



PENINSULA RECREATION COMMISSION

Request For Proposals FACILITY ADVERTISING

Closing Date: April 9, 2011 Closing Time: 2:00 pm

**Peninsula Recreation Commission
Request for Proposal #01.01.11
Facility Signage Advertising**

Peninsula Recreation Commission
1885 Forest Park Drive,
North Saanich, BC V8L 4A3
250-655-2179

INTRODUCTION

Peninsula Recreation Commission (“PRC”) is seeking proposals from qualified Bidders to solicit, coordinate, and manage signage advertising within its facilities as further defined herein.

The Peninsula Recreation Commission is a partnership of the municipalities of Sidney, North Saanich and Central Saanich, which are located just north of Victoria, B.C. on the Saanich Peninsula. The Commission serves the 38,000 residents in these municipalities as well as the 2,400 residents of the Pauquachin, Tsawout, Tseycum and Tsartlip First Nations. Funding for the Commission's operations comes from user fees and requisitions from the three municipalities.

The Commission's main facilities and service location are the Capital Regional District's Panorama Recreation Centre and the Greenglade Community Centre. Panorama Recreation Centre houses two ice arenas, an aquatic facility, indoor and outdoor tennis courts, squash/racquetball courts, fitness studio, weight room and administrative space. The Centre serves all year round recreation programs and services. Greenglade Community Centre houses a gymnasium, mind/body studio, dance studio, teen lounge, pottery studio, field space, several programming classrooms as well as administrative space.

INSTRUCTIONS TO BIDDERS

PURPOSE

The purpose of this Request for Proposals (RFP) is to obtain proposals from qualified Bidders to solicit, coordinate and manage signage advertising at its facilities as further defined herein.

Questions relating to this request for proposals are to be addressed to the following individuals:

Lisa Sneek, Marketing Coordinator of Panorama Recreation Phone: 250.655.2179
Email: lsneek@panoramarec.bc.ca

Ian Hennigar, Senior Manager of Panorama Recreation Phone: 250.655.2170
Email: ihennigar@panoramarec.bc.ca

Oral clarifications do NOT form part of the RFP document. Any modifications to the document will be in the form of addenda, which will be issued through the Peninsula Recreation Commission to all proponents and distributed prior to the RFP closing date.

All interested bidders may contact Lisa Sneek, Marketing Coordinator or Ian Hennigar, Senior Manager to arrange for tour of the facilities to inspect acceptable

signage advertising locations.

ERRORS & OMISSIONS

The PRC shall not be held liable for any errors or omissions in any part of this RFP. While the PRC has used considerable efforts to ensure an accurate representation of information in this RFP, the information contained in the RFP is supplied solely as a guideline for respondents. The information is not guaranteed or warranted to be accurate by the PRC, nor is it necessarily comprehensive or exhaustive. Nothing in the RFP is intended to relieve the respondents from forming their own opinions and conclusions with respect to the matters addressed in the RFP.

PROPOSAL SUBMISSION

Each Respondent shall prepare and submit 1 original and 2 copies of their proposal. The submission(s) shall be clearly marked as to contents:

RFP #01.01.11 – Facility Signage Advertising

PROPOSAL CONTENT

All bidders are required to provide the following information with their proposals, and in this order:

- Summary Information Sheet (Appendix A)
- A corporate profile of the Bidder outlining its history, philosophy and target market.
- Please provide address of sales office and provide a listing of key personnel and their contact information;
- A detailed listing of advertising experience;
- A detailed proposal of how the Bidder proposes to deliver the Services and
- identification of what will be delivered (including the expected outcome and benefits to the PRC);
- A Financial Proposal including a price methodology (Appendix B to be submitted with bid); and
- A minimum of three (3) client references from projects of a similar size and scope.

CLOSING DATE AND TIME

All proposals **must be received by April 9th, 2011**, Panorama Recreation, 1885 Forest Park Drive, North Saanich, BC V8L 4A3 no later than 2:00 p.m. (local time) .

Submissions are to conform to the terms and conditions set out herein. Failure to do so may cause the submission to be rejected. Requests for extensions of closing date or time will NOT be granted and adjustments to proposals by telephone or fax will not be considered.

Staff will review the proposals and make a recommendation to the PRC.

DEFINITIONS, SCOPE AND REQUIREMENTS

DEFINITIONS

"Acceptable Advertising Locations" means the rink board panels and surrounding interior wall boards located within the Arena A facility, the wall boards in the Aquatic and Racquet Sports Facilities. The possibility of other locations may be available in discussion/consultation with the PRC.

