



Request for Proposals Beer Pouring Partner

Issued by: St. John's Sports & Entertainment Ltd.

Date Issued: April 7th, 2025

Introduction

St. John's Sports & Entertainment Ltd (SJSEL) is seeking qualified partners to enter into a partnership agreement with financial and experiential value to SJSEL in exchange for the exclusive pouring rights for beer and marketing opportunities for the beer partner.

SJSEL hopes to establish a relationship that will complement the many new and exciting initiatives underway at Mary Brown's Centre.

There are two core components to a successful partnership:

- **Maximizing revenue for both partners** by creating a partnership that drives sales and generates increased revenue for both SJSEL and the beer partner
- **Enhancing the fan experiences and value** through activations, marketing opportunities, advertising, hospitality, and other ways and means of enhancing the visitor/patron experience. The partnership will also ensure it embraces socially responsible drinking as part of its overall experience.

This RFP solicits proposals for the sale of beer defined as follows in established food and beverage service locations in venue:

- Domestic Beer – Exclusive to the Beer partner.
- Non /Low Alcohol – Exclusive to the Beer Partner.
- Imported Beer – In Inventory for the Beer Partner.
- Ready to drink, spirit-based beverages – In Inventory for the Beer Partner.

Beer based beverages are defined as all beer and malt-based beverages and do not include liquor, spirit-based beverages, wine, ciders, seltzers, or coolers.

Exclusive means exclusive supply to SJSEL for service at Mary Brown's Centre. In Inventory means that the product will be carried at all times for service at Mary Brown's Centre but will not be exclusive in that category. SJSEL will retain the right to carry other brands and products in the In Inventory categories. Proponents are encouraged to include additional beverage options in their response. The agreed upon list of beverages will be specified in the contract.

Background and Description of Services

St. John's Sports & Entertainment Ltd. (SJSEL) seeks a partner to supply Mary Brown's Centre (MBC) with a selection of Beer and Malt Based Beverages and to engage in a sponsorship partnership. The successful proponent will be required to provide a supply of Beer and Malt Based Beverages to adequately service Mary Brown's Centre for its events. Most importantly, SJSEL is also seeking an active partner who will invest in a marketing alliance to enhance patron experience.

Mary Brown's Centre is the largest entertainment venue in Newfoundland and Labrador, with a capacity of over 6200 for sport events and 5600 for concerts. The venue has 36 corporate suites and a restaurant/multi-purpose space overlooking the inner bowl with a capacity of up to 160. Celebrating its 25th anniversary in 2026, the venue has had several substantial upgrades in recent years, including new seating, rink boards, glass, jumbotron/score clock, and many other digital assets throughout the venue including a LED ring around the full inner bowl.

There are two anchor sport tenants at Mary Brown's Centre: The Newfoundland Regiment hockey team of the Quebec Maritime Junior Hockey League (QMJHL) and the Newfoundland Rogues basketball team of the Basketball Super League (BSL). Mary Brown's Centre is also the host of major sporting events such as the Grand Slam of Curling (2024), and the upcoming 2026 Montana's Brier (February 2026). SJSEL is actively pursuing sport tourism/hosting events in several areas such as hockey, curling, skating, etc.

As the largest entertainment venue in NL, Mary Brown's Centre is also host of many concerts and events. Notable acts include Billy Idol, Vance Joy, Lynyrd Skynyrd, Foreigner, Jacob Collier, NLE Choppa, East Coast Music Awards and many other diverse musical and performing arts shows. SJSEL is aiming to have 16 large venue shows in 2025.

Mary Brown's Centre is the heartbeat of entertainment and excitement in St. John's. Nestled in the heart of the city, this vibrant venue is where exceptional experiences come to life. From thrilling live performances to edge-of your-seat sporting events, Mary Brown's Centre promises an experience like no other.

We wish to form a mutually beneficial, long-term partnership that provides our patrons with superior experience while providing our partner with enhanced brand recognition and increased sales.

The following benefits and marketing opportunities are available for the successful proponent:

- Pouring rights for Mary Brown's Centre and preferred placement at St. John's Convention Centre.

- One on-ice logo and two rink boards for ice configuration.
- One on-court logo (basketball court) for hard court configuration.
- Hospitality suite, with access to all events at Mary Brown’s Centre when the suite is available and in the viewing area.
- Signage on 12 VOMs in the bowl of Mary Brown’s Centre.
- Branding at all concession stands where product is available.
- Branded portable kiosks to be used by facility staff during events, where available.
- Pop-up campaigns, promotional items placed throughout the facility.
- Promotional and advertising on digital assets throughout Mary Brown’s Centre.

