

**Expression of Interest (“EOI”)  
myFM Centre Naming Rights  
EOI 2024-11-LCRS**

**SECTION I – INFORMATION PACKAGE**

**Project Information**

**Project Number:** EOI 2024-11-LCRS

**Project Name:** myFM Centre Naming Rights  
(formerly Ma-te-way Activity Centre)

**Scope of Project**

The Corporation of the Town of Renfrew (the “Town”) is seeking an Expression of Interest (“EOI”) from qualified parties wanting to enter into a naming rights agreement within the redeveloped myFM Centre.

**Communications**

**Designated Contact Person**

Town of Renfrew  
Ashley Robertson, Purchasing Assistant  
[arobertson@renfrew.ca](mailto:arobertson@renfrew.ca)

**Inquiries**

Any questions pertaining to the EOI or process must be submitted to the *Designated Contact Person*.

## Site and Opportunity

### Development Vision and Objectives

The Town wants to take advantage of the remaining sponsorship opportunities in the myFM Centre to support the centre's general operations and encourage businesses who are socially conscious to work together for mutual benefit.

### Services and Attractions at MyFM Centre

- myFM Centre is a recreational, community and cultural hub for the Town of Renfrew and surrounding areas.
- The site hosts multiple events each year and draws in thousands of people for programming, sports tournaments, and business services.
- There are presently 6 tenants operating their respective businesses out of the complex including a radio station, childcare centre, chiropractic office, youth centre, gym and training centre, as well as the Bonnechere Algonquins First Nations main office.

### Naming Rights Sponsorship Benefits

The myFM Centre naming rights package means far more than a traditional corporate sponsorship. Naming Rights provides you with the opportunity to create a valuable, positive association with the myFM Centre through marketing, advertising, hospitality, website and promotional opportunities. Through events here, you will have the opportunity to gain local, provincial and national exposure both through visibility of signage within the facility itself and organically through name associations in media mentions and spoken reference.

### Why You Should Consider Naming Rights Sponsorship

Position your company as a forward-thinking, community leader:

- Expose your brand to a cross-section of demographic, geographic and lifestyle market segments
- Build frequency through thousands of impressions and exposures to your brand every year
- Build engaging relationships
- Build positive associations through beloved events, experiences, traditions and memories-made at the myFM Centre
- Drive sales for new and existing business
- Corporate community engagement
- Influence consumer perceptions



## Review and Assessment

The Town reserves the right to:

- Request clarification or request additional information
- Modify or issue clarification, cancel or withdraw the Expression of Interest
- Seek consulting services to assist in evaluating and negotiating an agreement
- Reject any submission it deems incomplete or unresponsive to the submission requirements
- Reject any or all submissions

The evaluation shall be based on professional integrity, respect for the rights of the applicant, the Town of Renfrew, and shall be sensitive to the beliefs and customs of local social and cultural beliefs. The evaluation shall not reflect personal or sectoral interests.

## Respondents/Proponents

Respondents are solely responsible for their own expenses in preparing and submitting applications, and for any meetings, negotiations or discussions with the Town or its representatives and consultants, relating to or arising from the Request for Expression of Interest.

## Agreement and Payment

Following acceptance of the Naming Rights, the Proponent will be required to enter into an agreement with the Town of Renfrew.

- The agreement shall speak to the required payment amount and payment schedule
- Naming Rights are based on a 10 Year Term
- All signage costs, design, printing, installation, including any specialized installation such as wrapping, etc. are the responsibility of the Naming Rights Sponsorship business/organization

## EOI Content

The following information shall form the EOI:

1. Site Plans (Appendix A)
2. Naming Rights Package (Appendix B)
3. Naming Rights Sponsorship Contract Order Form (Appendix C).

## Delivery & Closing

**Closing Date & Time: Expression of Interest (EOI) submissions are ongoing, with a final date of November 15, 2024, 2:00 pm**

The Town is inviting submissions commencing upon issuance of this EOI until November 15<sup>th</sup>, 2024, or until all naming rights have been sold.

It should be noted that the sponsorship program is ongoing. The Town reserves the right to review, amend any condition, and the ability to extend as required the EOI at its sole discretion.

**Submission Method:** Hard copy or electronic submission

**Submission:** Please remit the Naming Rights Sponsorship Contract Order Form (Appendix C) to the attention of the *Designated Contact Person*.

