Renfrew
INC • 1858
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Town of Renfrew
127 Raglan Street South
Renfrew, ON K7V 1P8

Expression of Interest ("EOI")

myFM Centre Naming Rights Opportunities

EOI 2026-24-CRS

Section I – Information Package

Project Information

Project Number: EOI 2026-24-CRS

Project Name: myFM Centre Naming Rights Opportunities

Registration & Communications

Designated Contact Person:

Town of Renfrew
Ashley Robertson, Purchasing Assistant
Email: purchasing@renfrew.ca

From the date on which this EOI is issued until the EOI is awarded, Proponent/Proponents (including any directors, employees, officers, agents, consultants, or representatives) should not communicate with the Town directly or indirectly about the EOI except as detailed in the Inquiries clause or via the designated contact person noted above.

Registration

It is mandatory that interested proponents register with the Town of Renfrew. Registration for the EOI closes at the specified Closing Time. **Failure to register will result in non-acceptance of your submission.**

Please remit Name of Company, Name of Contact Person, and Contact Information to the *Designated Contact Person* to register for this EOI.

All communications must reference the project number (see Project Information) in the subject line.

Only documents provided to Proponents by the Town or found on Biddingo are to be considered the **official** documents. The Town accepts no responsibility for the accuracy of information found on other websites. The onus is on the Proponent to check on the Town's and Biddingo's website to verify they have received all relevant information. The Town reserves the right not to accept a bid submission if determined that the documents

have been altered from the Town's own official documents.

Inquiries

Any questions pertaining to the EOI or process must be received no later than seven (7) business days prior to closing and must be submitted to the *Designated Contact Person*.

All responses to questions related to this opportunity will be responded to via Addenda.

Discrepancies or Omissions

Where a Proponent finds discrepancies or omissions in the EOI requirements or otherwise requires any clarification, the Proponent should contact the Town in writing by email to the attention of the *Designated Contact Person*. Where the Town deems that an explanation or interpretation is necessary or desirable, an addendum may be issued.

Freedom of Information

All written Quotations received by the Town of Renfrew become a **public** record. Once a Quotation is accepted and a contract is signed, all information contained in them is available to the **public**.

Delivery & Closing

Closing Date & Time: **2:00 pm on Tuesday, November 24, 2026**

Submission Method: Hard Copy or electronic Biddingo submissions

The time clock in the main counter service area in the Renfrew Town Hall Office is the official time for the deadline for submission. The Town is not responsible for submissions which arrive late or are not properly marked.

All EOI's shall be submitted either in a sealed envelope clearly marked with the included Mailing Label as to the contents and Proponents name, or electronically through Biddingo at www.biddingo.com.

Late submissions **will not** be accepted beyond the closing date/time as set out. EOI's received after the established closing will be returned unopened.

Background and Opportunity

Objectives

The Town of Renfrew is inviting Expressions of Interest (EOI) from businesses, or organizations interested in acquiring naming rights to a space(s) located within the myFM Centre.

At the myFM Centre, our main goal is to offer recreation and community programming to all, with consideration for affordability, accessibility and a safe environment to residents and visitors.

The Town endeavours to replace previous naming rights agreements for the original/west arena and the fitness centre as well as present remaining sponsorship opportunities in the myFM Centre. Naming rights sponsorships support the centre's general operations and encourage businesses who are socially conscious to work with the Town for mutual benefit.

Services and Attractions of the myFM Centre

The myFM Centre is a multi-use recreation and community facility serving residents and visitors throughout Renfrew and the surrounding area. The facility hosts recreational programming, community events, sports tournaments, meetings, and daily public use.

This community centre attracts and serves a variety of users with amenities that include 2 arenas, a multi-purpose gymnasium, walking track, fitness centre, dance studio, community hall, and 4 meeting/community spaces.

In addition to Town operated spaces, there are presently 8 tenants operating their respective businesses or organizations out of the complex including: a radio station, childcare centre, chiropractic office, youth centre, cycling and sport pro shop, Junior A and B hockey teams, the NHA/NHL Birthplace Museum, and the Bonnechere Algonquin First Nation Community Cultural Centre.



Naming Rights Sponsorship Benefits

The myFM Centre naming rights package means more than a traditional corporate sponsorship. Naming Rights provides you with the opportunity to create a valuable, positive association with the myFM Centre through marketing, advertising, website and promotional opportunities. Through events here, you will have the opportunity to gain local, provincial and national exposure both through visibility of signage within the facility itself, and organically through name associations in documentation, media mentions and spoken reference.

Why You Should Consider Naming Rights Sponsorship

** Details for each available Naming Right are included in appendices.

- Expose your brand to diverse demographic, geographic and lifestyle audiences.
- Increase brand awareness through consistent year-round visibility and impressions.
- Build meaningful relationships and positive brand associations through beloved events, experiences and traditions at the myFM Centre.
- Strengthen consumer perception and trust in your brand.
- Drive sales and growth from both new and existing customers.
- Demonstrate corporate community engagement and local leadership.

Available Naming Rights – 2-Year Term to be billed

To be implemented as of January 2027:

Space	Minimum 2-Year Bid (annual fee, excl HST)	Details
West/Original Arena	$6500	Appendix B
Fitness Centre	$3000	Appendix C
Multipurpose Room	$1000	Appendix D
Dance Studio	$1000	Appendix E
Conference Room	$1000	Appendix F
Dressing Rooms (7 available)	$500/ea	Appendix G 2-4, 7-10

*The advertised Naming Rights are based on a 2-year term with the first right of refusal to extend for an additional 5-year term at a newly negotiated rate as will be described in a signed Naming Rights Agreement.

**All signage costs, design, printing, installation, etc. are the responsibility of the successful Naming Rights Sponsorship business/organization.

Section II – Contract Requirements/Instructions

Scope of Project

As described in Section I – Information Package, The Town of Renfrew is seeking Expressions of Interest from businesses and organizations interested in naming rights sponsorship opportunities within the myFM Centre. This initiative aims to replace existing naming rights agreements and secure new partnerships that support the ongoing operation of the facility while enhancing community programming, accessibility, affordability, and public recreation services. As a multi-use recreation and community hub serving Renfrew and the surrounding region, the myFM Centre attracts a diverse audience through its arenas, fitness and wellness facilities, meeting spaces, community events, sports tournaments, and tenant organizations. Through this program, the Town seeks to establish mutually beneficial partnerships that provide sponsors with meaningful brand exposure, community engagement opportunities, and positive public association, while generating sustainable revenue to support the Centre's long-term success and service to residents and visitors.

The advertised Naming Rights are based on a 2-year term with the first right of refusal to extend for an additional 5-year term at a newly negotiated annual fee at the end of the 2-year term.

All signage costs, design, printing, installation, etc. will be the responsibility of the successful Naming Rights Sponsorship business/organization.

Specifics for each individual naming rights sponsorship opportunity are listed throughout the appendices.

Naming Rights Agreements with the successful proponents will be completed to further establish each parties responsibilities.

EOI Content

The following information shall form the EOI:

1. Section I – Information Package
2. Section II – Contract Requirements/Instructions
3. Section III – Form of Proposal
4. Appendix A - Overall Site Images
5. Appendices B - G - Naming Rights Packages
6. Appendix H - Naming Rights Sponsorship Contract Order Form

Process

Pre-Submittal Site Visit - Not Required, but Allowed

Images of the available naming rights spaces are included in the appendices. To gain a better understanding of the facility containing these naming rights opportunities, proponents may visit the site during regular business hours. If proponents would like to see inside a space that has naming rights available, arrangements can be made to view the site through the *Designated Contact Person*. Questions will not be answered onsite but can be asked via e-mail to the *Designated Contact Person* and answered to all registered proponents through an addendum.

Addenda

It may be necessary for a variety of reasons to issue Addenda. All information defined within the Addenda shall form an integral part of the EOI document.

The Proponent must recognize receipt of all Addenda, if issued, within *Section III – Form of Proposal.*

Respondents/Proponents

Respondents are solely responsible for their own expenses in preparing and submitting applications, and for any meetings, negotiations or discussions with the Town or its representatives and consultants, relating to or arising from the Request for Expression of Interest.

Review and Assessment

The Town reserves the right to:

- Request clarification or request additional information
- Modify or issue clarification, cancel or withdraw the Expression of Interest
- Seek consulting services to assist in evaluating and negotiating an agreement
- Reject any submission it deems incomplete or unresponsive to the submission requirements
- Reject any or all submissions

The evaluation shall be based on professional integrity, respect for the rights of the applicant, the Town of Renfrew, and shall be sensitive to the beliefs and customs of local social and cultural beliefs. The evaluation shall not reflect personal or sectoral interests.

Agreement and Payment

Following acceptance of the Naming Rights Sponsorship Contract Order Form and Section

III – Form of Proposal, the Proponent will be required to enter into a Naming Rights Agreement with the Town of Renfrew.

- The agreement shall speak to the required payment amount and payment schedule
- All signage costs, design, printing, installation, including any specialized installation are the responsibility of the Naming Rights Sponsorship business/organization
- The agreement will outline the term of the contract which will be a 2-year term with first right of refusal to extend for 5-years with a newly negotiated annual fee
- The agreement will also include details regarding legalities such as defaults and termination.

Basis of Payment

Naming Rights fees will be billed annually in January in accordance with the *Naming Rights Agreement* that will be based on this EOI document and the submitted Naming Rights Sponsorship Contract Order Form.

