

Recreation Facility Building Naming and Sponsorship Opportunity



Expression of Interest

January 1, 2025

RECREATION FACILITY – BUILDING NAMING AND SPONSORSHIP OPPORTUNITY

Nustadia Recreation Inc. is seeking an Expression of Interest from organizations, businesses or individuals to enter into a multi-year agreement with Nustadia Recreation Inc. for the Building Naming and Sponsorship of a community recreation facility (noted below) for a predetermined length of time.

Background Information:

The Regional Field House (community recreation facility) is a \$21.5 million collaborative partnership between Foothills County and the Town of Okotoks built by Scott Builders Inc. The Field House is run by the Foothills-Okotoks Recreation Society, with day-to-day management by Nustadia Recreation Inc. The recreation centre features 3 turf playing fields (200' x 85') and a multipurpose court which divides into 3 gymnasiums. In addition, it offers an 800-foot elevated walking/running track training areas, meeting and multipurpose rooms, and a concession area that was made possible through the generous donation made by Oliver Perry.

As many as 250,000 people pass through the Field House each year and it is enjoyed by many local sports groups including soccer, lacrosse, volleyball, football, basketball, slo-pitch, baseball/softball, rugby, tennis, pickle ball, karate, and more. In addition, several trade shows and a Family Expo are planned each year. The Field House is open year-round and hosts 300 birthday parties annually as well as many other activities. Please visit the current website at cavsfcregionalfieldhouse.com for up-to-date facility information and schedules.

Here are just a few of the major events that have been held at the Field House over the last few years:

- OUSC Futsal Tournament (500+ players)
- OUSC Girls Tournament (950+ players)
- OUSC Boys Tournament (950+ players)
- Volleyball Alberta Tournaments
- NSA Co-ed Slo-Pitch Indoor World Series (870+ players from all across Canada)
- Calgary Wado Kai Karate Tournament
- High River Lacrosse Assoc. Tournament
- Raiders Lacrosse Tournament
- Stampede Community Round-Up Event (3000 attendants)
- Ace Volleyball Tournament
- Pickleball Tournaments
- FSD & CTR School Tournaments
- Multiple Vendor Markets

Opportunity Overview:

By partnering with the facility as the Building Naming Sponsor, the sponsor will have the unique opportunity to align its brand with the facility and gain significant visibility within the community. As the Building and Naming Sponsor, the organization's name will be prominently displayed throughout the facility, including on exterior signage, indoor banners, promotional materials, road signage and digital platforms.



Benefits of Naming Rights Sponsorship:

- **Brand Exposure:**
 - The organization's name and logo will be prominently featured on the exterior of the building
 - All electronic and print media will feature the faculty name and logo
 - Any mentions of the facility in print or radio will reference the full facility name
 - Highway signage in 7 locations
- **Community Engagement:** Demonstrates commitment to the community by supporting a valuable resource for health, recreation, and social interaction. The organization will be recognized as a leader in promoting health and wellness initiatives.
- **Brand Association:** Enhance brand visibility and recognition by associating an organization with a reputable and well-established recreation facility. Build positive brand sentiment and strengthen relationships with customers and stakeholders.
- **Exclusive Opportunities:** Gain access to exclusive networking events, promotional opportunities, and sponsorship benefits tailored to meet an organization's marketing objectives and strategic goals.

Naming Right Opportunity:

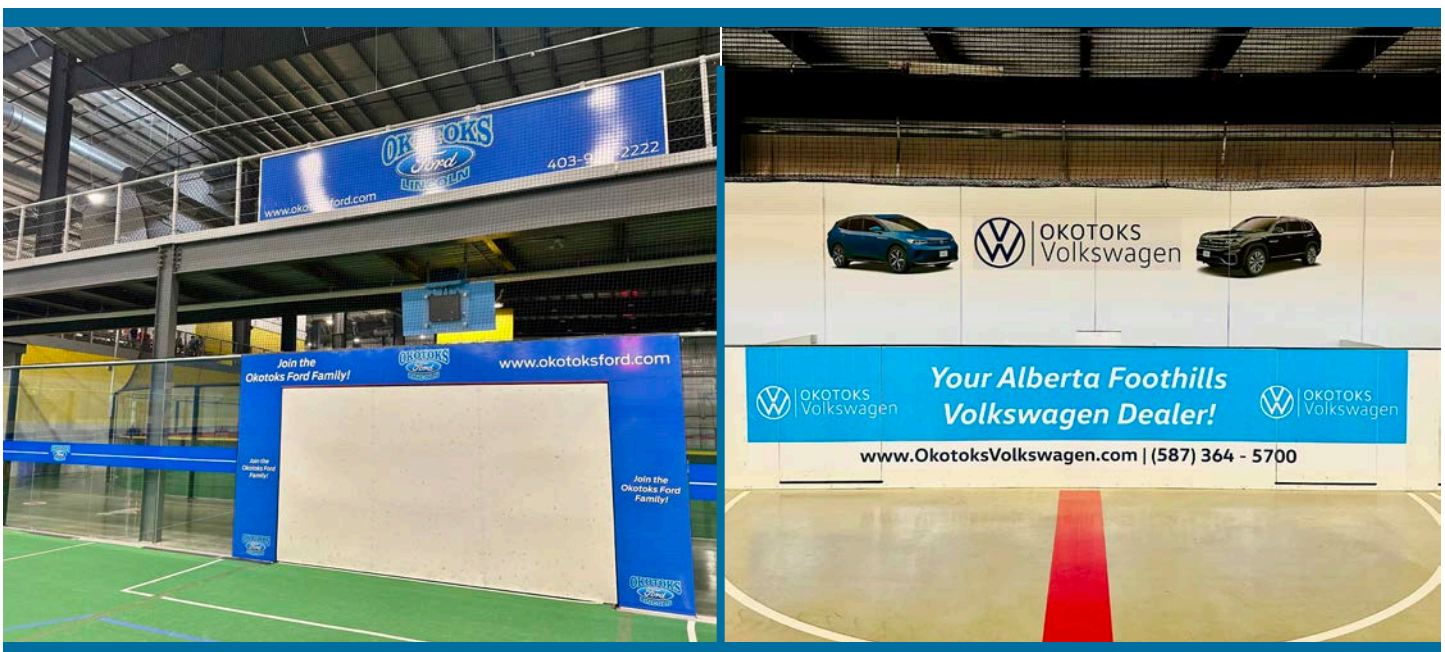
The Naming and Sponsorship Agreement will be negotiated between Nustadia Recreation Inc. and the successful applicant. The successful applicant will have the building naming rights for a defined period, consisting of naming of the Facility, and may include, but is not limited to all reference to the building across all area assets and information, sponsorable activities and activations, preferred access to programs and business/revenue generation opportunities.

