



Truro's Civic Square Skating Surface  
**SPONSORSHIP OPPORTUNITY**





# INTRODUCTION

Proposals are invited from interested parties to secure the exclusive naming rights for a five-year period for Truro's Civic Square Skating Surface, beginning in December 2021 and running until March 2026. This naming rights sponsorship will showcase your commitment to recreational opportunities within the community, create long-term visibility for your organizations, and make a positive impact in the area.

## BACKGROUND

### Truro and the Civic Square

The Town of Truro is home to approximately 13,000 people and services a wider community of roughly 48,000 people. It's here that you'll find a vibrant downtown with a unique mix of retailers, professional offices, and business services. Located in Truro's downtown are elegant heritage buildings, arts and cultural centres, a community farmers' market, and a strong sense of community pride and spirit. Truro's downtown offers a welcoming and attractive atmosphere and is a place where people live, work, eat, shop, play, and do business. Shops are locally owned and operated, offering a friendly neighbourhood charm. Truro is a place where both residents and visitors “make the connection”.

Truro is a safe and welcoming community which offers a small-town feel with all of the amenities of a larger urban center. Truro is constantly improving and investing to grow the community. Over the last ten years, Truro has welcomed major community projects, such as the first-rate Colchester East Hants Health Centre, the impressive Rath-Eastlink Community Centre, and the new Colchester East Hants Public Library and Civic Square. It's an exciting time to be a part of the thriving Town of Truro. Combine this with the beautiful 3,000-acre Victoria Park, which includes the Railyard Mountain Bike Park, new sporting facilities, new elementary and junior high schools, and striking nearby coastal scenery, and you'll be hardpressed to find another community that can offer as unique of an experience and quality of life!

Completed in 2016, the Civic Square is the welcoming gateway to the new Colchester East Hants Public Library in the former Normal College. This area also ties into the bustling Truro Farmers' Market, Colchester Historeum, the Truro Police Station and the Truro Fire Station. The Civic Square creates the opportunity for public gatherings and serves as a focal point for the community. In the winter, the green space turns into a community skating rink available for free, public use. The community has embraced this space as their own. At any given time of the year, it's normal to see 50 people spread out throughout this multi-functional space.



# SPONSORSHIP OPPORTUNITY

The Civic Square sees the transformation of the green space turned into a community skating rink from December – March, annually. This skating surface becomes the focal point of the Civic Square and is bordered by walkways, lighting, benches, the existing cenotaph, a performance stage, and seating wall.

A site plan of the Civic Square, including the ice surface, is attached at Schedule A.

The Civic Square has transformed downtown Truro and over the last 5 years has become a true community gathering space and a centre for activities, events and attractions that celebrate the community.

The Town of Truro is seeking a single sponsorship for the skating surface for a five-year period, beginning in December 2021 and running until March 2026. The skating surface attracts both residents and visitors to Downtown Truro. It is available for use for free to the public throughout the winter months running from December to March, annually. The entire Civic Square atmosphere enhances the experience of those visiting the Downtown.

The skating surface is an oval shape measuring approximately 100' x 140'. It is a fully operational outdoor skating rink, suitable for up to 4 months of ice under typical weather conditions of 10 degrees Celsius or less.



