

# Town of Whitby

## Staff Report

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### Report Title: CUPE 53 Whitby Naming Rights Sponsorship of Arena 5 at Iroquois Park Sports Centre

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**Report to:** Committee of the Whole

**Date of meeting:** April 3, 2023

**Report Number:** CAO 10-23

**Department(s) Responsible:**

Office of the Chief Administrative Officer

**Submitted by:**

Sarah Klein, Director, Strategic Initiatives

**Acknowledged by M. Gaskell, Chief Administrative Officer**

**For additional information, contact:**

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### 1. Recommendation:

1. That Council approve entering into a second one (1) year sponsorship agreement effective May 1, 2023 with CUPE 53 Whitby for a Naming Rights Sponsorship at Iroquois Park Sports Centre (IPSC), including keeping Arena 5 as "CUPE 53 Whitby Arena 5", based on the sponsorship package and other terms and conditions identified in Report CAO 10-23.

### 2. Highlights:

- The Advertising and Sponsorship Division of Economic Development actively solicits the community for sponsorship participation in Town recreational facilities. Top-level sponsorship packages include 'Naming Rights' to certain facilities, subject to Council approval.

- The purpose of this report is to seek Council's approval to continue with the proposed Naming Rights Sponsorship by CUPE 53 for Arena 5 at Iroquois Park Sports Centre (IPSC) for a one (1) year term.
- The sponsorship of Arena 5 at IPSC has been occupied by CUPE 53 Whitby since May 1, 2022.
- Subject to Council's approval, IPSC Arena 5 would remain "CUPE 53 Whitby Arena 5" for the term of the sponsorship. The total revenue that would accrue to the municipality over the term of the sponsorship would be \$15,000 + HST.
- The proposed name, "CUPE 53 Whitby Arena 5", would continue to be used in Town of Whitby publications, promotional materials, rental permits, and the website as appropriate.
- CUPE 53 Whitby is responsible for the production and installation costs associated with any updates to the sponsorship materials. This is standard practice with the Town's sponsorship program. Along with the naming rights, a suite of signage and other marketing benefits form part of the naming rights sponsorship package.

### 3. Background:

Currently named "CUPE 53 Whitby", Arena 5 will be vacant beginning May 1, 2023 if it is not renewed for one (1) more year.

Under the Municipal Property and Facility Naming Policy (Policy MS 250), staff are required to report to Council for approval of corporate naming rights to Town property or property features.

Advertising and Sponsorship, part of the Economic Development Division, Strategic Initiatives, is responsible for sponsorship sales initiatives, which include naming rights (title) to certain Town property features. This program began in 2000 at IPSC and expanded to include the Civic Recreation Complex in 2003, McKinney Centre in 2024, the new Port Whitby Marina (PWM) Clubhouse banquet room and the McKinney Youth Drop-in Centre in 2005, and the new Brooklin Community Centre and Library in 2010.

In February 2009, Council approved the naming of Scotiabank Arena 1 at IPSC, which remains active until 2024. The balance of the arenas at IPSC currently have the following naming rights sponsorships: Whitby Orthodontics Arena 2, Owasco Arena 3, Okanagan Arena 4 and Booster Juice Arena 6. CUPE 53 Whitby, Arena 5 will become available on May 1, 2023, if it is not renewed.

### 4. Discussion:

CUPE 53 Whitby represents over 500 full-time and part-time Town of Whitby employees. Town of Whitby staff represented by CUPE 53 Whitby serve valuable occupations throughout our municipality and specifically within our facilities as clerks, janitorial staff, lifeguards, gardeners, labourers, program coordinators, and many other professions ensuring that the facilities are welcoming, fun, and safe for the community to enjoy. CUPE 53 Whitby annually supports many charitable organizations, mainly focusing on local charities and groups within our community,

including Feed the Need Durham, the Bethesda House, the Denise House, and the Whitby Toy Drives.

The proposed fee for the sponsorship package reflects current market conditions and is in line with the sponsorship range of fees currently available and sold within IPSC. The proposed CUPE 53 Whitby naming rights sponsorship package is the same as the current package, which includes the following components at IPSC:

**Arena 5 Corporate Branding:**

- Two (2) 7' x 7' full-door graphics wrapped on each set of double arena entrance doors;
- One (1) illuminated logo above each set of entrance doors;
- One (1) 8' x 16' backlit sign in featured position under score clock;
- One (1) 4' x 12' backlit sign behind visitors' bench wall;
- Full graphics wrap on IPSC Zamboni;
- One (1) 30" x 192" double-size, premium placement rink board sign;
- One (1) Center Ice 35' x 20' in-ice logo;
- Two (2) Neutral Zone Logos 15' x 2' in-ice logos; and
- Four (4) 11" x 17" dressing room door signs.

\*Note: CUPE has the option to choose as few or as many branded items from this list. Production costs are additional and are covered by the sponsor. Additional Exposure and Benefits:

- Host one (1) free public community skate (open to the first 250 participants) per year, promoted on the Town's corporate channels;
- Five (5) CUPE Rink board signs. One in each of the remaining rinks at IPSC;
- Two (2) CUPE Rink board signs (if available). One in each of the two hockey rinks at McKinney Centre;
- One (1) complimentary, 20-second digital ad displayed on IPSC lobby TVs;
- CUPE logo and sponsorship recognition on Town of Whitby website; and
- Promotion on the Town's social media platforms. i.e., Promotion of free public skate.

The sponsorship package summarized would be incorporated into the Town's standard Sponsorship Agreement and follow all guidelines and requirements outlined in the Paid Advertising and Sponsorship Policy MS 390.

**5. Financial Considerations:**

The total revenue over the one (1) year sponsorship term would be \$15,000 + HST. The client is responsible for the cost of the design, production and installation of the sponsorship signage and materials.

Net revenue generated by the Advertising and Sponsorship program directly benefits the public by reducing the net cost of providing municipal services at Town facilities and, therefore, the overall property tax burden.

**6. Communication and Public Engagement:**

The Advertising and Sponsorship Division will engage the Communication and Creative Services Division to incorporate appropriate sponsorship opportunities, i.e., free skate, communications, and social calendar.

**7. Input from Departments/Sources:**

This report has been reviewed by internal departments, including Community Services, the Communications and Creative Services Division, and Finance.

**8. Strategic Priorities:**

This initiative is consistent with the Town's Corporate Strategic Plan (CSP) objectives and takes accessibility standards into account when determining locations of advertising and sponsorship materials.

**9. Attachments:**

Not Applicable