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INTRODUCTION

Foothills Okotoks Regional Field House – Where the community comes together!

The Foothills Okotoks Regional Field House is a \$21.5 million partnership between the County of Foothills and the Town of Okotoks built by Scott Builders Inc. The Foothills Okotoks Regional Field House is run by the Foothills-Okotoks Recreation Society, with day to day management by Nustadia Recreation Inc.

The Foothills Okotoks Regional Field House features 3 turf playing fields (200' x 85') and a multipurpose court which divides into 3 gymnasiums (200'x 85'). In addition, it offers an 800-foot elevated walking/running track which is free to all users, training areas, meeting and multipurpose rooms, a daycare and a concession. The facility opened on September 1st, 2014.

The Foothills Okotoks Regional Field House is enjoyed by many sports groups including soccer, lacrosse, volleyball, football, basketball, slo-pitch, baseball/softball, rugby, tennis, pickle ball, karate, and more. In addition, several trade shows are planned annually including 2 large dog shows with over 500 canine participants! The Foothills Okotoks Regional Field House also hosts an average of 50 birthday parties each month as well as many other activities that require a roof during our long and inclement winters!

SUMMARY OF KEY INFORMATION

RFP TITLE

The title of this RFP is: NAMING RIGHTS **Foothills Okotoks Regional Field House**. Proponents should use this title on all correspondence.

CONTACT PERSON

The Contact Person for this RFP is: Glenn Federowich, General Manager Email: gfederowich@cpregionalfieldhouse.com. Please direct all enquiries, in writing, to the above-named Contact Person; no telephone or fax enquiries permitted.

ENQUIRIES

Proponents are encouraged to submit enquiries at an early date to permit consideration by the Foothills Okotoks Recreation Society (FORS). FORS may, at their discretion, decide not to respond to any Enquiry received after 3:00 p.m. (local time) on the day that is 5 business days before the Submission Closing.

SUBMISSION CLOSING TIME

October 01, 2019 at 2:00 p.m. (local time in the County of Foothills, Alberta)

SUBMISSION METHOD

Proponents are encouraged to submit their proposals electronically via email to the contact person for this RFP. However, hard copy proposals will be accepted, and time stamped at: The Foothills Okotoks Regional Field House, 125 Field House Drive East, Aldersyde, AB

DELIVERY HOURS

Deliveries will be accepted at the Delivery Address on weekdays (excluding Statutory Holidays) from 8:30 a.m. to 4:00 p.m. (local time in the County of Foothills).

1. INVITATION TO PROPONENTS

1.1 Eligibility

Companies licensed for business in Alberta are invited to submit competitive proposals for the Naming Rights of the Foothills Okotoks Regional Field House.

1.2 Participation Agreement

As a condition of participating in this RFP, each Proponent must sign and deliver to the Contact Person a participation agreement (“Participation Agreement”), substantially in the form attached (Schedule 1) or otherwise acceptable to FORS. Proponents should sign and deliver the Participation Agreement within five Business Days after this RFP is issued (via email is acceptable).

2. PURPOSE OF THE RFP

The purpose of this RFP is to invite eligible Proponents to prepare and submit competitive Proposals for the NAMING RIGHTS of the Foothills Okotoks Regional Field House under a 5- year agreement (the “Agreement”). Specific details are provided in section 3. Scope, of this RFP document. In conjunction with this RFP.

3. SCOPE

This proposal is relative to the sale of naming rights to the Foothills Okotoks Regional Field House. The funding received from the sale of the naming rights will be used for ongoing reinvestment in equipping and operating all aspects of the facility including providing equitable programming access for all members of our community.

Opportunities and benefits for the successful Naming Rights Partner(s) may include name and logo on the exterior of the building and promotional opportunities linked to our ongoing marketing initiatives.

4. PROPOSAL INSTRUCTIONS

Only proposals that comply fully with the requirements of this RFP will be considered. Proposals must be submitted in MS Word or Adobe PDF format.

4.1 Submission Package

Schedule 1 attached herein contains the instructions and forms that require completion for this RFP.

4.2 Number of Copies

Each Proponent is to submit a copy of their proposal digitally, either by email, or in person on a USB storage device by the closing date and time described in this RFP.

4.3 Estimated Timeline

The following is the estimated timeline for the Naming Rebranding.