Term: The desired minimum term of the agreement would be three (3) years with an option to renew for an additional two (2) years at SJSEL’s sole discretion. However, proponents may propose a different term or renewal.

Projected Events/Attendance: Partners can reasonably assume the following events and estimated yearly attendance based on historical data including events and main tenants:

- QMJHL Hockey Games: 32 regular season games, plus exhibition/playoff games, with an average attendance projected to be 5000 per game.
- BSL Basketball: 24 regular season games, with an average attendance of 800-1000 per game.
- Major sporting events with attendance varying depending upon event, number of days, etc. For example, the Grand Slam of Curling had over 105,000 tickets sold over a six-day period. Mary Brown’s Centre has secured the 2026 Montana’s BBQ Brier for February 27 – March 8, 2026.
- Up to 16 concerts per year, with average attendance of approximately 3500-4000 per event.

Scope of Services – Concessions, Bars, and Restaurant

- SJSEL’s concessions and bars shall sell the Contractor’s beverage products.
- SJSEL’s contracted suite level/restaurant catering company shall sell the Contractor’s beverage products.
- The term “Beverage” means a carbonated alcoholic drink; including but not limited to domestic beer, imported beer, non-alcoholic beer and ready to drink, spirit-based beverages.
- The Contractor shall provide a guarantee for shelf life of the products.
- SJSEL shall retain the right to select various flavors to be sold.

- SJSEL shall have the right to return for a full refund and/or credit all unopened containers of product.

Delivery of Products

The Contractor shall coordinate with SJSEL personnel or its designee regarding day and time of delivery of product and supplies.

All deliveries shall be scheduled to assure authorized SJSEL personnel or its designee is available for check-in procedures.

It is anticipated that the Contractor will:

- Supply SJSEL with reasonable and appropriate supply of canned beverages
- Provide updated POS collaterals and promotional assets.

Core Components of RFP Submission

Financial: Proponents must outline the cash and in-kind contributions that are proposed, including, but not limited to:

- Cash sponsorship
- Complimentary product: this will be considered in terms of how SJSEL may monetize and address operating costs of Mary Brown's Centre
- Rebates or commissions on sales

It is also expected that the beer partner will commit to activating the following assets:

- Hospitality Suite for the full term of the contract
- Rink board and on ice logo placement for ice configuration
- On court logo placement for hard court configuration
- 12 VOM signs with current branding

The proponent must consider these assets in developing its financial offer. Further, any costs associated with implementing the partnership that will need to be borne by SJSEL must be clearly outlined.

Proponents must clearly identify any financial obligations they expect SJSEL to assume as

failure to do so will be deemed the sole responsibility of the Proponent.

Activations and Marketing: Proponents should outline how they wish to execute the partnership to enhance fan and patron experience, promote the products and the partnership, and to celebrate the events and experiences at Mary Brown's Centre. This could include, but is not limited to:

- Pre, during and post event marketing activities, including use of social media.
- Partnership with retailers and Mary Brown's Centre in developing and delivering promotions and activities.
- In-event and in-game activations that could occur on the concourse and potentially in-bowl at Mary Brown's Centre.
- Sponsorship/event partnership for events such as concerts, exhibitions, and other live events.
- Branding at concessions, bars and 'pop up' bars/selling points throughout the venue
- Proposals must demonstrate creativity, brand alignment and an overall commitment to elevating the fan experience. .

Venue Operations and Beverage Service Enhancements: Proponents should outline how they wish to work with SJSEL in enhancing the beverage service at Mary Brown's Centre, through infrastructure improvements and service delivery excellence. This may include, but is not limited to:

- Proposed reimaging of bar and concession spaces at Mary Brown's Centre, including potential renovations or upgrades.
- Staff training in product specifications and in service delivery.
- Any equipment or other service mechanisms that may be proposed for the venue.

Accommodating/Facilitating Pre-Existing Supplier - Event Holder Agreements: SJSEL is active in the sports events sector and is continuously seeking major sporting events to complement the anchor hockey and basketball tenant activity and concert calendar. Some of these local, national and international event holders come with pre-existing supplier agreements, and as part of negotiation with the host venue, state that those event sponsors must be present for the event, regardless of venue contractual arrangements. SJSEL is asking proponents as to how you will work with SJSEL and event holders to accommodate and/or facilitate these types of arrangements. This may include any number of options, from co-pouring rights to the need for full step aside during the event period.