CIVIC SQUARE  
CONCEPT DESIGN

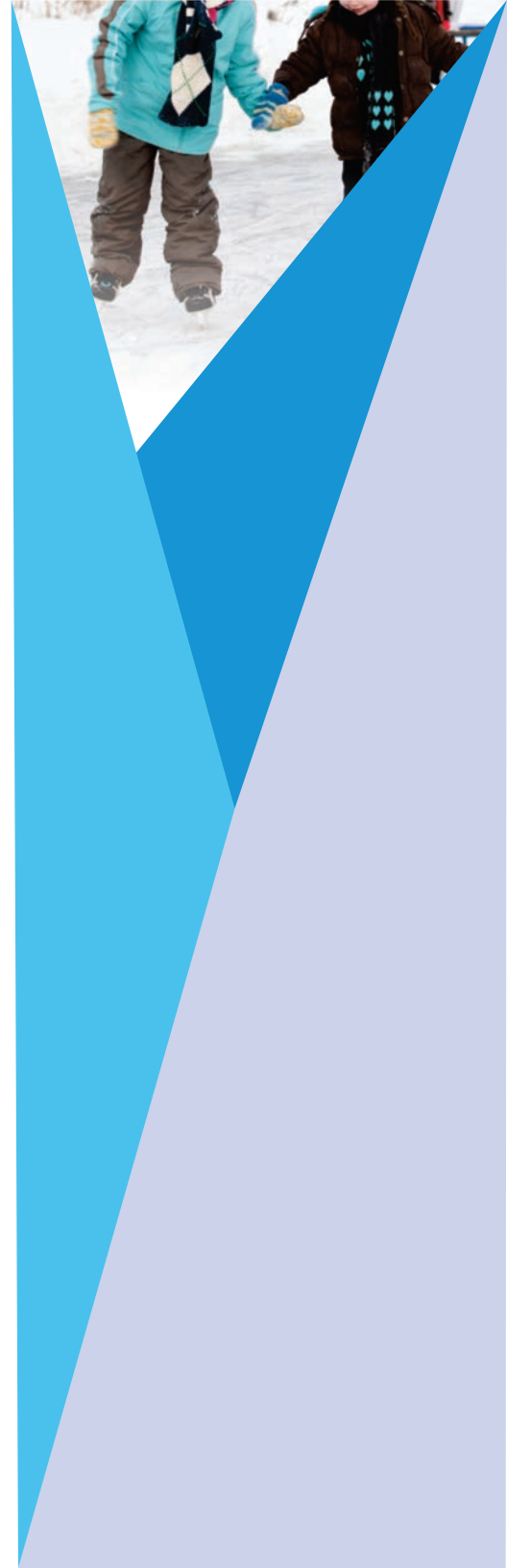
# LEVEL OF SPONSORSHIP

A single sponsorship will be awarded by Truro Town Council to an individual, business, corporation, foundation, community group or organization who demonstrates that their entity strategically aligns with the Town's goals and the goals of this project.

The chosen Sponsor will receive the following benefits:

- Exclusive naming rights to the skating surface (wording subject to final approval of Truro Town Council).
- Company name and/or company logo on all communication materials related to the skating surface. This may include, but is not limited to media releases, publications, posters, newsletters, print and electronic materials, and other internal and external communication materials.
- On site signage. This may include, but is not limited to on site signage, signage on the snow clearing and ice maintenance equipment, and pole banners. The cost, design, construction, and installation of any on-site signage is the sole responsibility of the Sponsor, and is subject to approval from Truro Town Council.

The above sponsorship will remain in place for a period of 5 years, effective from the date of the opening the skating surface in December 2021. The Sponsor will then receive a right of first refusal on any ongoing sponsorship for the skating surface.





# REQUIREMENTS & ELIGIBILITY

## Proponent Eligibility:

Eligibility is open to any local individual, business, corporation, foundation, community group or organization in good standing.

## Minimum Bid Requirements:

The minimum bid requirement is TWENTY FIVE THOUSAND DOLLARS (\$25,000). The bid amount will be equally divided over 5 years and one-fifth of the total bid will be payable at the beginning of each year.

## Proposal Requirements:

The proponent will address, at a minimum, the selection criteria hereinafter listed:

- Name, address, and contact information of the proponent;
- Proposed name for the Civic Square Skating Surface;
- Background information and description of the proponent; including any community involvement.
- Proponents presence in the local Truro area;
- A description on how the sponsorship aligns with your corporate values & direction;
- Financial Offer/Bid Price
- Any additional information deemed relevant for consideration such as value added opportunities.

## Proposal Evaluation:

The evaluation process for proposals will consider the following criteria:

- Meeting the eligibility of the RFP;
- Completeness of the proposal in addressing all elements identified in this RFP;
- Value of the Financial Offer quoted in Canadian dollars;
- Capacity of the proponent to enter into a 10 year sponsorship agreement;

Submissions will be evaluated by the Town of Truro and a recommendation will be made to Truro Town Council. Upon receiving approval from Truro Town Council, the Town of Truro will enter into a Sponsorship Agreement with the successful proponent.

# PROPOSED TIMELINE

RFP Issued to Community	Weds July 21st, 2021
Deadline for questions from interested parties	3pm Thursday July 29th, 2021
RFP Closes	3pm Weds August 18th, 2021
Review of proposals	August 19th - 26th, 2021
Solution presented to Council	September 6th, 2021
Award RFP	September 7th, 2021



# TERMS AND CONDITIONS

## 1. Duration of Proposal

Proposals must remain open to acceptance and are irrevocable for a period of 90 days after the closing date.

## 2. Addenda, Corrections, or Extensions of the Invitation

The Town reserves the right to modify the terms of this RFP at any time prior to closing, at its sole discretion.

