



# Falher Regional Recreation Complex Naming Rights

## Request for Proposal



# Project Overview

The Town of Falher is requesting proposals for the naming rights of the Falher Regional Recreation Complex. Proposals must outline financial details offered to the Town, the length of proposed naming rights with a multi-year deal preferred. If possible, the proposal should include an initial proof of concept for the proposed signage.



# Project Goals

- To promote a successful business
- To offset the operational deficit of a municipal recreation building
- Bring excitement and attention to a local hub



# Scope of Work

Those at the helm of a successful proposal will be responsible to all costs related to the design, fabrication, and installation of signage. The Town of Falher will have final approval on all proofs related to signage. Signage can be placed in a number of locations around the building, it is up to those submitting to outline the details and the creativity of their vision. (Reference photos have been included in the FRRC RFP Package.) In exchange for this advertising opportunity, the winning proposal will provide the Town of Falher with funds annually as outlined in a mutually agreed upon agreement following the RFP process.



# Evaluation Metrics and Criteria

- Financial benefit to Town of Falher vis a vis Recreation
- Proposed branding and its fit within the overall vision for the Town of Falher
- Quality and creativity of work proposed
- Service record of installation contractor

Final decision on winning proposal will be made by council ; Town of Falher reserves the right to refuse any/all proposals.





# Submission Requirements

- Financial details offered to the Town of Falher
- Length of term for naming rights proposed
- Installation start & end date
- Location of sign or signs around exterior of building
- A draft or proof of proposed signage or at minimum an example of company logo
- Any reciprocal advertising requirements the Town may need to fulfill



# Submissions

Request for proposal due by: **December 1, 2023**  
Project Completion Due By: **September 1, 2024**

**Proposal Submissions can be made to:**

**Sherry Limoges**  
**Director of Community Services**  
**Town of Falher**  
**RE:CONFIDENTIAL FRRC RFP**  
**PO BOX 155**  
**FALHER, AB**  
**T0H 1M0**

Or

**[community@falher.ca](mailto:community@falher.ca)**

*All details included in this document are subject to change*

