

**June 18, 2026**

## **REQUEST FOR INFORMATION (RFI)**

### **Naming Rights and Sponsorship Opportunities Markstay-Warren Arena and Multiplex Facility**

#### **1. Introduction**

The Municipality of Markstay-Warren invites expressions of interest from businesses, organizations, institutions, foundations, and community partners interested in naming rights and sponsorship opportunities associated with the Warren Arena and Multiplex Facility.

The Municipality is seeking innovative partnerships that support recreation, health services, wellness initiatives, and community development while providing recognition opportunities for sponsors.

This Request for Information (RFI) is intended to gauge market interest and gather proposals. The Municipality reserves the right to negotiate with interested parties and is not obligated to accept any proposal received.

#### **2. Facility Overview**

The Markstay-Warren Arena and Multiplex Expansion Project represents a significant investment in the future of the Municipality and the broader Sudbury East region.

The facility serves as a community hub supporting recreation, health services, wellness programming, community events, and regional activities.

The facility currently includes or is anticipated to include:

- Warren Arena
- Community Hall
- Univi Health Centre
- Warren Pharmacy
- Sudbury East Planning Board
- Community meeting spaces
- Health and wellness programming areas
- Recreational and educational programming
- Regional tournaments and special events

#### **3. Sponsorship Opportunities**

The Municipality is interested in receiving proposals for one or more of the following opportunities:

##### **Premier Naming Rights**

- Entire Warren Arena and Multiplex Facility

##### **Major Naming Rights**



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- Multiplex Addition
  - Arena Ice Surface
  - Community Hall

### **Facility Features**

- Univi Health Centre Wing
- Warren Pharmacy Wing
- Sudbury East Planning Board Wing
- Main Lobby
- Meeting Rooms
- Program Rooms
- Dressing Rooms
- Players' Benches
- Score Clock
- Outdoor Gathering Areas
- Other interior or exterior features

The Municipality welcomes creative sponsorship and partnership proposals.

#### **4. Sponsorship Benefits**

Benefits may include:

- Naming recognition
- Facility signage
- Municipal website recognition
- Social media recognition
- Event recognition
- Promotional opportunities
- Community partnership recognition

Specific benefits will be negotiated with successful proponents.

#### **5. Submission Requirements**

Interested organizations should provide:

- Organization name
- Contact information
- Proposed sponsorship opportunity
- Proposed sponsorship term
- Proposed financial contribution and/or in-kind support
- Description of organization
- Community benefits of proposal
- Additional partnership opportunities

#### **6. Evaluation Criteria**

Submissions may be evaluated based upon:



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- Financial value
  - Community benefit
  - Alignment with municipal values
  - Sponsor reputation
  - Length of commitment
  - Overall benefit to residents

#### **7. Municipality Rights**

The Municipality reserves the right to:

- Accept or reject any submission
- Negotiate with one or more proponents
- Request additional information
- Cancel the process at any time
- Bring proposals to Council for final consideration

#### **8. Submission Deadline**

Submissions will be accepted until:

August 31, 2026

Submissions may be delivered by email or mail to:

Marc G. Serré  
CAO/Clerk  
Municipality of Markstay-Warren  
21 Main Street South  
Markstay, Ontario P0M 2G0

Email: [cao@markstay-warren.ca](mailto:cao@markstay-warren.ca)

#### **9. Questions**

Questions regarding this RFI may be directed to the CAO/Clerk.

The Municipality thanks all organizations for their interest in supporting recreation, health services, and community development in Markstay-Warren.