



## LINE 19 REGIONAL MULTIPLEX NAMING RIGHTS INFORMATION

The Line 19 Multiplex Fundraising Committee is committed to raising funds to support the construction of the Line 19 Regional Multiplex and is offering businesses, corporations, and individuals the opportunity to purchase the rights to name the building as a whole, as well as to name various rooms and areas within the facility. The naming rights process will follow the guidelines outlined below.

### NAMING THE BUILDING AS A WHOLE

- Sealed proposals for naming rights will be accepted from interested businesses, corporations, or individuals until March 15th, 2022, at 5:00 pm at the Village of Elbow Office
- A Committee of Council will review the proposals and make a recommendation to Council which submission should be chosen to negotiate a naming rights agreement with. The review will take into consideration the amount of the bid, proposed payment schedule, and any additional requests from the bidder. Merit will be given to the overall value to the Village and Line 19 Community.
- At a minimum, the agreement will note that in exchange for funds, the Village of Elbow is prepared to enter into a 10-year naming agreement that will include:
  - Signage on the exterior of the building
  - Recognition and use of the name in official Village Communication
  - An opportunity to speak at the grand opening event
  - Recognition on social media and Village of Elbow website
- To be sensitive to the overall aesthetic of the building, the exact location and final design of the signage will be determined as mutually agreed between the bidder, the architect, and Line 19 Multiplex Committee
- Naming rights of the facility will be for a period of ten years starting from the date of substantial completion of construction of the building
- Funds may be made in payments over ten years or less
- The proposal (see attached form) will ask for the business/individual's contact information, amount of funds the bidder is prepared to give for naming rights, payment particulars and schedule, their logo ideas for the signage on the building, and other items of interest to the bidder.
- Proposals should be submitted on the attached form by March 15, 2022 at 5:00 pm to:

The Village of Elbow Office, c/o Jason Minvielle  
PO Box 8, Village of Elbow  
306-854-2277



## NAMING A ROOM WITHIN THE BUILDING

- Expressions of interest to purchase the naming rights for a specific room or area within the building can be submitted starting on March 29th, 2022, at 11:00 am and will be accepted on a first come first served basis
- The rooms/areas available for naming rights and their corresponding prices are outlined below:
  - Gymnasium/Hall: \$150,000
  - Kitchen: \$60,000
  - Library: \$100,000
  - Stage: \$40,000
  - Large Meeting Room/Flex Space: \$100,000
  - Coat Room: \$30,000
  - Fitness Centre: \$50,000
  - Servery: \$30,000
  - Small Meeting Room: \$50,000
- The names of the rooms will be for perpetuity
- All rooms will have signs installed on the interior of the building immediately adjacent to the room. In addition, the Library and Fitness Centre will also have signage at the exterior entrance to these areas on the outside of the building. A floor plan outlining where each sign will be located for each room is attached for further clarity. A rendering showing an example of what the signage might look like is available to be viewed on the Line 19 Multiplex Facebook page
- The exact location, and final design of the signage will be designed in conjunction with the architect and Line 19 Multiplex Committee to be sensitive to the overall aesthetic of the building
- The proposed name will need to be approved by the Line 19 Multiplex Committee
- Funds may be made in payments over five years or less
- Individuals/firms interested in naming a room/area are asked to contact the committee to express their interest. These expressions of interest should be sent to:

The Village of Elbow Office, c/o Jason Minvielle  
PO Box 8, Village of Elbow  
306-854-2277
- Phone calls or emails will be accepted
- Once the expression of interest has been received by the Village, a copy of the Room/Area Naming Rights Agreement will be emailed to the interested party and they will be given five business days to complete and sign the Agreement
- If a signed agreement is not received after the five-day period, the expression of interest will be considered cancelled and the next person on the list that has shown interest in the room/area will be contacted

For the most up-to-date information, please check out the Line 19 Multiplex Facebook Page and the Village of Elbow Website at [villageofelbow.com](http://villageofelbow.com).



**BUILDING NAMING RIGHTS PROPOSAL FORM**

Contact Name \_\_\_\_\_

Donor Name (if different from above) \_\_\_\_\_

Address \_\_\_\_\_

City/Province/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

The value of my proposal is \$ \_\_\_\_\_

Detail of payment schedule/terms  
(i.e. payments of x% over y years, etc.) \_\_\_\_\_

In exchange for these funds, the Village of Elbow is prepared to enter into a 10-year naming agreement with you that will include:

- Signage on the exterior of the building
- Recognition and use of the name in official Village communication
- An opportunity to speak at the grand opening event
- Recognition on social media and the Village of Elbow website

The Village is open to other alternatives to recognize you or your firm. If you have additional ideas, please list them below:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_


Proposed Building Name \_\_\_\_\_


Please attach any ideas/drawings on the design of the proposed signage/logo.

- In the event we are not the recipient of the naming rights of the building as a whole, please contact us to discuss the opportunity of naming rooms within the building.



**Naming Rights Signage Legend**

 Small sized signage

 Large sized signage

