

## **Request for Proposals (RFP)**

### **Yorkton Regional Airport Terminal Naming Rights**

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#### **1. Overview**

The Yorkton Airport Authority (YAA) is seeking proposals from individuals, organizations, and businesses to acquire the naming rights for the Yorkton Regional Airport Terminal. This opportunity allows the successful proponent to align their name or brand with a prominent civic structure and gain community recognition in exchange for financial consideration for a specified period. This will also allow the Yorkton Airport Authority to offset costs associated with infrastructure, equipment, and operations while also providing alternative funding sources to minimize the impact on taxpayers.

The construction of the Airport Terminal is due to be completed by June 2025 with a grand opening to follow in August. The Airport Terminal is 2,552 sq ft in size and provides space for a pilot lounge, reception desk, four leasable office spaces, boardroom (which can be transformed into two additional leasable office spaces), runway electrical systems, building-related mechanical, public washrooms, and a 490 sq ft attached garage, which will store the runway inspection vehicle as well as fire suppression foam. The Airport Terminal not only helps to welcome visitors to the City of Yorkton but also supports economic development throughout Yorkton and the surrounding region.

The Yorkton Airport Authority (YAA) is owned and operated by the City of Yorkton. The Federally-certified Yorkton Regional Airport is an active hub with as many as 13,000 annual, and an average of 36 daily, aircraft movements. It has two runways, joining taxiways, a public apron, a terminal building, developable lots available for lease, general aviation hangars, and six tenant businesses employing over 60 people. The airport is host to an extensive range of aviation services, including:

- Aerial mapping
- Aircraft maintenance
- Aircraft sales
- Aircraft storage
- Air taxi services
- Aviation fuel sales
- Cargo transportation
- Charter airplanes and charter helicopters
- Crop spraying
- Forest/wildfire response including water bombing
- Flight training
- Medical patient transfer services
- Pilot accommodations
- Pilot certification
- Royal Canadian Air Force use for training, emergency response & VIP air transportation
- Recreational aircraft operations, including hangars.

The Yorkton Airport Authority invites interested parties to submit proposals in accordance with the guidelines and requirements outlined in this Request for Proposals (RFP).

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## 2. Objective

The objective of this RFP is to establish a formal agreement with a proponent to secure naming rights for Yorkton Regional Airport Terminal, a key facility within the City of Yorkton and the surrounding area. The successful proponent will receive recognition and promotional benefits in exchange for a financial contribution to support the maintenance, enhancement, and ongoing operations of the Yorkton Regional Airport.

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## 3. Proposal Submission Requirements

All proposals must include the following:

- a) **Proponent Information:** Name, address, contact person, phone number, email, relevant business details, and proponent's signature.
- b) **Naming Rights Proposal:** Detailed description of the proposed name.
- c) **Financial Offer:** The proposed financial contribution in exchange for naming rights, including the proposed duration of the naming agreement (e.g., 5 years, 10 years).
- d) **Marketing and Branding Plan:** How the proponent plans to promote and market the naming rights, including proposed signage (examples in Appendix 1), logos, or any promotional materials.
- e) **Legal and Contractual Considerations:** Any proposed terms and conditions related to the naming rights agreement, including maintenance of the name and rebranding options at the end of the term.

Proponents are welcome to include any additional information deemed relevant for consideration.

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## 4. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- a) **Financial Contribution:** The proposed financial offer and the value of the agreement to the Yorkton Airport Authority.
  - b) **Community Impact:** The potential positive impact on the community and public perception of the name.
  - c) **Term of Agreement:** The length of time for which the naming rights will be held.
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## 5. Proposal Submission Deadline

Tenders must be **received before 2:00 PM CST on May 28, 2025**. Proposals received after this time will not be considered.

Please send sealed tender clearly marked "Yorkton Regional Airport Terminal Naming Rights" to:

**In Person:**

City Clerk's Office  
City of Yorkton  
37 – Third Avenue N. - 2nd Floor  
Yorkton, Saskatchewan

**By Email:**

cityclerk@yorkton.ca (PDF documents only)  
Bidders must call 306-786-1730 to ensure the email has been received.

The onus is on the bidder to ensure that bids in any way have been received at the City Clerk's Office.