Reserve Naming Rights

At the end of the 2-year term, current naming rights holder will be offered first right of refusal to extend for an additional 5-year term at a newly negotiated annual fee. These terms will be written into a *Naming Rights Agreement.*

EOI Submission Requirements

Interested proponents are requested to submit a proposal outlining the following information:

1. Section III – Form of Proposal
2. Appendix 'H' - Contract Order
3. Business or organization name and contact information
4. Brief description of business or organization (shall not exceed 2 pages)

Evaluation Criteria

Submissions will be evaluated based on factors including, but not limited to:

- Financial return/revenue to the Town
- Suitability based on facility users and audience
- Experience and financial viability

The Town of Renfrew reserves the right to accept or reject any or all submissions and may request additional information or enter into further discussions with proponents.

Timeline

The expected timeline for selection is as follows:

Task	Target Date
EOI Issued	November 4, 2026
Question Deadline	November 16, 2026
Addendum (if applicable)	November 19, 2026
Closing Date for Submissions	November 24, 2026
Approval at Town Council	December 8, 2026
Anticipated Award (on or about)	December 11, 2026
Naming Rights Start Date	January, 2027

Section III – Form of Proposal

Proponents Information

1.	Name of Company	
2.	Name of Contact Person	
3.	Address (incl. Postal Code)	
4.	Office Phone #	
5.	Cellular #	
6.	Email address	
7.	HST Account #	

I/We hereby submit the attached documents to satisfy the requirements as issued by the Corporation of the Town of Renfrew.

I/We agree that we have reviewed and understand the Proposal documents and I/We are capable and qualified to perform the requirements of the contract and enter into a legal agreement with the Municipality in regard thereto and where the Proposal is submitted by a Corporation, it shall be signed by a duly authorized officer of the company. Should the Proposal be submitted by a Partnership or Proprietor, it shall be signed by the partners or owner.

I/We agree that this offer shall be irrevocable from the time the Proposals are opened and extended for a period of 90 days.

Acknowledgement to Receipt of Addenda

This will acknowledge receipt of the following addenda and, that the pricing quoted includes the provision set out in such addendum(s).

Addendum # Date Received
_____ _____
_____ _____
_____ _____

☐ Check here if No Addenda considered.

Submission Deadline

Expression of Interest proposals must be submitted no later than **2:00 pm on Tuesday, November 24, 2026**. Shortlisted proponents may be invited to present to Council.

I/we have the authority to bind the company.