Local Craft Beer Integration: With exclusivity outlined in the domestic beer category, SJSEL is seeking a primary partner to supply beer-based beverages and to engage in a sponsorship partnership with SJSEL. It is also our desire to ask proponents to share if and how they would

be willing to allow SJSEL to also carry a limited number of local craft brewing products to be sold alongside the proponent's products. Ideally, the agreement with the proponent is exclusive, subject to this limited craft brewing exception. This may be accomplished by allowing SJSEL to carry additional product (specific brands to be determined) or by the Proponent outlining how they will work with the local craft industry to facilitate a presence at MBC.

Proposal Outline/Additional Information

Executive Summary: Provide a summary of your company and proposal including the organization's history and market share; scope of services; proposed term; and experience with similar venues.

Financial Summary: Proponents must outline the cash and in-kind contributions that are proposed, including, but not limited to, cash sponsorship and complimentary product. This will be considered in terms of how SJSEL may monetize and address operating costs of Mary Brown's Centre, and rebates or commissions on sales.

Outline all marketing and sponsorship dollars that will be committed on an annual basis, ensuring you incorporate the marketing and hospitality assets as outlined earlier.

Outline all commitments related to activations, venue enhancements, service point and delivery improvements, and any other investments to enhance the visitor experience.

Activations: As noted above, proponents should outline how they wish to avail of the partnership to enhance fan and patron experience, promote the products and the partnership, and to celebrate the events and experiences at MBC.

Venue Operations and Service Delivery: As noted above, proponents should outline how they wish to work with SJSEL in enhancing the beverage service at MBC, through infrastructure improvements and service delivery excellence.

Local Craft Beer Integration: As noted above, proponents are asked to provide commentary as to if and how local craft beer could be integrated into a service offering at Mary Brown's Centre.

Accommodating/Facilitating Pre-Existing Supplier - Event Holder Agreements: the proponent is required to outline how they will work with Mary Brown's Centre on major events with pre-existing/conditional suppliers.

Product Selection: Identify all beverages, packaged, manufactured or distributed by the respondent and/or their subsidiaries. As part of the beverage partnership, at SJSEL's option, the

supplier will provide all the identified products and all future beverages packaged, manufactured or distributed by the supplier and/or its subsidiaries. This includes other future beverages made available through other supplier arrangements.

Product Delivery: Provide a proposal outlining a delivery plan and schedule for SJSEL. In this section, include any proposed regular deliveries and any “as needed” deliveries. The supplier should also include any knowledge of actual or potential labor disputes, plant closings or other conditions that would delay or threaten to delay timely performance of delivery.

Sustainability: Provide information on how your company, products, and services are sustainable and environmentally friendly.

Contract Administration: The supplier’s proposal should offer specific suggestions regarding contract administration, reporting, planning and dispute resolution. Given the anticipated structure of the beverage partnership, and the inevitability of events and activities which today are difficult to predict, certain terms and conditions can and will be stated in dynamic terms. In this section, SJSEL is interested in each proposer’s suggested means to strategically administer the program to meet mutually agreed upon goals of market capture, sales, service levels, customer satisfaction, new placement development and maintaining contemporary standards relating to service equipment.

Management Support: Identify and describe the supplier’s management and staff who will be dedicated to the program. Submit a management support personnel-staffing chart that details positions, titles, telephone numbers, and provides brief job profiles and descriptions. Each supplier is required to describe corporate strategies and past experiences that best qualify the respondent for this project.

Implementation Plan: The supplier will articulate an implementation strategy for an August 1, 2025 start date.

Assumptions, Clarifications, and Exclusions: Describe all of the assumptions, clarifications, or exclusions to the proposal.

References: Provide two (2) references relevant to the scope of services set out in this RFP.

Closing

- SJSEL may circulate its response to any inquiries to all Proponents as a notice of addenda.
- SJSEL may contact proponents for clarification and further information on RFP

responses.

- This RFP is not a tender and is not subject to general practice of tender bidding. No bid contract or agreement is created by the submission of a proposal.
- Facility tours are welcome, and proponents may request such a tour prior to the submission deadline by contacting the CEO.
- Submissions should be in electronic form (PDF) and clearly titled 'SJSEL Beer Partnership Proposal – XX company name'. If proposals cannot be submitted in this manner, please contact the CEO.
- Timeframe (subject to change):
 - April 28th – RFP closing
 - May 1 – 16: Review and follow up discussion
 - May 30: Tentative Award/Proponents Notified

Inquiries

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Closing Date: Monday, April 28th, 5:00 pm NST