



**THE CITY OF WINNIPEG**

# **REQUEST FOR SPONSORSHIP**

**NO. 001**

**WINNIPEG FIRE PARAMEDIC SERVICES – FIRE SAFETY HOUSE TOWING VEHICLE**



**Attention Sponsor Applicants:  
Sponsorship Submissions will be submitted by  
Email only to the Sponsorship Officer in C4**

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### FORM A: SPONSORSHIP SUBMISSION

1. Sponsorship Title      Winnipeg Fire Paramedic Services – Fire Safety House Towing Vehicle

2. Sponsor Applicant

\_\_\_\_\_  
Name of Sponsor Applicant

\_\_\_\_\_  
Street

\_\_\_\_\_  
City

\_\_\_\_\_  
Province

\_\_\_\_\_  
Postal Code

\_\_\_\_\_  
Email

(Mailing address if different)

\_\_\_\_\_  
Street or P.O. Box

\_\_\_\_\_  
City

\_\_\_\_\_  
Province

\_\_\_\_\_  
Postal Code

The Sponsor Applicant is:

(Choose one)

a sole proprietor

a partnership

a corporation

carrying on business under the above name.

3. Contact Person

The Sponsor Applicant hereby authorizes the following contact person to represent the Sponsor Applicant for purposes of the Request for Sponsorship.

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Title

\_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
Email address

4. Definitions

All capitalized terms used in the Sponsorship Opportunity shall have the meanings ascribed to them in the Definitions.

5. Sponsorship Offer

The Sponsor Applicant hereby offers to perform the Sponsorship in accordance with the Sponsorship Agreement for the Fee and/or Value in Kind, in Canadian funds, set out in the Sponsorship Offer.

6. Execution of Sponsorship Agreement

The Sponsor agrees to execute and return the Sponsorship Agreement no later than seven (7) Calendar Days after receipt of the Sponsorship Agreement.

7. Sponsorship Agreement The Sponsor Applicant agrees that the populated and signed Sponsorship Agreement will govern the terms and conditions of the Sponsorship.

8. Signatures In witness where of the Sponsor Applicant or the Sponsor Applicant's authorized official or officials have signed this

\_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

Signature of Sponsor Applicant or  
Sponsor Applicant's Authorized Official or Officials

\_\_\_\_\_

(Print here name and official capacity of individual whose signature appears above)

\_\_\_\_\_

(Print here name and official capacity of individual whose signature appears above)

## **PART B - SUBMISSION REQUIREMENTS**

### **B1. SPONSORSHIP TITLE**

B1.1 Winnipeg Fire Paramedic Services – Fire Safety House Towing Vehicle.

### **B2. REQUEST FOR SPONSORSHIP SUBMISSION DEADLINE**

B2.1 The Submission Deadline is 4:00 p.m. Winnipeg time, Friday April 11, 2025.

B2.2 Sponsorship Submissions determined by the Sponsorship Officer to have been received later than the Submission Deadline will not be accepted for consideration.

### **B3. INTRODUCTION**

B3.1 The City of Winnipeg (the “City”) invites submissions from interested parties to engage in sponsorship opportunities as outlined in this Request for Sponsorship.

### **B4. COUNCIL DIRECTIVE**

B4.1 The City of Winnipeg Sponsorship policy was approved on November 21, 2007 which can be found at: [City of Winnipeg Sponsorship Policy](#)

B4.2 In keeping with the City of Winnipeg’s Sponsorship Policy along with the values, vision and mission, the City of Winnipeg welcomes sponsorships that enhance public services and facilities.

### **B5. ENQUIRIES**

B5.1 All enquiries shall be directed to the Sponsorship Officer identified in C4.

B5.2 If the Sponsor Applicant finds errors, discrepancies or omissions in the Request for Sponsorship, or is unsure of the meaning or intent of any provision therein, the Sponsor Applicant shall promptly notify the Sponsorship Officer of the error, discrepancy or omission at least five (5) Business Days prior to the Submission Deadline.

B5.3 If the Sponsor Applicant is unsure of the meaning or intent of any provision therein, the Sponsor Applicant should request clarification as to the meaning or intent prior to the Submission Deadline.

B5.4 Responses to enquiries which, in the sole judgment of the Sponsorship Officer, require a correction to or a clarification of the Request for Sponsorship will be provided by the Sponsorship Officer to all Sponsor Applicants by issuing an addendum.

