



**Town of Fairview**  
**Expression of Interest**  
**Community Recreation and Facilities Naming and Sponsorship**  
**Project**  
**EOI#- CS 2024-12-06**

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The Town of Fairview is seeking an Expression of Interest (EOI) from organizations or businesses to enter into a multi-year agreement with the Town of Fairview for the Naming rights of community recreation facilities (noted below) for a predetermined length of time (3-5 years).

**Deadline:**

Expression of interest submissions are due by 4:00pm Alberta time on December 06, 2024.

**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.

**Caroline Cleave, Sponsorship Project Manager**  
**Community Recreation Facilities**  
[community@fairview.ca](mailto:community@fairview.ca)

Response to inquiries/questions may be distributed through the Town of Fairview's website.

**Expression of Interest (EOI) Purpose and General Information:**

The Town of Fairview is not liable or responsible for any costs incurred in the preparation, submission or presentation of any response or submission of this EOI. Acceptance 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 Town of Fairview to enter into an agreement with any respondent to this request for EOI or to issue a competitive bidding opportunity. The Town of Fairview may determine at its sole discretion, to proceed or not to proceed with negotiations in relation to any areas discussed within the EOI.

There will be no request for proposal (RFP) initiated following the EOI as the EOI in and of itself is the initiating action. All submissions will be followed up by the Town of Fairview Naming and Sponsorship Team.

### **Background Information:**

On June 6, 2023, the Town of Fairview developed a policy recognizing sponsorship as an opportunity to offset the costs of municipal infrastructure, programs, and operations: and in recognizing individual partnerships supporting programs and operations. Approval was given for Administration to pursue Naming and Sponsorship Agreements of select recreation facilities as noted:

- Fairview Community Centre
- Fairview Arena

The Town of Fairview is seeking to enter 3–5-year Naming and Sponsorship Agreements with businesses or organizations, starting in 2025, that strategically aligns to the Town of Fairview’s goal of being an inclusive, resident-centric, friendly, and healthy community.

**Facility Information:** See Appendix A for further facility details and pictures.

### **Fairview Community Centre 11219-95 Ave Fairview AB**

- This facility houses the Fairview Fitness Centre, Community Theatre and Aquatic Centre.
- Aquatic Centre features a 5-lane 25-metre lap pool, a zero-depth wading pool, river jets, fountain canes, Tarzan rope, monkey bar climber and a 20-person hot tub.
- Fairview Fitness Centre is equipped with a broad range of high-quality weight and cardio equipment including treadmills, spin bikes, ellipticals, steppers, recumbent bike, free weights, cable machines, lifting racks and benches. This facility also offers a racquetball/wallyball court, squash court and a co-ed sauna, making it a versatile fitness space for various activities.
- The Community Theatre provides a seating capacity of 310 and is outfitted with professional dimming, lighting, video data and audio reinforcement equipment including two backstage dressing rooms. This facility regularly hosts courses, concerts, movies, shows and plays, making it a cultural hub for the community.
- Approximately 45,000 visitors to the Community Centre annually

### **Sponsor Recognition options**

- Highway signage
- Building signage, west side highway facing
- Building signage, east side parking lot facing
- Wayfinding signage
- Promotional materials and website
- Lobby
- Website/Social Media

## **Fairview Arena 10305- 109 Street Fairview AB**

- Home to the North West Junior Hockey League (NWJHL) Fairview Flyers, Fairview Minor Hockey Teams and Fairview Silver Blades Program
- South side of the building is an outdoor rink surface
- Approximately 75,000 visitors annually
- Over 2000 Ice booking hours annually
- Host to many local events and trade shows on off season
- 1000 seat capacity

### Sponsor Recognition options

- West side main entrance
- South side facing, outdoor arena
- East Side back doors
- Wayfinding signage
- Promotional materials and website
- Electronic Sign board
- Lobby
- Website/Social Media

### **EOI Information**

Please include but not limit the EOI to:

- Company description
- Company contact
- Sponsorship contribution offer. State if per year or for the term of the sponsorship agreement
- Term of sponsorship
- Facility or facilities the company wishes to sponsor – will accept sponsorship interest for the Community Centre or Arena or both
- Sponsorship recognition expectation

### **EOI evaluation:**

The EOI will be evaluated based on the following

- Company profile
- Sponsorship contribution offer
- Sponsorship term
- Sponsorship recognition

### **Process:**

All Naming and Sponsorship EOI will be reviewed on an individual basis to ensure they align with business and best practices associated with the Town of Fairview.

At the Town of Fairview's sole discretion, selected applicants may be contacted by the Town of Fairview to determine next steps. If aligned, the applicant and the Town of Fairview may enter a

phase of exploration and negotiation with the proposed sponsor. Upon successful negotiation, the applicant(s) will be further reviewed by administration, finally Naming and Sponsorship Agreements will be subject to Town of Fairview Council Approval.

### **Naming Concept and Sponsorship Value:**

The Naming Sponsorship Agreement will be negotiated between the Town of Fairview and the applicant. The successful applicant will have the naming rights for the defined period (3-5 years), consisting of term naming of facility, including, and not limited to all references to the building across all Town of Fairview assets and information, sponsorable activities, preferred access to programs and business/revenue generation opportunities. The total value of the partnership contract is negotiable. The applicant will be responsible for the cost of the signage and installation.

### **Submission Requirements:**

Interested applicants should submit their EOI response in the forms 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, location of office(s), length of time in business, 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 Town of Fairview to consider regarding your proposed interest in Naming and Sponsorship Partnership.
- Sponsorship contribution, with number of years.
- Which facility or both you wish to sponsor.
- Expected recognition for the sponsorship amount.
- Other options to consider.
- Contact information.

### **Terms of this EOI**

- The Town reserves the right to cancel the EOI for any reason without any liability to the proponent.
- EOI proposals may be withdrawn by written notice.
- No proponent shall have any claim for any compensation of any kind as a result of the participating in the proposal.
- All EOI will remain confidential.
- This proposal does not form a contract with the town.
- The successful proponent will enter into a contract with the Town prior to sponsorship commencement.

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

All documents submitted to the Town of Fairview will; be subject to the protection and disclosure provisions of the Freedom of Information and Protection of Privacy Act (“FOIP”). FOIP allows persons the right of access to records in the Town of Fairview’s custody or control. It also prohibits the Town of Fairview 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 reasonable be expected from its disclosure. The Town of Fairview however cannot assure applicants that any portion of their documents can be kept confidential under FOIP.

**Submission Deadline:**

All submissions must be received no later than 4:00 pm on December 06, 2024.

<p><b>Return EOI to:</b></p> <p><b>Caroline Cleave</b> Director of Community Services Box 730 Town of Fairview, AB T0H 1L0 Phone: 780-835-5461 email: <a href="mailto:community@fairview.ca">community@fairview.ca</a> 101, 10209-109 Street</p>	<p><b>Closing Date:</b></p> <p><b>December 06,2024 @ 4:00 pm MST</b></p> <p>EOI# CS 2024-12-06, title and closing date are to be marked on the sealed envelope. Will accept bids that are mailed, emailed or hand delivered. Proposals may be emailed, by closing date and time, to: <a href="mailto:community@fairview.ca">community@fairview.ca</a> The EOI# and description must be on the subject line.</p>
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Appendix A

**Fairview**  
Community Centre



# Fairview

Arena

