



REQUEST FOR PROPOSALS: COMMUNITY CENTRE NAMING RIGHTS

ISSUED: October 28, 2026

REQUEST FOR PROPOSALS: COMMUNITY CENTRE NAMING RIGHTS

1. Invitation

The Town of Harbour Grace is requesting proposals from qualified partners to “purchase” exclusive naming rights to the Harbour Grace Community Centre.

2. Background

As one of Newfoundland’s oldest fishing communities, Harbour Grace has played an important role in the province’s story for centuries. It started as a thriving fishing and trade hub, then earned its place in the history of transatlantic aviation by serving as the departure point for Amelia Earhart’s pioneering flight across the Atlantic. The town’s legacy of resilience, innovation, and connection continues to shape the community today.

Harbour Grace is a place where families can put down roots and feel part of a community from day one. Rich in history and surrounded by the natural beauty of Conception Bay, it offers a slower pace of life without sacrificing the everyday essentials. Here, neighbours know each other, children have room to grow, and there’s space to build the kind of life that matters most. Our doors are always open. Let yourself in.

The Harbour Grace Community Centre is a multipurpose recreational facility in Harbour Grace, Newfoundland & Labrador. Opened in 2016, the facility hosts a skating rink, 24-hour fitness centre (Fusion Fitness), walking track, Sports Hall of Fame, and multipurpose room. The facility has hosted provincial hockey tournaments, provincial and regional figure skating competitions, and the CeeBee Stars Senior Hockey team since opening.

Key facility features:

- 1300-person capacity (840 seats + 460 standing room)
- 85’ x 200’ ice surface
- 6 dressing rooms
- 2 officials’ rooms
- 4 adjacent storage rooms / offices
- Zamboni with laser levelling system
- 125m walking track on upper level
- Multipurpose room with viewing room with table, chairs, and kitchen
- House audio system with wireless mics
- Rubber flooring throughout dressing room area
- Box office
- Canteen, concession, and merchandising areas
- 300+ parking stalls

The naming rights opportunity will showcase your commitment to our Town, providing long-term visibility for your organization while making a positive impact on our recreational facilities and assets.

3. Submission & Enquires

Proposals must be received by **Friday, November 13, 2026, at 4:30 p.m.**

All enquiries related to this Request for Proposals can be directed via email to Patrick Hearn, CAO, at p.hearn@townofharbourgrace.ca.

Proposals can be submitted via email to p.hearn@townofharbourgrace.ca or in a sealed envelope marked “RFP – Naming Rights – Harbour Grace Community Centre” and addressed to:

Attn: Patrick Hearn
Town of Harbour Grace
112 Water Street
P.O. Box 310
Harbour Grace NL A0A 2M0

4. Naming Rights Package

The proposal should be based on a 5-year minimum agreement and include:

1. **Financial Offer** – Annual payment to the municipality
2. **Branding Concept** – Please provide a general overview of the proposed “brand” and name of the facility and how it would incorporate into your corporation’s overall branding/marketing
3. **“Add Ons”** – Please reference any additional services/sponsorship that would be provided such as promotional giveaway opportunities, cross promotional opportunities, branded clothing for staff, etc.

An underlying goal of the partnership is to provide your business with extensive and exclusive recognition, and becoming an everyday name to athletes, patrons, and residents throughout the Harbour Grace and Conception Bay North region, as name holder of this premier facility.

5. Requirements

Proposals are open to any individual, business, or organization. Interested applicants should submit their proposal to the contact person listed in section 3 and include the following information:

1. Name and contact information of the proponent.
2. Proposed name for the Community Centre.
3. Company or organization profile, including name, products, market reach, years in business, presence in Harbour Grace or CBN region, and location of office(s).
4. Relevant identification of similar naming or sponsorship conducted of similar size or value (if applicable).
5. Provide any information you would like the Town to consider regarding your proposed interest in a naming or sponsorship partnership.
6. The financial offer including any in-kind contributions or requested options.

6. Proposal Evaluations

The naming proposals will be reviewed on an individual basis to ensure they best align with practices associated with the Town of Harbour Grace.

At the Town's discretion, selected applicants will be contacted to determine the next steps, discussions, and negotiations. Upon successful negotiations, the applicant will be required to enter into an agreement for an agreed upon period.

Issuing a Request for Proposals implies no obligation on the Town of Harbour Grace to accept any proposal or portion of any proposal submitted.