



Wetaskiwin

THE CITY WE SHARE.

REQUEST FOR PROPOSALS

COMMUNITY RECREATION AND FACILITIES NAMING RIGHTS: CIVIC CENTRE – TWIN ARENAS and DRILL HALL



Proposals Due:

Inquiries Email: Raelene.coffey@wetaskiwin.ca

Submission Email: ecdev@wetaskiwin.ca

1.0 Introduction

Proposals are invited from parties interested in securing Naming Rights for the Civic Centre facility located within the City of Wetaskiwin. Secondary naming and sponsorship opportunities include: the Drill Hall, arena 1 and 2, and arena dressing rooms.

The City of Wetaskiwin is seeking to enter into 10-year naming and sponsorship agreements with businesses or organizations that strategically align with our goal of being an inclusive, sustainable, and self-sufficient small city.

2.0 Background

The Civic Centre, constructed in the 1940's, is a hybrid building located at 4513-50 Avenue in the heart of Wetaskiwin that attracts over 95,000 people annually. The Civic Centre consists of the Drill Hall, Two Arenas, a meeting room, ticket office, and a food and beverage concession. The Civic Centre is home to the Wetaskiwin Icemen Jr. B Hockey Club, Figure Skating Club, Wetaskiwin Minor Hockey Association, various adult teams and events.

This high-profile complex is a major destination to both residents and visitors, trusted to bring the community together, creating memorable experiences for all attendees. The naming rights opportunity will showcase your commitment to both youth and the community, providing long term visibility for your organization while making a positive impact on our recreation facilities.

3.0 Benefits of the Naming Rights Package

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






- Company Name and logo replacing the current name and signage on both interior and exterior of the building.
- Digital address (website and social media), on electronic and print material.
- Company name featured in all Civic Centre related news releases.
- Opportunity for category exclusivity, business relationship, and first right of refusal.
- Facility use (2 annual).
- Invitation to participate in all venue-related media events.

4.0 Requirements & Eligibility Criteria

Proposals are open to any individual, business, organization, and non-for-profit association in good standing. Interested applicants should submit their proposal in the form of a letter to the contact person below and include:

- Name and contact information of the proponent.
- Proposed name for the Civic Centre.
- Company or Organization profile including name, products, market reach, years in business, presence in the Wetaskiwin region, and location of office(s).
- Relevant identification of similar naming or sponsorship conducted of similar size and value.
- Provide any information you would like the City to consider with regard to your proposed interest in a naming and sponsorship partnership.
- The financial offer.

5.0 Naming and Sponsorship Value:

			<p>Civic Centre: Full Venue The minimum bid requirement for the Civic Centre naming rights for the full venue is - TWENTY-EIGHT THOUSAND FIVE HUNDRED DOLLARS (\$28,500) per year for a term of TEN (10) years to be made in equal annual installments.</p>
			<p>Drill Hall The minimum bid for the Drill Hall naming rights is – TEN THOUSAND DOLLARS (\$10,000) per year for a term of TEN (10) years.</p>
			<p>Arena 1 The minimum bid for Arena 1 naming rights is – TEN THOUSAND DOLLARS (\$10,000) per year for a term of TEN (10) years.</p>
			<p>Arena 2 The minimum bid for Arena 2 naming rights is – SEVEN THOUSAND FIVE HUNDRED DOLLARS (\$7,500) per year for a term of TEN (10) years.</p>
			<p>Dressing Rooms The minimum bid for dressing room naming rights is– TWO THOUSAND FIVE HUNDRED DOLLARS (\$2,500) per year for a term of TEN (10) years.</p>

6.0 Proposal Evaluation

Naming and sponsorship proposals will be reviewed on an individual basis to ensure they align with business and best practices associated with the City of Wetaskiwin.

At the City's discretion, selected applicants may be contacted by the City of Wetaskiwin to determine next steps, discussions, and negotiations. Upon successful negotiation, the applicant(s) will be further reviewed, and City Council will provide the final approval of the Facility Naming Rights Sponsorship and Agreements.

7.0 Submissions & Enquiries

All inquiries/questions related to the proposal process are to be directed in writing via email to:

Raelene Coffey, Economic Development Coordinator
Raelene.coffey@wetaskiwin.ca

All Naming and sponsorship proposal submissions are due by 4:00pm (MST) on Friday, November 25th, 2022.

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