

Expression of Interest - Community Recreation and Facilities Naming and Sponsorship Project

The logo for the City of Edmonton, featuring the word "Edmonton" in a white serif font on a dark blue background.

The City of Edmonton is seeking an Expression of Interest from organizations or businesses to enter into a multi-year agreement with the City of Edmonton for the Naming and Sponsorship of a community recreation facility (noted below) for a predetermined length of time (7-10 years).

Deadline:

Expression of Interest submissions are due by 4:00 p.m. Alberta time on **May 14th, 2021**

Contact Person and Inquiries:

All inquiries / questions related to this Expression of Interest are to be directed in writing via email to the contact person listed below.

Katrina Donner, Supervisor, Marketing and Sales

Community Recreation Facilities

katrina.donner@edmonton.ca

Responses to inquiries / questions may be distributed by addenda via the Alberta Purchasing Connection website (APC).

Expression of Interest (EOI) Purpose and General Information:

The City is not liable or responsible for any costs incurred in the preparation, submission or presentation of any response or submission pursuant to this EOI . Acceptance of or the use of any information contained in any submission shall not entitle any applicant to reimbursement or other consideration at any time.

This request for EOI is not intended to create, and will not create, any formal legally binding contract or bidding process. The issuance of this request for EOI does not constitute any obligation on the part of the City to enter into an agreement with any respondent to this request for EOI or to issue a competitive bidding opportunity. The City may determine, at its sole discretion, to proceed or not proceed with negotiations in relation to any areas discussed within the EOI.

There will be no RFP initiated following the Expression of Interest as the Expression of Interest in and of itself is the initiating action. All submissions will be followed up by the City of Edmonton Naming and Sponsorship team.

Background Information:

On October 5th, 2020 Edmonton [City Council granted an exemption](#) from the existing Facility Name Sale policy (C477A) prohibiting the sale of existing facility Naming rights and approval was given for the Administration to pursue Naming and Sponsorship Agreements of select recreation facilities as noted:

- Terwillegar Community Recreation Centre
- Clareview Community Recreation Centre
- The Meadows Community Recreation Centre
- Lewis Farms Community Recreation Centre (Construction date: TBD)

The City of Edmonton is seeking to enter into a 7-10 year Naming and Sponsorship Agreement with a business or organization that strategically aligns to the City of Edmonton's goal of being an inclusive, citizen-centric, friendly and healthy city.

Facility Information:

[Terwillegar Community Recreation Centre](#) (2051 Leger Rd NW, Edmonton, AB)

- #1 Facility in the City of Edmonton
- Approximately 5 million visitors annually
- 4 NHL- sized ice sheets
- Flexi-hall with 3 full-sized gymnasiums and an aquatics centre
- Skate Canada, Edmonton Minor Hockey Week and Provincial Native Hockey tournament events have occurred here
- Over 6,500 rental bookings annually

[The Meadows Community Recreation Centre](#) (2704 17 St NW, Edmonton, AB)

- #2 Facility in the City of Edmonton
- Approximately 3.1 million visitors annually
- 2 NHL-sized ice sheets
- 2 full-sized gymnasiums and an aquatics centre
- Edmonton Public Library inside the recreation centre
- Diwali Festival, Edmonton Minor Hockey Week and Provincial Native Hockey Tournament events have occurred here

[Clareview Community Recreation Centre](#) (3804 139 Ave NW, Edmonton, AB)

- #3 Facility in the City of Edmonton
- Approximately 2.6 million visitors annually
- 2 NHL-sized ice sheets
- 2 full-sized gymnasiums and an aquatics centre
- Edmonton Public Library inside the recreation centre
- Provincial Speed Skating Championships, Intercultural Family Celebrations and Crime Prevention Week Youth/EPS Basketball Tournament events have occurred here

[Lewis Farms Community Recreation Centre](#)

- *Construction date TBD - (west Edmonton)

Process:

All Naming and Sponsorship Agreement Expressions of Interest will be reviewed on an individual basis to ensure they align with business and best practices associated with the City of Edmonton.

At the City's sole discretion, selected applicants may be contacted by the City of Edmonton to determine next steps. If aligned, the applicant and the City of Edmonton may enter a phase of exploration and negotiation as it relates to the City of Edmonton/applicant Naming and Sponsorship Agreement. Upon successful negotiation, the applicant(s) will be further reviewed by focus group and the City's Naming Committee. Finally, the Naming and Sponsorship Agreement will be subject to City Council approval.

Revenue Generation and Profit Sharing Concept:

The Naming and Sponsorship Agreement will be negotiated between the City of Edmonton and the successful applicant. The successful applicant will have the naming rights for a defined period of time (7-10 years), consisting of term naming of a facility (e.g. XXX Recreation Centre), including and not limited to all reference to the building across all city assets and information (ie. 311/ information, roadways, infrastructure), sponsorable activities and activations, preferred access to programs and business /revenue generation opportunities.

Naming and Sponsorship Value:

\$120,000 - \$150,000/ year (per facility) based upon negotiated location, value proposition and asset negotiation. Total value of the partnership contract will be approximately \$840,000-\$1,500,000 (based upon 7-10 years).

Submission Requirements:

Interested applicants should submit their Expression of Interest response in the form of a letter to the contact person listed above, along with the following information:

- Quote "**Expression of Interest - Community Recreation and Facilities Naming and Sponsorship Project**" on your submission;
- Company or group profile. This includes name, products, market reach (target and segments), location of office(s), length of time in business, with numbers and types of staff;
- Company credentials / certifications / official recognitions;
- Relevant identification of similar partnership and/or sponsorships conducted of similar size and value
- Provide any other information you would like the City to consider with regard to your proposed interest in Naming and Sponsorship Partnership.

Compliance with the Freedom of Information Act and Protection of Privacy Act:

All documents submitted to the City of Edmonton will be subject to the protection and disclosure provisions of the Freedom of Information and Protection of Privacy Act ("FOIP"). FOIP allows persons a right of access to records in the City of Edmonton's custody or

control. It also prohibits the City from disclosing the personal or business information where disclosure would be harmful to an applicant's business interests or would be an unreasonable invasion of personal privacy as defined in Sections 16 and 17 of FOIP.

Applicants are encouraged to identify what portions of their submissions are confidential and what harm could reasonably be expected from its disclosure. However, the City cannot assure applicants that any portion of their documents can be kept confidential under FOIP.