

Expression of Interest (EOI)



The City of Beaumont Sponsorship Marketing Partnerships

1.0 Introduction

The City of Beaumont invites interested parties (Sponsors) to submit an Expression of Interest (EOI) to become a sponsor with the City of Beaumont based on their organization's desire to align their brand with the City of Beaumont, its facilities, programs and events and / or reach its audience to provide mutually beneficial marketing sponsorship opportunities.

In exchange for the sponsor's cash investment, The City of Beaumont will grant the Sponsor recognition through available sponsorship marketing assets such as but not limited to naming rights, program alignment, activation opportunities, of equal market value as the cash investment for such marketing opportunities. For each confirmed sponsor a custom developed sponsorship program will be developed with applicable marketing assets that meet the sponsor's marketing goals and objectives as well as budget parameters.

2.0 Background

The City of Beaumont is currently the 5th fastest growing community in Canada and the fastest growing community in the Edmonton Metro Region. The predictions are that we will continue to grow by approximately 5 per cent per year. Every day, Beaumont gains two to three new residents. Our population is predicted to top 40,000 by 2040. This page provides us relevant information to have the discussion about whether to change to city status or remain a town.

The City of Beaumont is open to opportunities, open for business and open to new ideas from diverse residents. The City has developed a sponsorship and advertising program to supplement funding for programming and facilities for the community, to off-set the need for taxation. The City's sponsorship program provides assets and opportunities from across the city, all its facilities, events and programming, from dog parks to sports programs, arenas to seniors programming. The City's sponsorship team is dedicated to working with prospective sponsors to determine their unique needs and provide the assets that best meet their needs to achieve their goals and budgets.

The City, through this EOI is seeking interested companies or organizations who would like to make such a marketing investment through the City of Beaumont. The City is not seeking through this EOI a detailed proposal of desired assets or a firm investment amount, but rather just an overview as outlined in this EOI. Should the City feel that they

can deliver on such objectives for the business or organization further discussions and meetings would commence to determine more about the sponsor's objectives, budgets and timelines in order for the City to develop a customized proposal for potential engagement between the City and the sponsor.

3.0 Sponsorship Guidelines and Restrictions

- a. Sponsors must comply with The City's Sponsorship Policy as amended from time to time.

4.0 Submission Outline

Submissions should include the following information:

Description of Your Organization

- Mission and Mandate
- Type of business and operating area
- Ownership, structure and affiliations
- Brief history and core strengths
- Full contact information
- In case of a third-party provider such as a broker/marketing firm, provide the following:
 - a) Information on commission/fee structures.
 - b) Describe your firm's experience in the provision of related services.
 - c) Provide details around recent naming and sponsorship agreements within the past 3 years with property, contact information (phone and email, title and role in working with you) for two contacts at each property and the annual naming rights.
 - d) Sponsorship fee (or range) secured.
 - e) The extent of your sales network and access to interested parties.

Past Sponsorship Experience

- Brief description of relevant, past sponsorship activities either with municipalities or charities, associations, non-profits, pro or amateur sponsor's teams etc.
- Description of how previous sponsorship has resulted in positive impact to the community and the sponsor
- Contact information for references from previous organizations sponsored
- Range of investment level in other sponsorships
- Average length of your past sponsorship investments
- If you have not done sponsorships in the past, which is absolutely fine, just note accordingly in your EOI submission.

Sponsorship Objectives

- Identify your overall marketing goals and objectives
- Indicate your key and secondary target audiences

- Proposed timeline for initiation and possible length of partnership
- Provide a list of any specific assets or types of sponsorship, such as naming of a City facility or association to programming with young families etc. you might like to be engaged with and your general reasoning for this alignment. (If you do not have any such specifics in mind, just note accordingly in your EOI submission.)

5.0 Selection Process

The City will review all EOI submissions and respond to those that the City feels it can deliver results for. The selection process will be based on the following and will be ongoing:

- a. Submissions will be reviewed and investigated through discussion with the proponent to ensure that minimum investment amounts are met, and submissions comply with The City's Sponsorship Policy.
- b. Submissions will be reviewed to determine the overall best value to The City, with a good ROI for the sponsor and be beneficial to the City's citizens and stakeholders.
- c. The City intends to invite potentially interested parties into discovery/exploratory discussion meetings with The City to explore mutually beneficial marketing sponsorship opportunities.
- d. Any ultimate sponsorship proposal presentation by the City to a sponsor prospect will come through collaborative discussions and negotiation between the City and the sponsor prospect while all final decisions from the City's perspective will be made by the appropriate authority levels based on level of investment.

The City is open to ongoing discussion and collaboration through the EOI submission process and other submissions offered directly to the City.

6.0 EOI Timelines

The City's sponsorship program is ongoing and not focused on a single naming right or program alignment but rather offers sponsorship assets to sponsorship marketing partners on an ongoing basis based on the timelines and needs of the sponsor. As such this EOI timeline remains open-ended to provide businesses and organizations the opportunity to submit an EOI when they are ready to engage.

The City, at its sole discretion, reserves the right to amend any condition of this EOI, for any reason.

7.0 Submission Information

Proponents are to submit their proposals electronically in MS Word or Adobe PDF format and email to Stefanie Fischer Stefanie.Fischer@beaumont.ab.ca (City of Beaumont Economic Development Assistant).

Questions regarding this EOI may be submitted by email to Stefanie Fischer Stefanie.Fischer@beaumont.ab.ca (City of Beaumont Economic Development Assistant). The City of Beaumont welcomes open dialogue through the EOI process for interested parties.

8.0 Inquiries

Any questions related to this Sponsorship Opportunity are to be directed in writing to:

Stefanie Fischer
City of Beaumont
Economic Development Assistant
E-mail: Stefanie.Fischer@beaumont.ab.ca

9.0 Reservation of Rights

The City reserves the right, in its sole discretion, to:

- a. enter into exploratory discussions and consultation with any respondents; and
- b. enter into contract negotiations with any or all respondents at any time; and

The City retains the right, at all times, to name City facilities according to established policies and standards, as well as to advertise and sell space on City's printed materials, properties and equipment.