_____
Name (Please print)

_____
Position / Title

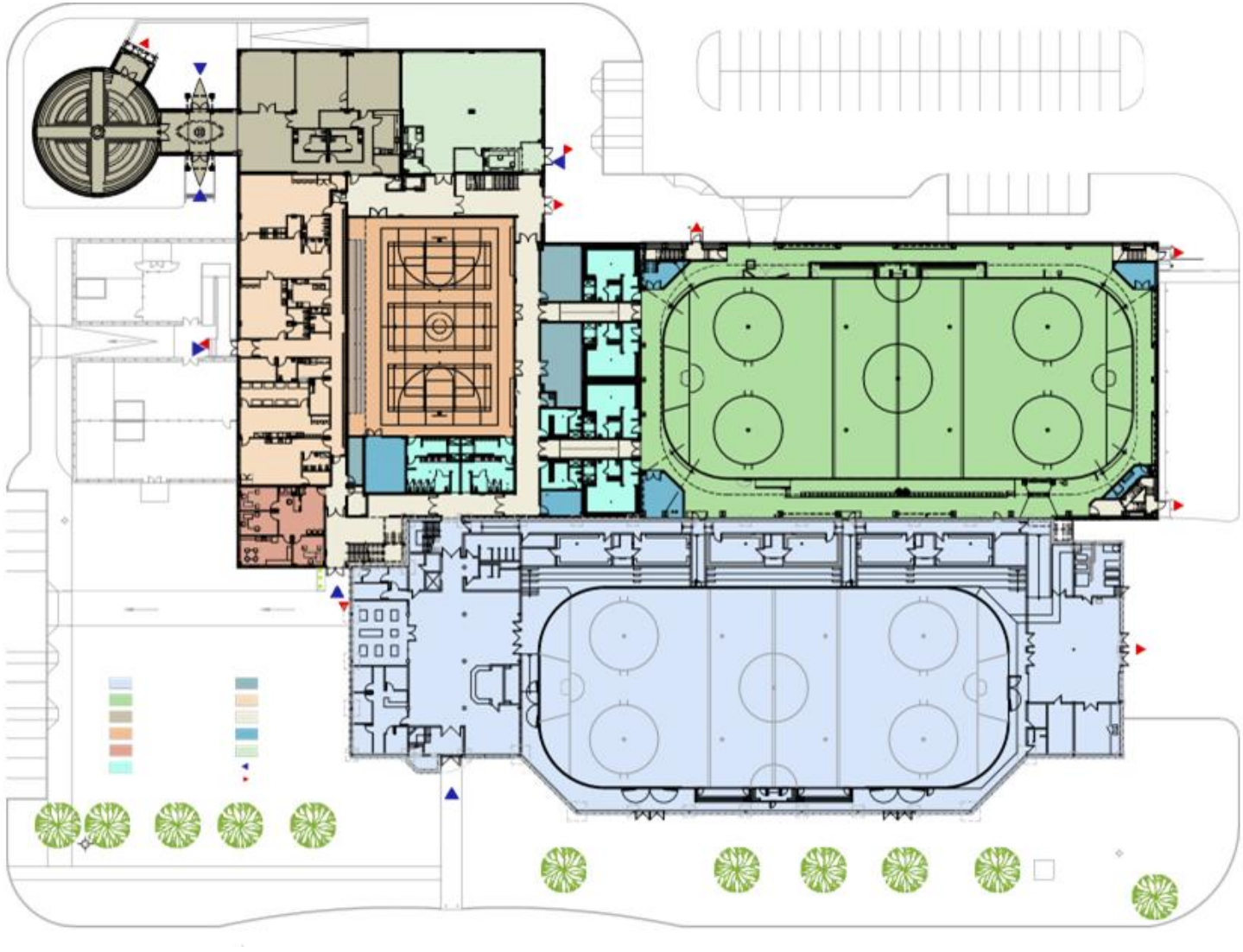
_____ _____
Signature Date

APPENDIX ‘A’
SITE PLANS

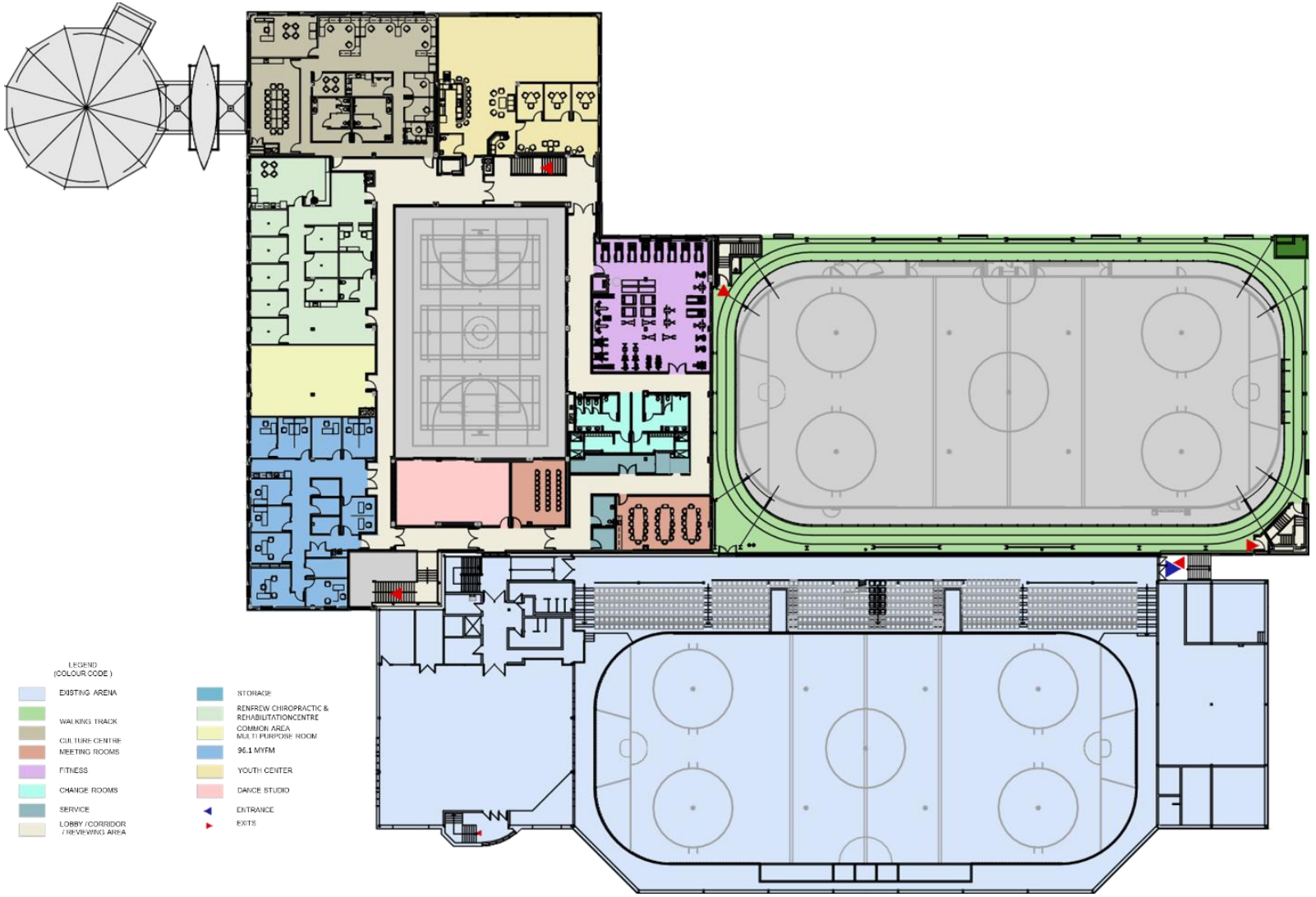
Exterior



Interior First Floor



Interior Second Floor



APPENDIX ‘B’ – WEST/ORIGINAL ARENA NAMING RIGHTS PACKAGE

Minimum Bid

- $6500 Annually

Annual Usage Statistics

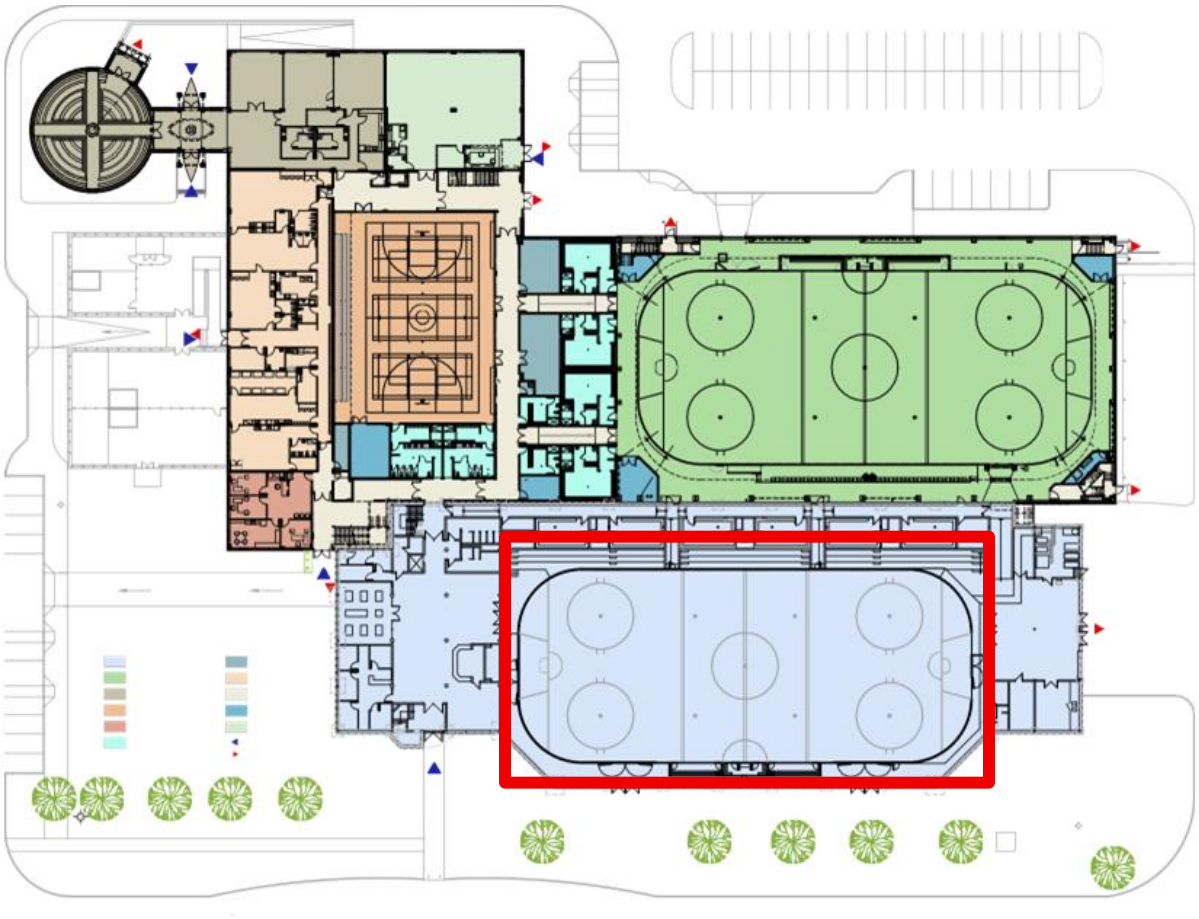
- 2025–2026 Ice Season: 2,270.75 hours of rentals
- 2026 Ice-Out Season: 186.5 hours of rentals

Typical Activities Hosted

- Minor Hockey and School Hockey (games, practices, tournaments)
- Junior A and Junior B Hockey (games, practices)
- Adult Recreational Hockey
- Figure Skating (practices, competitions)
- Ringette (practices, games)
- Adult Ball Hockey
- Community Events and Recreation Programs (Annual Home Show, Craft Shows, Canada Day, Concerts, Circus, Summer Camp, etc.)

Visibility of Brand

- Large painted or signed logo within arena (seating for 648 with capacity for 800)
- Smaller sign/logo erected over arena entrance from lobby (over existing “Pad 1” sign)
- Town of Renfrew Website – Facility name and description listed with a picture of the facility and information to request a rental
- Booking system/invoices/facility rental agreement – all booking submissions and generated invoices include the naming rights sponsor title
- Dressing Room Display – daily ice/slab dressing room assignments on TV monitor
- Event programs and word of mouth – Town and rental groups specify the arena the event or program is taking place in
- Wayfinding Signage – Facility name listed on wayfinding signage










PAD 1
PATRONS ENTERING THESE PREMISES VOLUNTARILY ASSUME ALL RISKS AND DANGERS INCIDENTAL TO ANY GAME OR EVENT
BE AWARE THAT PUCKS/BALLS/STICKS/ EQUIPMENT MAY LEAVE THE SURFACE AT ANYTIME WHICH CAN CAUSE SERIOUS INJURY. PLEASE PAY ATTENTION TO THE ACTIVITIES ON THE PLAYING SURFACE AT ALL TIMES!



APPENDIX 'C' – FITNESS CENTRE NAMING RIGHTS PACKAGE

Minimum Bid

- $3000 Annually

Annual Usage Statistics (Oct 2025 through Sept 2026)

- 1,355 fitness centre members
- 541 recorded drop-in visits

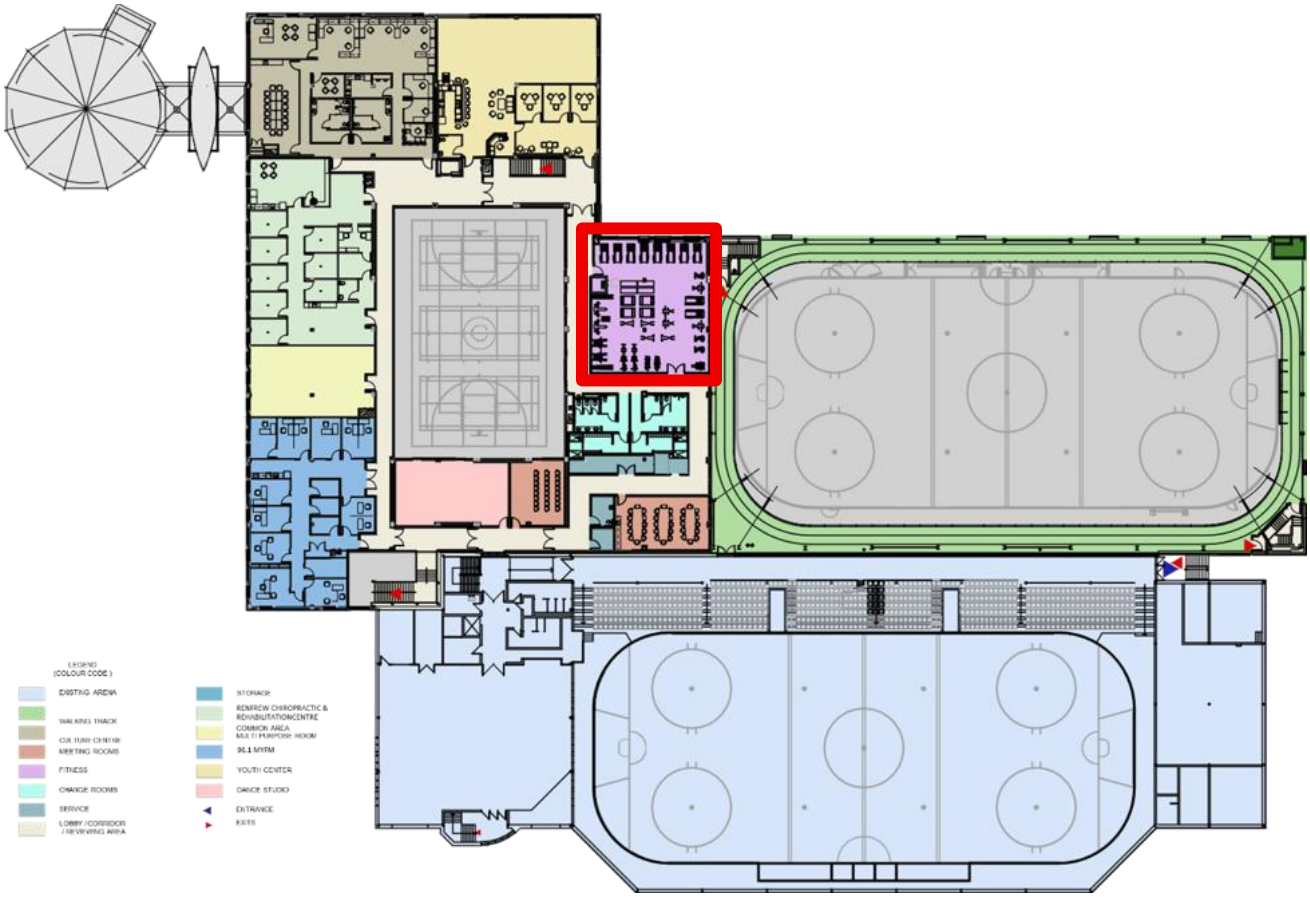
Amenities Available to Membership and Drop-in Users