B5.5 Responses to enquiries which, in the sole judgment of the Sponsorship Officer, do not require a correction to or a clarification of the Request for Sponsorship will be provided by the Sponsorship Officer only to the Sponsor Applicant who made the enquiry.

B5.6 The Sponsor Applicant shall not be entitled to rely on any response or interpretation received pursuant to B5 unless that response or interpretation is provided by the Sponsorship Officer in writing.

### **B6. CONFLICT OF INTEREST AND GOOD FAITH**

B6.1 Sponsor Applicants, by responding to this RFS, declare that no Conflict of Interest currently exists, or is reasonably expected to exist in the future.

B6.2 Conflict of Interest means any situation or circumstance where a Sponsor Applicant has:  
(a) other commitments;

- (b) relationships;
- (c) financial interests; or
- (d) involvement in ongoing litigation;

that could or would be seen to:

- (i) exercise an improper influence over the objective, unbiased and impartial exercise of the independent judgment of the City with respect to the evaluation of Sponsorship Submission; or
  - (ii) compromise, impair or be incompatible with the effective performance of a Sponsor's obligations under the Sponsorship Agreement.
- (e) has obligations to the City that could or would be seen to have been compromised or impaired as a result of their participation in the RFS process; or
  - (f) has knowledge of confidential information (other than confidential information disclosed by the City in the normal course of the RFS process) of strategic and/or material relevance to the RFS process or to the project the Sponsorship is related to that is not available to other applicants and that could or would be seen to give that Sponsor Applicant an unfair competitive advantage.

B6.3 In connection with their Sponsorship Submission, each Sponsor Applicant identified in B6.2 shall:

- (a) avoid any perceived, potential or actual Conflict of Interest in relation to the procurement process and the project the Sponsorship is related to;
- (b) upon discovering any perceived, potential or actual Conflict of Interest at any time during the RFS process, promptly disclose a detailed description of the Conflict of Interest to the City in a written statement to the Sponsorship Officer; and
- (c) provide the City with the proposed means to avoid or mitigate, to the greatest extent practicable, any perceived, potential or actual Conflict of Interest and shall submit any additional information to the City that the City considers necessary to properly assess the perceived, potential or actual Conflict of Interest.

B6.4 Without limiting B6.3, the City may, in their sole discretion, waive any and all perceived, potential or actual Conflicts of Interest. The City's waiver may be based upon such terms and conditions as the City, in their sole discretion, requires to satisfy itself that the Conflict of Interest has been appropriately avoided or mitigated, including requiring the Sponsor to put into place such policies, procedures, measures and other safeguards as may be required by and be acceptable to the City, in their sole discretion, to avoid or mitigate the impact of such Conflict of Interest.

B6.5 Without limiting B6.3, and in addition to all contractual or other rights or rights at law or in equity or legislation that may be available to the City, the City may, in their sole discretion:

- (a) disqualify a Sponsor Applicant that fails to disclose a perceived, potential or actual Conflict of Interest of the Sponsor Applicant;
- (b) disqualify a Sponsor Applicant that fails to comply with any requirements prescribed by the City pursuant to B6.4 to avoid or mitigate a Conflict of Interest; and
- (c) disqualify a Sponsor Applicant if the Sponsor Applicant, has a perceived, potential or actual Conflict of Interest that, in the City's sole discretion, cannot be avoided or mitigated, or otherwise resolved.

B6.6 The final determination of whether a perceived, potential or actual Conflict of Interest exists shall be made by the City, in their sole discretion.

B6.7 Information provided to a Sponsor Applicant by the City or acquired by a Sponsor Applicant by way of further enquiries or through investigation is confidential. Such information shall not be used or disclosed in any way without the prior written authorization of the Sponsorship Officer.

B6.8 The Sponsor Applicant shall not make any statement of fact or opinion regarding any aspect of the Request for Sponsorship to the media or any member of the public without the prior written authorization of the Sponsorship Officer.

**B7. SPONSORSHIP SUBMISSION**

B7.1 The Sponsorship Submission should contain the following components:

- (a) Form A: Sponsorship Submission (Section A) in accordance with B8.
- (b) Sponsorship Offer (cash vs. Value in Kind) (Section B) in accordance with B9;
- (c) Alignment with City of Winnipeg Vision (Section C) in accordance with B10;
- (d) Previous sponsorship participation &/or history of giving back to communities (Section D) in accordance with B11;
- (e) Proximity to the sponsored asset (Section E) in accordance with B12;
- (f) Alignment with sponsorship brand (Section F) in accordance with B13; and,
- (g) Creativity in other related advertising or sponsorship opportunities (Section G) in accordance with B14.

