

# Town of Sweden

## Request for Proposals

Issued November 30, 2021

Responses Due January 28, 2022 at 4 pm



- I. Naming rights to the Sweden Skatepark**
- II. Naming rights to Sweden Skatepark Features**

### Overview

The Town of Sweden will construct a \$500,000 concrete Skatepark at the Sweden Town Park, 4761 Redman Road, in the summer of 2022. The Skatepark is funded in part by a \$250,000 grant from the Ralph Wilson Foundation, Tony Hawk Foundation and the Skatepark Project. The Town is tasked with raising the remainder of the funding prior to construction.

The Sweden Town Park is a 156-acre facility with eight baseball fields, six soccer/football fields, a dog park, disc golf course, three playgrounds, a splash pad, lodge, walking trails, gazebo and picnic pavilions. It is connected to the Erie Canal and the Village of Brockport by sidewalks.

The current wooden ramp Skatepark was installed in 2002 and will be removed upon the installation of the new Skatepark. The Skatepark is centrally located, amidst the soccer fields, adjacent to the splash pad and largest playground, across from the dog park and near the concession stand/restroom facility.

There are hundreds of visitors to the Sweden Town Park on a daily basis from April to November. Winter months continue to attract many visitors as the lodge, dog park, walking (skiing and snow shoeing) trails are popular year-round venues. The Skatepark has a highly visible presence in this very busy Park. The Town Park is open dawn to dusk year-round and the lodge and other lighted facilities are open until 10 pm.

### Naming rights

- I. Naming rights to the Sweden Skatepark.**
  - It is the Town Board's intention to award the naming rights to the Skatepark to the highest, most responsible bidder for a 10-year period.
  - A sign with the Company's name, logo and/or slogan will be installed at the main entrance area to the Skatepark or other location within the Skatepark if so desired by the Company. This sign will have the highest prominence of any other sign in proximity.
  - The Skatepark, including the Company's sign, will be featured prominently on the Town of Sweden website.
  - The Company's name will be mentioned in Town publications, press releases, maps, social media and other material.
  - The Company will be responsible for designing and manufacturing the sign.
  - The Company will be responsible for installation of the sign coordinated with the Skatepark builder (Spohn Ranch).
  
- II. Naming rights to Sweden Skatepark Features.**
  - It is the Town Board's intention to award the naming rights to various features of the Skatepark to the highest most responsible bidders for a 10-year period.

- Three to five features will be available for naming rights. While the Skatepark design is not complete, some of the features *may* include: a half-pipe, bowl, pyramid, ledge, stair, wall, snake run. The highest bidder in this category will have first choice of a feature when design is complete, the second highest bidder in this category will have second choice of a feature, the third highest bidder in this category will have third choice of a feature, etc.
- A sign with the Company's name, logo and/or slogan will be installed adjacent to the feature.
- The Skatepark, including the Company's sign, will be featured prominently on the Town of Sweden website.
- The Company's name will be mentioned in Town publications, press releases, maps, social media and other material.
- The Company will be responsible for designing and manufacturing the sign.
- The Company will be responsible for installation of the sign coordinated with the Skatepark builder (Spohn Ranch).

### Form of Proposal

1. Designate whether for Skatepark Naming Rights OR Skatepark Features Naming Rights. Separate proposals are required for Companies bidding on both Skatepark Naming Rights and Skatepark Feature Naming Rights.
2. Company Name, Address and Contact Information. Brief description of Company.
3. Short letter of interest and vision of what the Company's sign might contain (slogan, logo).
4. Financial proposal. Successful proposals will enter a Contract with the Town of Sweden and funds will be remitted per the terms of the Contract.
5. Any additional information that would distinguish the submission.
6. Six complete copies of each proposal should be submitted.

### General Terms and Conditions

1. The Town of Sweden reserves the right to reject any and all proposals received for any reason without explanation.
2. Contracts between the Town of Sweden and Companies with successful proposals will be in substantial conformance with this Request For Proposal, the Company's Written Proposal and in accordance with any applicable Federal, State, County or Local Law.
3. The Town of Sweden may request additional information from any, all or none of the Companies, solely at the discretion of the Town of Sweden.
4. Evaluation of the Proposals will be undertaken by the Town Board of the Town of Sweden.
5. Barring rejection of all Proposals, it is the intention of the Town of Sweden to award successful Proposals in January of 2022 and enter into contracts with successful Companies soon thereafter.
6. The Town Board retains the right to veto any sign design or content it deems inappropriate.

**Deadline: Friday, January 28, 2022 at 4 pm.**

Mail or drop off submissions in a sealed envelope to:

Sweden Skatepark Naming Rights  
Town of Sweden Supervisor  
18 State Street  
Brockport, NY 14420

OR

Sweden Skatepark FEATURES Naming Rights  
Town of Sweden Supervisor  
18 State Street  
Brockport, NY 14420

For more information, contact the Sweden Town Supervisor's Office at 585-637-7588 or [supervisor@townofsweden.org](mailto:supervisor@townofsweden.org)