

REQUEST FOR PROPOSAL

ICE RESURFACER ADVERTISING



Proposals shall be submitted to:

Attention: Barb Erbstoesser, Executive Director
West Fargo Park District
500 13 Avenue West
West Fargo, ND 58078

For additional information please contact the following:

701-433-5360

barb.erbstoesser@wfparks.org



The West Fargo Park District would like to introduce an exciting opportunity for your organization to consider. The Park District is offering the sale of advertising on its two ice resurfacers at the Veterans Memorial Arena in West Fargo.

This advertising opportunity provides:

- ❖ Advertising on a 2010 Zamboni or 1990 Zamboni, or both models.
- ❖ Both Zambonis are located at the Veterans Memorial Arena; home two NHL size hockey rinks.
- ❖ 11 months of ice is provided at Vets II and 6 months of ice at Vets I.
- ❖ The facility is the home ice of the West Fargo High School boys and girls hockey teams
- ❖ Over 300 youth hockey players skate at the facility year round.
- ❖ Over 400 youth and adults participate in skating lessons year round.
- ❖ Both rinks provide fan friendly views of games and practices.
- ❖ The Zamboni resurfaces the ice between game periods (hourly).
- ❖ A Zamboni flood takes 10 minutes or 7 laps around the rink.
- ❖ The Vets I walking track encircles the rink offering a great view of activities.
- ❖ The 85,000 sf. facility hosts a multitude of non-ice recreation programs and activities.

“There are three things in life that people like to stare at: a flowing stream, a crackling fire and a Zamboni clearing the ice.”
Charlie Brown

I have attached a “Request for Proposal” on the Ice Resurfacers Advertising opportunity for your review. The deadline for submitting the “Request for Proposals” is September 3, 2010. Prior to a decision I would like to take a moment of your time to meet with you at your convenience. A decision will be made within 30 days of the submittal deadline. Proposals may be submitted by delivery, mail, or emailed.

We look forward to your interest in this exciting opportunity and potential partnership. If you have any questions please feel free to contact me, by phone or email, at your convenience. Thank you!

Sincerely,

Barb Erbstoesser
Executive Director
West Fargo Park District
701-433-5360
barb.erbstoesser@wfparks.org



WEST FARGO PARK DISTRICT

**REQUEST FOR PROPOSALS
FOR
ICE RESURFACER
ADVERTISING**

TERMS AND CONDITIONS

- ❖ ICE RESURFACERS AVAILABLE FOR ADVERTISING – 1) 2010 Zamboni. 2) 1990 Zamboni. One advertiser on each machine secure the advertising on both machines.
- ❖ TERM OF ADVERTISING CONTRACT – 5 years.
- ❖ RATE PAYMENT – Annual payments due September 15.
- ❖ MINIMUM ANNUAL PAYMENT - \$5,000 per ice resurfacer.
- ❖ OWNERSHIP OF EQUIPMENT – Park District owns the ice resurfacer and has the entire right, title and interest in and to such equipment for the purposes of granting the interested party the right to display advertising on the ice resurfacer. The Park District agrees to use best efforts to maintain and service the ice resurfacer so it is operational and available for the intended purposes. The Park District is solely in control of the equipment and the facility including scheduling of events at the Veterans Memorial Arena.
- ❖ DEVELOPMENT AND INSTALLATION OF ADVERTISING – The development and design of the advertising on the ice resurfacer, the placement, installation and the maintenance and repair will be the responsibility of the advertiser. The advertising will be subject to approval by the Park District.
- ❖ MAINTENANCE OF ADVERTISING - The advertiser, at its expense, shall be responsible for all elements of the advertising.
- ❖ INSURANCE – The Park District carries and maintains in full force and effect insurance on the ice resurfacer and agrees to indemnify and hold the advertiser harmless of any claims arising out of the use of the ice resurfacer at the Park District or other scheduled events. The advertiser will be responsible to repair or replace its advertising in the event of damage to the ice resurfacer.
- ❖ COMPLIANCE WITH LAWS – All placed advertising must conform and comply with all applicable laws, ordinances, rules and regulations with regard to its advertising and procure such permits, if any, that may be required by governmental authority.
- ❖ ASSIGNMENT – Advertiser shall not have the right to assign contract or any part thereof to any other party without prior written consent of the Park District.
- ❖ DEFAULT – Non-payment by advertiser of fees within 20 days of scheduled payment period shall be considered default payment. The advertiser's failure to keep the advertising on the ice resurfacer in good condition and repair and to make such repairs within 30 days following written notice from the Park District of a claimed deficiency. If ice resurfacer is out of service for more than 30 days, the parties will reasonably prorate the annual payments to reflect loss of "ice time".
- ❖ ACCEPTANCE OF CONTRACT – The contract will be effective when signed by both parties and approved by the Board of the Park Commissioners and signed by its designee for and on behalf of the Park District.