B7.1.1 Sponsor Applicants are encouraged to include any information/literature considered relevant.

B7.2 Further to B7.1, all components of the Sponsorship Submission should be fully completed or provided, and submitted by the Sponsor Applicant no later than the Submission Deadline, with all required entries made clearly and completely.

B7.3 Rectification

B7.3.1 If any Sponsorship Submission provided by a Sponsorship Applicant fails to satisfy all of the Submission requirements the City will issue the Sponsorship Applicant a rectification notice identifying the deficiencies and providing the Sponsorship Applicant an opportunity to rectify same within the five (5) Business Days from receipt of the rectification notice.

B7.3.2 If the Sponsorship Applicant fails to rectify the Submission within the rectification period, its Sponsorship Submission will be rejected and the Sponsorship Applicant will be excluded from further consideration.

B7.4 In accordance with B2.1, Sponsorship Submissions shall be submitted by email only to the Sponsorship Officer identified in C4.2.

**B8. FORM A: SPONSORSHIP SUBMISSION (SECTION A)**

B8.1 The Sponsor Applicant shall complete Form A: Sponsorship Submission, making all required entries.

B8.2 Paragraph 2 of Form A: Sponsorship Submission shall be completed in accordance with the following requirements:

- (a) if the Sponsor Applicant is a sole proprietor carrying on business in their own name, their name shall be inserted;
- (b) if the Sponsor Applicant is a partnership, the full name of the partnership shall be inserted;
- (c) if the Sponsor Applicant is a corporation, the full name of the corporation shall be inserted; and
- (d) if the Sponsor Applicant is carrying on business under a name other than their own, the business name and the name of every partner or corporation who is the owner of such business name shall be inserted.

B8.2.1 If a Sponsorship Submission is submitted jointly by two or more persons, each and all such persons shall identify themselves in accordance with B8.2.

- B8.3 In Paragraph 3 of Form A: Sponsorship Submission, the Sponsor Applicant shall identify a contact person who is authorized to represent the Sponsor Applicant for purposes of the Sponsorship Submission.
- B8.4 Paragraph 8 of Form A: Sponsorship Submission shall be signed in accordance with the following requirements:
- (a) if the Sponsor Applicant is a sole proprietor carrying on business in their own name, it shall be signed by the sole proprietor;
  - (b) if the Sponsor Applicant is a partnership, it shall be signed by the partner or partners who have authority to sign for the partnership;
  - (c) if the Sponsor Applicant is a corporation, it shall be signed by its duly authorized officer or officers and the corporate seal, if the corporation has one, should be affixed; and
  - (d) if the Sponsor Applicant is carrying on business under a name other than their own, it shall be signed by the registered owner of the business name, or by the registered owner's authorized officials if the owner is a partnership or a corporation.
- B8.4.1 The name and official capacity of all individuals signing Form A: Sponsorship Submission shall be printed below such signatures.
- B8.5 If a Sponsorship Submission is submitted jointly by two or more persons, the word "Sponsor Applicant" shall mean each and all such persons, and the undertakings, covenants and obligations of such joint Sponsor Applicants in the Sponsorship Submission and the Sponsorship Agreement, when awarded, shall be both joint and several.

**B9. SPONSORSHIP OFFER (CASH VS VALUE IN KIND) (SECTION B)**

- B9.1 The Sponsor Applicant should state if their offer is in cash, Value in Kind or a combination of both. If the offer is Value in Kind the Sponsor Applicant should state the product or service being offered. For a product the Sponsor Applicant should include a detailed description of the product including brand name and model number, etc., as applicable.

**B10. ALIGNMENT WITH THE CITY OF WINNIPEG VISION (SECTION C)**

- B10.1 The Sponsor Applicant should provide products and services that enhance residents' quality of life.
- B10.2 The Sponsorship Submission should include general corporate profile information of the Sponsor Applicant. (i.e. number of employees, years in business, other pertinent information).

