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RURAL MUNICIPALITY OF ST. CLEMENTS

REQUEST FOR PROPOSAL (RFP)



Naming Rights Partnerships

FOR

ST. CLEMENTS ACTIVITY CENTER

Request for Proposal REC 2025-01

Due Date: Friday March,21, 2025

4:00 pm Central Standard Time



Table of Contents

Contents	1
1.0 GENERAL	2
2.0 BACKGROUND INFORMATION	2
3.0 PROPOSAL CALL	3
4.0 OMISSIONS AND DISCREPANCIES	3
5.0 ADDENDA	4
6.0 MODIFICATION OF PROPOSALS	5
7.0 PROPOSALS IRREVOCABLE	5
8.0 TIME FOR EXECUTING CONTRACT AND DAMAGES FOR FALIURE TO EXECUTE	5
9.0 PROPOSAL IRREGULARITY OR NON-COMPLIANCE	6
10.0 INSTRUCTIONS TO PROPONENTS	6
11.0 TERMS AND CONDITIONS	7
12.0 FINANCIAL PROPOSAL	8
13.0 REQUIREMENTS AND EVALUATION	9
14.0 TIMING OF PROPOSALS	11
15.0 CONTRACT AWARD	12

1.0 GENERAL

- 1.1** The purpose of this Request for Proposal (RFP) is to invite interested parties to have Naming Rights of the St. Clements Activity Centre, with the aim of enhancing the successful Proponent's marketing efforts and image, while offering the Activity Centre revenue to continue to attract and develop new opportunities for recreation in the Rural Municipality of St. Clements.

2.0 BACKGROUND INFORMATION

2.1 Location

The Rural Municipality of St. Clements is located to the East of the city of Selkirk and stretches from East St. Paul to the gate of Grand Beach Provincial Park. The Municipality has experienced growth over the last few years seeing the population increase by approximately 6.5% according to the 2021 census data. The Municipality's total population sits at 11,586 and continues to grow. The Municipality is an attractive community in which to live and raise a family. With lots of access to outdoor recreational interests such as fishing, hunting and even outdoor sport such as baseball or soccer.

2.2 Site Description

The Activity Centre will be located on Donald road in the south of the municipality and sit on 10.41 acres of land and consists of a 10,300 square foot facility that will boast a gymnasium, kitchen space, multipurpose room, and lounge area. These facilities can be used for fitness, arts, or cultural workshops. The land also includes a play structure, fitness circuit, toboggan hill and large pond that can be utilized for skating, hockey, fishing, or even small watercraft such as kayaking.

2.3 Activity Centre Usage

The facility will be utilized in 6 major ways:

- 1) Rentals:** This will include rentals for socials, weddings, baby showers, private events, and even corporate needs such as meeting spaces or retreats.

- 2) Recreation Classes and events:** This is any recreation class, workshop or program put on by the Rural Municipality of St. Clements or our partners.

- 3) Sports Group Usage:** The gym space can and will be utilized to facilitate group sports bookings such as, badminton, volleyball, pickle ball, basketball, and even soccer practices.

- 4) **Summer Day Camps:** Summer and spring break day camps will utilize the space for their activity and will have a large area to participate in their group activities.

- 5) **Outdoor recreation:** With the hiking trail, play structure, pond and fitness circuit there will be ability for summer recreational activity. As well as a variety of winter activity with the toboggan hill and pond being available to skate on. The whole facility and grounds will be utilized.

- 6) **Educational and Nature Interpretive Programming:** With the land the building is on having natural prairie grasses and marsh land there is an opportunity to educate people on the wetlands and grasses of the area. Interpretive educational programming will be offered in order to do just that.

3.0 PROPOSAL CALL

- 3.1 Sealed Proposals, fully executed, dated and endorsed will be received up to the Close of Proposal by the Municipality.

- 3.2 Proposals received after the Close of Proposals shall not be considered.

- 3.3 The Municipality may by notice or addendum, postpone the Close of Proposals, or cancel the RFP.

- 3.4 The Proponent must submit a total of one paper copy and one digital copy in pdf format of the fully completed Proposal together with all attached schedules, signed and sealed by the Proponent.

- 3.5 Proposal pricing shall be in Canadian Dollars.

4.0 OMISSIONS AND DISCREPANCIES

- 4.1 The Proponent, upon receipt of the RFP, must verify that the documents are complete. In order to ensure that you have received all pages of the enclosed, please check the page numbering.

- 4.2 Proponents shall review the RFP and shall promptly report and request clarification for any discrepancy, deficiency, ambiguity, error, inconsistency or omission contained therein. Any such

request must be submitted in writing, electronically or otherwise, **no later than 4:00pm March, 24 2025**. Where such request results in a change or a clarification to the requirements of the RFP, the Municipality will prepare and issue an **Addendum** to this RFP, **no later than 4:00pm March 28, 2025**.

