALS DUE: tbd



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1.0 Introduction

Proposals are invited from interested parties to secure the Naming Rights for the Spruce Grove Agrena, a cornerstone facility built through financial support from the Spruce Grove & District Agricultural Society. The Agrena is a twin pad facility that houses the Spruce Grove Curling Club and the Grant Fuhr and Stu Barnes ice rinks.

2.0 Background

Located 11 kilometers west of Edmonton, the City of Spruce Grove is a rapidly growing urban center. With a population of 35,000, the city serves a regional trade area of over 138,000 – many of whom look to Spruce Grove to meet their shopping, entertainment, and recreational needs. The City strives to provide first class sports and recreation programming and facilities to accommodate the active lifestyles of our residents.

Located in a prime, high-traffic area off King Street within Central Park, the Agrena is home to the Spruce Grove Saints, the City's Alberta Junior Hockey League (AJHL) team and is a key venue for minor hockey, ringette, lacrosse, and other sports and recreation programs. The Grant Fuhr Arena seats over 1,250 and up to 1,500 with standing room—the largest spectator seating arena in the Tri Region. The Stu Barnes Arena seats 500 and both are utilized in tandem for larger tournaments and events. An upper floor lounge overlooks the Grant Fuhr arena and is available for rent, extending the facility exposure to corporate and community events.

The Spruce Grove Curling Rink, housed within the Agrena, hosts both recreational and competitive curling events with five bonspiels held throughout the year. Spectators can watch the action from the family-friendly Rock Lounge that overlooks curling rink.

This Naming Rights opportunity will showcase your commitment to youth and the community, create long term visibility for your organization, and make a positive impact on the region's recreation opportunities.

3.0 Facility Usage

Groups that utilize the Agrena:

- Spruce Grove Saints & Junior B Regals
- Spruce Grove Minor Hockey Association
- Spruce Grove Curling Club
- Parkland Posse Lacrosse Association
- Spruce Grove Ringette Association
- Various hockey groups
- Summer in the City Club

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Events hosted at the Agrena:

- Alberta Junior Hockey League (AJHL) regular games, playoffs and finals
- Alberta Cup
- Alberta Men's Curling Championships
- Seniors' Curling Provincials
- Curling Masters
- Annual regional open cash bonspiel, men's, women's, and mixed bonspiels
- National and provincial curling events
- Spruce Grove Ringette Sweetheart Tournament

4.0 Benefits in the Naming Rights Package

The Facility Naming Rights Package offers the following benefits to the successful proponent.

Your company name on:

- Double-sided signage on King Street, exposed to 7,000 vehicles/day
- The facility above the main entrance
- Facility booking software

Appendices 1 describes the location of signage on King Street. A more complete description of this facility naming rights opportunity is provided in the attached brochure.

5.0 REQUIREMENTS & ELIGIBILITY CRITERIA

5.1 Proponent Eligibility

Eligibility is open to any individual, business, and not-for-profit association in good standing.

5.2 Minimum Bid Requirements

The minimum bid requirement is TWENTY FIVE THOUSAND DOLLARS (\$25,000) per year for a term of TEN (10) years to be made in equal annual installments.

5.3 Proposal Requirements

The proponent will address, at a minimum, the selection criteria hereinafter listed:

- Name, address and contact information of the proponent;
- Proposed name for the Spruce Grove Agrena;
- Background of the Proponent – description of your business, copies of any Annual Reports or other documentation if available, number of years in business;
- Presence in Spruce Grove and region;

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- Why is this particular sponsorship opportunity of interest to you and how does it align with your corporate values and direction;
- Financial offer (see Section 4.2);
- Proponents are welcome to include any additional information deemed relevant for consideration.

6.0 Proposal Evaluation

The evaluation process for proposals will consider the following criteria:

- Meeting the eligibility criteria of the RFP;
- Completeness of the proposal in addressing all elements identified in this RFP;
- Value of the financial offer;
- Capacity of the proponent to enter into a 10-year sponsorship commitment;
- Proposed name deemed acceptable by the City of Spruce Grove.

Proposal submissions will be evaluated by the City and a recommendation made to City Council. Upon receiving subsequent approval by City Council, the City will enter into a Facility Naming Rights Agreement with the successful proponent.

7.0 Terms & Conditions

- 7.1 No third-party advertising will be allowed on sponsorship signage pertaining to this naming rights opportunity.
- 7.2 Submission of a proposal constitutes acknowledgement that the proponent has read and agrees to be bound by all the terms and conditions of this Request for Proposal.
- 7.3 The City will not make any payments for the preparation of a response to this Request for Proposal. All costs incurred by the proponent will be borne by the proponent.
- 7.4 The City of Spruce Grove does not bind itself to accept the highest offer, the highest scored, or any proposal submitted.
- 7.5 The City has the right to cancel the Request for Proposal at any time and to reissue it for any reason whatsoever, without incurring any liability and no proponent will have any claim against the City as a result of the cancellation or reissuing of the Request for Proposal.
- 7.6 If a contract is to be awarded as a result of this Request for Proposal, it will be awarded to the proponent whose proposal, in the City's opinion, provides the best potential value to the City and is capable in all respect to perform fully the project.

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- 7.7 The City reserves the exclusive right to determine the qualitative aspects of all proposals relative to the evaluation criteria.
- 7.8 Proposals will be evaluated as soon as practicable after the closing time. No detail of any proposal will be made public except the names of all parties submitting proposals.
- 7.9 The proposal, accompanying documentation, and any project reports, drawings, etc. submitted by the proponents are the property of the City and will not be returned.
- 7.10 The proposal shall remain open for acceptance for a period of not less than sixty (60) calendar days from the closing date of the Request for Proposal.

8.0 Submissions & Enquires

Proponents shall submit their signed proposal, clearly marked with the name of the project (“Naming Rights RFP – Spruce Grove Agrena”) to the attention of **Karla Gould, Economic Development Specialist**.

Proposal packages can be submitted as follows:

By mail or delivered by hand to:

The City of Spruce Grove
315 Jespersen Avenue
Spruce Grove, AB
T7X 3E8

By email to:

kgould@sprucegrove.org

The deadline for receipt of proposals by the City of Spruce Grove is: **TBD**

All enquiries concerning the Request for Proposal are to be directed to Karla Gould, Economic Development Specialist at:

kgould@sprucegrove.org

780-962-7634 ext 293

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Appendix 1
Signage Location Map



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Final location of signage may
not be exactly as shown.