

Request for Proposal Sale of Naming Rights Canada Games Park

Niagara 2022 Canada Summer Games

A new multi-sport facility is currently being developed for the Niagara 2022 Canada Summer Games - Canada Games Park. The owners of that facility (Niagara Region, Brock University and the Cities of St. Catharines and Thorold) request a proposal for a qualified agency, firm, or individual to sell the long-term naming rights in respect of Canada Games Park.

Email Intent to submit by December 11, 2020 prior to 4:00pm
Proposals to be completed and submitted by January 15, 2021 prior to 4:00pm

SECTION ONE INTRODUCTION & BACKGROUND INFORMATION

1. INTRODUCTION

- 1.1. The Canada Games are a national celebration of youth sport and culture. Held every two years, alternating between the Canada Winter Games and the Canada Summer Games, the Games are hosted on a rotation among Canada's provinces and territories. 2022 will be only the third time the Canada Games are hosted in Ontario since their inception in 1967.
- 1.2. The Regional Municipality of Niagara, the Regional Government for twelve (12) local area municipalities, is located in southern Ontario and is home to approximately 450,000 people. Niagara Region is the host of the 2022 Canada Games.
- 1.3. Canada Games Park is a new multi-purpose sport and recreation facility being built to host the 2022 Canada Games. The facility will include:
 - 1.3.1. A sport performance centre for high-performance training;
 - 1.3.2. A health and well-being centre with specialized training equipment and studio rooms for persons with special needs and seniors;
 - 1.3.3. A multi-purpose fieldhouse with four full-sized gymnasiums, a 200m suspended indoor track, seating for approximately 700 spectators, storage space, male and female change rooms, and a universal change room;

NIAGARA 2022 CANADA SUMMER GAMES | JEUX D'ÉTÉ DU CANADA NIAGARA 2022

- 1.3.4. A twin-pad arena with seating for approximately 1000 spectators and room for media workspaces at one pad and seating for approximately 200 on the other pad. Hospitality areas will be available adjacent to the main concourse and will overlook one pad and the outdoor athletics facility;
- 1.3.5. Office space will be available for sport organizations and other sport service providers;
- 1.3.6. Outdoor cycling plaza with bike racks and repair stations, and a staging area for cyclists interested in accessing the many trails surrounding Canada Games Park and the nearby mountain bike course developed for the 2022 Canada Games;
- 1.3.7. Outdoor athletics facility for competition and training that will include a 400m track, grass in-field, and facilities for all field events. Additional athletics warm-up and training space will also be available nearby for field events; and
- 1.3.8. Beach volleyball centre for competition and training.
- 1.4. Canada Games Park will be owned and operated by Niagara Region, City of St. Catharines, City of Thorold, and Brock University (the “Consortium”).
- 1.5. The Canada Games Park property is owned by Brock University and will be leased to the Consortium in a long-term lease agreement.
- 1.6. Construction of Canada Games Park is scheduled to be completed in late 2021 and available for use during the Games in August 2022, and by the Consortium thereafter.

SECTION TWO: ABOUT THE NIAGARA 2022 CANADA SUMMER GAMES

2. ABOUT THE NIAGARA 2022 CANADA SUMMER GAMES

- 2.1. The Niagara 2022 Canada Summer Games will celebrate the wonder of sport alongside arts and culture.
- 2.2. Approximately 5,000 young athletes and their coaches will gather to compete for the podium in Canada’s largest multi-sport event.
- 2.3. The Niagara 2022 Canada Summer Games will be hosted August 6-21, 2022.
- 2.4. In preparation for the Games, a Host Society has been established to organize and deliver the Games.
- 2.5. The goals of the Host Society are to:

NIAGARA 2022 CANADA SUMMER GAMES | JEUX D'ÉTÉ DU CANADA NIAGARA 2022

- 2.5.1. Provide a phenomenal experience for the athletes and other participants at the Games - an experience that will propel their development, allow them to perform their best and inspire them to dream big;
- 2.5.2. Provide a legacy of sport infrastructure and programs that are vital for Niagara, Ontario, and Canadian sport development;
- 2.5.3. Provide a legacy of infrastructure, community programs and unify a spirit that will be transformative for Niagara; and
- 2.5.4. Provide an unmatched podium and partnership for the Canada Games Council to build upon the success of previous Canada Games and strengthen the Canada Games property.

SECTION THREE: RESPONDENT RESPONSIBILITIES

3. RESPONDENT RESPONSIBILITIES

- 3.1. The Consortium is seeking qualified firms or individuals that have experience and a proven approach in the sale of naming rights for recreational and sport facilities.
- 3.2. The Respondent will identify within its proposal, an individual who shall be the designated contact for all services including the delivery of said services.
- 3.3. The Respondent working on behalf of and under the direction of the Consortium will be the lead representative and is expected to provide leadership and expertise in the delivery of all phases and aspects of the sale of naming rights for Canada Games Park.
- 3.4. The Respondent will report to the Canada Games Park Sponsorship Committee established by the Consortium and provide reports to the Committee as required.