Issue Date of RFP	July 1, 2019
Deadline for Questions	September 1, 2019
Deadline for Issuing Addenda	September 15, 2019
Submission Deadline	October 1, 2019
Agreement Award	November 1, 2019
Start of Rebranding	January 1, 2020
Substantial Rebranding Completion	April 1, 2020

4.4 Addenda

FORS in their absolute discretion through the Contact Person, can amend this RFP at any time by issuing a written Addendum. Written Addenda are the only means of amending or clarifying this RFP, and no other form of communication whether written or oral, will be included in, or in any way amend, this RFP. Only the Contact Person is authorized to amend or clarify this RFP by issuing an Addendum. No other employee or agent of NRI are authorized to amend or clarify this RFP. NRI will provide a copy of all Addenda to all Proponents.

4.5 No Fax Submission

Proposals submitted by fax will not be accepted.

4.6 Language of Proposals

Proposals shall be provided in English. Any portion of a Proposal not in English will not be evaluated.

4.7 Enquiries

All enquiries regarding any aspect of this RFP shall be directed to the Contact Person via email.

5 EVALUATION OF THE PROPOSAL

Unless extended by FORS within approximately 10 Business Days of the Proposal Closing Time, FORS and its operator NRI will conduct the evaluation of rated criteria taking into account the following:

- Net Present Value of Financial Contribution
- Exclusivity
- Sponsor Activation
- Financial Stability
- Company Fit

The qualitative evaluation will be rated out of 100 points. The evaluation will measure the proposal that provides the best value for money based on the criteria above and quantified in Table 1: Evaluation Criteria.

Table 1: Evaluation Criteria

Criteria	Summary (considerations may include but are not limited to the following)	Score
Net Present Value of Financial Contribution	Term of proposal Annual naming rights revenue Financial, reputational or other impacts on FORS existing relationships	50
Exclusivity	Degree of conflict with, and impact on, existing FORS relationships (including tenants)	5
Sponsor Activation	Marketing objectives Value-added benefits Consumer engagement Innovative sponsorship ideas	15
Financial Stability	Credit rating Industry stability	15
Company Fit	Facility purpose Community impact Relationship to sport/entertainment landscape Community history	15
Total		100

6 SELECTION AND NOTIFICATION OF AWARD

6.1 Selection and Award

If FORS selects a Preferred Proponent, FORS will invite the Preferred Proponent to enter into final discussions to settle all terms of the Agreement based on the Preferred Proponent's Proposal, including any clarifications that the Preferred Proponent may have provided during the evaluation of Proposals.

If for any reason FORS determines that it is unlikely to reach final agreement with the Preferred Proponent, then FORS may terminate the discussions with the Preferred Proponent and proceed in any manner that FORS may decide, in consideration of its own best interests, including:

- a) terminating the Agreement process entirely and proceeding with some or all of the Project in some other manner, including using other contractors; or
- b) inviting one of the other Proponents to enter into discussions to reach final agreement for completing the Project; the preceding terms of which would apply to any subsequent Proponent.

7. TERMS AND CONDITIONS OF THE RFP PROCESS

7.1 Reservation of Rights

FORS reserves the right to disqualify any Proponent that in FORS opinion has a conflict of interest or an unfair advantage (including access to any confidential information not available to all Proponents), whether real, perceived, existing now or likely to arise in the future, or may permit the Proponent to continue and impose such conditions as FORS consider to be in the public interest or otherwise required by FORS.

7.2 Relationship Disclosure

Each Proponent, including each member of the Proponent Team, should fully disclose all relationships they may have with Nustadia Recreation Inc., the County of Foothills, the Town of Okotoks, members of the Foothills Okotoks Recreation Board, any Restricted Party, or any other Person providing advice or services to NRI with respect to the Project.

7.3 No Obligation to Proceed

This RFP does not commit FORS to select a Preferred Proponent and NRI reserves the complete right to at any time reject all Proposals, and to terminate this RFP and the Competitive Selection Process and proceed with the Project in some other manner.

7.4 No Contract

Other than to the extent provided in the Participation Agreement, this RFP is not a contract between FORS and any Proponent nor is this RFP an offer or an agreement to purchase work, goods or services. No contract of any kind for work, goods or services whatsoever is formed under, or arises from this RFP, or as a result of, or in connection with, the submission of a Proposal.

7.5 Freedom of Information and Protection of Privacy Act

All documents and other records in the custody of, or under the control of, FORS is subject to the Freedom of Information and Protection of Privacy Act and other applicable legislation. Except as expressly stated in this RFP, and subject to the Freedom of Information and Protection of Privacy Act or other applicable legislation, all documents and other records submitted in response to this RFP will be considered confidential.

By submitting a Proposal, the Proponent represents and warrants to FORS that the Proponent has complied with applicable Laws, including by obtaining from each Person any required consents and authorizations to the collection of information relating to such individual and to the submission of such information to NRI as part of the Proposal for the purposes of this RFP and the Competitive Selection Process.

