

TOWN OF GANDER



EXPRESSION OF INTEREST

DEVELOPMENT AND IMPLEMENTATION OF STEELE COMMUNITY CENTRE ADVERTISING PROGRAM

Closing Date and Time:
2:00:00 pm, Monday , November 4th ,2024

PART I

TERMS OF REFERENCE

This Expression of Interest is for not-for-profit organization to run the Steele Community Centre advertising program. The contract will be for the duration of one year from January 1st, 2025, to December 31st, 2025

General Conditions

1. All costs associated with the creation of a bid submission will be that of the bidder only.
2. Bids which are incomplete, conditional, obscure or qualified may be rejected as invalid.
3. Deviations from specifications must be noted with the bid submission. Deviations will be considered informalities in bidding which may or may not be accepted by the Town.
4. The financial agreement will be based on a percentage split 45% to the successful bidder and 55% to the Town of Gander. The bidder is welcome to suggest an alternate percentage, however the Town of Gander reserves the right to refuse such offer.
5. The bidder by submitting an expression of interest, agrees that it will not claim damages in excess of an amount equivalent to the reasonable costs incurred by the bidder in preparing its submission for matters relating to an agreement or in respect of the competitive process, and the bidder, by submitting a tender, waives any claim for loss of profits if no agreement is made with the bidder.
6. The Town of Gander does not bind itself to highest or any offer.
7. For any further information or clarification, please contact Mr. Jerry Knee at (709) 651-5928.

8. The present Community Centre Advertising Rates are noted below and a copy of the contract that will be issued.
9. Total advertising revenues over the last four years have ranged from \$6,500 to \$8000 per year.
10. Bidders may submit only one bid reply form on this Expression of Interest.
11. Quotes from bidders who have past due taxes owing to the Town of Gander will not be awarded any contract.
12. Time period covered is - From January 01, 2025- December 31, 2025.
13. Bids may be faxed, mailed, e-mailed (PDF format) or hand delivered in sealed envelope and clearly identifying on the outside of the envelope, name and description as well as the individual or group who is making the submission to the Procurement Officer up to closing, 2:00:00 pm, November 4th, 2025 Persons faxing or emailing bids or amendments are advised to contact the Procurement Officer at 709-800-4543 to confirm receipt of said communication. All bids are to be addressed to the following:

Procurement Officer
 Town Hall, 100 Elizabeth Drive
 Gander, NL
 A1V 1G7
 Ph: 709-800-4543
 Fax: 709-256-2124
 Email: tenders@gandercanada.com

The Town of Gander does not bind itself to accept the highest or any bid.

14. The following is the Steele Community Centre Advertising rates:

Dasher board (3' x 8')	\$ 800.00 per year
Players Bench (2' x 16')	\$ 500.00 per year
Ice Logo	Price varies depending on design, etc.
Zamboni (one side)	\$ 1,750.00 per year
Zamboni (both sides)	\$ 3,000.00 per year
Other	\$ 15.00 per sq ft per year

15. Sample Contract

Commercial Advertising Contract

This Contract made this ___ day of _____, 2025.

BETWEEN:

TOWN COUNCIL OF THE TOWN OF GANDER
(A Corporation under the Municipalities Act
Revised Statutes of Newfoundland and Labrador,
1999, Chapter M-24, as amended,
hereinafter called "the Lessor")

OF THE ONE PART

AND

(hereinafter referred to as "the Lessee")

OF THE OTHER PART

In consideration of advertising (panels, logos, and Zamboni) at the Steele Community Centre (facility).

The Lessor Covenants:

- To provide space in the Community Centre for advertising to be displayed;
- To provide available advertising space in the Centre to the Lessee.
- To install advertising signs; and
- The Town reserves the right to approve the contents of all signs.

The Lessee Covenants:

- Advertise and promote the commercial signage program as per the current Town's policy.
- Assist potential ad sponsors with design information.

- Make arrangements to have signage installed with the management of the Steele Community Centre as per agreed upon location.
- Prepare a basic contract with ad sponsors and send out invoices and collection notices.
- Collect agreed upon fees and issue appropriate receipts.
- To pay the Town its share of fees collected along with a record of advertisements and rates. The financial agreement will be based on a _____ split with _____ to the Lessee and _____ of sales to the Lessor. Payments will be made by the 10th day of each month.
- This contract does not include the advertising on the LED sign located outside the Joseph R. Smallwood Arts & Culture Centre on Airport Boulevard or contracts for any existing signage.
- The Community Centre Administration must be notified in writing of any termination of advertising contracts.

Other:

The Lessee agrees to the coverage of all signage for a special event of time when requested by the Lessor for major events. Requests must be submitted at least thirty {30} days in advance.

No advertising will be sold to competitors of Browning Harvey.

TERMS OF THE CONTRACT:

This contract will be in effect for a period of a maximum of three (3) years, after which a review will be called.

TERMINATION OR BREACH OF CONTRACT:

Both parties have the right of termination. Termination notice must be within 60 days upon written notification received.

IN WITNESS WHEREOF the parties hereto have set their hands and seals by their proper officers in that behalf of the day and year first above written.

Town Council of the Town of Gander (herein referred to as “the lessor)

Witness	Mayor	Date
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Witness	Town Clerk	Date
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_____ (herein referred to as “the lessee”)
Company Name

Witness	Name	Date
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Witness	Name	Date
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