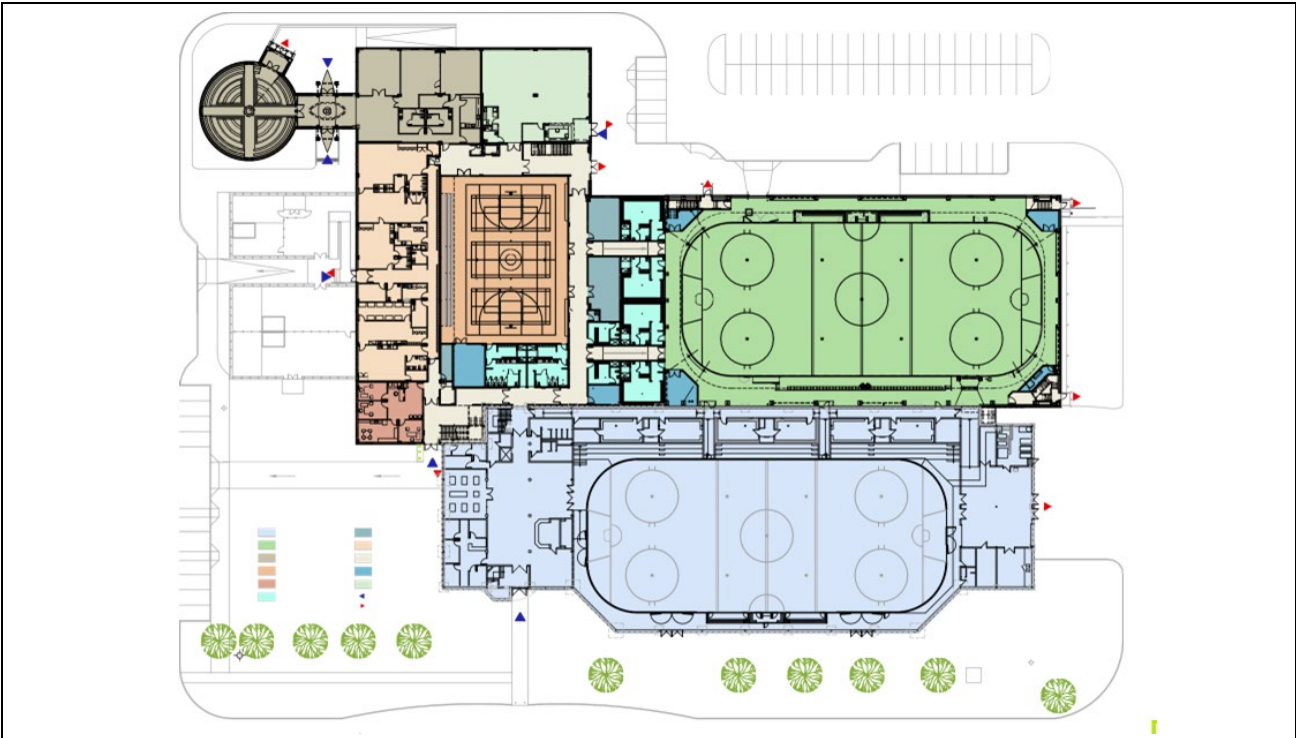


# APPENDIX 'A' SITE PLANS

## Exterior

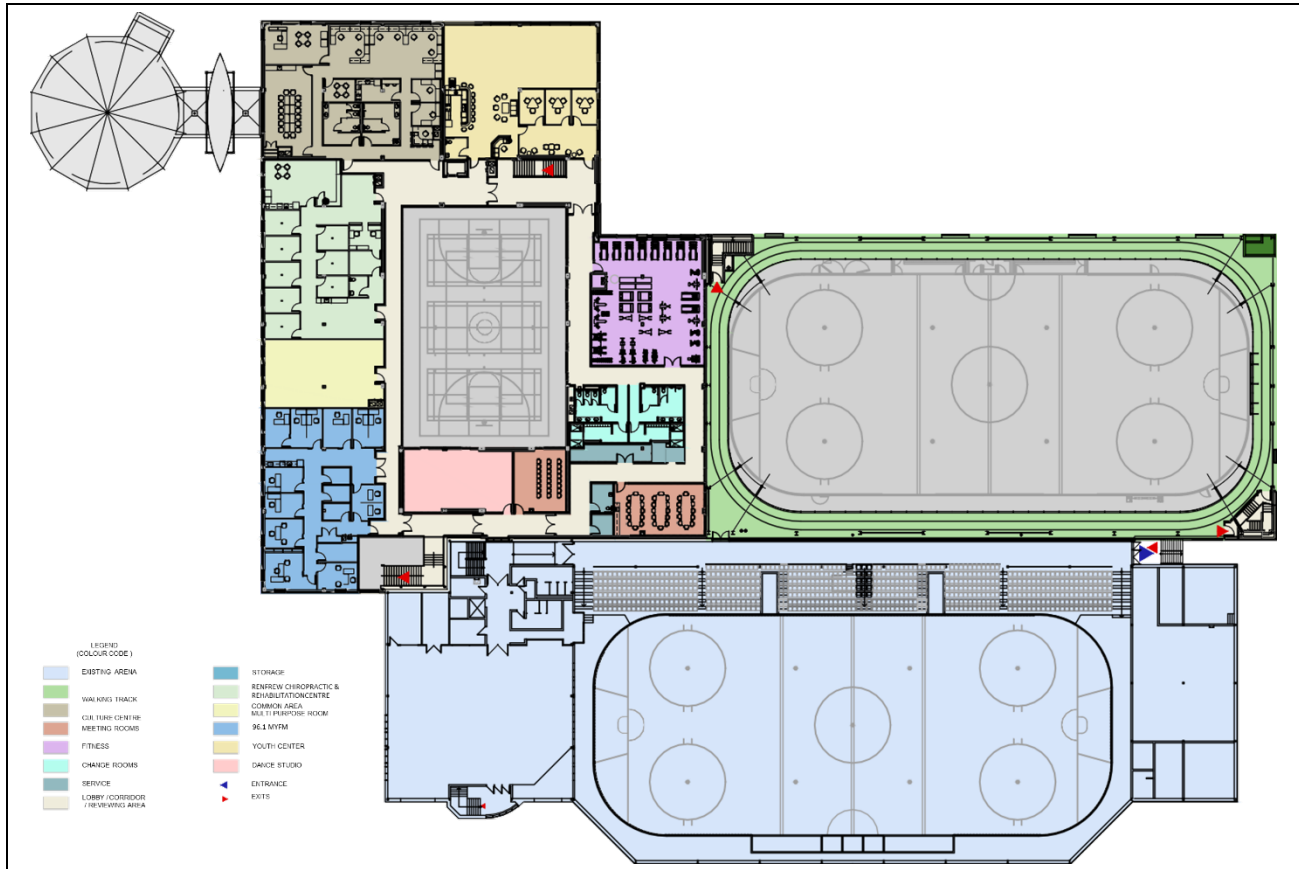


## Interior First Floor





## Interior Second Floor







## APPENDIX 'B' NAMING RIGHTS PACKAGE

a. Ice Resurfacer

# ICE RESURFACER

**\$2,500 per year**

- Exclusive Naming Rights of ice resurfacer.
- Brand Recognition graphically wrapped on machine.

All signage costs, design, printing, installation, including any specialized installation such as wrapping, etc. are the responsibility of the Naming Rights Sponsorship business/organization.

**ice resurfacer**





b. Multipurpose Room

# MULTIPURPOSE ROOM

**\$1,500 per year**

- Exclusive Naming Rights of multipurpose room (located beside Dance Studio).
- Laser cut sign on outside wall of multipurpose room.
- Brand Recognition on entrance door.
- Brand Recognition on directional signage within complex.

All signage costs, design, printing, installation, including any specialized installation such as wrapping, etc. are the responsibility of the Naming Rights Sponsorship business/organization.

**multipurpose room**



c. Dressing Room

# DRESSING ROOM

**\$1,000 per year**

- Exclusive Naming Rights of single dressing room.
- Brand Recognition on dressing room door.

