

PROCUREMENT OVERVIEW

November 12, 2013 – Halifax Regional Council direct staff to work with TCL to secure naming rights for the Halifax Metro Centre in advance of the 2014 hockey season, pursuant to Administrative Order 56.

March 4, 2014 – Halifax Regional Municipality issues Request for Naming Rights Proposal.

April 23, 2014 – Request for Naming Rights Proposal closes.

June 6, 2014 – Procurement process complete.

June 24, 2014 – Halifax Regional Council direct staff to proceed to contract negotiations with Scotiabank.

Evaluation Criteria

Criteria	Summary	Score
Net Present Value of Financial Contribution	Term of proposal Annual rights revenue Impact to existing relationships	60%
Exclusivity	Degree of conflict and impact to existing tenants	5%
Sponsor Activation	Marketing objectives Value-added benefits Consumer engagement	5%
Financial Stability	Credit rating Debt-to-equity ratio Industry stability	15%
Company Fit	Facility purpose Community impact Relationship to sport/entertainment landscape Community history	15%
Total		100%

For Media Inquiries:

Erin Esiyok-Prime, Trade Centre Limited
 (902) 421-1302 ext. 2791
erin@tclns.com

Jennifer Stairs, Halifax Regional Municipality
 (902) 476-5975
stewari@halifax.ca