**B11. PREVIOUS SPONSORSHIP PARTICIPATION &/OR HISTORY OF GIVING BACK TO COMMUNITIES (SECTION D)**

- B11.1 The Sponsor Applicant should provide examples of previously donated/sponsored/provided cash or Value in Kind support to the Sponsor Winnipeg Program and/or other community initiatives, if applicable.
- B11.2 The Sponsor Applicant should provide information about employee volunteer programs that give back to communities or charities, if applicable.

**B12. PROXIMITY TO SPONSORED ASSET (SECTION E)**

- B12.1 The Sponsor Applicant should provide their business address/location. Preference will be given to businesses which reside within the City of Winnipeg.

**B13. ALIGNMENT OF SPONSORSHIP BRAND (SECTION F)**

- B13.1 The Sponsor Applicant should describe how their brand/products/services are aligned with the Sponsorship Opportunity. Examples: Car dealerships would align with vehicle sponsorships. Health and Safety brands would align with fire safety education programming.

**B14. CREATIVITY IN OTHER RELATED ACTIVITIES (SECTION G)**

B14.1 The Sponsor Applicant may submit samples of other branding or advertising initiatives they have executed to demonstrate their ability to fulfill the sponsorship.

**B15. QUALIFICATION**

B15.1 The Sponsor Applicant shall:

- (a) undertake to be in good standing under The Corporations Act (Manitoba), or properly registered under The Business Names Registration Act (Manitoba), or otherwise properly registered, licensed or permitted by law to carry on business in Manitoba, or if the Sponsor does not carry on business in Manitoba, in the jurisdiction where the Sponsor does carry on business;
- (b) not promote the sale or use of tobacco, cannabis, alcohol to underage youth, vaping, or weapons;
- (c) not include in its marketing material any concepts that stereotype or otherwise denigrate individuals or groups;
- (d) not support marketing concepts that unnecessarily promote the commercialization of public space;
- (e) be responsible and not be suspended, debarred, or involved in a lawsuit or in default of any obligation to the City of Winnipeg; and
- (f) not be affiliated with entities who are suspended, debarred or involved in a lawsuit or in default of any obligation to the City of Winnipeg. A list of suspended or debarred individuals and companies is available on the Information Connection page at The City of Winnipeg, Corporate Finance, Purchasing Division website at <https://winnipeg.ca/finance/findata/matmgt/listing/debar.pdf>.

B15.2 The Sponsor Applicant shall submit, within three (3) Business Days of a request by the Sponsorship Officer, proof satisfactory to the Sponsorship Officer of the qualifications of the Sponsor Applicant.

**B16. OPENING OF SPONSORSHIP SUBMISSIONS AND RELEASE OF INFORMATION**

B16.1 Sponsorship Submissions will not be opened publicly.

B16.2 After award of the Sponsorship Opportunity, the name(s) of the successful Sponsor Applicant(s) and their Fee and/or Value in Kind will be available on the MERX website at [www.merx.com](http://www.merx.com).

B16.3 To the extent permitted, the City shall treat every Sponsorship Submission as confidential, however the Sponsor Applicant is advised that any information contained in any Sponsorship Submission may be released if required by City policy or procedures, by The Freedom of Information and Protection of Privacy Act (Manitoba), by other authorities having jurisdiction, or by law.

**B17. WITHDRAWAL OF OFFERS**

B17.1 A Sponsor Applicant may withdraw their Sponsorship Submission without penalty prior to the Submission Deadline.

**B18. INTERVIEWS**

B18.1 The Sponsorship Officer may, in their sole discretion, interview Sponsor Applicants during the evaluation process.

