

Recreation, Parks and Culture **Sponsorship Program**

**Priorities Committee
November 22, 2022**

Sponsorship program overview

1. Assets and spaces within a facility

Indoor recreation and culture facility amenities and park playgrounds, spray decks and trails

2. Project-based

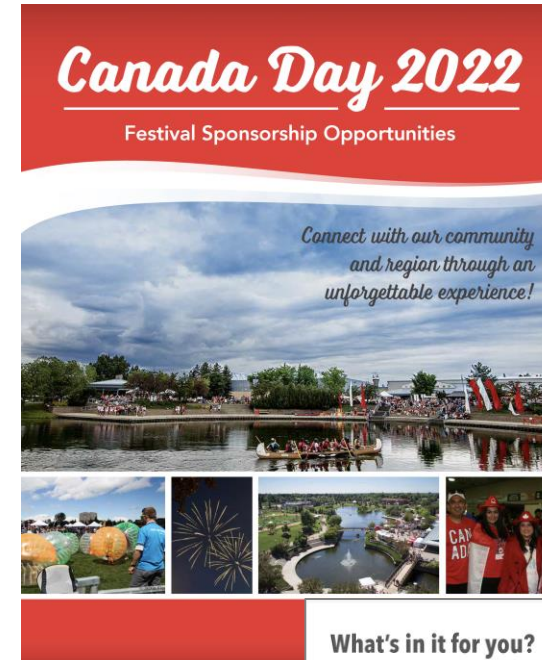
Such as community tree plantings or Special Olympics Ambassador Program



Sponsorship program overview

3. Events and programs

- Festivals and events such as Canada Day, Celebration of Lights, New Year's Eve
- Programs such as Festival Place performance series, registered and drop-in programs)
- Everybody Gets to Play including the Recreation Access Program, free PlayDays, recreational swims/skates
- Community capacity building



Sponsorship and naming rights

MARKET VALUE

- Determine market value – value of being connected to the community
- Strathcona County naming rights agreements range in value from \$5k to \$25K per year over 5 – 10 years for indoor and outdoor recreation and culture amenities and spaces



Sponsorship and naming rights

NEW CAPITAL PROJECTS

- Research market potential for new major capital projects such as The Pointe that will include Agricultural industry partners and agri-tourism
- Build relationships in the agriculture industry
- Develop a benefits package to support sponsor priorities targeting sponsorship and naming rights opportunities including site amenities, programs and events



Sponsorship and naming rights

CONSIDERATIONS

- Benefits
 - Builds social capital in the community
 - Provides added value services/offsets costs
- Challenges
 - Risks with aligning with corporate partner brands
 - Misunderstanding of facility and purpose
 - Brand confusion if renamed
- Reasonable expectations
 - Many partners do not fund capital
 - Focused on actively engaging with community



Regional Market Trends

- Post-restricted environment focused on return to on-site activations to directly engage with audience
- Inflation impacts
- Case studies: City of Edmonton seeking 7–10-year naming and sponsor agreements

Valuation trends in the region:

- Few examples of naming rights of recreation facilities: estimated \$100–150K per year over 10 years for a Millennium Place style facility
- Internal facility spaces range from \$10–\$25K per year depending on value of space such as size, usage, audience

Strathcona County | Recreation, Parks and Culture

SPONSORSHIP OPPORTUNITIES



Connect with our community through partnerships with:

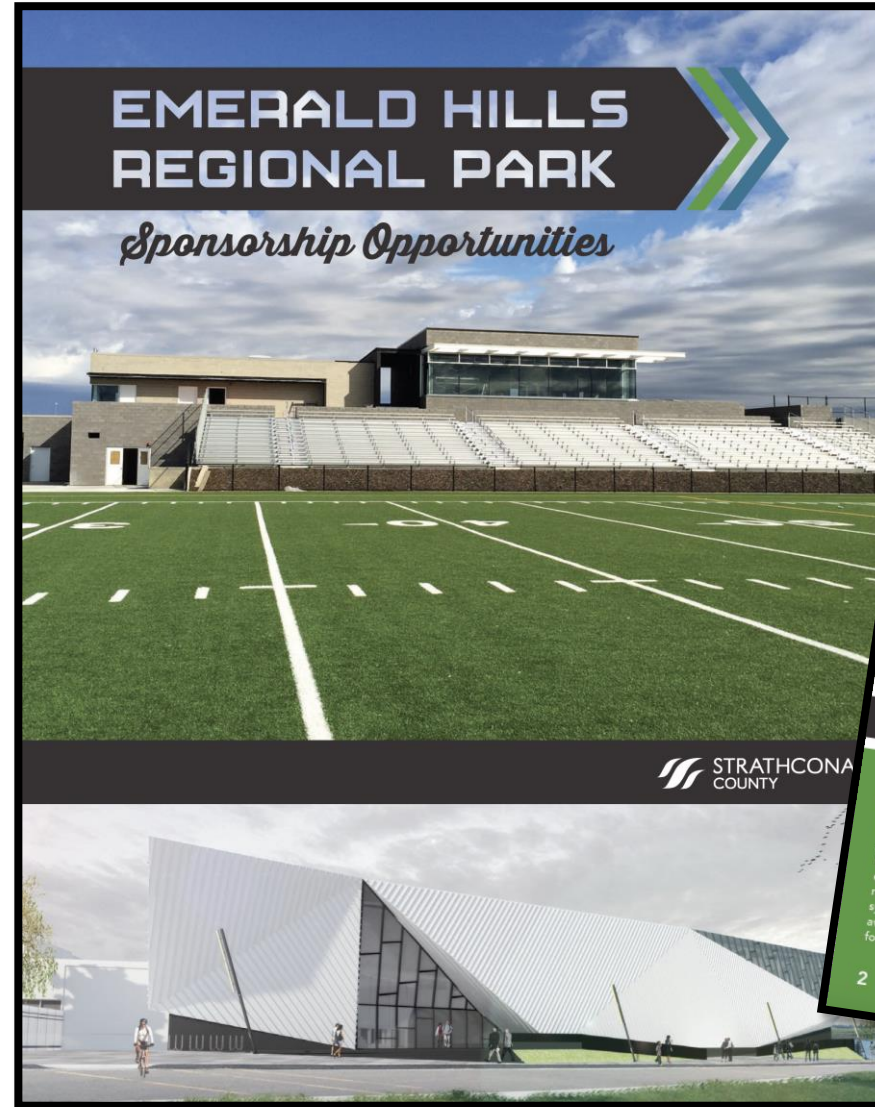
- recreation, parks and culture spaces
- festivals and events
- community programs

 STRATHCONA COUNTY

Facility naming rights

APPROACH

- Authenticity and transparency
- Benefits of an Expression of Interest (EOI) versus Request for Proposal (RFP)
- For new capital, incorporate infrastructure to support sponsor recognition
- Facility amenity naming rights in relation to overall facility naming



Questions

strathcona.ca/sponsorship-advertising

