

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
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