Process:

All Naming and Sponsorship Agreement Expressions of Interest will be reviewed on an individual basis to ensure they align with business and best practices associated with Nustadia Recreation Inc, the Foothills-Okotoks Recreation Society, the Town of Okotoks and the Foothills County.

Deadline:

Expression of Interest (EOI) submissions are ongoing with the opportunity to secure January 1, 2025.



Submission Requirements:

Interested applicants should submit their Expression of Interest response in the form of a letter to the contact person listed below. Please provide any other information you would like Nustadia to consider regarding your proposed interest in the Building Naming and Sponsorship Partnership.

Contact Person:

All submissions, inquiries/questions related to this Expression of Interest are to be directed in writing via email to the contact person listed below:

Glenn Federowich, General Manager
Nustadia Recreation Inc.
Email: gfederowich@regionalfieldhouse.com
Phone: 587-757-0338 Ext. 305

Expression of Interest:

Nustadia is not liable or responsible for any costs incurred in the preparation, submission or presentation of any response or submission pursuant to this EOI. Acceptance of or the use of any information contained in any submission shall not entitle any applicant to reimbursement or other consideration at any time.

This request for EOI is not intended to create and will not create any formal legally binding contract or bidding process. The issuance of this request for EOI does not constitute any obligation on the part of Nustadia to enter into an agreement with any respondent to this request for EOI or to issue a competitive bidding opportunity. Nustadia may determine, at its sole discretion, to proceed or not proceed with negotiations in relation to any areas discussed within EOI.

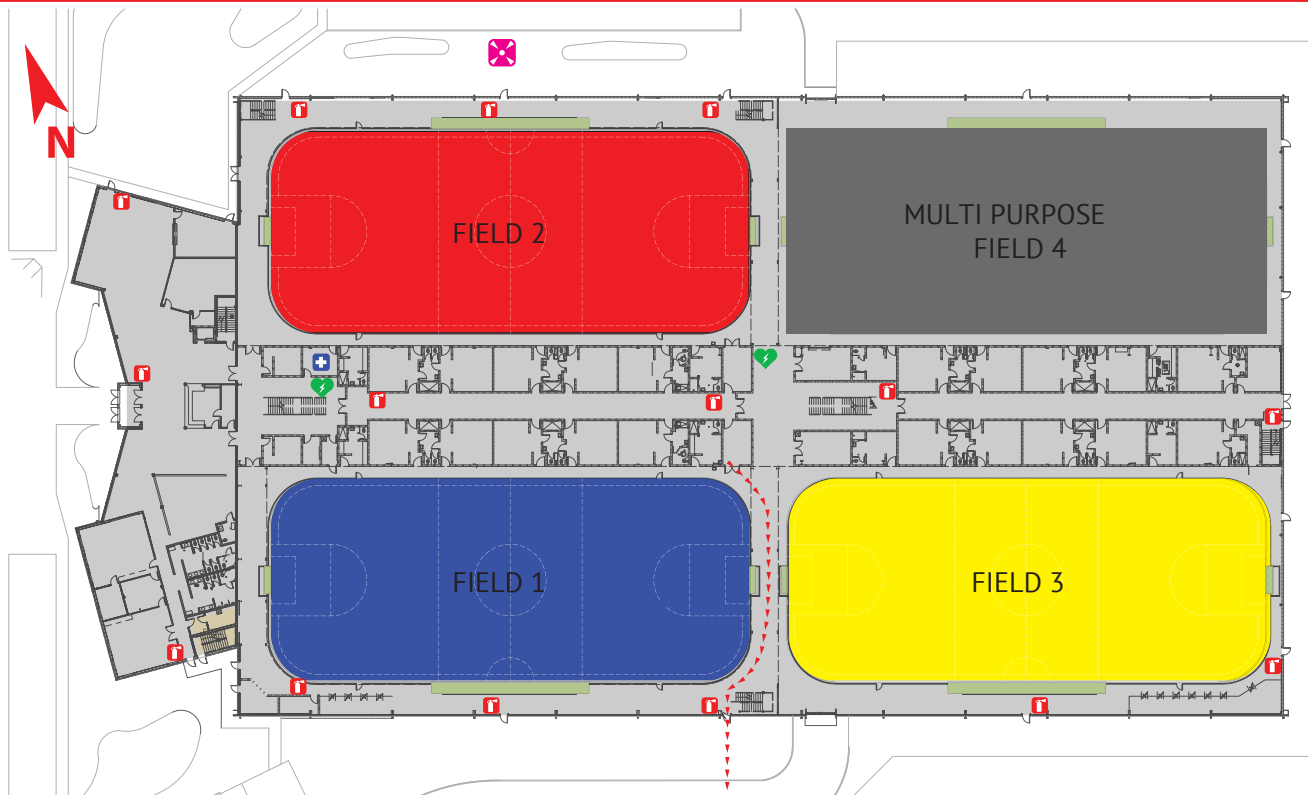
There will be no RFP initiated following the Expression of Interest as the Expression of Interest in and of itself is the initiating action.