## 3. Purchasing Policy

This Request for Proposal is subject to the Town's Standard Terms and Conditions – Goods and Services, attached, and the Town's Purchasing Policy, a copy of which is available on the Town's website, <http://www.truro.ca/376-purchasing-policy-2012-10/file.html>

## 4. Acceptance or Proposal/Right to Reject

a. Failure to comply with any of the terms or conditions contained or referenced in this RFP document may result in the rejection of a proposal.

b. All of the terms, conditions and/or specifications stated or referenced in this RFP are assumed to be accepted by the proponent and incorporated in the proposal.

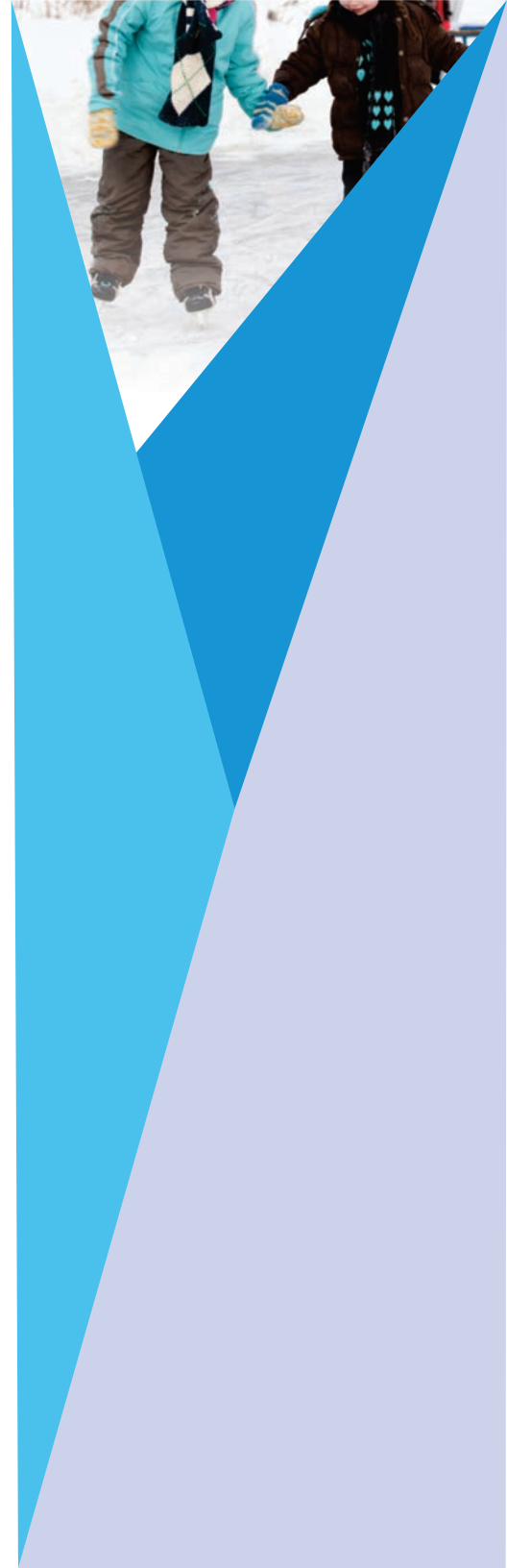
c. Issuing this RFP implies no obligation on the Town to accept any proposal, or a portion of any proposal submitted.

d. Following closing, the Town reserves the right to enter into negotiations with one or more proponents to finalize the Sponsorship Agreement.

e. The Town will not be obligated in any manner to any proponent whatsoever until a written contract has been duly executed relating to an approved proposal.

## 5. Proposals Property of the Town

All physical documents submitted become the property of the Town of Truro. The Town of Truro will not be liable for any costs incurred by a proponent in responding to this RFP, regardless of whether the Town awards the Contract through this process, decides not to go forward with the project, cancels this RFP for any reason, sells the sponsorship through some other process, including by issuing another RFP.





## 6. Cancellation

a. This RFP may be cancelled in whole or in part without penalty, when in the opinion of the Town:

- i. There has been a substantial change in the requirements after this RFP has been issued.
- ii. Information has been received by the Town after this RFP has been issued that the Town feels has substantially altered the Town's position regarding the sponsorship opportunity.
- iii. There was insufficient competition in order to elicit a suitable sponsorship value; or
- iv. The Town, in its sole discretion, decides there is any other sufficient justification to cancel this RFP.

b. The Town of Truro reserves the right to reject any and all proposals, for any reasonable cause. In addition, the Town of Truro may cancel this RFP, reject all the proposals, or seek to sell the sponsorship through a new RFP or other means.

