

Request for Proposals (RFP): Naming Rights Partnership

Project: Springside Community Centre (Rink) Naming Rights

Issued By: The Town of Springside, Saskatchewan

Submission Deadline: Wednesday, October 14, 2026, at 4:00 p.m.

1. Invitation & Purpose

The Town of Springside is formally requesting Proposals from interested corporate partners ("Proponents") to secure the exclusive Naming Rights for the Springside Community Centre (Rink), located at 20 Sharman Street, Springside, SK.

The purpose of this partnership is mutually beneficial:

- **For the Proponent:** To significantly enhance brand visibility, support corporate social responsibility, and drive community-wide marketing efforts.
- **For the Town of Springside:** To generate sustainable revenue that offsets rink operating expenses and funds new development opportunities for the municipality.

2. Sponsor Benefits & Signage Guidelines

The successful Proponent will secure high-visibility exposure across multiple platforms.

- **Asset Inventory:** The partnership includes exclusive rights to primary outdoor facility signage and arena board advertising.
- **Digital & Print Integration:** The Town of Springside will actively reinforce this brand exposure across the Town's official website, social media channels, and all official printed promotional materials.
- **Production & Installation Costs:** The fabrication and procurement of all physical signage will be at the sole expense of the Proponent.
- **Maintenance & Approvals:** To ensure quality control, the Proponent must submit all graphic designs to the Springside Town Council for formal approval prior to printing.

3. Submission Instructions

Interested parties must submit their completed proposal using the attached Proposal Form. Submissions must be received by the Springside Town Office no later than 4:00 p.m. on October 14, 2027.

Delivery Options:

By Mail:

Town of Springside
Box 414, Springside, SK, S0A 3V0

In Person:

Springside Town Office
18 Main Street, Springside, SK
(Hours: Mon, Tue, Thu, Fri | 8:30 a.m. – 4:30 p.m. | Closed daily from 12:00 p.m. – 1:00 p.m. and all Statutory Holidays)

By Email:

springside@sasktel.net

(Note: It is the sole responsibility of the Proponent to follow up and confirm that the email submission was successfully received.)

4. Terms & Conditions

Proposals delivered by mail or in person should be clearly marked in a sealed envelope:

"NAMING RIGHTS"

Proposals sent via electronic means (fax or email) will be deposited into a sealed envelope immediately by Town Staff. Although every effort will be made to keep proposals confidential, confidentiality cannot be guaranteed for submissions made electronically.

Proposal amounts will remain confidential until opened at the Regular Meeting of Springside Town Council on Wednesday, October 14, 2026.

The Town of Springside reserves the right to accept or reject any or all proposals, to negotiate with any Proponent, and to waive any informality or irregularities in the bidding process in the best interest of the municipality.

We appreciate all those who submit proposals and advise that only those selected for further consideration will be contacted.

5. More Information

For more information, please contact the Town Administrator, Kathy Novak 306-792-2022.