



REQUEST FOR PROPOSAL

OFFICIAL LOCAL NIAGARA CRAFT BEER PARTNER – MERIDIAN CENTRE POURING RIGHTS PARTNERSHIP

ADDENDUM

MERIDIAN CENTRE
1 DAVID S HOWES WAY
ST. CATHARINES, ON

AUGUST 26, 2022

As per section 3.3 *REQUESTS FOR ADDITIONAL INFORMATION* of the Meridian Centre Request for Proposal, Official Niagara Craft Beer Partner, request and response to inquiries are included in this addendum. Questions and answers will be provided by the venue to offer clarification, and additional information as needed as part of the RFP process. Questions asked by potential proponents have been listed with the venue's answers. Some questions that were duplicate have been removed. All questions listed below were received within the RFP deadline of August 19, 2022.

Q. Would you prefer if we edit the Document that is in the link? Or create a new document outlining the sections?

A. It would be best to create a NEW DOCUMENT, following the Structure & Required Criteria as outlined in the RFP. As stated under subsection 4.6 QUALIFYING EVALUATION CRITERIA, *Note: A guideline of one (1) page (minimum font size of 12 points) is a general recommendation to meet this requirement for each criteria section.*

Q. Is there a record of how many cases your previous partners sold?

A. Looking back to the 2019 Season as best comparable, in terms of scheduled events and attendance, combined Craft Beer Sales would total roughly 320-350 Cases of 473ml Cans, between two Craft Beer Sponsors.

Q. Do you have a rough estimate of costs associated with the “Marketing Fee” listed?

A. The Marketing Fee associated with your bid is a dollar value, to be determined at your discretion, and will be evaluated under the FINANCIALS & PARTNERSHIP RIGHTS Criteria. As stated in the RFP:

Q. Are there any other Set-up or Maintenance Costs?

A. No

Q. On average, what have the cans Sales been in the past/expected Revenue? Is the Minimum 15 cases an “average” or are sales generally higher/lower than this?

A. The 15 Cases is an AVERAGE Order, which may or may not be placed weekly, dependent on our Schedule of Events.

Q. I see packaged product as part of the RFP, is there also an opportunity to pour Draft beer onsite during the contract?

A. No

Q. I understand that the average product cycle is about 15 cases of packaged per week, would you have an estimate on keg volume per week if draft is in play?

A. N/A

Q. I understand you have a large-scale Beer partner as your primary supplier, I am wondering if there is a Minimum/Maximum threshold regarding marketing and sponsorship spends from your 2 Craft Beer suppliers that you are comfortable with?

A. Marketing Fee & Activation Budget are left up to the Proponent’s discretion and should be submitted without consideration of thresholds.

Q. Would you be looking for a local Craft Hard Seltzer supplier as well in the process?

A. No

Q. What types of activations would Bench as a craft beer partner be able to execute with the various events in the Center? EX: Ice Dogs Gameday, Concerts, pre - event executions at various On-Premise accounts and our brewery etc...?

A. Partnerships will specifically be with ASM Global at the Meridian Centre and any activations will be during non-IceDogs events. All activations during events like concerts still need approval

from event promoter. The Marketing Department will meet regularly with the partner to maximize activations.

Q. Are we able to use properties such as the Ice Dogs in the trade as a partner ? On POS materials, beer cans etc...

A. No, the partnership is not with the Niagara IceDogs, but with ASM Global (Meridian Centre).

Q. Would you be able to provide a snapshot of branding/signage opportunities within and around the building? Logo placements? Logos on posters etc.....?

A. In-game/event advertising/marketing are not included in this RFP. Branding/Signage will be limited to menu, menu boards, and website logo placement. Additional advertising is an additional cost.

Q. Will draught (kegs) no longer be offered at the Meridian Centre or is there a plan to bring back in the future?

A. No