## 7. Accuracy of the RFP Document

While the Town has tried to ensure accuracy in this RFP, it is not guaranteed or warranted by the Town to be accurate, nor is it necessarily comprehensive or exhaustive.

## 8. Right to Seek Clarification

The Town reserves the right in its sole discretion to clarify any proposal after closing by seeking further information from that proponent, without becoming obligated to clarify or seek further information from any or all other proponents.

## 9. Formal Contract

The successful proponent will be required to enter into a Sponsorship Agreement, in a form acceptable to the Town to give effect to the proposal outlined in their submission.

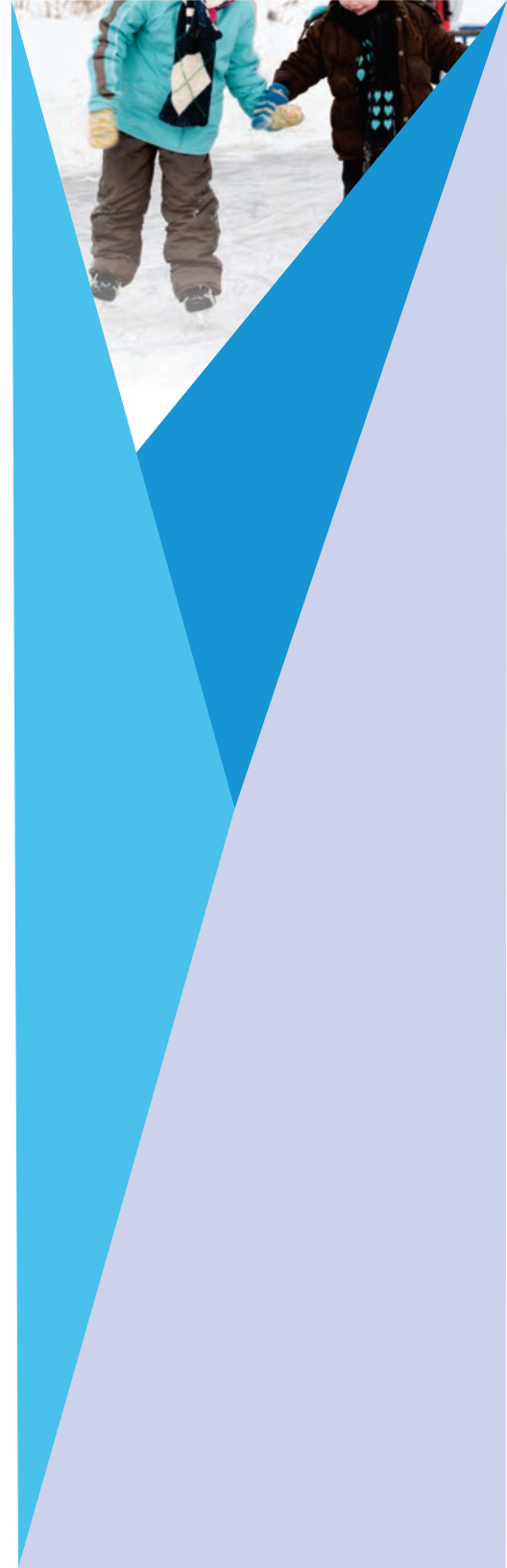


# ADDITIONAL INFORMATION

Additional information or clarification can be obtained by emailing the Purchasing Officer at [erenaux@truro.ca](mailto:erenaux@truro.ca). All questions of substance (as opposed to administrative issues) will be forwarded, with responses, to the inquirer as well as all others who have received the Request for Proposals. It is the responsibility of the proponent to ensure any questions emailed have been received by the Purchasing Officer.