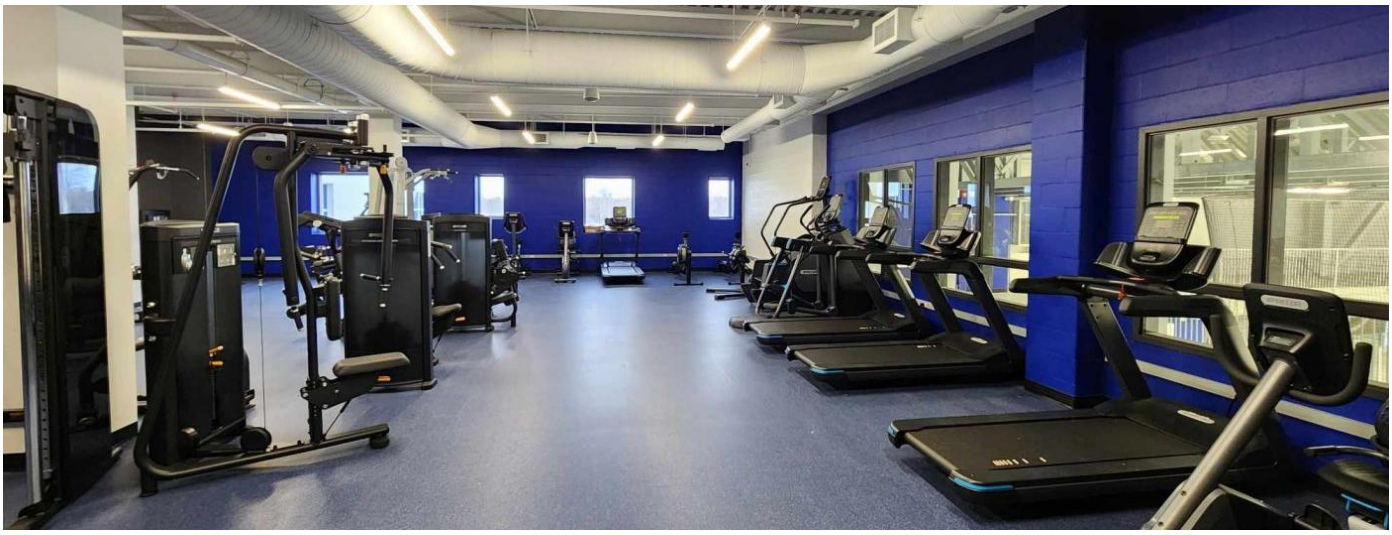
- Equipment for every workout need and ability
    - Cardio Equipment: Ergs/rowers, stair master, elliptical, treadmills, recumbent bikes, spin style (Peloton) bike, exercise bike
    - Fixed/Cable Equipment: Cable tower, rowers, pull down, fly deck, chest press, overhead press, pull up assist, bicep curl, leg curl, leg extension, leg press, adductor/abductor, etc.
    - Free Weights: 5-50lbs dumbbells, barbells, 2.5 – 45lbs plates, squat rack/cage with landmine attachment, kettlebell variety, medicine ball variety
    - Other: Smith machine, mats, bands, bar pads, exercise balls, ab roller, lower back extension, decline sit-up, yoga blocks, etc.

Visibility of Brand

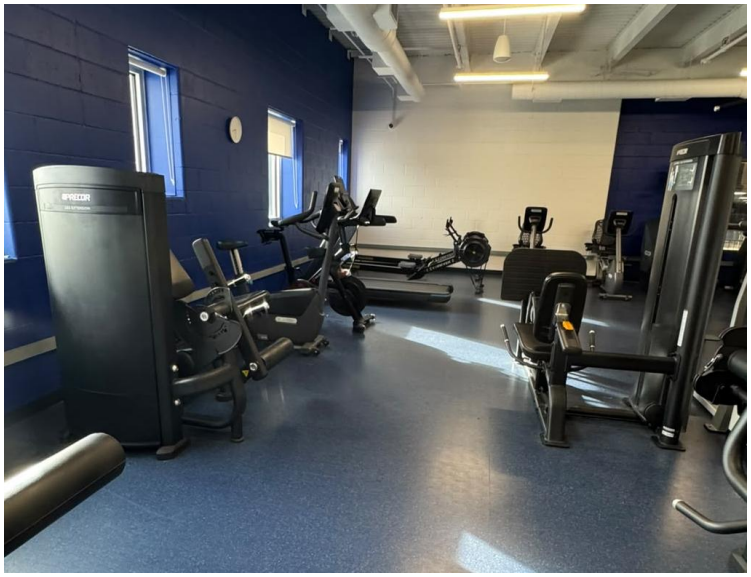
- Logo on Window stickers or mounted sign permitted at fitness centre entrance doors
- Logo Within – logo/sign posted within fitness centre
- Town of Renfrew Website – Facility name and description listed with a picture of the facility
- Waivers, rules signage, information posters – all booking submissions and generated invoices include the naming rights sponsor title
- Wayfinding Signage – Facility name listed on wayfinding signage

- Quarterly Recreation Program Guides – the facility name and organization logo (if provided) is advertised in the quarterly guide available online and in print at select locations
- Gift certificates – Facility name and logo are included on gift certificates that are available for purchase






TRX
TRX





APPENDIX ‘D’ – MULTIPURPOSE ROOM NAMING RIGHTS PACKAGE

Minimum Bid

- $1000 Annually

Annual Usage Statistics

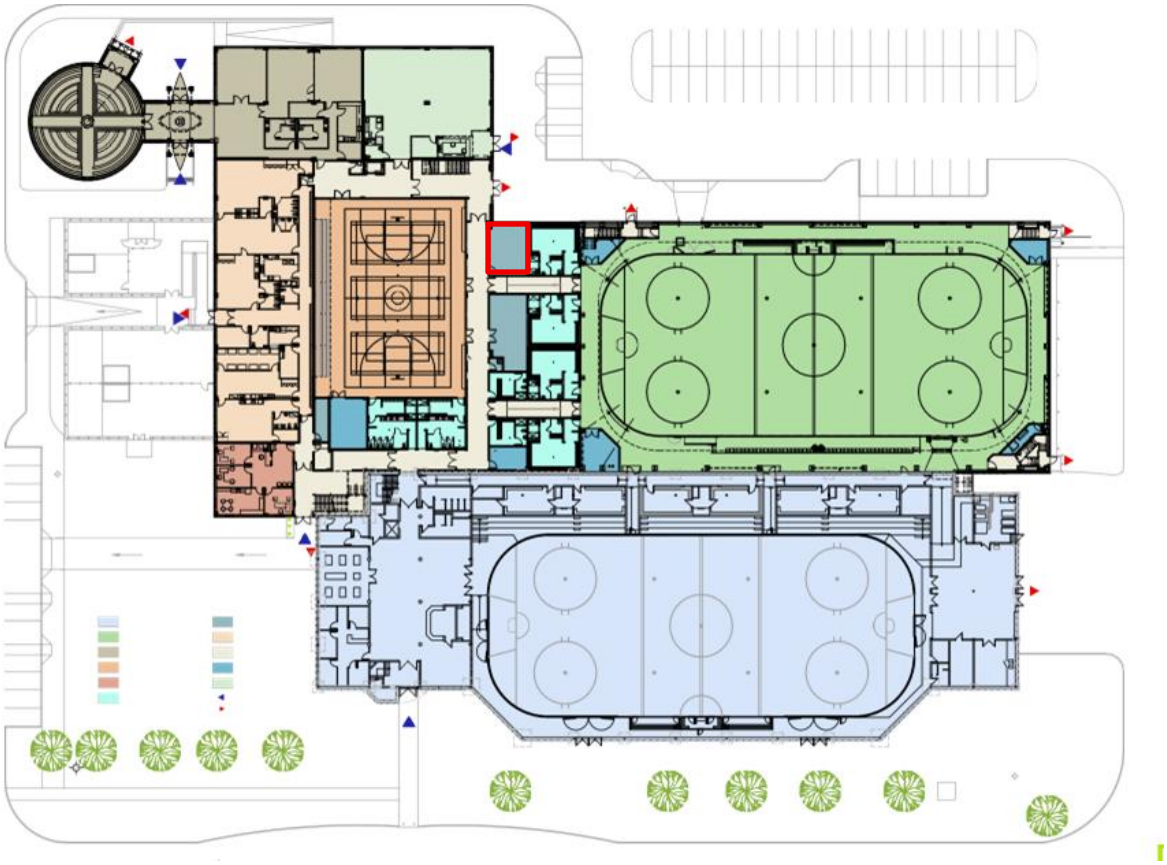
- 350 hours booked over the last 12-month period

