



THE CITY OF WINNIPEG

REQUEST FOR SPONSORSHIP

NO. 002

CARTOWN PROGRAM SPONSORSHIP OPPORTUNITY



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 CARTOWN PROGRAM SPONSORSHIP OPPORTUNITY

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 CARTOWN PROGRAM SPONSORSHIP OPPORTUNITY

B2. REQUEST FOR SPONSORSHIP SUBMISSION DEADLINE

B2.1 The Submission Deadline is 4:00 p.m. Winnipeg time, January 30, 2026.

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. For a service the Sponsor Applicant should include the number of labour hours, including the hourly rate and how many hours of in kind support is being offered or any other information or details to explain the offer.

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. Examples: Health & Wellness, Education, Mental & Physical Fitness, Child development, etc.

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 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 business address/location and relative proximity to the sponsorship asset, if applicable.

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: Youth Centric Brands will align with playground sponsorship opportunities; Dog Parks will align with businesses that service pets/animals; etc.

B14. CREATIVITY IN OTHER RELATED ACTIVITIES (SECTION G)

B14.1 The Sponsor Applicant should provide samples or examples of how their brand has been presented or executed in previous opportunities where the primary audience has been children and families.

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.

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. 002 – Schedule A Form of Sponsorship Agreement (hereinafter referred to as Schedule A) attached 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); and	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

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 Sponsorship from companies regarding the Cartown Program.

- (a) Cartown is a City of Winnipeg program which operates from June through August. Children between the ages of 4-7 drive a small electric toy vehicle within the Sam Southern Arena which is decorated to simulate the streets of Winnipeg. This includes street signs, traffic lights and railway crossings. Cartown is both an entertaining experience and valuable educational tool to teach children about road safety.
- (b) Cartown is one of the most popular and accessible children's programs delivered by the City of Winnipeg. Participation fee's range between \$13-\$14 and individuals must book in advance through the City of Winnipeg Leisure Guide. The program has an operating capacity of nearly 99% and over 4,000 children participate in the program every year.
- (c) Cartown owns and operates 40 electric toy vehicles which require ongoing maintenance, repair and replacement. Additionally, the batteries in these vehicles also require ongoing maintenance and replacement to ensure successful operation and the quality of the experience is not compromised.

D1.2 As part of the user experience, plywood planks have been assembled and painted to mimic businesses and buildings found throughout Winnipeg. These buildings (sandwich boards) are situated throughout the Cartown course and are highly visible to both participants and their parents. In total, there are 24 sandwich board buildings in Cartown.

D1.3 To ensure Cartown provides an immersive experience, a quality experience, remains accessible to all Winnipeggers and maintains low user fees, the City of Winnipeg is seeking sponsors to support the Cartown program. Sponsors will receive one of the 24 business sandwich board buildings which they may decorate with their business brand contributing to the immersive experience Cartown delivers.

D1.4 Sponsors will receive additional exposure via on-site signage. The duration and commitment for the Cartown Sponsorship would be five (5) years. Additional exposure can be achieved as families photograph their children at Cartown with sponsors brands visible in backgrounds. Ultimately these photos are shared with numerous families and friends via social media.

D1.4.1 The City of Winnipeg would also consider submissions for a Presenting Sponsor of the Cartown program where all instances of Cartown communication would be accompanied by the presenting sponsor name or logo.

D1.5 The Presenting Sponsor of Cartown will receive a number of valuable benefits including, but not limited to:

- (a) exposure in venue-related advertising, marketing materials, exterior and interior signage, website, ticket stock, etc.;
- (b) product display, product trial or sampling opportunities;
- (c) public relations exposure;
- (d) intellectual property and promotional rights.

D1.6 The Sponsorship under the Sponsorship Agreement shall consist of:

- (a) Cash provided in lump sum or on an annual basis; or
- (b) Value in Kind contributions.

D2. TERM OF SPONSORSHIP

D2.1 Term of Sponsorship shall be from June 2026 to August 2031.

PART E - SCHEDULES

E1. SCHEDULES

E1.1 002 Schedule A – Form of Sponsorship Agreement