

**REQUEST FOR PROPOSALS:
CULTURE & EVENTS CENTRE NAMING SPONSOR**



Introduction and Background Information

The Town of Whitecourt, a community of 9,927 people located 180 kilometres northwest of Edmonton, owns and operates several busy and popular public facilities and is proud to add the Culture & Events Centre to the list of exceptional facilities designed to meet the needs of Whitecourt residents and visitors. The Town of Whitecourt is proud to partner with many community sponsors for naming rights and programming at existing facilities and is seeking a company or organization to be a leader in sponsorship by becoming the naming sponsor of the Culture & Events Centre, set to open in fall of 2026.

The Town of Whitecourt invites proponents to submit a formal proposal in response to this Request for Proposals to secure naming rights for the new Culture & Events Centre currently under construction at 5401 51st adjacent to Festival Park in Whitecourt, Alberta. Proponents would submit proposals with the intention to negotiate and enter into a sponsorship agreement with the Town of Whitecourt.

The Town of Whitecourt is interested in entering into a contract for a minimum 10-year term and up to in perpetuity with a company or organization that aligns with our mission/values/business and best practices. The Culture & Events Centre will have numerous opportunities for naming rights/sponsorship agreements throughout the facility; however, at this time, we are seeking to establish a building naming sponsor who will set the tone for subsequent space naming agreements. Please see the attached sponsorship package for additional facility and sponsorship information.

Sponsorship Benefits

The Culture & Events Centre naming sponsor benefits include:

- Exclusive licence to dedicate your company name to the facility for the duration of the sponsorship term;
- Company mentioned in all events related to the facility;
- Outdoor electric signage facing Festival Park entrance;
- Outdoor building signage;
- Highway and community wayfinding signage;
- Tickets to Grand Opening Event and annual sponsor appreciation activities;
- Meet your company's investment goals;
- Show your support for the community in which you work, your staff live, and/or your business is located.

Eligibility and Proposal Requirements

This opportunity is open to any individual, company, organization or not-for-profit in good standing. Interested applicants can submit the following information either in a letter or through completion of the attached form or by scheduling a meeting with the sponsorship committee. If submitting a letter or the attached form, ensure the following information is included:

- Name and Contact Information of Proponent
- Proposed Name for the Culture & Events Centre
- Company Profile (name, products, years in business, presence in Whitecourt region, location of office(s))

- Financial Offer and Term
- Provide any additional information you would like the Town to consider with regard to your proposed interest in this naming and sponsorship partnership

Proposal Evaluation

Naming and sponsorship proposals will be reviewed by the Culture & Events Centre sponsorship Committee and will be evaluated against the following criteria:

- Alignment with Town of Whitecourt business and best practices
- Financial Offer and Term

At the Town's discretion, selected applicants will be contacted to determine next steps, discussions and negotiations.

Inquiries and Submissions

All inquiries related to the proposal process, submissions, and meeting requests are to be directed to:

Town of Whitecourt
 Attn: Chelsea Grande, Director of Community Services
 5004-52nd Avenue, Box 509
 Whitecourt, AB T7S 1N6
chelseagrande@whitecourt.ca
 780-778-2273

Electronic submission will be accepted; however, proponents are cautioned that the closing time is based on when the proposal is received by the Town and NOT when a proposal is submitted by the proponent. It is the sole responsibility of the proponent to be mindful of the length of time for the proposal to be transmitted due to file transfer size, transmission speed or other factors. The Town shall not be responsible for any failure to receive email submissions sent by the proponent, and proponents are encouraged to take steps to ensure their Proposal has been received in advance of the deadline.

Confirmation of receipt may be obtained by contacting Chelsea Grande, Director of Community Services at chelseagrande@whitecourt.ca or 780-778-2273.

Mailed proposals should be submitted in a sealed envelope or package, marked with the Proponents name and the RFP title "Culture & Events Centre Naming Sponsor"

- a) Amendments to a Proposal may be submitted if delivered in writing prior to the Closing Time in a sealed envelope or package, marked with the Proponent's name and the RFP title.
- b) Proposals already delivered to the Town may be withdrawn with written notice only, provided such notice is received prior to the Closing Time.
- c) Any and all costs associated with the preparation and submission of the Proposal, including any costs incurred by the Proponent after the Closing Time will be borne solely by the Proponent.

Key Dates

In order to assist Proponents, the following are key target dates and events with respect to this RFP process. Such dates are not guaranteed and may change based upon circumstances (ie. Proposal meeting all criteria is received).

1. RFP Issued: Thursday, April 24, 2025 at 1:00 PM
2. Inquiries and meetings available: From date issued until Tuesday, June 24, 2025 at 4:30 PM
3. Closing Date for submission of proposals: Wednesday, June 25, 2025 at 4:30 PM

Knowledge of Requirements

The bidder shall carefully review the proposal documents and all referenced documents to ensure that all information required to properly respond has been submitted or made available and all the requirements that the bidder is required to price are in its proposal. Failure to examine any document, drawing, specification, or instruction will be at the bidder's sole risk.

Bidders shall be responsible for knowledge of all items and conditions contained in their proposals and in this RFP, including the Town of Whitecourt issued clarifications, modifications, amendments, or addenda.

Closing Information

1. The Town of Whitecourt is not liable for any costs or expenses or to reimburse or compensate the Proponents in any manner whatsoever or under any circumstances including, without limitation, in the event of rejection of all proposals or cancellation of the project.
2. The Town of Whitecourt reserves the right to request that any or all proponents clarify and make revisions to their proposal. The Town may choose to meet with one, several, or all proponents to discuss aspects of their proposal. The Town of Whitecourt is not obligated to seek clarification from any proponent with regard to any aspect of its proposal.
3. The Town is not bound to accept any proposal. Further, the Town reserves the right to accept or reject any proposal in whole or in part, waive any irregularities in the proposal process, and to discuss different or additional items to those included in this RFP, at its sole discretion. The Town may invalidate this RFP and may issue a second RFP at its sole discretion.
4. The Town reserves the right not to consider award of any contract or purchase order to any party that is or has in the past 3 years been engaged in litigation or arbitration with the Town, or any party with an outstanding debt owed to the Town.
5. The Town reserves the right to close the proposal process at any time prior to the listed closing date.

Thank you for your anticipated response.



Culture & Events Centre Naming Sponsor Proposal

Contact Information

Date:

Name of Contact:

Email:

Phone Number:

Address:

Proposed Name for the Culture & Events Centre:

Company Profile

Company Name:

Product:

Years in Business:

Presence in Whitecourt and Woodlands County region:

Location of Office(s):

Financial Offer and Term

Offer:

Term:

Please add any additional information you would like the Town to consider with regard to your interest in the naming and sponsorship partnership.