Typical Activities Hosted

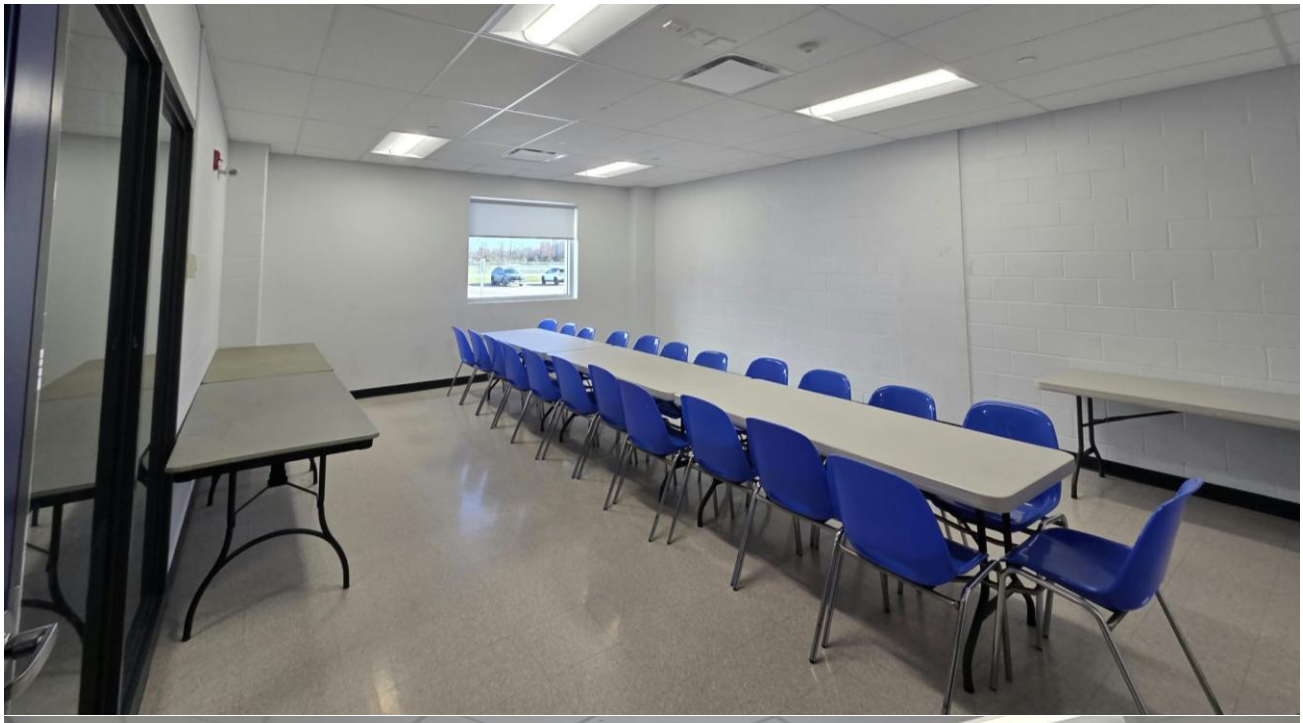
- Birthday Parties
- Meetings

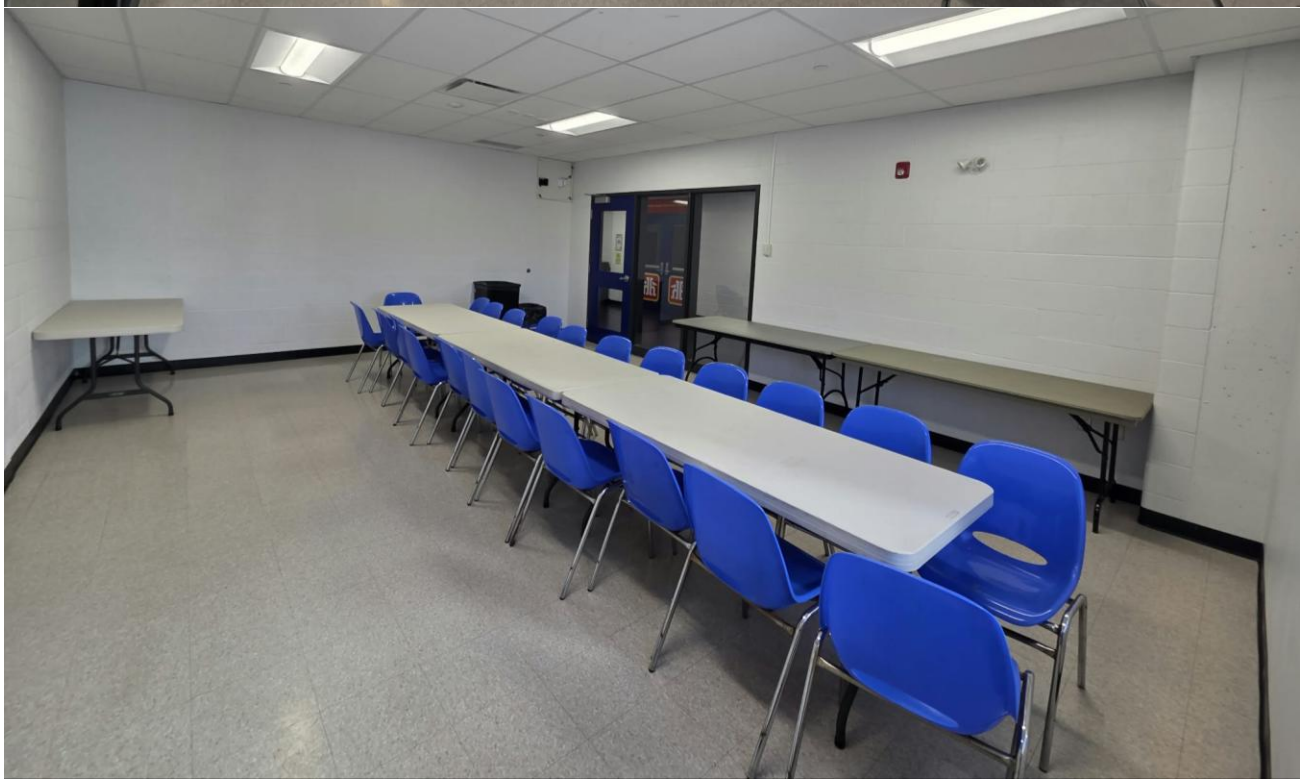
Visibility of Brand

- Mounted sign outside room entrance
- Town of Renfrew Website – Facility name and description listed with a picture of the facility and information to request a rental
- Booking system/invoices/facility rental agreement – all booking submissions and generated invoices include the naming rights sponsor title
- Event programs and word of mouth – Town and rental groups specify the space the event or program is taking place in
- Wayfinding Signage – Facility name listed on wayfinding signage
- Quarterly Recreation Program Guides – the room name is advertised as a rentable facility in the quarterly guide available online and in print at select locations









APPENDIX 'E' – DANCE STUDIO NAMING RIGHTS PACKAGE

Minimum Bid

- $1000 Annually

Annual Usage Statistics

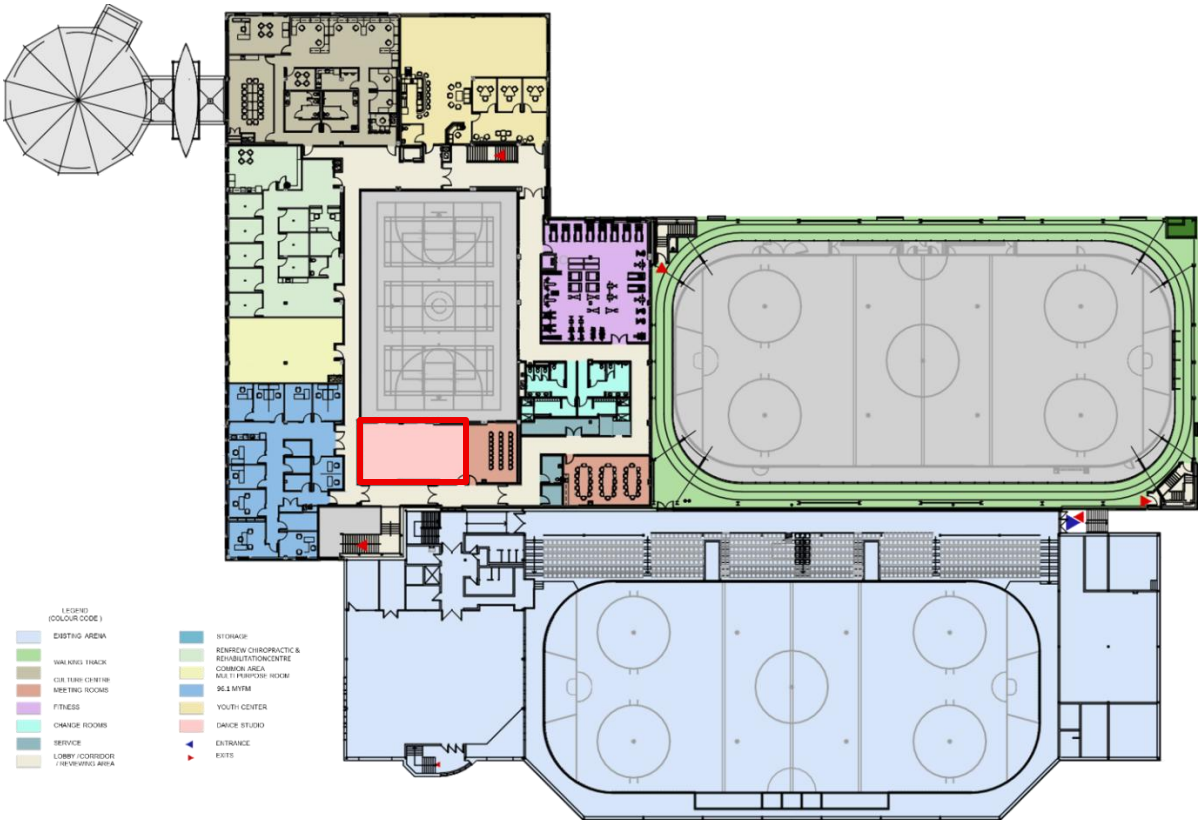
- 566.5 hours booked over the last 12-month period