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## 6. Contract Terms and Conditions

- a) The Yorkton Airport Authority will retain the right to approve or reject any and all proposals.
  - b) The successful proponent will be required to enter into a formal agreement with the Yorkton Airport Authority outlining the terms and conditions of the naming rights, including any restrictions on the use of the name or branding.
  - c) The agreement may include provisions for the maintenance of the name, signage, and other branding materials, as well as the potential for rebranding if the term expires.
  - d) The Yorkton Airport Authority reserves the right to terminate the naming rights agreement in the event of non-compliance or breach of terms.
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## 7. Confidentiality, Public Announcements

- a) Proponents are expected to keep confidential all documents, data, information and other materials of the Yorkton Airport Authority and the City of Yorkton, which are provided to or obtained or accessed by a Proponent in relation to this RFP, other than documents, which the City of Yorkton places in the public domain. Proponents are expected to refrain from making any public announcements or news releases regarding this RFP or the entering into of a contract pursuant to this RFP, without the prior written approval of the Yorkton Airport Authority.
  - b) Proponents are advised that the City of Yorkton is subject to the provisions of *The Local Authority Freedom of Information and Protection of Privacy Act* (Saskatchewan), which provides a right of access to information in records under the control of a municipality. Proponents are advised that pursuant to *The Local Authority Freedom of Information and Protection of Privacy Act* (Saskatchewan), the Yorkton Airport Authority and the City of Yorkton may be required to disclose the RFP documents and/or parts of any Proposal in response to this RFP.
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## 8. Conflict of Interest

- a) Proponents are asked to disclose to the Yorkton Airport Authority (YAA) in writing whether they have any actual, potential or perceived conflicts of interest relating to their participation in this RFP or their provision of the requested services to the YAA, and if so, the nature of each conflict of interest. If YAA receives disclosure of a conflict of interest from a Proponent, YAA may in its sole discretion take one or more of the following steps:
  - require the Proponent to address the conflict of interest to the satisfaction of the YAA;
  - disqualify the Proponent from further participation in the RFP; or
  - such other steps as the YAA may deem appropriate.
- b) Further, if the YAA learns that a Proponent has failed to identify a conflict of interest, the YAA may disqualify the Proponent from this RFP or take such other steps as the YAA may deem appropriate.
- c) For the purposes of this RFP "conflict of interest" includes any situation or circumstance where, in relation to a City of Yorkton procurement competition, a Proponent has an unfair advantage, a perception of an unfair advantage or engages in conduct, directly or indirectly, that may give it an unfair advantage, including:
  - any relationship between the Proponent (including its management) and the City, members of Council, its management, or other City personnel involved in this RFP, which may give rise to a conflict of interest;
  - having, or having access to, information in the preparation of its Proposal that is not available to other Proponents, but such does not include information a

Proponent may have obtained in the past performance of a contract with the City that is not related to the creation, implementation or evaluation of this or a related procurement;

- communicating with any person with a view to influencing preferred treatment in the procurement competition (including but not limited to the lobbying of decision makers involved in the procurement competition); or
- engaging in conduct that compromises, or could be seen to compromise, the integrity of the open and competitive procurement competition or renders that competition non-competitive, less competitive, or unfair.

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## 9. Benefits

- a) Exclusive naming rights to the Yorkton Regional Airport's Terminal Building
- b) Free annual landing fees
- c) Website recognition
- d) Free use of the conference room in the Terminal Building, pending availability
- e) Logo/name recognition in the media, including print, radio, television, and social media
- f) First right of refusal upon renewal

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## 10. Cost/Expenses

- a) All costs and expenses incurred by the Proponent in connection with this RFP are the responsibility of the Proponent. YAA will not reimburse Proponents for any such costs or expenses.

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## 11. Inquiries

For further information or clarification on this RFP, please contact:

Jody Hahn  
Airport Manager  
1-306-786-1730  
jhahn@yorkton.ca

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## 12. Conclusion

This RFP presents an exciting opportunity to create a lasting partnership between the Yorkton Airport Authority and a proponent who shares a commitment to supporting the local community. We look forward to receiving your proposals and selecting the most suitable partner for the naming rights of the Yorkton Regional Airport Terminal.

Sincerely,



Jody Hahn  
Airport Manager  
City of Yorkton

## Appendix 1

### Examples of External Signage on the Airport Terminal Building





**Mock up Airport Terminal South View**



**Mock up Airport Terminal North View**

