



# Request for Proposals (RFP)

## Exclusive Naming Rights & Strategic Partnership

**Project Title:** The Kenora Curling Club Facility Revitalization & Landmark Realignment

**Issued By:** The Board of Directors, Kenora Curling Club

**Issue Date:** June 1, 2026

**Submission Deadline:** Friday, July 17, 2026, at 4:00 PM

### 1. Introduction & Objective

The Kenora Curling Club invites interested parties to submit proposals for the exclusive naming rights of our landmark facility located in Kenora, Ontario.

For a bit of background, the Kenora Curling Club is a **volunteer-run, community-owned facility**. Unlike city-owned recreational centers, we do not receive ongoing municipal, provincial, or federal operational funding. The facility survives and thrives purely through the dedication of our volunteers, members, and local partners.

At its core, curling is a sport for all ages, backgrounds, and competitiveness levels. From juniors throwing their first stones to seniors staying active, and from casual recreational leagues to competitive tournament play, the rink welcomes everyone. This inclusivity is the perfect analogy for what the club really is and what it represents to Kenora: a democratic, accessible space that belongs to the entire community.

We are entering a major facility renewal phase and are seeking a foundational corporate partner for a 10-year exclusive term. This partnership will rename the building to reflect our partner's brand while securing the long-term sustainability of this vital community asset. While the Board envisions a title such as the "[Partner Name] Curling & Community Centre", we are completely open to alternative naming configurations proposed by the successful proponent.

### 2. The Opportunity: Capital Renewal & Infrastructure Growth

The Kenora Curling Club is launching a comprehensive capital improvement campaign to address aging infrastructure, modernize the facility, and enhance our year-round operational capabilities.

The successful proponent of this RFP will serve as the premier cornerstone partner for this revitalization effort. Because we are a volunteer-led facility, your investment will directly support critical capital upgrades over the coming year, positioning your organization as the primary champion of this modernized community hub.



### 3. Facility Profile & Community Impact

While rooting our winter activities in curling, the facility truly operates as a central hub for everything in Kenora. It is a year-round, high-traffic event venue serving a massive, diverse demographic. Proponents will gain exposure across nearly every segment of the local and regional population through a variety of high-profile events hosted at the facility, including:

- **Regional Milestone Events:** Landmark gatherings such as Lobsterfest, the Kenora Agricultural Fair, and Ducks Unlimited fundraisers.
- **Cultural & First Nation Gatherings:** Hosting important First Nation community events, meetings, and cultural celebrations throughout the year.
- **Signature Curling Bonspiels:** Large-scale regional, competitive, and recreational bonspiels that draw hundreds of participants and spectators from across northwestern Ontario and Manitoba.
- **Seasonal Community Staples:** Festive events including the neighborhood Halloween Trunk or Treat, serving as the official staging area for the town's annual Christmas Parade, and hosting bustling Summer and Winter Markets as well as large community yard sales.
- **Sports & Outfitting Events:** Major regional fishing tournaments utilizing the facility as a central staging, registration, or event base.
- **Private Celebrations:** Host venue for significant private milestones including large weddings, retirement socials, and birthday parties.
- **Weekly Programming:** Regular sports leagues, regional tournaments, and youth development programming.

The facility welcomes thousands of individual local and regional visits annually, ensuring consistent, high-frequency brand exposure at the absolute center of community life.

### 4. Scope of Sponsorship Benefits

The selected partner will receive unprecedented brand integration across physical, digital, and social platforms for a 10-year term.

#### Physical Branding

- **Primary Exterior Signage:** Prominent brand placement on the main exterior facade of the building facing high-traffic routes.
- **Interior Assets:** High-visibility logo placement on ice surfaces, scoreboards, main entryway displays, and internal club signage.
- **Corporate Identity:** The building will be formally re-designated across all platforms under the agreed-upon corporate name.



## Digital Landmark Integration

- **Geographic Mapping:** The Club will execute full name updates on Google Maps, Apple Maps, and standard GPS navigation systems, making your brand a permanent geographical landmark.
- **Community Invitations:** Your corporate name will be printed on hundreds of annual wedding, social, and fundraising invitations sent throughout the region.
- **Digital Infrastructure:** Permanent logo placement and brand integration on the Club's official website, automated registration platforms, social media channels, and all outgoing digital correspondence.

## 5. Submission Options: Financial & In-Kind

To ensure a fair, transparent, and mutually beneficial process, the Board welcomes creative proposals. Proponents may structure their bids in one of three ways:

1. **Direct Capital Investment:** A structured annual financial commitment over the 10-year term.
2. **In-Kind Asset Contribution:** Provision of professional services, civil work, construction materials, or facility improvements evaluated at fair market value.
3. **Hybrid Partnership:** A combination of immediate infrastructure work and multi-year financial contributions.

## 6. Proposal Requirements

Submissions should be concise and must include the following information:

- **Corporate Profile:** A brief overview of the company, its history in the Kenora region, and core corporate values.
- **Branding & Naming Concept:** The proposed name for the facility and initial concepts for how the brand will be integrated.
- **Signage Specifications:** Detailed proposals for both the exterior and interior signage, including layout preferences, logo placements, and installation considerations.
- **Partnership Structure:** A clear outline of the proposed contribution, specifying the mix of capital funding, installment timelines, or detailed scopes of in-kind infrastructure work.
- **Community Alignment:** A brief statement on why the proponent wishes to partner with a volunteer-run, community-owned asset.



## 7. Evaluation Criteria

The Board of Directors will evaluate all submissions based on a matrix designed to maximize the benefit to the facility and the community:

- **Total Value of Proposal (60%):** The combined impact of financial contributions and verified in-kind infrastructure improvements to support the facility's renewal goals.
- **Community Values & Alignment (20%):** The proponent's track record of regional community involvement, corporate stewardship, and appreciation for the inclusive, volunteer-run nature of the club.
- **Feasibility & Timeline (20%):** The viability of the proposed assets, especially regarding scheduling alignment with upcoming facility upgrade projects.

## 8. Submission Logistics & Contacts

Please submit electronic proposals in PDF format to the selection committee email listed below. All submissions must be received before the deadline of **Friday, July 17, 2026, at 4:00 PM.**

The Kenora Curling Club reserves the right to engage in follow-up discussions or negotiations with one or more proponents to finalize terms that best serve the long-term future of the facility.

- **Submission Email:** [kenoracurlingclub@gmail.com](mailto:kenoracurlingclub@gmail.com)
- **Inquiries & Walkthrough Requests:** To arrange a physical site walkthrough or to discuss facility needs, please contact the selection committee via the email address above.

