



Request for Proposals (RFP) Community Mascot for Three Rivers, PEI

The Town of Three Rivers is seeking creative and meaningful ideas for a community mascot that reflects our identity, values, and spirit. This mascot will become a symbol of pride and engagement for residents and visitors alike.

What We're Looking For: We invite **Residents of Three Rivers** to submit proposals that include:

1. Character Concept

- Describe the mascot's appearance, personality, and any unique traits.
- Explain how the character connects to Three Rivers' heritage, culture, or natural environment.

2. Mascot Name

- Suggest a name that is memorable, relevant, and easy to pronounce.

3. Supporting Rationale

- Tell us why this character and name represent our community values and image.
- Share any stories, traditions, or local features that inspired your idea.

Evaluation Criteria: Council will review submissions based on:

- **Community Representation:** Does it reflect Three Rivers' identity and values?
- **Creativity:** Is the concept original and engaging?
- **Connection to Place:** Does it highlight local history, nature, or culture?
- **Ease of Use:** Is the name and design practical for future branding and events?

Council will select one winning concept. A professional mascot design will be developed based on the chosen idea. The winner will be recognized publicly and invited to participate in a mascot launch event at a time to be determined.

Submission Details

- **Format:** Written proposal (max 2 pages). Images or sketches are welcome, but optional.
- **Deadline:** January 31, 2026
- **How to Submit:** Email your full proposal to dmacdonald@threeriverspei.com or drop it off at the Montague Town Office at 172 Fraser Street, Montague. Don't forget to include your name, address, and phone number. If you have any questions, please contact Dorothy MacDonald at 902-838-2528.

Let's create a mascot that truly represents Three Rivers!
We look forward to your ideas.