

**REQUEST FOR PROPOSALS  
ZAMBONI SPONSORSHIP OPPORTUNITY  
ROSEVILLE ICE ARENA**

**Issue Date:** September 24, 2025

**Proposal Due Date:** 12:00pm, October 15, 2025

**Introduction**

The City of Roseville Parks and Recreation Department is seeking proposals from local businesses interested in sponsoring the Zamboni at the Roseville Ice Arena with a customized wrap. This is a unique marketing opportunity to showcase your brand to thousands of visitors annually.

**Sponsorship Details**

- The selected sponsor will have their logo and branding displayed on the Roseville Ice Arena Zamboni in the form of a customized wrap for a **three-year contract term**.
- The sponsor will be responsible for covering the cost of the initial Zamboni wrap, estimated at **\$2,500**.
- The City will approve the design to ensure compatibility with facility standards.
- The City reserves the right to reject sponsorship, in the City's sole discretion, that does not align with the City's mission and values or that violates any policy, ordinance, or law.
- Sponsors may be:
  - Advertisements that promote or solicit the sale, rental, distribution, or availability of goods, services, food, entertainment, events, programs, transactions, donations, products, or property.
  - Nonprofit corporations related to the prevention or treatment of illness, promotion of safety or personal well-being, educational or vocational training, art and culture, provision of family services, support for people with disabilities, seniors, or children, or other similar charitable organizations.
- Sponsors may not: advertise gambling, alcohol, tobacco, cannabis, or firearms, be obscene or promote sexually oriented products, or be averse to the City.

**Exposure & Audience Reach**

The Roseville Ice Arena provides significant exposure to local businesses through a high volume of visitors, including:

- **Public Skating Sessions:** The Skating Center is open 12 hours per day, averaging 30 skaters and 30 spectators per hour = more than 5,000 impressions per week.
- **High School Hockey Games:** 30 games per year with an average attendance of **400 spectators per game**.
- **Youth Hockey Games:** Over 100 games annually, with an estimated attendance of 100 per game.
- **Roseville Ice Show:** Annual event attracting 6,500 attendees.
- **New Year's Eve on Ice:** Special event with 2,000 attendees.

This sponsorship provides continuous brand visibility to thousands of local and regional visitors, making it an excellent marketing investment.

### **Proposal Requirements**

Interested businesses must submit a proposal that includes the following:

1. **Proposed Sponsorship Fee** – The amount the business is willing to pay annually for the sponsorship. Proposals must include a sponsorship of no less than \$3,000 per year for the duration of the sponsorship term.
  - Year 1 –
  - Year 2 –
  - Year 3 -
2. **Company Information** – Name, address, contact details, and a brief company overview.
3. **Design Concept** – A general idea of how the business intends to brand the Zamboni (final design subject to City approval).
4. **References** – Any past sponsorships or marketing partnerships (if applicable).

### **Selection Criteria**

Proposals will be evaluated based on the following:

- Proposed sponsorship fee.

- Business alignment with the mission and values of the City of Roseville.
- Quality and visibility of the proposed branding concept.

### **Submission Instructions**

All proposals must be submitted by **Wednesday, October 15, 12:00 pm**, via email or in person to:

Danielle Christensen  
City of Roseville Parks and Recreation  
2660 Civic Center Drive  
Roseville, MN 55113  
danielle.christensen@cityofroseville.com

For any questions or further information, please contact Assistant Parks and Recreation Director, Carrie Anderson, 651-792-7102 or [carrie.anderson@cityofroseville.com](mailto:carrie.anderson@cityofroseville.com).

### **Terms & Conditions**

- The City of Roseville reserves the right to reject any or all proposals.
- All proposals must remain sealed and unopened until the official submission deadline. Proposals received after the deadline will not be opened or considered.
- It is the sole responsibility of the proposer to verify receipt of their proposal prior to the submission deadline.
- The selected sponsor will enter into a formal agreement with the City.
- Sponsorship does not imply endorsement by the City of Roseville.

### **Timeline**

RFP issued	September 24
Proposals Due	12:00pm, October 15
Review and Selection	October 16-24
Contract Awarded	October 27-31
Expected Wrap Design and Installation	December 2025

We appreciate your interest in supporting the Roseville Ice Arena and look forward to reviewing your proposal!