Typical Activities Hosted

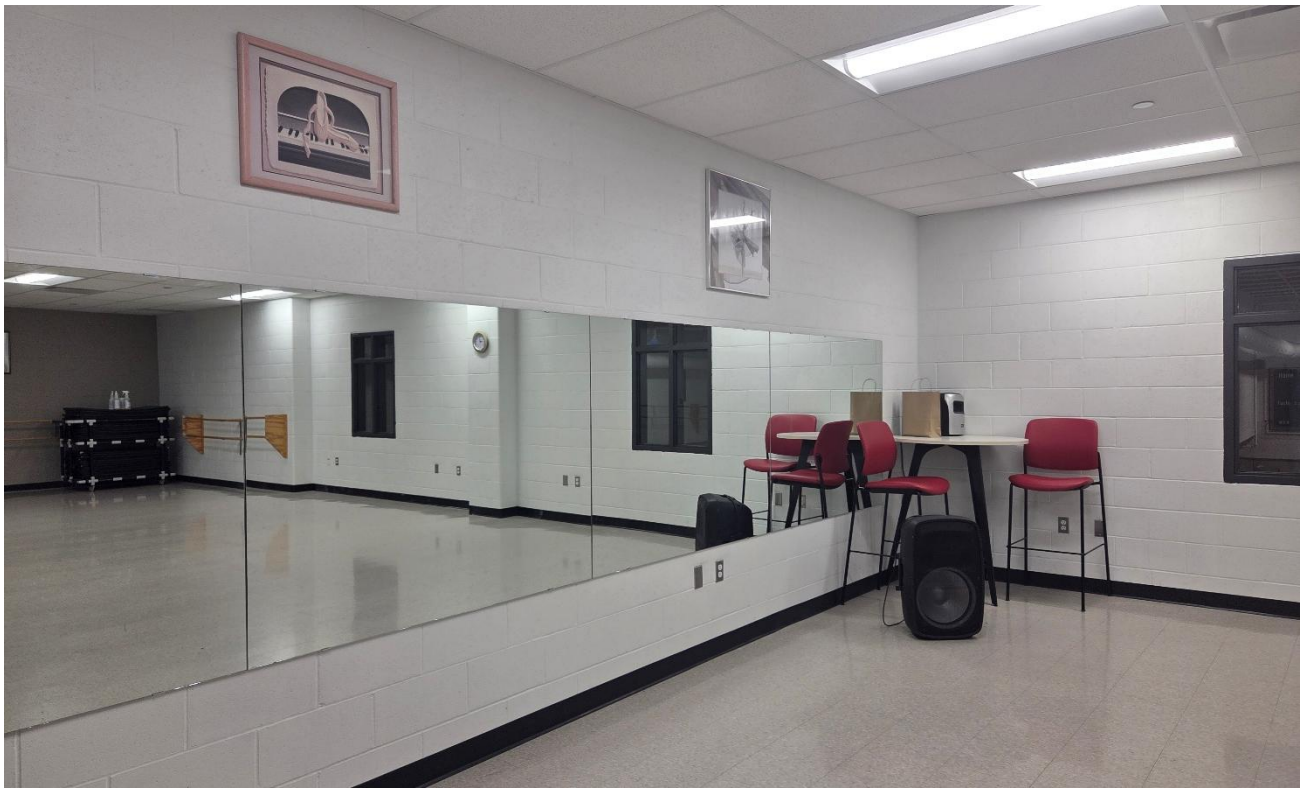
- Dance classes through local dance school
- Other: Belly dancing, yoga, baby beats program

Visibility of Brand

- Mounted sign outside room entrance
- Town of Renfrew Website – Facility name and description listed with a picture of the facility and information to request a rental
- Booking system/invoices/facility rental agreement – all booking submissions and generated invoices include the naming rights sponsor title
- Event programs and word of mouth – Town and rental groups specify the space the event or program is taking place in
- Wayfinding Signage – Facility name listed on wayfinding signage
- Quarterly Recreation Program Guides – the room name is advertised as a rentable facility in the quarterly guide available online and in print at select locations


LEGEND
(COLOUR CODE)
EXISTING ARENA
WALKING TRACK
CULTURE CENTRE
MEETING ROOMS
FITNESS
CHANGE ROOMS
SERVICE
LOBBY /CORRIDOR / VIEWING AREA
STORAGE
RENFREW CHIROPRACTIC & REHABILITATIONCENTRE
COMMON AREA
MULTI PURPOSE ROOM
96.1 MYFM
YOUTH CENTER
DANCE STUDIO
ENTRANCE
EXITS







APPENDIX 'F' – CONFERENCE ROOM NAMING RIGHTS PACKAGE

Minimum Bid

- $1000 Annually

Annual Usage Statistics

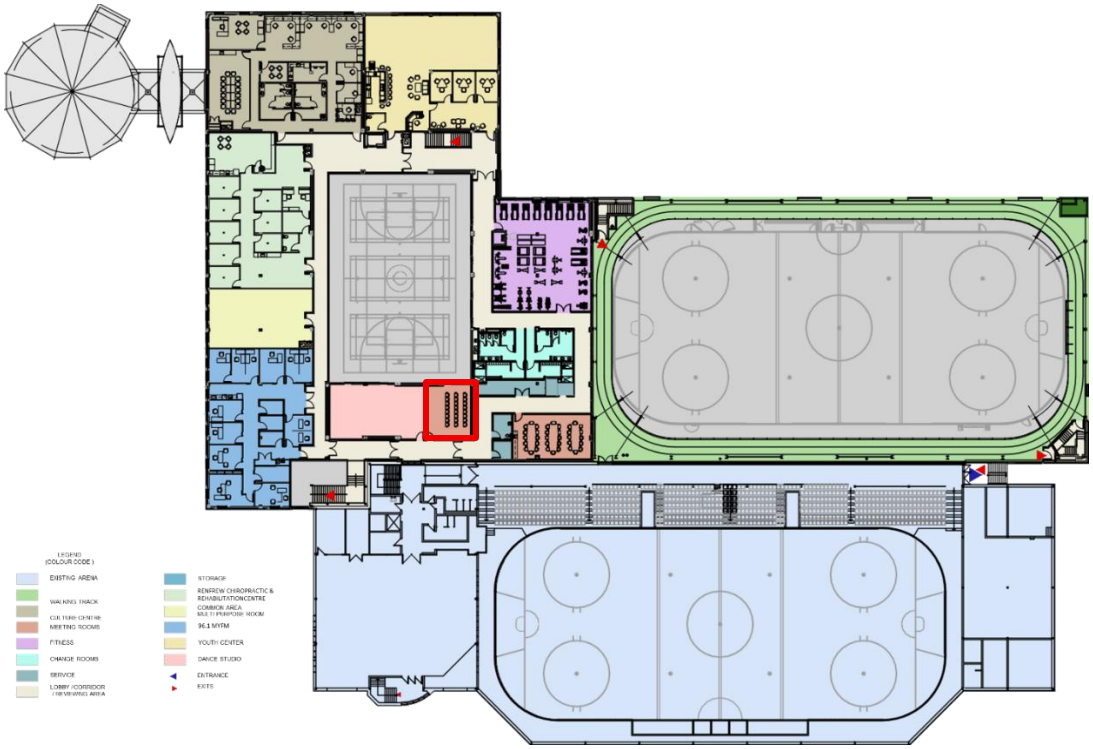
- 456 hours booked over the last 12-month period

Typical Activities Hosted

- Meetings, training, small social gatherings
- Sometimes booked in conjunction with Community Hall

Visibility of Brand

- Mounted sign outside room entrance
- Town of Renfrew Website – Facility name and description listed with a picture of the facility and information to request a rental
- Booking system/invoices/facility rental agreement – all booking submissions and generated invoices include the naming rights sponsor title
- Event programs and word of mouth – Town and rental groups specify the space the event or program is taking place in
- Wayfinding Signage – Facility name listed on wayfinding signage
- Quarterly Recreation Program Guides – the room name is advertised as a rentable facility in the quarterly guide available online and in print at select locations


LEGEND
(COLOUR CODE)
EXISTING ARENA
WALKING TRACK
CULTURE CENTRE
MEETING ROOMS
FITNESS
CHANGE ROOMS
SERVICE
LOBBY /CORRIDOR
STORAGE
RENFREW CHIROPRACTIC &
REHABILITATION CENTRE
COMMON AREA
MULTI-PURPOSE ROOM
MUSEUM
YOUTH CENTER
DANCE STUDIO
ENTRANCE
EXITS



