

Fundraising Consultant - Melville Communiplex **Request For Proposals**

The City of Melville is requesting proposals from companies or individuals to secure sponsorships and naming rights for the Melville Communiplex project. This individual will work closely with the Communiplex Planning Committee, its subcommittees, and City representatives to target corporations, local and area businesses, and others to secure sponsorships and naming rights.

Key deliverables in the request must include the development of a detailed sponsorship package, a strategic target list of sponsors, and provide a strong sales and negotiation approach for the City of Melville. Past experience with successful naming rights/sponsorship programs and fundraising will be required as part of the proposal submission. Experience working with volunteers, planning and organizing events, strong communication skills, and experience with marketing is required.

Proposals for this contract will be accepted until Tuesday, September 15, 4:00pm. Submit two copies stating relevant experience and cover letter addressed to Brian Chmarney, Parks & Recreation Manager, Box 1240, Melville, SK., S0A 2P0.

For more information and a complete job description visit www.melville.ca or call Brian Chmarney at 728-6840.

**CITY OF MELVILLE
PROPOSAL INVITATION
INSTRUCTIONS TO BIDDERS
FUNDRAISING CONSULTANT – MELVILLE COMMUNIPLEX**

1. Proposals must be submitted in a sealed envelope plainly marked “FUNDRAISING CONSULTANT – MELVILLE COMMUNIPLEX” and addressed to:
Parks & Recreation Manager
Box 1240
Melville, SK
S0A 2P0
2. Proposal closing date: 4:00 p.m. Local Time, Tuesday, September 15, 2009. Proposals received after this time will not be considered regardless of the reason for being late and will be returned to the bidder unopened.
3. Proposals shall be reviewed by the City of Melville and the Communiplex Planning Committee (CPC).
4. The lowest or any Proposal will not necessarily be accepted. The City of Melville reserves the right to refuse any or all proposals where the City deems it to be in the best interest of the City to do so. Subject to the rights and reservations contained in the City’s Purchasing Policy, Purchasing Procedures and tender documents, the City shall accept the lowest compliant tender or bid meeting the City’s specifications.
5. The successful proposal will be required to meet and/or address the terms as set out in the “Instructions to Bidders”, AND “Terms of Reference” hereto attached.
6. All proposals are irrevocable for a period of 60 days.
7. As a condition if not included already, proposals will state details of costs, including estimated hours per staff member (if applicable), cost per hour, and other reasonably anticipated expenses (travel, meals, incidentals, etc.) or an estimate thereof, along with a detailed breakdown of tasks. Failure to provide this detailed breakdown of costs may result in the rejection of the proposal without further review.
8. Any contract awarded to a bidder may be terminated by the City of Melville if the service and /or product are not as proposed, to the satisfaction of the City of Melville.
9. Proposals by facsimile or email shall not be accepted or considered for review.
10. The bidder, by submitting a proposal, agrees that it will not claim damages of any kind, including costs incurred by the bidder in preparing its proposals, for matters relating to

the award of a contract or to the proposal process, and the bidder waives any claim for the loss of profits if no award is made to the bidder.

11. Any questions, concerns or further clarification may be directed to the Parks & Recreation Manager, Brian Chmarney between the hours of 8:30 a.m. and 4:30 p.m. Monday to Friday at (306) 728-6840.
12. Any and all information received which may change the intended interpretation of these proposal documents shall only be accepted as valid, by the City of Melville and CPC, if subsequently confirmed by way of an addendum.
13. Addenda may be issued up to five (5) calendar days prior to the close of this proposal without any requirement for the City of Melville and CPC to extend the close time or date. Addenda issued following this time shall have an extension granted in order to observe the five (5) calendar days final completion period.

**TERMS OF REFERENCE
FOR
FUNDRAISING CONSULTANT - MELVILLE COMMUNIPLEX**

1.0 INTRODUCTION

The Melville Communiplex will see the construction of a 1500 seat arena, which will house a walking track along with a Cardiac Care/Family Fitness center, as well as a 450 seat multi-purpose Convention Centre. Future phases of the project will see additions of an Aquatic Centre, Curling Rink, Performing Arts centre and Community Center. The objective of this Request for Proposals is to raise capital funding for construction of this project.

2.0 BACKGROUND

The new Melville Communiplex project will replace the existing 65 year old arena in Melville. The Communiplex will provide a modern new recreation facility to be used year round which will directly benefit Melville and area residents. The arena facility will not only provide a venue for hockey games, but also be used for rodeos, car shows, concerts and auctions to name a few events. The Arena will provide a facility to benefit the health and recreation needs of the residents of the City of Melville, including the youth as well as the elderly and residents of the surrounding community. The multi-purpose Convention Centre will have the capacity to host weddings, stage performances, tradeshows and other large scale functions.

