

Priorities Committee Meeting_Nov22_2022**STRATEGIC INITIATIVE AND UPDATE**

Recreation, Parks and Culture Sponsorship Program**Report Purpose**

To provide Priorities Committee with an update on the Sponsorship Program for Recreation, Parks and Culture assets and market potential.

Our Prioritized Strategic Goals

Goal 4 - Municipal Excellence

Goal 4 Priority - Relationships with all levels of government and key stakeholders that are strategic, purposeful and productive

Report

Sponsorship is market driven and the focus is on connecting business to the community to enhance service delivery.

Sponsorship categories

Department sponsorships support several service delivery areas through added-value services while leveraging assets from a variety of services and spaces in three areas:

1. **Assets and spaces within a facility**
Naming rights for indoor recreation and culture facility amenities and park playgrounds, spray parks and trails
2. **Events and programs**
Festivals and events, community capacity building, Everybody Gets to Play including the Recreation Access Program, free PlayDays, recreational swims/skates
3. **Project-based**
Such as community tree plantings or Special Olympics Ambassador Program

Naming rights

The focus is on naming rights of assets and spaces within a facility or park rather than overall facility naming rights. Most agreements are on a contractual, five-year term ranging from \$4,500 to \$20,000 annually, depending on the asset/space. Payments are structured throughout the duration of the agreement as opposed to a one-time payment. Strathcona County does not have a stand-alone process or policy related to sponsorship naming rights of a facility, but there are auxiliary policies and processes which can be referenced as follows:

- PUB-001-014 Public Sponsorship Policy - specific to how the County can sponsor outwards versus receive sponsorship (see Enclosure 2); and
- Naming of Development Areas, Roads, Parks and Public Facilities Policy – a Planning and Development Service policy for naming of development areas, roads, parks, and public facilities, and Commemorative Naming Registry (see Enclosure 3).

Growth in overall major sponsorships (\$10-20K annual category):

- Increased from nine major sponsorship agreements in 2015 to 13 in 2022. These sponsorships typically include in-person activation opportunities to support major sponsors connecting directly with their targeted audience. Everybody Gets to Play program support is linked to every sponsorship agreement.
- There are currently over 25 activations per year.

Priorities Committee Meeting_Nov22_2022

- Sponsorship involvement with over 75 businesses that provide cash and/or gift in kind that directly offsets expenses required for hosting an activity/event.

Other Impacts

Policy: PUB-001-014 Public Sponsorship Policy - specific to how the County can sponsor outwards versus receive sponsorship (Enclosure 2);

Naming of Development Areas, Roads, Parks and Public Facilities Policy - policy for naming of development areas, roads, parks, and public facilities; and

Commemorative Names Registry (Enclosure 3)

Financial/Budget: Pre-pandemic sponsorship funding averaged approximately \$400,000 per year. Forecasting \$360,000 for 2022.

Legislative/Legal: n/a

Interdepartmental: Legal and Legislative Services, Economic, Development and Tourism

Master Plan/Framework: n/a

Enclosures

- 1 Recreation, Parks and Culture Sponsorship Program Overview presentation
- 2 PUB-001-014 Public Sponsorship Policy
- 3 Naming of Development Areas, Roads, Parks and Public Facilities Policy