## **B19. NEGOTIATIONS**

- B19.1 The City reserves the right to negotiate details of the Form of Sponsorship Agreement with any Sponsor Applicant. Sponsor Applicants are advised to present their best offer, not a starting point for negotiations in their Sponsorship Submission.
- B19.2 Both the City and the Sponsor Applicant may withdraw from negotiations at any time. The Form of Sponsorship Agreement attached as Schedule A will be the basis for negotiations and ultimately, subject to negotiations, the Sponsorship Agreement will be executed between a successful Sponsor Applicant and the City.
- B19.3 The City may negotiate with the Sponsor Applicant who, in the City's opinion, submit the most advantageous Sponsorship Submission. The City may enter into negotiations with one or more Sponsor Applicants without being obligated to offer the same opportunity to any other Sponsor Applicants. Negotiations may be concurrent and will involve each Sponsor Applicant individually. The City shall incur no liability to any Sponsor Applicant as a result of such negotiations.
- B19.4 If, in the course of negotiations the Sponsor Applicant amends or modifies their Sponsorship Offer, and is after the Submission Deadline, the City may consider the amended offer as an alternative to the Sponsorship Offer already submitted without releasing the Sponsor Applicant from the Sponsorship Offer originally submitted.
- B19.5 The City, at its sole discretion may, prior to award of Sponsorship Opportunity, negotiate changes to the Scope of Sponsorship, the Specifications or any condition, and resulting changes to Fees and/or Value in Kind, with any one or more of the Sponsor Applicants without having any duty or obligation to negotiate such changes with any other Sponsor Applicant and the City shall have no liability to any other Sponsor Applicant as a result of such negotiations or changes.

## **B20. EVALUATION OF SPONSORSHIP SUBMISSIONS**

- B20.1 Award of Sponsorship shall be based on the following evaluation criteria:
- |  |              |
|--|--------------|
| (a) compliance by the Sponsor Applicant with the requirements of the Request for Sponsorship   | (pass/fail); |
| (b) qualifications of the Sponsor Applicant pursuant to B9                                     | (pass/fail); |
| (c) Sponsorship Offer (Section B);   | 50%          |
| (d) Alignment with City of Winnipeg Vision (Section C)   | 15%          |
| (e) Previous sponsorship participation &/or history of giving back to communities (Section D); | 15%          |
| (f) Proximity to sponsored asset (Section E);  | 5%           |
| (g) Alignment with sponsorship brand (Section F);  | 10%          |
| (h) Creativity in related advertising or sponsorship opportunities (Section G)                 | 5%           |
- B20.2 Further to B20.1(a), the Award Authority may reject a Sponsorship Submission as being non-responsive if the Sponsorship Submission is incomplete, obscure or conditional, or contains additions, deletions, alterations or other irregularities. The Award Authority may reject all or any part of any Sponsorship Submission, or waive technical requirements or minor informalities or irregularities if the interests of the City so require.
- B20.3 Further to B20.1(b), the Award Authority shall reject any Sponsorship Submission submitted by a Sponsor Applicant who does not demonstrate, in their Sponsorship Submission or in other information required to be submitted, that they are responsible and qualified.
- B20.4 Further to B20.1(c), the Sponsorship Offer will be evaluated considering information submitted in accordance with B9. The Sponsorship Offer shall be the Sponsor Applicant's:

- (a) Cash offer - the highest cash offer will be given full points and other cash offers will be pro rated accordingly;
  - (b) Value in Kind - Product will be converted to a cash equivalent market value by requesting three different quotes and using the average of the quotes for evaluation purposes;
  - (c) Value in Kind - Service will multiply the number of labour hours by the standard industry hourly rate for evaluation purposes; and
  - (d) Cash offer and Value in Kind will add the cash value plus the Value in Kind calculated as per B20.4(b) or B20.4(c).
- B20.5 Further to B20.1(d), alignment with the City of Winnipeg will be evaluated considering information submitted in accordance with B10.
- B20.6 Further to B20.1(e), previous sponsorship participation and/or history of giving back to communities will be evaluated considering information submitted in accordance with B11.
- B20.7 Further to B20.1(f), proximity of sponsored asset will be evaluated considering information submitted in accordance with B12.
- B20.8 Further to B20.1(g), alignment with sponsorship brand will be evaluated considering information submitted in accordance with B13.
- B20.9 Further to B20.1(h), creativity in other related advertising or sponsorship opportunities will be evaluated considering information submitted in accordance with B14.
- B20.10 Notwithstanding B7.1(c) to B7.1(g), where Sponsorship Applicants fail to provide a response to B20.1(d) to B20.1(h), the score of zero may be assigned to the incomplete part of the response.
- B20.11 Sponsorship Submissions will be evaluated considering the information in the Sponsorship Submission and any interviews held in accordance with B18.
- B20.12 Where references are requested, the reference checks to confirm information provided may not be restricted to only those submitted by the Sponsorship Applicant, and may include organizations representing Persons, known to have done business with the Sponsorship Applicant.