3.0 OBJECTIVE

The City of Melville has appointed the Melville Communiplex Planning Committee (CPC) to oversee the development of the plans for the new facility. The CPC has developed a naming rights/sponsorship list of items to sell off in the facility. Using this as a marketing tool and guide, we would like to see the development of a detailed package to generate significant capital dollars, from local and area businesses, corporations, and others, to be used for the construction of this new facility. Through the use of the developed package and any other fundraising plans, the objective is to secure capital funding for the Melville Communiplex.

4.0 SCOPE OF WORK

The naming rights/sponsorship package is to encompass and take advantage of the possible sponsorship opportunities available to the City of Melville and the CPC. The City is interested in generating a significant revenue source that will go towards the capital construction costs for this new facility. The naming rights/sponsorship listing has identified specific sponsorship opportunities in the Communiplex. Planning fundraising events in conjunction with the CPC and the City of Melville must also be an expectation of the proposal.

5.0 CONTRACTOR QUALIFICATIONS

The company or individual(s) that are selected for this project will clearly demonstrate the ability to carry out this project in a highly successful manner. This will include the ability to develop strong initial partnerships with businesses and corporations from local to national levels and complete signed agreements with all secured sponsors. Past experience with successful naming rights/sponsorship programs and fundraising initiatives will be required as part of the proposal submission.

6.0 DELIVERABLES

The City of Melville and CPC wish to secure capital funding in excess of \$2,000,000 in naming rights plus additional funding in sponsorships which would be used towards capital work for this project. For the purposes of the Fundraising Consultant, the City and CPC require to be completed the following specific tasks:

- a) Develop and prioritize a strategic target list of sponsors in all categories relevant to the Communiplex and the City of Melville and CPC.
- b) Develop a strong sales and negotiation approach and position for the City of Melville.
- c) Develop a partnership agreement template.
- d) Plan fundraising initiatives and assist with current fundraising initiatives.
- e) Provide ongoing advice, direction and recommendations to the City of Melville and CPC with respect to the naming rights/sponsorship opportunities and fundraising related to this project.

7.0 PROPOSED SCHEDULE

The City plans to award this contract by October 8, 2009 provided a suitable contractor is found. As time is of the essence, the City wishes to see that the dollar level of naming rights and sponsorships is reached in a relatively short period of time. A project schedule is to be submitted with the proposal.

8.0 DOCUMENTS AVAILABLE

This Request for Proposal package is available from the City of Melville or online at www.melville.ca.

9.0 TERM OF CONTRACT

The term of the contract will be one year with the option of a 12 month extension, agreeable to both parties.

10.0 SUBMISSIONS

All proposals should include two copies of the proposals including all information and a portfolio of similar projects.

**MELVILLE COMMUNIPLEX
NAMING RIGHTS/SPONSORSHIP PACKAGE**

NAMING RIGHTS

Rights to name Communiplex	Accepting Proposals	
Rights to name Arena	Accepting Proposals	
Rights to name Convention Centre	Accepting Proposals	
Rights to name Walking Track	\$ 10,000/year/10 years	\$ 100,000
Rights to name Lobby	\$ 10,000/year/10 years	\$ 100,000
Rights to name Concession	\$ 10,000/year/10 years	\$ 100,000
Rights to name Millionaire rooms	\$ 10,000/year/10 years	\$ 100,000
Rights to Score Clock	\$ 10,000/year/10 years	\$ 100,000
Rights to name Lounge	\$ 5,000/year/10 years	\$ 50,000

PERMANENT NAMING RIGHTS

Dressing Rooms (6)		\$ 25,000
Players Boxes		\$ 25,000
Penalty Box		\$ 25,000
Press Box		\$ 25,000
Referees Room		\$ 10,000
First Aid Room		\$ 5,000
Zamboni Room		\$ 5,000
Seats – onetime payment for sponsorship of a seat		\$ 500

Permanent naming rights sponsors may make one lump sum payment or 5 equal payments over 5 years.

SPONSORSHIP LEVELS

Friends of the Complex	\$ 1 - \$ 999
Developer of the Complex	\$ 1,000 - \$ 4,999
Builder of the Complex	\$ 5,000 - \$ 9,999
Benefactor of the Complex	\$ 10,000 - \$ 49,999
Diamond	\$ 50,000 - \$ 99,999
Platinum	\$ 100,000 or more

Sponsors receive a tax receipt and their names will be placed in the appropriate category on the wall of recognition. Friends names to be listed in mass. All other categories will have an individual plaque.

The purchase of all naming rights and seats will be on a first come first served basis.