- 4.3 Verbal statements made by the Municipality to any or all Proponents shall not result in a modification of any provisions of the RFP.
- 4.4 Questions arising during the Proposal Period shall be directed to the Municipality's representative identified in Section 10.2.
- 4.5 Alterations or amendments to any of the RFP shall only be effective by written notice from the Municipality to the Proponents delivered during the Proposal Documents.
- 4.6 Amendments to the Proposal Documents issued by the Municipality during the Proposal Period shall be incorporated and shall become a part of the Proposal Period.
- 4.7 Each Proponent shall be responsible to ascertain that it has received all amendments to the Proposal Documents.
- 4.8 Each Proponent shall be responsible for delivery.

5.0 ADDENDA

- 5.1 The Municipality reserves the right to issue Addenda up to the closing date. The date set for submitting Proposals may be changed if the Municipality determines more time is necessary. Addenda will state any changes to the Proposal closing date and time. Proponents should acknowledge receipt of all Addenda in their Proposals.
- 5.2 Upon Submitting a Proposal, Proponents will be deemed to have received notice of all Addenda that are posted on the Municipality's website and deemed to have considered the information of inclusion in the Proposal submitted. This Proposal and any resulting award shall be governed by and construed in accordance with the laws of the Province of Manitoba, which shall be deemed the proper law hereof.

6.0 MODIFICATION OF PROPOSALS

- 6.1** A Proposal submitted in accordance with these Instructions to Proponent may be modified provided the modification:
- a) is delivered in writing to the Municipality's Address before or at the close of Proposals; and
 - b) states the name of the Proponent and the nature of the modification; and
 - c) is duly signed on behalf of the Proponent
- 6.2** The Municipality will not accept any modification that it deems, in its sole and unfettered discretion, to be illegible or that is received by the Municipality after the Close of Proposals.
- 6.3** Verbal, telephone, email or facsimile transmitted modifications will not be accepted.

7.0 PROPOSALS IRREVOCABLE

- 7.1** Proposals delivered to the Municipality and not withdrawn before the Close of Proposals shall be irrevocable and open for acceptance by the Municipality for a period of ninety (90) days following the submission deadline.
- 7.2** Until the Close of Proposals, the Proponent may withdraw its Proposal without penalty or forfeiture.

8.0 TIME FOR EXECUTING CONTRACT AND DAMAGES FOR FALIURE TO EXECUTE

- 8.1** After it has received written notice from the Municipality that it is the successful Proponent, the successful Proponent shall execute and deliver the Contract presented to it by the Municipality within seven (7) consecutive days of the date of the award. For the purpose of this Section, notice shall be considered given to the successful Proponent upon delivery of such notice in writing to the successful Proponent at the address for the successful Proponent set out in the

Proposal submitted. Failure to duly execute and return the Contract to the Municipality shall constitute a breach of the agreement effected between the parties by the submission and acceptance of the Proposal and the Municipality, at its option, may rely upon the failure of the successful Proponent to duly execute and deliver the Contract to the Municipality and the Municipality may:

- a) accept any other Proposal; or
- b) reject all other Proposals.

This shall in no way limit the Municipality's right to recover from the successful Proponent all of the Municipality's damages arising out of the successful Proponent's failure or refusal to execute and deliver the Contract to the Municipality, including but not limited to legal costs on a solicitor and own client full indemnity basis.

9.0 PROPOSAL IRREGULARITY OR NON-COMPLIANCE

9.1 The Municipality reserves the right to waive an irregularity or non-compliance with the requirements of the RFP where the irregularity or non-compliance is minor or inconsequential. The determination of what is or is not a minor or inconsequential irregularity or non-compliance, and the determination of whether to waive or not waive the irregularity or non-compliance, shall be at the Municipality's sole discretion.

9.2 In the event of a discrepancy between an amount written in words and an amount written in figures, the amount written in words shall be deemed the intended amount.

10.0 INSTRUCTIONS TO PROPONENTS

10.1 Submission

The Proponent must submit one paper copy and one digital copy in pdf format of the fully completed Proposal together with any attached schedules, signed and sealed by the Proponent.

Email and facsimile transmitted proposals will **not** be accepted.

The Proposals titled "**RFP REC 2025-01- St. Clements Activity Centre Naming Rights**" are to be submitted by mail or hand delivered to:

Rural Municipality of St. Clements

Mailing Address: Box 2 Grp 35 RR1

Physical Address: 1043 Kittson Rd

East Selkirk, MB, R0E 0M0

Attention: Brenden Collins Recreation Manager RFP REC 2025-01, St. Clements Activity Centre Naming Rights

No later than 4:00pm on March 21, 2025. Proposals received after this date will not be accepted.