APPENDIX 'G' – DRESSING ROOMS NAMING RIGHTS PACKAGE

Minimum Bid

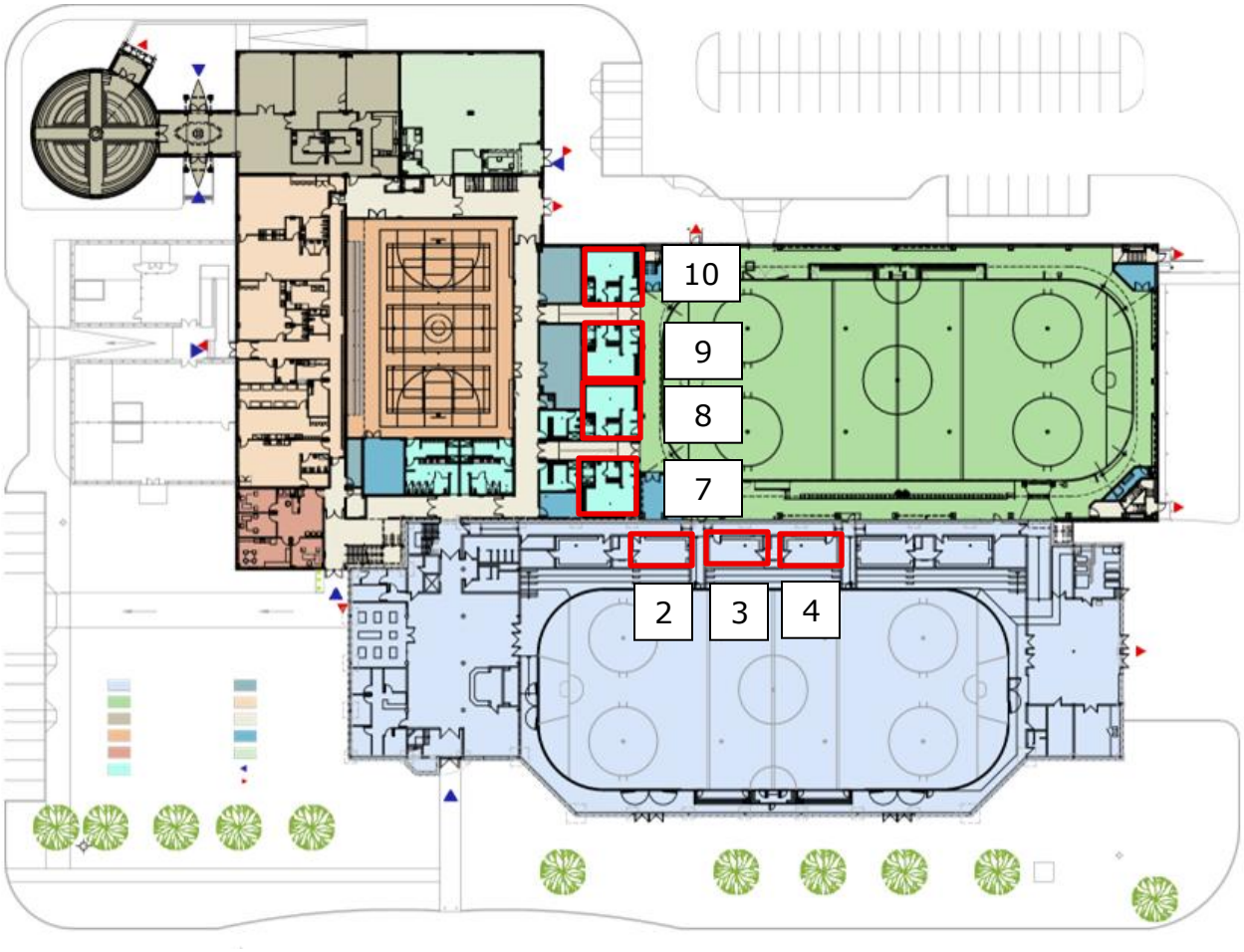
- $500/each

Typical Activities Hosted

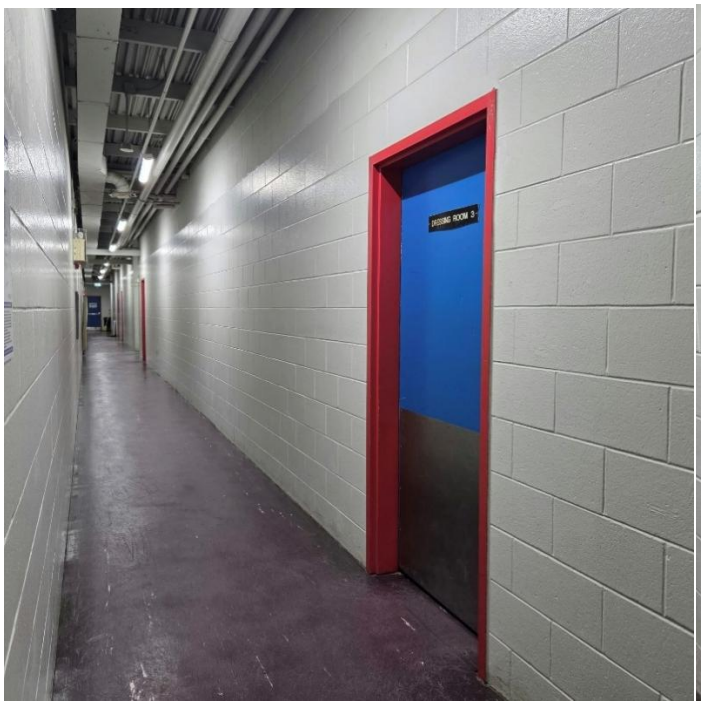
- Location for participants of activities on ice surface and slab to get ready
    - Hockey, ringette, figure skating, ball hockey, etc. for all ages

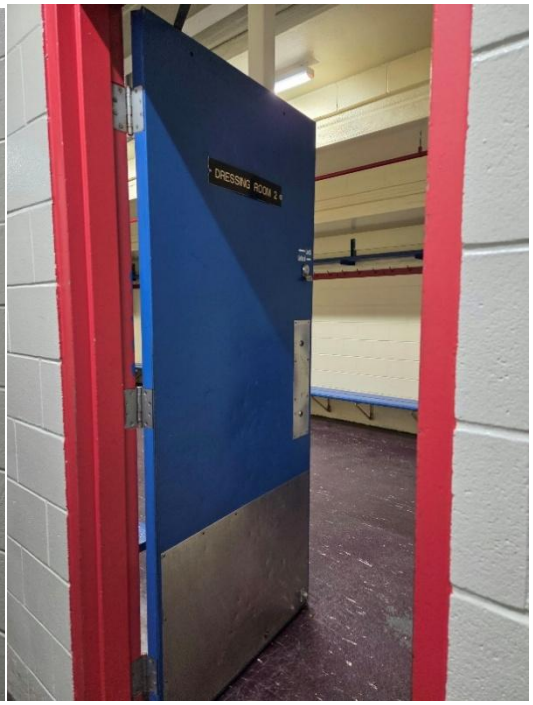
Visibility of Brand and Notes

- Mounted sign on dressing room door up to 12" by 12"
    - Dressing rooms 2-4 are down a hallway in the original part of the building and primarily serve the arena where most games are played
    - Dressing rooms 7-10 are accessible/visible from the apron of the new arena