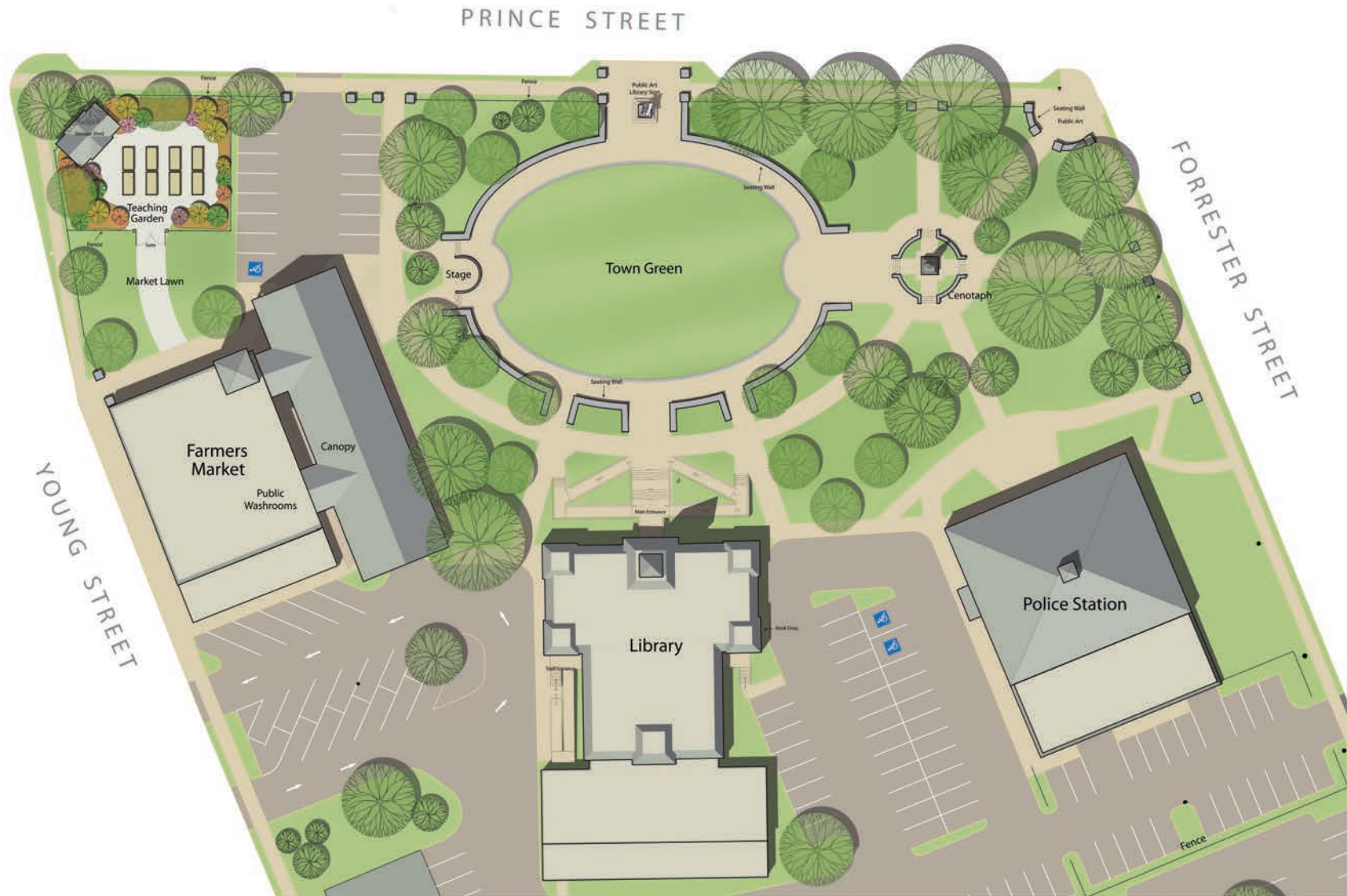
## PROPOSAL SUBMISSION & CONTENT REQUIREMENTS

1. All proposals must be received in their entirety at or before: 3pm local time, Wednesday August 11th 2021
2. Each submission must consist of 2 unbound complete paper copies and one digital copy of the Proposal.
3. Submissions must be clearly marked "Sponsorship Opportunity – Civic Square Skating Surface – RFP#P2021-042" on the outside of the sealed envelope.
4. Proposals must be delivered by mail, courier, or hand delivered to:  
Edwina Renaux, Purchasing Officer  
Town of Truro  
695 Prince Street  
Truro, NS B2N 1G5  
***Proposals will not be accepted by fax or email***
5. Late Proposals will be rejected and returned to the proponent
6. Applicants must identify their company as well as provide the name, address, and telephone number of a contact person in their proposal
7. The proposal must be signed by the appropriate authorized official of the firm submitting the proposal.
8. Proposals may be withdrawn at the proponents written request as long as the request is emailed to the purchasing officer by 2pm on the closing date.



# SCHEDULE A

Conceptual Design



**CIVIC SQUARE REDEVELOPMENT**  
Conceptual Plan - January 2016