10.2 Inquiries and Amendments

All inquires concerning this Request for Proposal (including submission requirements) are to be directed to:

Brenden Collins, Recreation Manager

Rural Municipality of St. Clements

Phone: (204)-482-3300

Email: recreation@rmofstclements.com

10.3 Non-Mandatory Site Visits

Optional site visits are available to view the Activity Centre. Appointments for these visits can be made from March 3, 2025 through March 14, 2025 by contacting Brenden Collins, Recreation Manager at (204)-482-3300 or at recreation@rmofstclements.com.

11.0 TERMS AND CONDITIONS

11.1 By submitting a Proposal and participating in the process as outlined in this RFP, Proponents expressly agree that no contract of any kind is formed between the Proponent and the Municipality, or arises from this RFP, prior to the execution of the Contract. This RFP is not an invitation for an offer to contract, and is not an offer to contract made by the Municipality. No Proponent will acquire any legal or equitable rights or privileges by participating in the RFP process until a Contract is fully executed.

11.2 The Municipality does not bind itself to accept the highest offer, the highest scored or any proposal submitted.

- 11.3** The Municipality has the right to cancel the RFP at any time and to reissue it for any reason whatsoever, without incurring any liability and no Proponent will have any claim against the Municipality as a result of the cancellation or reissuing of the RFP.
- 11.4** If a Contract is to be awarded as a result of this RFP, it will be awarded to the Proponent whose Proposal, in the Municipality's sole opinion, provides the best potential value to the Municipality and is capable in all respects to perform fully the Proposal and compatible with the general uses of the Activity Centre.
- 11.5** The Municipality reserves the exclusive right to determine the qualitative aspects of all Proposals relative to the evaluation criteria.
- 11.6** Proposals, accompanying documentation, and any project reports, drawings, etc. submitted by the Proponents are the property of the Municipality and will not be returned.
- 11.7** No third-party advertising will be allowed on sponsorship signage pertaining to this naming rights opportunity.
- 11.8** The Municipality is seeking a term contract of ten (10) years.
- 11.9** Submission of a Proposal constitutes acknowledgement that the Proponent has read and agrees to be bound by all the terms and conditions of this RFP.
- 11.10** The Municipality will not make any payments for the preparation of a response to this RFP. All costs incurred by the Proponent for the preparation of the Proposal and the negotiation of the Contract shall be borne by the Proponent. If the Municipality elects to reject all Proposals, the Municipality will not be liable to any Proponent for any claims, including but not limited to claims for costs or damages incurred by the Proponent in preparing the Proposal or negotiating the Contract, loss of anticipated profit in connection with any final Contract or any other matter whatsoever.
- 11.11** The successful Proponent shall be responsible for applying for and paying any fees associated with obtaining any permits or licenses required to carry out the Contract during its term.

12.0 FINANCIAL PROPOSAL

12.1 The Proponent shall outline its financial and business proposal including, but not limited to, payment plan and escalation factors in sufficient detail so a thorough analysis of the Proposal may be performed. In valuing naming rights, Proponents may consider the following attributes:

- Proposed terms of contract
- Number and types of events held at the St. Clements Activity Centre
- Annual attendance

- Demographics of the audience(s)
- Media exposure
- Comparative analysis with other similar facilities
- Projected future events/historical performances

The Municipality desires the payment plan to be made in equal annual installments over the term of the agreement. The successful Proponent will be responsible for the cost of any and all naming rights signage on the exterior and interior of the building, including but not limited to the design, fabrication, and installation/placement of said signage.

Additionally, Proponents are encouraged to quantify the value of any proposed in-kind contributions. For example, an interested party may donate the use of a riding lawn mower for a year or donate cleaning supplies, etc. Please include any and all documentation to support the value of any proposed in-kind contribution(s).

Proposals may also be submitted for naming rights to specific rooms inside the facility. Such rooms include the multipurpose space, gymnasium, and lounge area. These proposals are subject to all terms and conditions of the facility naming rights RFP as well.

13.0 REQUIREMENTS AND EVALUATION

13.1 Proponent Eligibility

Eligibility is open to any individual, business, corporation, or not-for-profit association in good standing and compatibility of the Proponent's brand with the general uses of the Activity Centre as a community sports, cultural and entertainment facility.

13.2 Proposal Requirements

Any and all proposals received by the deadline will be considered. However, the Proponent will address, at a minimum, the selection criteria hereinafter listed:

- a) Cover letter with the name, address and contact information of the Proponent, duly signed by the Proponent, and where the Proponent is a corporation by an officer authorized to execute a contract with the municipality;
- b) Background of the Proponent- description of business activities, business or individual history and financial position, copies of any Annual Reports or other relevant documentation if available;
- c) Presence in the Rural Municipality and region;



- d) Why is this particular sponsorship opportunity of interest to you and how does it align with your values, branding, and direction
- e) Proposed name for the Activity Centre
- f) Financial Proposal (see section 12)

Proponents are welcome to include any additional information deemed relevant for consideration.

