



REQUEST FOR PROPOSAL

Ice Resurfacers Advertising Opportunity

RFP No.: 2025-EDLC-001

Edson and District Leisure Centre

RFP ISSUE DATE:

February 7 2025

RFP CLOSING DATE:

March 31, 2025

RFP CLOSING TIME:

14:00:59 MST

Key Dates

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| RFP posted on APC (Alberta Purchasing Connection) | February 7, 2025 |
| Deadline for Proponent's questions | March 21, 2025 |
| If Required, Final Addendum posting | March 26, 2025 at 14:00:59 P.M. (MST) |
| Submission Closing Date & Time | March 31, 2025 14:00:59 P.M. (MST) |
| If Required, Proponent's proposal clarifications | March 31, 2025 to February 10, 2025 |
| Successful Proponent notification | March 31, 2025 |



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REQUEST FOR PROPOSALS

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1. Introduction

1.1. Invitation to Proponents

The Town of Edson is seeking proposals from businesses or organizations interested in a unique advertising opportunity for the Edson and District Leisure Centre. This RFP invites proposals for the exclusive sponsorship of the Ice Resurfacer machine, used regularly at the Leisure Centre's rinks. The chosen sponsor will benefit from significant visibility and brand recognition, as this essential piece of equipment will display their logo and design each time it operates.

1.2. Town of Edson

A community of 8,374 residents, Edson is located halfway between Jasper and Edmonton along Highway 16 (the Trans Canada Yellowhead Route). The Town benefits from a mixed, resource-based economy. Residents and visitors come to Edson to work, live, and play, capitalizing on the Town's strategic location, economic strengths, and natural beauty. Recreation and the outdoors feature prominently in the local culture and lifestyle, as exemplified by the Town's extensive parks and trails network and a forthcoming regional multiplex. Further details on the Town can be found on our website at www.edson.ca

1.3. Background

This advertising opportunity will allow the selected Proponent to display their branding on the Ice Resurfacer through a professionally designed wrap, supplied by the selected Proponent and maintained for a three-year term. This opportunity enhances brand recognition while supporting local recreational initiatives.

1.4. Scope of Advertisement

The selected sponsor will:

- Receive exclusive branding rights on the Ice Resurfacer.
- Be responsible for the cost of creating, installing, and maintaining the wrap on the Ice Resurfacer for the duration of the agreement.
- Gain visibility during all public skating sessions, sports events, tournaments, and other activities held at the Leisure Centre.

1.5. Advertiser Benefits

- **Brand Exposure:** The Ice Resurfacer is a focal point in the arena, drawing attention each time it resurfaces the ice. This provides high-frequency, high-visibility brand exposure.
- **Community Engagement:** Demonstrates the sponsor's commitment to supporting local recreation and the Town of Edson.
- **Social Media and Website Acknowledgment:** The Town of Edson will acknowledge the sponsor on social media and on the Edson and District Leisure Centre's website, further promoting the sponsor's brand.

1.6. Requirements for Proposals

Interested businesses/organizations should submit a proposal that includes:

- **Company Profile:** Briefly introduce your organization and outline your previous experience with similar advertisements.
- **Design Concept:** An initial concept or description of the proposed wrap design.
- **Financial Offer:** Advertiser investment amount for the three-year term, including any additional support your organization may wish to provide.

- Wrap Installation & Maintenance Plan: Confirmation that you will handle the wrap installation and maintenance throughout the advertisement term.

1.7. Proposal Evaluation Criteria

The selection will be based on the following criteria:

- Advertisement Amount: Contribution offered for the three-year sponsorship term.
- Brand Alignment: Compatibility of the advertiser's brand with the values and mission of the Edson and District Leisure Centre.
- Design Concept: Creativity, quality, and potential for community appeal.
- Commitment to Maintenance: Ability to maintain the wrap in excellent condition throughout the advertisement period.

1.8. Proposal Submission

Please submit your complete proposal by March 31, 2025 to:

Vicky Bird
Town of Edson
1021-49 Street
P.O. Box 6300
Edson, AB T7E 1T7
Email: vickyb@edson.ca

For any questions regarding this RFP, please contact Vicky Bird at 780-723-7665 or via email vickyb@edson.ca.

2. Timeline

RFP Issued: February 7, 2025
Proposal Submission Deadline: March 31, 2025
Evaluation Period: March 31– April 4, 2025
Notification of Selected Advertiser, March 31, 2025
Advertisement Agreement Begins: TBD

3. Terms and Conditions

The selection will be based on the following criteria:

- The selected advertiser will be required to enter into a formal agreement with the Town of Edson.
- The advertiser is responsible for all wrap-related costs, including design, installation, and any necessary repairs or maintenance.
- The Town of Edson reserves the right to approve the final design of the wrap.
- The Town of Edson reserves the right to reject any or all proposals without any obligation to provide reasons for doing so.