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Request for Proposal (RFP)

Date of Issue: [October 12, 2026](#)

RFP Title: [Municipal Iceplex Naming Rights](#)

RFP Closing Date: [November 12, 2026](#)

Closing Time: [4:00 pm](#)

Project Award Date: [November 17, 2026](#)

PROJECT OVERVIEW

The Town of Leader is inviting proposals from interested businesses and organizations for the naming rights of the municipal Iceplex, a key recreational facility serving the Town of Leader and surrounding communities. The Iceplex brings together two important winter recreation facilities under one roof; the arena, which hosts hockey, figure skating and public skating, and the curling rink which supports recreational and competitive curling. The facility is home to several local user groups, including the Leader Figure Skating Club, Leader Minor Hockey, the Leader Flyers senior hockey team and the Leader Curling Club.

The Iceplex has a strong history of community investment and support. In 2017, the new curling facility was constructed adjacent to the existing arena, creating an integrated recreation complex. G3 Canada contributed \$100,000 toward the project in exchange for 10 years of naming rights, and the combined facility became known as the G3 Iceplex. This partnership demonstrated the value of corporate sponsorship in supporting local recreation while providing the sponsor with long-term community recognition.

PROJECT GOALS

The Town is now seeking a new naming rights partner to build on this legacy. This opportunity offers a business or organization the chance to establish a prominent and lasting presence in the community while supporting a facility that brings together people of all ages through sport, recreation, and community involvement. The successful proponent's name would be incorporated into the facility's official name and used in materials and communications referencing the Iceplex, subject to the terms of the final agreement.

SCOPE OF WORK

The successful proposal will be granted naming rights for the Town of Leader's municipal Iceplex in accordance with the terms and conditions established in a mutually agreed upon agreement with the Town.

The successful proponent will be responsible for all costs associated with the design, fabrication, and installation of new signage on the exterior lighted signboards. All signage designs must be submitted to the Town of Leader for review and approval prior to fabrication and installation. The Town reserves the right to approve the proposed signage to ensure it meets municipal standards and is appropriate for the facility.

In exchange for the naming rights, the successful proponent will provide the Town of Leader with the agreed upon financial contribution in accordance with the payment schedule and duration established in the final agreement. The agreement will outline the term of the naming rights, payment obligations, signage responsibilities, and any other applicable conditions.

SUBMISSION REQUIREMENTS

Proposals must include the following information:

1. **Proposed Facility Name:** The proposed name for the municipal Iceplex and any explanation supporting the proposed name, where applicable.
 2. **Financial Offer and Agreement Term:** The financial contribution offered to the Town and the proposed duration of the naming rights agreement. Multi-year agreements are preferred. Proponents are encouraged to present proposals that reflect the value of this opportunity and demonstrate a commitment to supporting the continued use and enjoyment of this important community facility.
 3. **Payment Structure:** The proposed payment schedule, including whether payments will be made annually or as a lump sum, and the proposed timing of payments.
 4. **Proponent Information:** The legal name of the business or organization submitting the proposal, mailing address, primary contact person, telephone number, and email address.
 5. **Conditions or exclusions:** Disclose any conditions attached to the proposal
 6. **Additional Information:** Any other information the proponent considers relevant to its proposal or that demonstrates the value of the proposed naming rights partnership.
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SUBMISSIONS

The Town of Leader is not responsible for any costs incurred by proponents in preparing their proposals.

The Town of Leader shall evaluate all proposals to ensure they meet the requirements of this Request for Proposals.

Submissions and Closing Date

Signed proposals must be received no later than **4:00 pm local time on November 12, 2026**. Any submissions received after the aforementioned date and time will not be accepted. Proposals may be emailed to the undersigned.

Erin Romanuik, CAO
Phone: 306-628-3868
Email: cao@leader.ca

Submission of Proposals

Submitted proposals are to be clearly marked in the subject line as:

Municipal Iceplex Naming Rights
