

Town of Grand Falls-Windsor Request for Proposals

Five-Year Sponsorship Contract for the ATV/Poutine Festival

Invitation

The Town of Grand Falls-Windsor invites qualified proponents to submit proposals for a five-year sponsorship contract for the annual ATV/Poutine Festival. The Town is seeking a sponsor or sponsorship partner that can provide financial support while helping enhance the profile, visitor experience, tourism value, and community impact of the festival.

Festival Background

The ATV/Poutine Festival is a Grand Falls-Windsor event that celebrates outdoor recreation, local food, tourism, and community hospitality. Recent festival programming has included ATV-related activities, guided trail experiences, food events, entertainment, and poutine-focused culinary offerings. The festival attracted riders, residents, visitors, local vendors, chefs, sponsors, and community partners.

Sponsorship Term

The intended sponsorship term is five years, beginning in September 2026 and ending in September 2031. The final agreement may include annual review meetings, confirmation of deliverables, updated activation plans, and any adjustments approved by the Town of Grand Falls-Windsor.

Sponsorship Opportunity

The Town is open to proposals for naming rights, presenting sponsorship, category sponsorship, supporting sponsorship, or a customized sponsorship package. Proposed benefits may include approved logo recognition, event signage, website and social media recognition, vendor or activation space, acknowledgement in promotional materials, public announcements, and other mutually agreed opportunities.

Proposal Requirements

- Legal name of proponent, primary contact, mailing address, telephone number, and email address.
- Description of the proponent's business, organization, products, services, and community involvement.
- Proposed annual sponsorship contribution, including cash value and any in-kind goods or services.
- Requested sponsorship category, naming rights, exclusivity, recognition, or activation opportunities.
- Marketing and community engagement plan for supporting the ATV/Poutine Festival over the five-year term.
- Evidence of experience with sponsorships, events, tourism initiatives, recreation programming, or community partnerships.
- Disclosure of any actual, potential, or perceived conflict of interest.

Minimum Agreement Terms

- The sponsor must comply with all applicable laws, permits, policies, insurance requirements, and Town approvals.
- All sponsor branding, signage, promotional materials, and public-facing content must be approved by the Town before use.
- The sponsor must not represent that it owns, operates, or controls the festival unless expressly authorized in writing.
- The Town may modify festival dates, locations, routes, activities, or programming as required for operational, safety, weather, emergency, or community reasons.
- The agreement must include termination provisions for non-payment, breach of agreement, reputational risk, event cancellation, force majeure, or failure to meet obligations.
- The agreement may include renewal or first negotiation rights, subject to Town approval and applicable procurement requirements.

Submission Instructions

Proposals must be submitted to Corwin Greenham by email no later than August 21st at 2pm.

Corwin Greenham

Procurement Clerk

TOWN OF GRAND FALLS-WINDSOR

P.O. Box 439| 1-3 Bayley Street Grand Falls - Windsor|NL|A2A 2Y3

phone: 709-209-3206

email: purchasing@townofgfw.com

The subject line or envelope should read: “RFP – Five-Year Sponsorship Contract for ATV/Poutine Festival.”

Rights Reserved by the Town

The Town of Grand Falls-Windsor reserves the right to accept or reject any or all proposals, waive minor irregularities, request clarification, negotiate with one or more proponents, cancel or reissue this RFP, and award a contract that, in the Town’s sole discretion, provides the best overall value for the festival and the community. The highest financial proposal will not necessarily be accepted.