



New Event Facility Naming and Sponsorship Opportunity

Expression of Interest

February 17, 2022

Recreation and Cultural Services

NEW EVENT FACILITY - NAMING AND SPONSORSHIP OPPORTUNITY

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

This is not and will not result in procurement.

Deadline:

Expression of Interest (EOI) submissions are ongoing.

Contact Person:

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

Sam Sayeed, Coordinator, Sales and Sponsorship
Programming & Events
City of Lloydminster
ssayeed@lloydminster.ca
Phone: 780-875-6184 ext. 1010

Expression of Interest:

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 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 Lloydminster Sponsorship Team.

Background Information:

The City of Lloydminster is currently working on detailed drawings of a new event facility consisting of a performance arena as well as a community arena. The event facility is projected to have 2000 to 2500 permanent seating and be home to several Lloydminster teams such as the Lloydminster Junior A Bobcats, Lloydminster Junior B Bandits, Lakeland College Rustlers and Both Midget AAA female and male hockey teams. The event facility is being designed to be able to host major events in several sports such as curling (provincial, western, national), major hockey tournaments (provincial, western, national), music/dance concerts and much more. The community arena will also be used by many community sport organizations such as ball hockey, Lloydminster minor hockey, Lloydminster Lacrosse Association, and Lloydminster Skating Club. The site of the event facility may also include slo-pitch amenities, covered outdoor arena, walking paths and commercial retail units.

Facility Information:

New Event Facility (South of 41 street, North of 36 street, East of 40 avenue)

- Slated to be open third quarter in 2025
- Current plans include:
 - Event Arena (2000 to 2500 seats)
 - Community Arena (300-500 seats)
- Larger site plan may include:
 - Slo-pitch amenities
 - Outdoor Arena
 - Commercial Retail Units

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 Lloydminster.

At the City's sole discretion, selected applicants may be contacted by the City of Lloydminster to determine the next steps. If aligned, and upon successful negotiation, the applicant(s) will be further reviewed by the City's Sponsorship Committee. Finally, the Naming and Sponsorship Agreement will be subject to City Council approval.

Naming and Sponsorship Value:

\$68,000 - \$126,000 per year based upon negotiated location, value proposition, and asset negotiation, based on a 15-to-20-year agreement.

Other sponsorship opportunities are available, please contact Sam Sayeed for additional information and pricing.

Naming Right Opportunity:

The Naming and Sponsorship Agreement will be negotiated between the City of Lloydminster and the successful applicant. The successful applicant will have naming rights for a defined period, consisting of naming of the New Event Facility, and may include, but is not limited to all reference to the building across all city assets and information, sponsorable activities and activations, preferred access to programs and business/revenue generation opportunities.

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:

- Label "**Expression of Interest – Lloydminster Place**" on your submission.
- Company or group profile. This includes:
 - Company name
 - Products/services offered
 - Market reach (target and segments)
 - Location of office(s)
 - Length of time in business and
 - Numbers and types of staff.
- Company credentials/certifications/official recognitions.
- Relevant identification of similar partnership and/or sponsorships conducted of similar size, value of agreement and reference contacts.

- Provide any other information you would like the City to consider regarding your proposed interest in Naming and Sponsorship Partnership.

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

All documents submitted to the City will be subject to the protection and disclosure of the Local Authority Freedom of Information and Protection of Privacy act. Notwithstanding the above, applicants should note that some financial and technical scoring may be disclosed if brought forward to Council meetings. The awarded contract amount will be posted to the tendering website in accordance with the trade agreements.