



REQUEST FOR PROPOSAL

Peace Memorial Multiplex Green Arena Naming Rights

The Town of Wainwright invites interested parties to submit a proposal to secure naming rights on the Green Arena within the Peace Memorial Multiplex.

Background:

The Peace Memorial Multiplex has been a cornerstone of the community since it officially opened in 2001. The Green Arena has approximately 400 seats and stays busy year-round with many different groups and activities frequenting the facility. Daily hockey and ice usage, along with many other ice events, keeps this ice surface busy from the middle of September until the end of March. During the spring and summer months, the Green Arena is kept busy with events such as lacrosse, minor ball and large community galas to name a few.

Benefits of the Naming Rights Package:

The facility Naming Rights Package offers the following benefits to the successful proponent starting roughly July 1st, 2025.

- Company name and logo replacing the current name and signage on the interior of the building in a designated location(s).
- Company name and logo installed and placed by the Town of Wainwright, in a prominent location on the ice surface during the winter season. (This cost is at the company's expense)
- Company name on facility booking software, Town of Wainwright website and social media outlets displaying company name when the facility is being utilized.

Requirement and Eligibility Criteria:

Proposals are open to any individual, business, organization or not-for-profit association in good standing. Interested applicants must submit their proposal in written format including the following requirements:

- The minimum bid requirement is FIVE THOUSAND dollars (\$5,000) plus applicable taxes per year for a minimum term of FIVE (5) years, to be made in equal annual installments at the beginning of each year or an agreed upon time.
- Name, address and contact information of the proponent.
- Proposed name for the Green Arena.

Town of Wainwright

1018 – 2 Avenue

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wainwright.ca

- Any information you would like the Town of Wainwright to consider regarding why this particular sponsorship opportunity is of interest to you.

Proposal Evaluation:

Proposals will be reviewed on an individual basis to ensure they align with business and best practices associated with the Town of Wainwright. Other evaluation criteria include:

- Value of the financial offer
- Length of term offer

The Town of Wainwright reserves the right to determine the best fit relative to all the evaluation criteria.

Proposals will be evaluated as soon as possible after the closing date.

Submissions and Inquiries:

All submissions, inquiries or questions related to the proposal process can be submitted to:

Scott Walker, Director of Parks and Recreation

1018 – 2nd Avenue

Wainwright, Alberta T9W 1R1

780-842-3381

swalker@wainwright.ca

All submissions are due by 4:00pm on Friday, May 16th, 2025.