## **B21. AWARD OF SPONSORSHIP**

- B21.1 The City will give notice of the award of the Sponsorship, or will give notice that no award will be made.
- B21.2 The City will have no obligation to award a Sponsorship to a Sponsor Applicant, even though one or all of the Sponsor Applicants are determined to be responsible and qualified, and the Sponsorship Submissions are determined to be responsive.
- B21.2.1 Without limiting the generality of B21.2 , the City will have no obligation to award a Sponsorship where:
- (a) only one offer for Sponsorship is received; or
  - (b) in the judgment of the Award Authority, the interests of the City would best be served by not awarding the Sponsorship.
- B21.3 Further to Form A: Sponsorship Submission, once the highest evaluated responsive Sponsor Applicant is identified, the City will work with that Sponsor Applicant in order to populate the Sponsorship Agreement for execution.
- B21.4 Following the execution of the Sponsorship Agreement, a Sponsor Applicant will be provided with information related to the evaluation of their Sponsorship Offer upon written request to the Sponsorship Officer.

## PART C - SUPPLEMENTAL CONDITIONS

### C1. DEFINITIONS

- C1.1 Unless otherwise defined in this Request for Sponsorship Part C, capitalized terms and expressions used in this Request for Sponsorship have the meaning given to them in the Sponsorship Agreement in Part E. If a term is defined in both Part C and Part E it has the meaning for the document it is included in. In this Request for Sponsorship, the singular shall include the plural and the plural shall include the singular, except where the context otherwise requires.
- C1.2 Where used in this Request for Sponsorship:
- (a) “**Award Authority**” means the authority having the jurisdiction to award the Sponsorship Opportunity according to the City’s by-laws, policies or procedures;
  - (b) “**may**” indicates an allowable action or feature which will not be evaluated;
  - (c) “**must**” or “**shall**” indicates a mandatory requirement which will be evaluated on a pass/fail basis;
  - (d) “**Request for Sponsorship**” or “**RFS**” means the Sponsorship Submission, the Submission Requirements, these Supplemental Conditions, the Specifications, the Schedules, appendices and all addenda;
  - (e) “**should**” indicates a desirable action or feature which will be evaluated on a relative scale;
  - (f) “**Sponsor**” means the successful Person or Party who has submitted an offer for this Request for Sponsorship;
  - (g) “**Sponsor Applicant**” means any person submitting a Sponsorship Submission;
  - (h) “**Sponsorship**” means the collective Fee and/or Value in Kind, benefits and relationship set out in the Sponsorship Agreement resulting from the Sponsorship Opportunity;
  - (i) “**Sponsorship Offer**” means the Fee and/or Value in Kind, in Canadian funds, included in the Sponsorship Submission;
  - (j) “**Sponsorship Officer**” means the person designated as such in C4;
  - (k) “**Sponsorship Opportunity**” means the portion of the Request for Sponsorship by that name which sets out the written description of the physical or functional characteristics of the Opportunity, or any part thereof, including without limitation any requirement for inspection, and a reference to a section, clause or subclause with the prefix “**D**” designates a section, clause or subclause in that portion of the Request for Sponsorship;
  - (l) “**Sponsorship Submission**” means that portion of the Request for Sponsorship which must be completed or provided and submitted by the Submission Deadline;
  - (m) “**Submission Deadline**” means the time and date set out in the Submission Procedures for final receipt of Sponsorship Submission; and
  - (n) “**Value in Kind**” means such goods and services as are accepted by the City as relieving of expense to its budget and provided by Sponsor and, which at a minimum, shall include those goods and services set out in the Sponsorship Offer.
- C1.3 Once the Sponsorship Agreement is formed, the definitions within the Sponsorship Agreement shall govern.

### C2. INTERPRETATION

- C2.1 The Sponsorship Agreement shall constitute the entire agreement between the City and the Sponsor. There are no representations, warranties, covenants or agreements other than those contained in the Agreement.

**C3. DECLARATIONS**

- C3.1 The Sponsor declares that, in submitting the Sponsorship Submission and in entering into the Sponsorship Agreement, they:
- (a) do so in good faith and that to the best of their knowledge no member of Council or any officer or employee of the City has any pecuniary interest, direct or indirect, in the Sponsorship Agreement which has not been disclosed to and approved by the authority having jurisdiction; and
  - (b) has not participated in any collusive scheme or combine.

