

February 16, 2024

To whom it may concern,

The Town of Greater Napanee welcomes proposals to secure the naming rights for the Recreation Centre located at 16 McPherson Drive, Napanee (the arena) with the intent to negotiate and enter into a sponsorship agreement with the Town of Greater Napanee.

The Town of Greater Napanee is seeking to enter into a 10-year naming and sponsorship agreement with a business or organization that strategically aligns with our mission. The Recreation Centre naming rights package offers the successful proponent:

- Interior and exterior building signage.
- Website, social media, electronic and print material.
- All Recreation Centre related news releases.
- Our facility booking software, which creates all invoices, receipts, and schedules.

The Town of Greater Napanee promotes cultural growth, health, wellness, and fitness for all residents in the Lennox and Addington region and offers opportunities to participate in a wide range of activities by providing exceptional recreational, leisure and cultural facilities.

Designed primarily as a twin-pad ice arena, this multi-purpose community facility is also available for conferences, weddings, trade shows, graduations, parties, and meetings of all kinds. There are rooms to comfortably accommodate small groups or large gatherings, allowing a wide range of social, sporting, and cultural activities.

The Recreation Centre is located adjacent to nationally branded hotels and restaurants and is within proximity to a secondary school and two elementary schools.

Many different user groups including minor hockey, junior hockey, skating club, soccer, seniors' activities and more attend our facility throughout the year bringing lots of exposure to your company. In each of the last two years, the foot traffic at the Recreation Centre has been over 150,000. The Recreation Centre hosts various events throughout the year and boasts a diverse audience generating tens of thousands of impressions each year.

The Recreation Centre is adjacent to highway 401 with average daytime vehicle traffic being 40,000 (2016).

Our facility brings a diverse group of visitors including young children to seniors cheering on the younger generations. The vast range of people allows the ability to target varied demographics. While Greater Napanee has 16,000 residents, the Recreation Centre draws from surrounding municipalities as well as regularly hosting user groups from the cities of Kingston and Belleville.

Any questions raised by a potential proponent during this stage shall be submitted in writing and must be received by the Town of Greater Napanee no later than March 1, 2024, and be submitted to amanion@greaternapanee.com.

You are invited to submit a detailed proposal should you be interested in this opportunity. Proponents shall submit one hard copy, clearly marked "Request for Proposals for TGN Recreation Centre Naming Rights". Proposals will be received at the front reception desk until 1:00 p.m. on March 15, 2024.

The minimum bid requirement for the Recreation Centre naming rights is \$30,000 per year for a term of 10 years to be made in equal annual installments.

Proposals shall be submitted to:
Town of Greater Napanee
c/o Manager of Community Economic Development
99A Advance Ave., Napanee, ON K7R 3Y5

Proposals may be delivered to the front reception desk by hand, courier, or mail. Proposals received after closing time shall not be accepted and will remain unopened.

All proposals will be date and time stamped upon receipt. In a date and/or time dispute, the front reception desk clock will govern. The Town of Greater Napanee is not responsible for the timeliness of documents delivered or delivered to a location other than the specified address.

Thank you for your time and consideration,

Annie Manion
Manager of Community Economic Development
Town of Greater Napanee
343-302-5881
amanion@greaternapanee.com