

October 5, 2020

Report To: Mayor and Council

From: Aaron Bisson, Manager of Recreation and Culture

RE: Naming rights for the Memorial Sports Centre

A letter was received from Wade Friesen of The Sleepy Owl asking about the potential of a naming rights agreement for the Memorial Sports Centre and if this had ever been considered.

There are many examples of companies attaching their names to arenas and complexes within large centers and professional level sports facilities, there are not a lot of comparable agreements when it comes to smaller communities and venues. I believe that if done properly the opportunity to secure naming rights for the Memorial Sports Centre could be a benefit for both the Town and for the prospective Business/Company.

At the Memorial Sports Centre we have several options available for advertising, the costs range from just over \$100.00 for a pennant in the pool area to just under \$1,200.00 for advertising on the side of the Zamboni for a season. This request is a substantially larger opportunity for an organization to have their name associated with one of the marquee buildings in our Town. There would be substantial recognition for the business/company that secured this right. As far as cost per year for this type of opportunity to make sense for the Town to go through the process it would have to be between \$12,000 - \$24,000 per year. This range is ten to twenty times the cost of advertising on the side of a Zamboni, and having your name associated with the building and all the advertising and brand recognition that goes with it suggests that this range is reasonable. I have spoken with a perspective business owner and it was indicated that such an arrangement with terms outlined in this letter would be something they would consider investing in.

If the Town wanted to pursue this option, it should consider doing a long-term commitment of a minimum of 10 years. The reason for having longer term commitments is because we would not want the name of the building to be constantly changing. There will be costs involved in having signage/logos/advertising etc. changed so this would need to be taken into consideration.

A request for proposal process would need to be followed asking interested parties to submit their proposals and then a detailed evaluation tool would need to be developed to ensure that the appropriate submission was selected.

Recommendation

The Community Services Executive Committee recommends to Mayor and Council to receive the letter with thanks.

Respectfully Submitted,

Aaron Bisson

Aaron Bisson
Manager of Recreation and Culture

<p>Council approval of this report will agree to the recommendation of the Community Services Executive Committee to receive the letter with thanks.</p>

September 1st 2020

Lisa Slomke,

This letter is directed to town council in regards to a "naming rights agreement" for the Sportsplex.

I wanted to inquire about two things:

1. Has the town ever considered doing an agreement like this with a business or an organization, or has anyone ever inquired about this before?
2. If the Town was interested in doing a "naming rights agreement" with a company, what is the consideration amount per year they would request for a:

a) 5 year term?

b) 10 year term?

This agreement would include, but not necessarily limited to:

-Interior/exterior signage change on physical building

-Change of name on Google Maps, etc

-Change of name on any marketing/promotional material related to building (radio ads, print ads, etc)

As you know, lots of businesses have an annual branding/marketing budget and I was just curious to see if it would make sense to spend those dollars locally within the community for a win/win scenario.

If anyone from town council or the appropriate operational division would like to discuss this further

I am free anytime. Thanks.



Wade Friesen

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THE
**Sleepy
Owl**
DOWNTOWN