

## CFB Winnipeg Centennial Beer – Request for Proposal

CFB Winnipeg, one of Canada's iconic military bases, is celebrating its 100th anniversary in 2025. This milestone is a significant event, reflecting on a century of resilience, service and dedication. As part of the celebration, we are thrilled to announce plans to develop a **custom label on a popular beer** to honour the base's history, its personnel, and our vibrant community. We seek to collaborate with an experienced and reputable brewery to create and distribute this commemorative beer, making it a memorable and flavourful tribute for all involved.

### Why Partner with CFB Winnipeg?

- **Community Impact:** CFB Winnipeg is integral to the local and national community, supporting thousands of personnel and families. As a beer partner, your brand will be associated with a deeply respected institution and its dedicated service members.
- **Marketing and Visibility:** The custom beer will be featured at various centennial events throughout 2025, including the centennial mess dinner, Wing events, local gatherings, and sold at our Wing bars. This partnership offers a unique platform to showcase your brand to a diverse and appreciative audience.
- **Heritage Association:** Associating your brand with CFB Winnipeg's centennial positions your company as a supporter of Canadian history and heritage, strengthening community goodwill and brand loyalty.

### Proposed Details for the Custom Labeled Beer

- **Beer Profile:** We envision a beer that represents strength, resilience and a hint of boldness. We propose a balanced and accessible flavour profile, appealing to a wide range of beer enthusiasts, with a nod to traditional Canadian brewing.
- **Packaging:** The beer label would feature CFB Winnipeg's centennial branding, including the official logo (logo to be decided upon by early winter 2025), a unique name for the beer and historic imagery celebrating CFB Winnipeg. We will work with the successful submission to collaborate on design elements to ensure the art reflects both the brewery's identity and the base's legacy.
- **Volume & Distribution:** We propose an initial quantity of 1,000 litres, available in tall cans by Friday March 28<sup>th</sup>, 2025, with the opportunity to increase production if demand is high. Distribution would be localized to events and gatherings held at CFB Winnipeg, sold at the bars on the Wing and made available at your brewery, if desired.

### Collaboration Opportunities

We are excited to work hand-in-hand with the successful submission's team on:

- **Label Development:** Collaborate to create a unique, memorable label for an existing beer. A QR code (provided to the winning submission) is to be included on the label driving customers to the CFB Winnipeg centennial anniversary page. The webpage would be created by the CFB Winnipeg Centennial Committee. A logo is currently being developed through an open competition

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within the Wing and will be the centerpiece of the label on the can and your label design would incorporate the CFB Winnipeg centennial logo.

- **Exclusive Launch Event:** An exclusive launch for CFB Winnipeg personnel and families, giving your brand direct exposure to the base community and local media.

### Benefits to Your Brand

- **Recognition as a Centennial Partner:** Positioning your brand as a partner in CFB Winnipeg's centennial celebrations.
- **Media Coverage:** Exposure through local media, press releases, and event coverage.
- **Extended Community Reach:** Direct access to the base community and the public attending CFB Winnipeg's centennial events.

### Next Steps

We invite you to submit a proposal that aligns with our requirements while preserving your brand's goals. The CFB Winnipeg Centennial Logo should be announced early Winter 2025. If you are interested in submitting for this proposal, please reach out to the committee via email at [17.Wing.Messes@CFMWS.com](mailto:17.Wing.Messes@CFMWS.com) to request a copy of the logo when it becomes available.

### Submission should include:

- **Technical Bid** – overview of your creative label design, including draft/mock-up design, and beer, outlining how your submission meets our objectives and depicting how your brewery would be a suitable partner for the CFB Winnipeg Centennial.
- **Financial Bid** – outlining cost per unit of submission product – *please note* – financial bid should be a separate document from the technical bid.

Should you have any questions regarding this opportunity, please do not hesitate to contact the team via e-mail at [17.Wing.Messes@CFMWS.com](mailto:17.Wing.Messes@CFMWS.com).

Deadline for original submission is Friday, January 17<sup>th</sup>, 2025. Subsequent date to meet each compliant bidder for bid evaluation, sampling and further discussion on collaboration to be determined through separate correspondence.

Thank you for considering this unique opportunity. We are excited about the possibility of creating a memorable beer together and celebrating CFB Winnipeg's centennial in a way that brings joy to our community.

Sincerely,

Major Daniel Hong  
Chief Instructor  
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