10
9
8
7
2
3
4

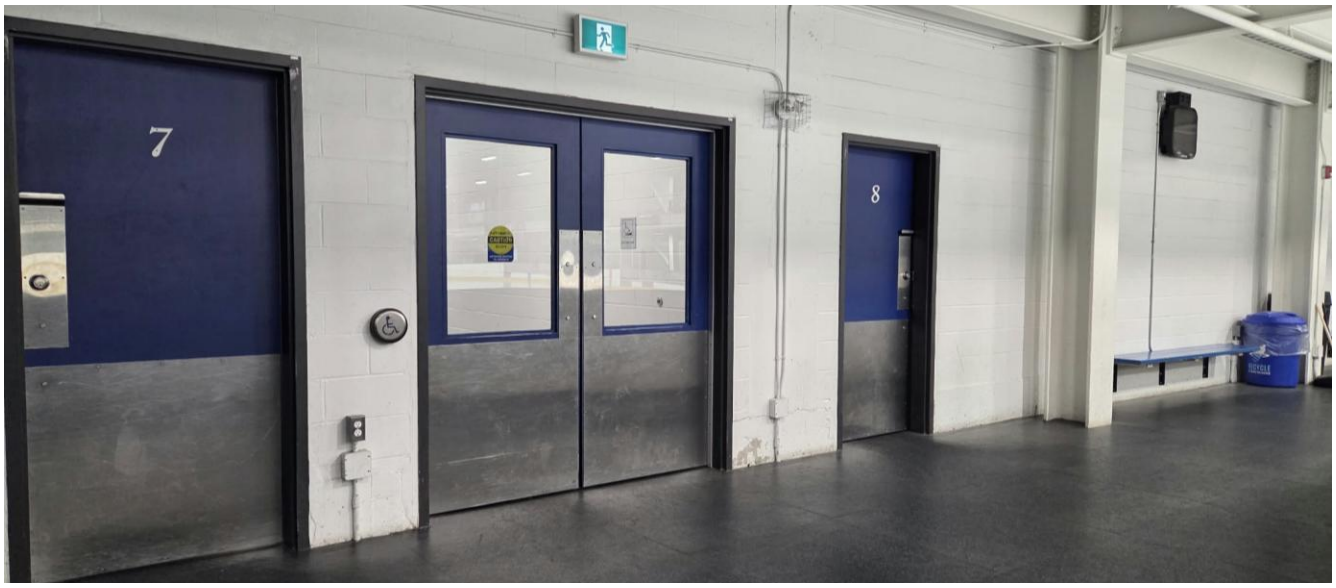
Rooms 2-4

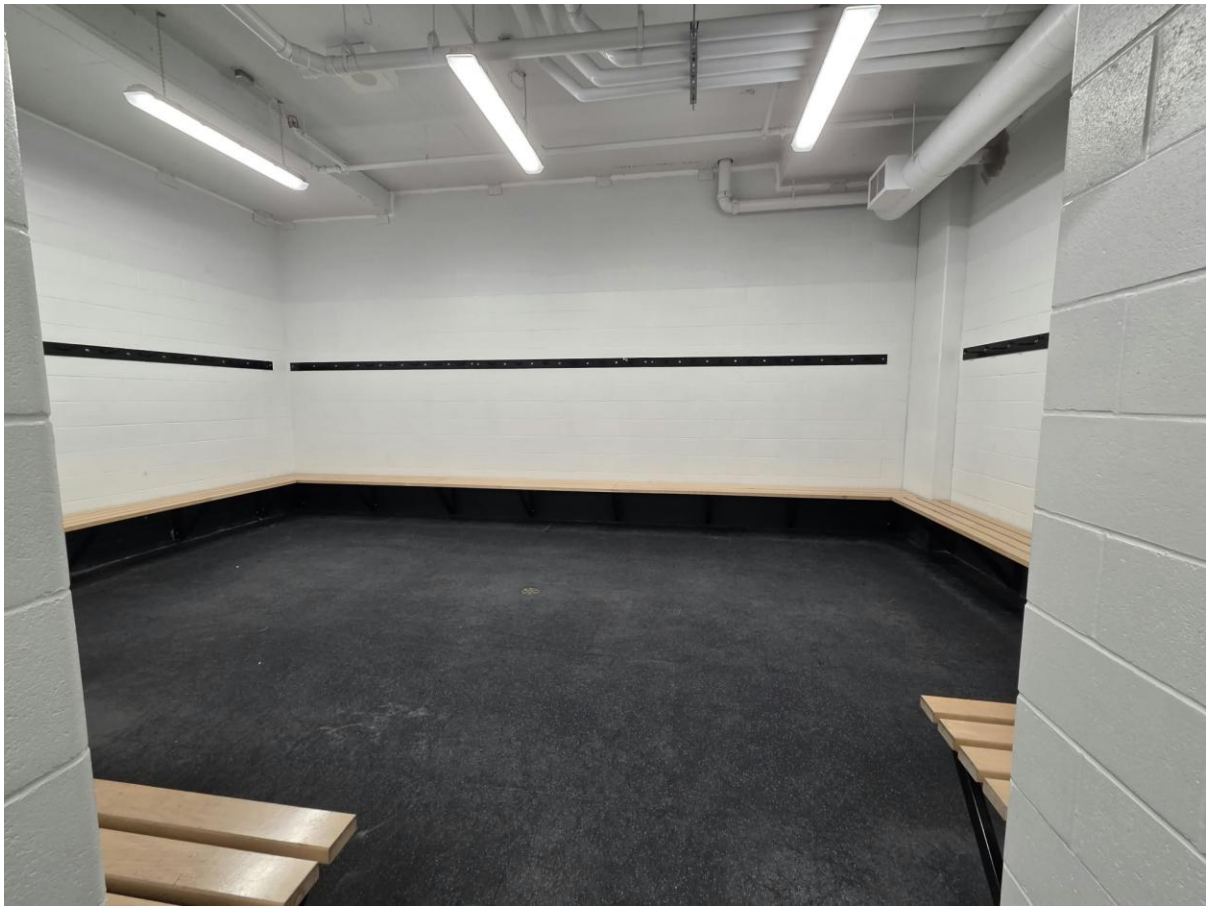


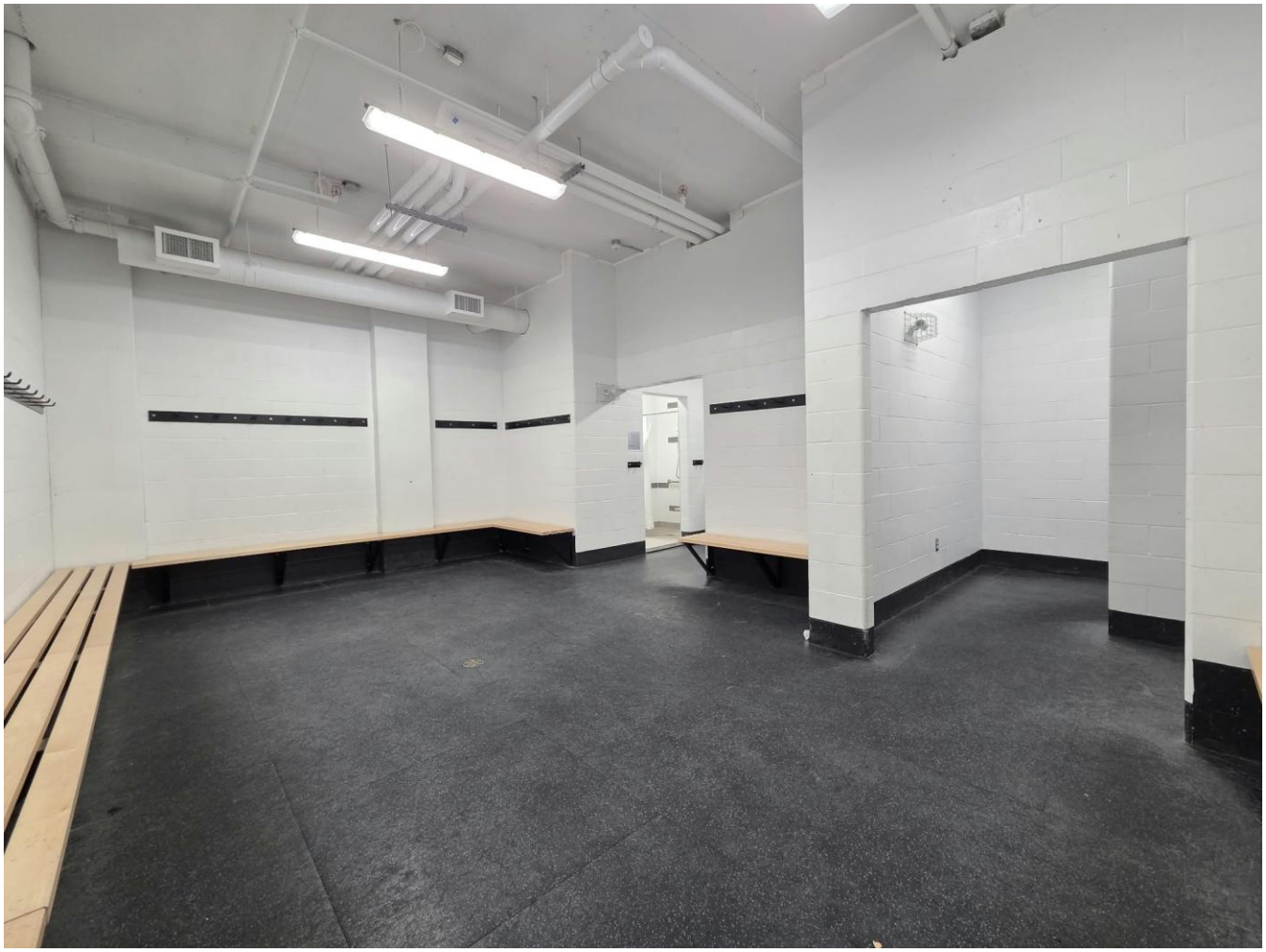




Rooms 7-10







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Town of Renfrew
127 Raglan Street South
Renfrew, ON K7V 1P8

APPENDIX 'H' - CONTRACT ORDER FORM

NAMING RIGHTS SPONSORSHIP CONTRACT ORDER FORM

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The undersigned Company/Organization hereby agrees in principle to enter into an agreement with the Town of Renfrew for the proposed myFM Centre Expansion Naming Rights Sponsorship choice(s) identified below.

Name of Business/Organization: _____

Address: _____

Contact:_____Telephone: _____

Email:_____Fax: _____

Option	2 Year Term		Minimum Bid (annual fee excl HST)	Submitted Bid* (annual fee excl HST)
	From (M/D/Y)	To (M/D/Y)		
West/Original Arena	January 1, 2027	December 31, 2028	$6500	
Fitness Centre	January 1, 2027	December 31, 2028	$3000	
Multipurpose Room	January 1, 2027	December 31, 2028	$1000	
Dance Studio	January 1, 2027	December 31, 2028	$1000	
Conference Room	January 1, 2027	December 31, 2028	$1000	
Dressing Rooms (7 available)	January 1, 2027	December 31, 2028	$500/ea	

**Cost per year plus applicable taxes will result in final total and will be outlined in the Naming Rights Agreement.*

_____ _____ _____

Date Name of Signing Officer Signature

Envelope Label

EOI 2026-24-CRS - myFM Centre Naming Rights Opportunities

From: _____

_____

_____

Contact: _____

Telephone: _____

Deliver to:

The Town of Renfrew
127 Raglan Street South
Renfrew, ON K7V 1P8
Attention: Ashley Robertson, Purchasing Assistant

Proposal Number: _____

Closing Date and Time: _____

Description: _____