13.3 Proposed Name of the Activity Centre

The Proponent shall propose alternative names for the Activity Centre. These will be discussed more fully during the negotiation process with the Municipality having final approval authority over the name and logo associated with the Activity Centre. The Municipality desires to retain “St. Clements Activity Centre” as part of any proposed name; however, the Municipality will consider all options presented and will have final approval.

The successful Proponent will be required to grant the right to the Municipality to include any trademarks which are included in the Activity Centre name and logo

Proponents are welcome to include any additional information deemed relevant and appropriate for consideration.

13.4 Proposal Evaluation

The evaluation process for proposals will consider the following criteria:

Criteria	Maximum Score (100)
Meeting the Eligibility and Compatibility criteria	20 Points
Completeness of the proposal in addressing all elements identified in this RFP	15 Points
Value of Financial Offer and term	25 Points
Financial stability and Capacity of the Proponent to enter into sponsorship commitment	20 Points
Proposed Name deemed acceptable by the Rural Municipality of St. Clements	20 Points

Proposal submissions will be evaluated by the Municipality and a recommendation made to council. Upon receiving subsequent approval by Council, the Municipality will enter into a Municipal Activity Centre Naming Rights Agreement with the successful Proponent.

This is a Request for Proposal and not an invitation to Request for Proposal. You are therefore advised that the Municipality reserves the right to:

- a) Accept a proposal without negotiation.
- b) Reject a proposal without negotiation.

- c) Negotiate changes in the technical or financial content of the successful proposal.

14.0 TIMING OF PROPOSAL

14.1 Summary of Key Dates

RFP Published	January 23, 2025
Non-Mandatory Site Visit	March 3-14, 2025
Deadline for Questions from Proponents	March 14, 2025
Final Addendum for Questions Published	March 18, 2025
Closing of Proposals/Deadline for Proposal Submissions	March 21, 2025
Proposal Review	March 24-April 2, 2025
Award of Contract	April 4, 2025
Return of Contract	Within seven (7) consecutive days of the date of the award

The above dates may be extended at the sole discretion of the Municipality.

14.2 Benefits of Naming Rights Package

Listed below are the benefits that will be made to the successful Proponent. The name of the Activity Centre which is proposed by the successful Proponent and approved by the Municipality will be the exclusive name of the Activity Centre in all official Activity Centre references, correspondence, and advertisement during the term of this agreement. The successful Proponent will have the right to create and develop a proposed logo for the Activity Centre to be owned jointly by the Proponent and the Rural Municipality of St. Clements and which design is subject to approval by the Municipality. The name and/or logo identification will be in all official Activity Centre references made by the Municipality including, but not limited to, the following:

- Media coverage
- Media Placement- radio, print, social media links
- Website
- Activity Centre related publications
- Promotional items and merchandise
- Advertising/Promotional literature

Platinum Level Sponsorship

- Exclusive naming rights to the St. Clements Activity Centre

- Logo placement on recreation signage, advertising and promotional materials
- Featured recognition in press releases, media interviews, and social media campaigns
- VIP access to the recreation centre for corporate events and client entertainment
- Co-branded marketing campaigns and promotions
- Community engagement initiatives and philanthropic partnerships

Gold Level Sponsorship

- Naming rights for one of the rooms in the Activity Centre for a term of 10 years
- Logo placement on select recreation centre signage and promotional materials
- Recognition in press releases and select media campaigns
- Access to the Activity Centre for corporate events and client entertainment
- Co-branded marketing opportunities

Silver Level Sponsorship

- Logo placement on select Activity Centre signage
- Recognition in select media campaigns
- Access to the Activity Centre for corporate events
- Co-branded marketing opportunities

Customized Packages

We understand that every partnership is unique, and we are committed to creating a customized package that meets your specific needs and budget. Please contact us to discuss your goals and objectives, and we will work with you to develop a naming rights package that delivers maximum value and impact for all parties involved.

15. CONTRACT AWARD

- 15.1** After Proposals have been publicly opened, the Municipality may, at its discretion, release to the public a summary of Proposal Prices.

- 15.2** The successful Proponent will enter into a written Contract with the Municipality based upon the information contained in the RFP and the successful Proponent's submission and any modifications thereto.
- 15.3** The Municipality will notify the successful Proponent in the form of a Letter of Award. The RFP and completed proposal form will be incorporated by reference in the Contract and included in the formal agreement which will form part of the contract/agreement between the Rural Municipality of St. Clements and the successful Proponent. Any changes to the Contract will be confirmed by an amended agreement. The Municipality reserves the right to terminate the Contract following an instance of unacceptable performance with regard to contractual standards, quality, quantity or delivery.

END OF DOCUMENT