**C4. SPONSORSHIP OFFICER**

- C4.1 The Sponsorship Officer shall be the City's representative throughout the duration of the Sponsorship and shall have authority to act on behalf of the City to the extent expressly provided for in the Sponsorship Agreement.

- C4.2 The Sponsorship Officer for this engagement shall be:

Christopher Janik, Sponsorship Development Officer  
Phone (431) 275-5163

Email: [cjanik@winnipeg.ca](mailto:cjanik@winnipeg.ca)

**C5. SPONSOR RESPONSIBILITIES**

**General**

- C5.1 The Sponsor's responsibilities are set out in the Form of Sponsorship Agreement in Part E, attached as Schedule A.

**C6. SPONSORSHIP AGREEMENT**

- C6.1 In addition to these Supplemental Conditions, the attached Schedule A – Form of Sponsorship Agreement, set out in Part E, is applicable to the Sponsorship.

## **PART D - SPECIFICATIONS**

### **GENERAL**

#### **D1. SPONSORSHIP OPPORTUNITY**

- D1.1 The City of Winnipeg is seeking a partner to support the Winnipeg Fire Paramedic Services (WFPS) – Fire Safety House through sponsorship of a dedicated towing vehicle.

The Fire Safety House is a popular educational tool that provides fire prevention and life saving training to children and adults. The Fire Safety House teaches participants how to develop an escape plan for their homes in the event of a fire as well as fire prevention strategies. The Fire Safety House is towed to numerous schools, daycares, community events and festivals from May through to the end of August and is stored during the off season. Currently, WFPS fleet vehicles are used to transport the trailer to and from its destinations, however this has been an area of concern as availability of a vehicle capable of towing the trailer needs to be well planned in advance. Obtaining a dedicated vehicle that meets the needs to tow the trailer will address this concern.

The Fire Safety House program is busy over 90% of the time from May-August and provides an excellent medium for community outreach. This exposure will be of great value to a vehicle sponsor to promote their business and to demonstrate their commitment to community and safety for children and families.

This vital program has been proven to save lives.

- D1.2 The Sponsor of WFPS Fire Safety House towing vehicle will receive a number of valuable benefits including, but not limited to:

- (a) ability to brand the vehicle with company logo and messaging;
- (b) exposure at numerous family targeted events throughout Winnipeg from May – August;
- (c) exposure on Winnipeg streets and in traffic as the vehicle is towed from destination to destination;
- (d) exposure on the City of Winnipeg and WFPS websites which have over 1.3 million annual views;
- (e) posting on the City of Winnipeg social media channels (Facebook, X, Instagram, LinkedIn) with accumulated 229,000 followers; and
- (f) public relations exposure and your brand having a positive affiliation with a program that supports communities and saves lives.

- D1.3 The Sponsorship under the Sponsorship Agreement shall consist of supporting WFPS with acquisition of a vehicle capable of towing the Fire Safety House. Sponsorship can be in one of the following forms:

- (a) procurement and supply of a vehicle that meets the vehicle requirements;
- (b) providing a vehicle on a paid lease that meets the vehicle requirements; or
- (c) providing cash which will be used to either purchase or lease a vehicle that meets the vehicle requirements.

#### **D2. TERM OF SPONSORSHIP**

- D2.1 The term of the Sponsorship will be dependant on if the vehicle is purchased vs leased. If the vehicle is purchased, the term of the Sponsorship will be indefinite and active throughout the life of the vehicle. If the vehicle is leased, the Sponsorship will be active throughout the duration of the lease. The lease should be no less than four (4) years.

**D3. VEHICLE REQUIREMENTS**

D3.1 It is imperative that WFPS obtains a vehicle that meets the demands of transporting the Fire Safety House to its destinations throughout its operational seasons. The needs for the vehicle include:

- (a) one-ton chassis with tow package capable of towing a minimum 8,000 pounds;
- (b) extended mirrors;
- (c) backup mirror/camera;
- (d) air conditioning; and
- (e) covered & lockable bed to store equipment.

**D4. ADDITIONAL INFORMATION**

D4.1 Additional information on the WFPS Fire Safety House can be found at [https://legacy.winnipeg.ca/fps/public\\_education/Fire\\_Safety\\_House.stm](https://legacy.winnipeg.ca/fps/public_education/Fire_Safety_House.stm)

## **PART E - SCHEDULES**

### **E1. 001 SCHEDULE A – FORM OF SPONSORSHIP AGREEMENT**