For clarity and greater certainty, Acceptable Advertising Locations may not include (except with the PRC's prior written consent): lobbies, change rooms, interior windows, washrooms, exteriors of the Facilities, employee clothing, referees rooms, any ice maintenance equipment, interior murals, meeting rooms, way signage, entrances, wall mounted equipment, vending machines and enclosures, or any locations that cover, obstruct or encroach upon minor groups' designated areas;

"Advertisement Improvements" means all materials required for the installation of the Advertisement Signs;

"Advertising Services" means the sale of all advertising to be located in the Acceptable Advertising Locations and the creation, production, delivery and installation of Advertisement Signs;

"Advertisement Signs" means ready to install finished advertising rink board panels and wall board panels that have been pre-approved in size, location, material and content by PRC;

"Contract" means the agreement which will be signed by the successful bidder and the PRC in connection with the performance of the services;

"Services" means to act as an agent of PRC to sell the rights to companies and other legal entities to advertise their products and/or services on two dimensional boards to be mounted only on the rink board, wall board panels and surrounding interior walls located within the arena, aquatic and racquet facilities in accordance with the terms and conditions set out in this Request for Proposals and the Contract.

"Supplier Exclusivity Agreements" means any supplier agreements or arrangements between the PRC and a supplier, or their agents, whereby the PRC has agreed to not

purchase a competitor's products or services from the same product or service category of the said supplier. This requires PRC pre-approval in writing.

SCOPE

The successful Bidder shall solicit and obtain advertising (subject to the restrictions set out herein and in the Contract) and shall provide Advertisement Signs. PRC will install the signage.

The successful Bidder shall enter into a contract for provision of the Services with the PRC based upon the information contained in this Request For Proposals and the successful Bidder's submission and any modifications thereto acceptable to the PRC. The proposed term for this Contract shall be one year with a first right of refusal renewal clause.

REQUIREMENTS

Advertising Services

The successful Bidder shall provide Advertising Services to the PRC at the company's sole expense so as to maximize the fees required to be paid pursuant to the Contract.

The successful Bidder shall provide financial information regarding Fees payable and Gross Advertising Revenues in such form and containing such information as may be requested in writing from time to time by the PRC.

The successful Bidder shall identify where in the Acceptable Advertising Locations to install the Advertisement Signs. The Advertisement Signs shall not be located on any way signage, interior windows, arena glass, entrances and/or wall mounted equipment in the Facilities.

The successful Bidder shall not enter into any exclusivity contracts with any prospective advertiser in connection with the company's rights and obligations contained in this Agreement except with the PRC's prior written approval.

The successful Bidder shall honour any Supplier Exclusivity Agreements and shall neither solicit nor accept advertising that, in the PRC's sole opinion, is deemed to be in conflict with any of the Supplier Exclusivity Agreements.

The PRC will approve all signage agreements before they are signed.

The PRC may at its sole discretion not approve a signage agreement and or the final art work for the signage.

Provide a Certificate of Insurance to confirm that the CRD (Peninsula Recreation Commission), Municipality of Central Saanich, District of North Saanich and the Town of

Sidney are named insured on the bidders liability insurance policy that must carry a minimum of \$2 million on coverage.

Advertisement Signs

The successful bidder shall, repair, replace and perform any other work and provide all materials necessary to keep the Advertisement Improvements in good condition and repair. The successful Bidder shall inspect the Advertisement Signs at least quarterly throughout the Term. The PRC shall notify the successful bidder immediately should regular facilities' inspections reveal Advertisement Improvements or Signs require any repairs or replacements. The successful bidder shall conduct any necessary repairs or replacements within 7 days of notification. If the PRC deems that a repair is necessary for safety reasons the successful bidder shall conduct the necessary repairs within 24 hours or, if more appropriate, the PRC will remove the Advertisement Sign until such repairs can be completed.

Restrictions

The successful Bidder shall not solicit or accept advertising from individuals, companies or other organizations whose products or advertising are deemed, at the sole discretion of the PRC, to be in conflict with the accepted values of the local community. Without limiting the generality of the foregoing, the PRC will not permit any Advertisement Signs to contain references to tobacco or alcohol.

EVALUATION AND SELECTION

EVALUATION

The PRC shall evaluate all proposals received to determine the best value offered to the PRC. The PRC shall consider the following factors:

- The Bidder's understanding of the project purpose, scope, and requirements;
- The Bidder previous advertising experience;
- The Financial Proposal and ;
- Client references

SELECTION

The PRC reserves the right to accept or reject any or all proposals, to negotiate with the selected Respondent(s) and to waive irregularities and omissions, if in so doing the best interests of the PRC will be served.

No liability shall accrue to the PRC for a decision in this regard. Any proposal or any part of any proposal will not necessarily be accepted. The PRC is not obligated to award a contract to any Respondent pursuant to this proposal.

APPENDIX A

SUMMARY INFORMATION SHEET

Please provide the following information:

Company Name: _____

Main Contact Person: _____

Contact Information:

Address: _____

Phone: _____

Email: _____

Incorporation # _____

Date of Incorporation: _____

Workers Compensation Registration # _____

APPENDIX B

FINANCIAL PROPOSAL

The proponent is required to Project annual gross sales for 5 years along with a financial arrangement between the bidder and PRC including payment time lines, payment calculations etc.

Proponents are required to include a price methodology explaining how the projected gross annual revenue amounts have been determined. The price methodology should include information regarding the number and type (rink or wall board, size) of Advertisement Signs and a proposed advertising fee structure. Proponents may include any other information they feel is relevant.