7.6 Cost of Preparing the Proposal

Each Proponent is solely responsible for all costs it incurs in the preparation of its Proposal, including all costs of providing information requested by FORS, attending meetings and conducting due diligence.

7.7 Confidentiality of Information

All information pertaining to the Project received by any Proponent or Proponent Team member through participation in this RFP is confidential and may not be disclosed without written authorization from the Contact Person, and in no event will a Proponent discuss the Project with any member of the public or the media without the prior written approval by NRI.

7.8 No Collusion

Proponents and Proponent Team members, their employees and representatives involved with the Proposal, including Key Individuals, will not discuss or communicate, directly or indirectly, with any other Proponent or any director, officer, employee, consultant, advisor,

agent or representative of any other Proponent (including any Proponent Team member or Key Individual of such other Proponent) regarding the preparation, content or representation of their Proposals.

By submitting a Proposal, a Proponent, on its own behalf and as authorized agent of each firm, corporation or individual member of the Proponent and Proponent Team, represents and confirms to FORS, with the knowledge and intention that FORS may rely on such representation and confirmation, that its Proposal has been prepared without collusion or fraud, and in fair competition with Proposals from other Proponents.

7.9 No lobbying

Proponents, Proponent Team members and Key Individuals, and their respective directors, officers, employees, consultants, agents, advisors and representatives will not engage in any form of political or other lobbying whatsoever in relation to the Project, this RFP, or the Competitive Selection Process, including for the purpose of influencing the outcome of the Competitive Selection Process. Further, no such person (other than as expressly contemplated by this RFP) will attempt to communicate in relation to the Project, this RFP, or the Competitive Selection Process, directly or indirectly, with any representative of FORS any Restricted Parties, or any director, officer, employee, agent, advisor, consultant or representative of any of the foregoing, as applicable, for any purpose whatsoever, including for purposes of:

- a) commenting on, or attempting to influence views on, the merits of the Proponent's Proposal, or in relation to Proposals of other Proponents;
- b) influencing, or attempting to influence, the evaluation, scoring and ranking of Proposals, the selection of the Preferred Proponent, or any negotiations with the Preferred Proponent;
- c) promoting the Proponent or its interests in the Project, including in preference to that of other Proponents;
- d) commenting on or criticizing aspects of this RFP, the Competitive Selection Process, the Project, or the Design-Build Agreement, including in a manner which may give the Proponent a competitive or other advantage over other Proponents; and
- e) criticizing the Proposals of other Proponents.

In the event of any lobbying or communication in contravention of this Section, NRI in their discretion may at any time, but will not be required to, reject any and all Proposals submitted by that Proponent without further consideration.

7.10 Ownership of Proposal

All Proposals submitted to FORS become the property of FORS and will be received and held in confidence by FORS, subject to the provisions of the Freedom of Information and Protection of Privacy Act and this RFP.

7.11 Disclosure and Transparency

FORS is committed to an open and transparent procurement process. To assist NRI in meeting its commitment, Proponents will cooperate and extend all reasonable accommodation to this endeavor.

FORS expects to disclose the following information during this stage of the Competitive Selection Process: the RFP; the number of Proponents; and the name of Proponents.

Following Contract Execution, FORS expects to disclose: The name of the successful proponent.

Each Proponent agrees that:

- a) to ensure that all public information generated about the Project is fair and accurate and will not inadvertently or otherwise influence the RFP process, the disclosure of any public information generated in relation to the Project, including communications with the media and the public, must be coordinated with, and is subject to prior written approval by FORS;
- b) it will notify FORS of any and all requests for information or interviews received from the media; and
- c) it will ensure that all of the Proponent Team members and others associated with the Proponent comply with the requirements of this RFP.

SCHEDULE 1 – RFP SUBMISSION FORMS

The Proposal shall be submitted as one package containing the following completed documents:

- (1) Proposal Offer Letter
- (2) Submission Form
- (3) Proposal and description of each of the Evaluation Criterion included in Section 5 of this RFP.

(1). Attached Signed Proposal Offer Letter:

The following form is to be filled out and one person is to be named as the contact for your proposal and for any clarifications or amendments that might be required:

(2) SUBMISSION FORM

Full Legal Name of Proponent:	
Street Address:	
City, Province, Postal Code:	
Phone Number:	
Company Website (if applicable):	
Proponent Contact and Title:	
Proponent Contact Phone:	
Proponent Contact E-mail:	

(3) Evaluation Criteria Submission

Criteria	Summary (attach documents if necessary)	Score
Net Present Value of Financial Contribution		
Exclusivity		
Sponsor Activation		
Financial Stability		
Company Fit		
Other Considerations (Optional)		

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