



## REQUEST FOR PROPOSALS SPONSORSHIP OPPORTUNITIES



Proposals Due: On or before 2:00pm MST January 16, 2024

Inquiries Email: [infrastructure@millet.ca](mailto:infrastructure@millet.ca)

Submission Email: [infrastructure@millet.ca](mailto:infrastructure@millet.ca)

## Introduction

The Town of Millet is offering sponsorship opportunities for public spaces from organizations that strategically align with the Town's vision:

*The Town of Millet is "Proud to Be..." working together to provide, sustain and enhance the quality of life for our community."*

Proponents are invited to submit proposals for sponsorship opportunities including:

- The Agriplex
- Zamboni
- Community Hall
- Splash Park
- Agriplex Wall Advertising

Tours of any of buildings or spaces is available. Please contact the Town Office at 780-387-4554 to arrange a time.

## 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 related newsreleases.
- Opportunity for category exclusivity, business relationship, and first right of refusal.
- Invitation to participate in all venue-related media events.

## 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 amenity.
- Company or Organization profile including name, products, market reach, years in business, presence in the Millet region, and location of office(s).
- Provide any information you would like the Town to consider with regard to your proposed interest in a naming and sponsorship partnership.
- The financial offer.

## Signage and Acknowledgements

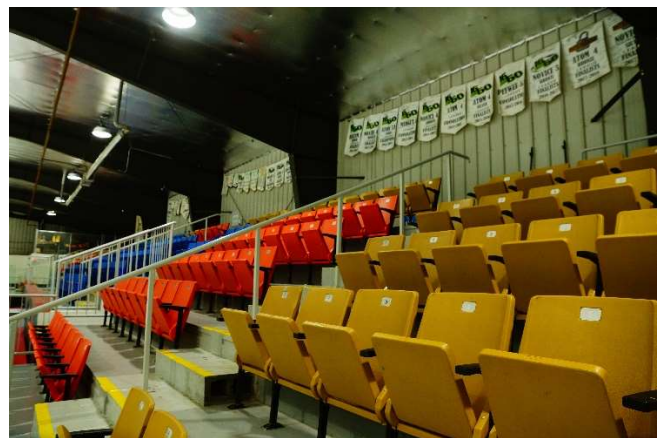
Proponents are responsible for the cost of the design, preparation, installation and maintenance of signage to be installed.

All signage materials and design must be approved by the Town prior to installation.

## Available Opportunities

### Agriplex

The minimum bid requirement for the Agriplex naming rights (excluding the Hugo Witt room and Crough's Nest) is TWENTY-FIVE THOUSAND DOLLARS (\$25,000) per year for a term of FIVE (5) years to be made in equal annual installments.



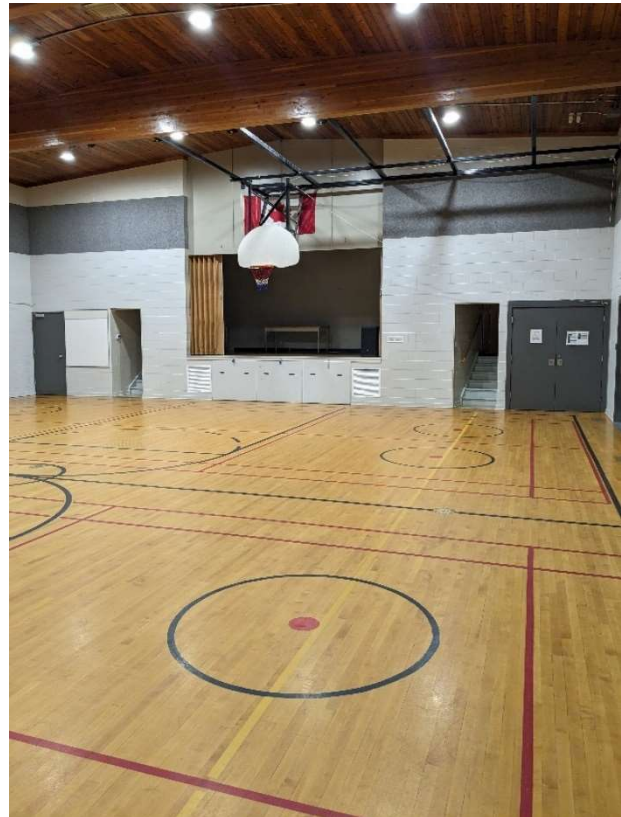
### Zamboni

The minimum bid for the Zamboni naming rights is FIVE THOUSAND DOLLARS (\$5,000) per year for a term of THREE (3) years.



## Community Hall

The minimum bid for the Community Hall naming rights is TEN THOUSAND DOLLARS (\$10,000) per year for a period of FIVE (5) years.



### Splash Park

The minimum bid for the splash park naming rights is TEN THOUSAND DOLLARS (\$10,000) per year for a term of five (5) years.



### Agriplex Wall Advertising

Advertising with a maximum size of 8' high and 16' long has a minimum bid of ONE THOUSAND FIVE HUNDRED DOLLARS (\$1,500) per year and signage must be provided by the Proponent and approved by the Town. Three opportunities are available.



## Dog Park

The minimum bid for the dog park naming rights is ONE THOUSAND DOLLARS (\$1,000) per year for a term of THREE (3) years.



## Proposal Evaluation

Proposals will be reviewed on an individual basis to ensure they align with best practices and the vision for Millet.

The Town reserves the right, in its sole discretion, to:

- a. enter into exploratory discussions and consultation with any respondents; and
- b. enter into contract negotiations with any or all respondents at any time; and

The Town retains the right, at all times, to name Town facilities according to established policies and standards, as well as to advertise and sell space on the Town's printed materials, property and equipment.

## Submissions & Enquiries

All inquiries/questions related to the proposal process are to be directed in writing via email to: Lisa Novotny, Director of Development and Infrastructure at [infrastructure@millet.ca](mailto:infrastructure@millet.ca)

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