



## REQUEST FOR PROPOSAL 2025-RFP-14 AGENT SERVICES: FACILITY NAMING RIGHTS SPONSORSHIP

**Date Issued:** September-19-25

**Invitation:**

Through this Request for Proposal, the City of Penticton invites Proposals from qualified agencies or brokers with demonstrated expertise in sponsorship and naming rights sales to represent and secure a naming rights Sponsor for the South Okanagan Events Centre (SOEC), the region's premier sports and entertainment venue.

**Bid Submission:**

The Proposal together with all other attachments as requested in the RFP Part D – Submission Forms must be uploaded to the City's procurement portal at <https://penticton.bonfirehub.ca/portal>. The City of Penticton reserves the right to accept or reject all or part of any submission, and to accept the submission in total or in part, or to accept the submission which it deems most favourable in the interest of the City of Penticton.

**Closing Date and Time:** October 17, 2025 at 2:00 pm local time

The RFP timetable is tentative only and may be changed by the City at any time. Late bids cannot be submitted, and will not be accepted. Hardcopy bids are not accepted.

**Questions:**

Questions should be submitted using the "Messages" section of the project on the Bonfire portal at <https://penticton.bonfirehub.ca/portal>

**Addenda:**

It is the respondent's responsibility to check the portal for addenda(s).

**Bid Results:**

Only the successful bidder shall be notified, but inquiries are welcome. Results of award may be found at <https://www.penticton.ca/business-building/bid-opportunities/open-bid-opportunities>