SECTION FOUR: SCOPE OF SERVICES

4. SCOPE OF SERVICES

- 4.1. The services will include:
 - 4.1.1. reviewing naming rights opportunities and making recommendations regarding the long-term naming rights in respect of Canada Games Park that should be priced, packaged, and sold;
 - 4.1.2. preparing a plan for the sale of such naming rights for approval by the Sponsorship Committee;

NIAGARA 2022 CANADA SUMMER GAMES | JEUX D'ÉTÉ DU CANADA NIAGARA 2022

- 4.1.3. implementing the plan approved by the Sponsorship Committee for the sale of such naming rights;
- 4.1.4. preparing regular progress reports for the Sponsorship Committee;
- 4.1.5. assisting the Sponsorship Committee in developing appropriate public announcements/communications regarding successful naming rights sales;
- 4.1.6. assisting the Sponsorship Committee in negotiating and developing required agreements concerning the sale of long-term naming rights; and
- 4.1.7. assisting the Sponsorship Committee to prepare a servicing/fulfillment program concerning the sale of long-term naming rights.

SECTION FIVE: PROPOSAL REQUIREMENTS

5. PROPOSAL REQUIREMENTS

- 5.1. The proposal should include the Respondents interpretation of the requirements of the project, description of the approach planned to facilitate and carry out the project responsibility and scope of work. The proposal should contain the following:
 - 5.1.1. Firm Profile and past experience related to the sale of facility naming rights;
 - 5.1.2. Key personnel assigned to this project and past experience;
 - 5.1.3. Demonstration of capability and capacity;
 - 5.1.4. A minimum of three (3) projects of similar nature within the last ten (10) years including references for each project;
 - 5.1.5. Itemized fee structure for this project; and
 - 5.1.6. Confirmation of insurance coverages.
- 5.2. Proposal shall be submitted electronically via email in PDF format to mhill@2022canadagames.ca

SECTION SIX: PROPOSAL SUBMISSION FORMAT

6. SUBMISSION FORMAT

- 6.1. Respondents are required to provide submissions for each category listed below as a part of their submission. Failure to do so may eliminate the proposal from consideration. Proposals shall be as concise as reasonably possible and include a response to each of the following:
- 6.1.1. Firm overview;
 - 6.1.2. Designated Project Lead and Project Team;
 - 6.1.3. Past Experience;
 - 6.1.4. Project Work Plan and Deliverables;
 - 6.1.5. Project Timeline;
 - 6.1.6. Value Added; and
 - 6.1.7. Pricing.

SECTION SEVEN: PROPOSAL EVALUATION

7. PROPOSAL EVALUATION

- 7.1. Respondents are required to provide submissions for each category listed below as a part of their submission. Failure to do so may eliminate the proposal from consideration. Proposals shall be as concise as reasonably possible and include a response to each of the following:
- 7.1.1. Firm overview - 5%**
 - 7.1.1.1. Company background and history
 - 7.1.2. Designated Project Lead and Project Team - 10%**
 - 7.1.2.1. Experience and expertise of designated project lead and team members
 - 7.1.2.2. Bio for each team member
 - 7.1.3. Past Experience - 20%**
 - 7.1.3.1. Demonstration of capability and capacity in packaging, valuing, and selling facility naming rights for comparable facilities

NIAGARA 2022 CANADA SUMMER GAMES | JEUX D'ÉTÉ DU CANADA NIAGARA 2022

7.1.3.2. Three (3) previous projects including a minimum of one (1) reference per project

7.1.4. Project Work Plan and Deliverables - 20%

7.1.4.1. Understanding of project, scope of work, and deliverables

7.1.4.2. Proposed approach and methodologies to achieve the requirements

7.1.5. Project Timeline - 20%

7.1.5.1. Outline approach and critical path in achieving the project deliverables

7.1.6. Value Added - 10%

7.1.6.1. Unique contributions provided

7.1.6.2. Sponsorship or value in-kind services offered

7.1.6.3. Other considerations not outlined in the RFP

7.1.7. Pricing - 15%

7.1.7.1. Pricing structure for achieving the project deliverables

SECTION EIGHT: PROPOSAL SCHEDULE

8. PROPOSAL EVALUATION

8.1.

TASK	DATE
Issue Request for Proposal	December 2, 2020
Letter of Intent to Bid	December 11, 2020
Receipt of Respondent Questions	January 4, 2021
Response to Respondent Questions	January 8, 2021
Proposal Deadline	January 15, 2021

SECTION NINE | GENERAL

9. GENERAL

- 9.1. All material produced, data collected, and reports generated by the subcontractor on behalf of the Consortium are confidential and become exclusive property of the Consortium. The contractor may not share program materials, customer data, industry or program participant contact information, etc. unless explicitly authorized by the Consortium to do so.
- 9.2. This RFP does not commit to pay any costs incurred in the preparation of a proposal or to procure or contract for services. The Consortium reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified bidders and to cancel the RFP, in part or in its entirety at its sole discretion.
- 9.3. The Consortium reserves the right to refuse to work with any partners, vendors or sponsors that may reflect negatively on the organization and/or any 2022 Canada Games stakeholder.

SECTION 10 | SUBMISSION

10. SUBMISSION

- 10.1. All questions and requests for clarification should be submitted with the contact listed below. Questions and answers will be documented and distributed to all bidders. If necessary, an addendum will be issued.
- 10.2. Please be certain to include the name and contact details of the persons to be approached for clarification of the proposal if needed.
- 10.3. One (1) electronic copy of your proposal.

Submissions are to be sent to:

Matt Hill

Sr. Manager, Infrastructure & Legacy

mhill@2022canadagames.ca