All signage costs, design, printing, installation, including any specialized installation such as wrapping, etc. are the responsibility of the Naming Rights Sponsorship business/organization.

dressing room

# APPENDIX 'C'

## NAMING RIGHTS SPONSORSHIP

## CONTRACT ORDER FORM

**NAMING RIGHTS SPONSORSHIP  
CONTRACT ORDER FORM**



The undersigned Company/Organization hereby agrees in principle to enter into an agreement with the Town of Renfrew for the proposed myFM Centre Expansion Naming Rights Sponsorship choice identified below.

Name of Business/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Option	Quantity	10 Year Term		Cost (per year)
		From (D/M/Y)	To (D/M/Y)	
Ice Resurfacer				\$2,500
Multipurpose Room				\$1,500
Dressing Room				\$1,000

*Cost per year plus applicable taxes will result in final total, and will be outlined in the Naming Rights Agreement*

Date	Name of Signing Officer	Signature

**EOI 2024-11-LCRS myFM Centre Naming Rights**

**From:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Contact:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Deliver to:**

**The Town of Renfrew**

**127 Raglan Street South**

**Renfrew, ON K7V 1P8**

**Attention: Ashley Robertson, Purchasing Assistant**

**PROPOSAL NUMBER:**

**CLOSING DATE AND TIME:**

**DESCRIPTION:**