

TOWN OF GANDER



RFP26-01 REQUEST FOR PROPOSALS – PROVISION OF BEER

The Town of Gander is seeking proposals for exclusive beer pouring rights at its facilities and special events. These facilities include (but are not limited to) the Steele Community Centre and Cobb's Pond Rotary Park and the special events include (but are not limited to) the Annual Festival of Flight, Winter Carnival, various sporting events, concerts, etc hosted/sponsored by the Town of Gander.

In 2025, these events included the Cy Hoskins Hockey Tournament, Festival of Flight Kitchen Party, Gander Day Beer Tent, MNL Conference, MINEX meet and greet and beer sales at adult hockey tournaments.

TERM:

The proposed term of the exclusive sponsorship would run from 2026-2030 with the option to renew for an additional 5 years at the end of the term.

PROPOSAL:

The Proposal can include a variety of items including but not limited to:

1. A cash contribution.
2. A quantity of free beer
3. A purchase deal on beer
4. Complimentary beer cups
5. Merchandise for event giveaways
6. Any other items the proponent wishes to include

The Town of Gander reserves the right to negotiate the above in the event of a “one of a kind” concert/event.

MARKETING:

Consideration will be given to the proponent that offers opportunities to help promote our events in Newfoundland and Labrador via various media.

OTHER:

The proponent may propose additional concepts/resources that will benefit the Town of Gander or Steele Community Centre directly, indirectly or financially or increase the profile of the facilities or events.

The Town of Gander will provide the following benefits to the successful proponent:

1. Product exclusivity at all our facilities and any events sponsored by the Town of Gander
2. 20 tickets to the Festival of Flight Kitchen Party and the ability to negotiate # of tickets for any additional events sponsored by the Town of Gander.
3. Exclusive sponsorship recognition on Festival of Flight promotional material – posters/media campaigns/social media
4. Site signage rights at Town of Gander facilities and Town sponsored events.

Proposals must be received no later than 4:00 pm January 30, 2026. They should be e-mailed to tenders@gandercanada.com