Naming and Sponsorship Value:

Naming and sponsorship amount per year are determined by a combination of factors such as, desired number of years, the negotiated location, value proposition, and asset negotiation agreement. These factors must align to create a mutually beneficial partnership between the sponsor and the entity seeking sponsorship. We are currently seeking \$40,000 annually for a minimum of FIVE (5) years to be made in equal annual installments.

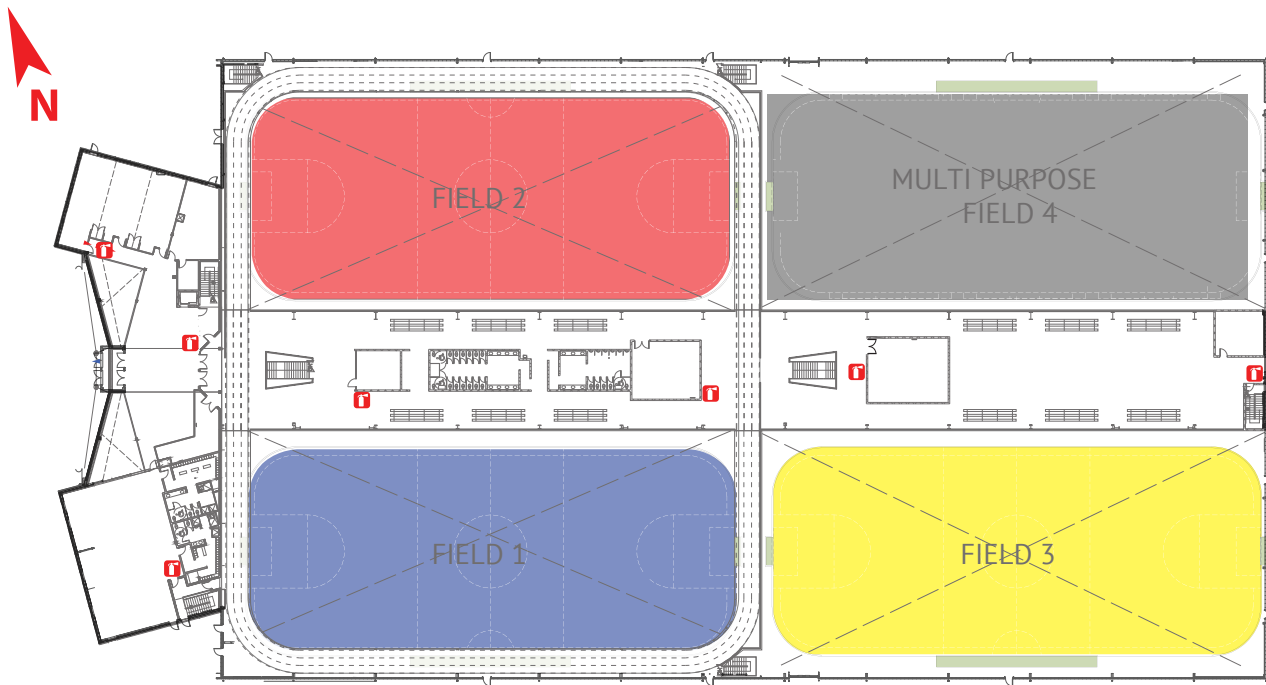
Other sponsorship opportunities are available, please contact Glenn Federowich for additional information and pricing.





MAIN FLOOR

135,000 Square Feet



SECOND FLOOR