

Town of Whitby

Staff Report

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Report Title: Booster Juice Inc. Naming Rights Sponsorship of McKinney Centre Youth Rooms

Report to: Committee of the Whole

Date of meeting: May 1, 2023

Report Number: CAO 13-23

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:

Paul Pirri, Senior Manager, Economic Development, pirrip@whitby.ca

Heather Ellis, Acting Advertising and Sponsorship Sales Manager, ellish@whitby.ca

1. Recommendation:

1. That Council approve entering into another three (3) year sponsorship agreement, effective May 16, 2023, with Booster Juice Inc. for the Youth Room Naming Rights at McKinney Centre, named "McKinney Centre Youth Room Fueled by Booster Juice" based on the sponsorship package and other terms and conditions identified in Report CAO 13-23.

2. Highlights:

- The Advertising and Sponsorship section of Economic Development actively solicits the community for sponsorship participation in Town recreational facilities. Top-level sponsorship packages include the "Naming Rights" to certain facilities, subject to Council approval.
- The purpose of this report is to seek Council's approval to secure the proposed Naming Rights Sponsorship by Booster Juice Inc. for the Youth Room located at McKinney Centre for another three (3) year term.

- Subject to Council's approval, the Youth Room at McKinney Centre would be called "McKinney Centre Youth Room Fueled by Booster Juice" for the term of the sponsorship. The total revenue that would be accrued by the municipality over the term of the sponsorship would be \$30,000 + HST.
- The proposed name, "McKinney Centre Youth Room Fueled by Booster Juice" would be used in Town of Whitby publications, promotional materials, rental permits, and the website as appropriate.
- Booster Juice Inc. would be responsible for the production and installation costs associated with the sponsorship package. 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:

The sponsorship of the Youth Room at McKinney Centre has been occupied by Booster Juice Inc. since April 16, 2018. The original contract was set to expire on April 16, 2021. Due to the COVID-19 pandemic, the contract was extended to April 16, 2023. Booster Juice Inc. has indicated they wish to proceed with another naming rights package at McKinney Centre for another three (3) year term.

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, now part of the Economic Development Section of the Strategic Initiatives Division, has undertaken sponsorship sales initiatives, which include naming rights to certain Town property features starting in the year 2000. The program expanded to include the Civic Recreation Complex in 2003, McKinney Centre in 2004, the new Port Whitby Marina (PWM) Clubhouse banquet room, the McKinney Youth Drop-in Centre in 2005, and the new Brooklin Community Centre and Library in 2010.

In September 2018, Council approved the naming Rights of Arena 1 at McKinney Centre as "Bollocks Arena" which remains active until August 31, 2023. The remaining arenas at McKinney Centre currently have the following naming rights sponsorships: "Thermo Fisher Scientific Arena" and "Whitby Toyota Arena".

4. Discussion:

Booster Juice Inc. is a Canadian chain of juice and smoothie bars founded in 1999. The chain specializes in smoothies made of pure juice, fruit sorbet, or vanilla frozen yogurt, frozen fruit, fresh yogurt, and ice.

From day one, Booster Juice Inc. has been committed to providing customers with food they can feel good about. As a leader in healthy alternatives in the quick-serve industry, Booster Juice is consistently looking for new and innovative health

products to add to its menu. Today, Booster Juice has expanded to almost 400 locations around the world, bringing smoothies, fresh-squeezed juices, and delicious hot food items to active customers on the go. Booster Juice has a mission to create long-standing customer relationships by consistently delivering an incredibly delicious, convenient, and nutritious product, perfectly suited for an active lifestyle.

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 McKinney Centre.

The proposed Booster Juice Youth Room naming rights sponsorship package would include the following components at McKinney Centre:

Corporate Branding Opportunities at McKinney Centre:

Lobby	Wall wrap sign leading up to the McKinney Youth Room
Youth Room	One (1) 5' x 8' wall wrap inside the Youth Room
Wall Graphic	Wall graphic leading up to McKinney Centre Youth Room
Entrance - Door Wrap	One (1) door wrap on the Youth Room entrance doors
Backlit Sign	One (1) 4' x 6' backlit sign at McKinney in the best available space
Rink board Sign	One (1) 30" x 96" Rink board sign in McKinney Arenas 1 and 2
Stairs Feature	Full riser graphic on the main staircase leading to the second floor at McKinney Centre

*Booster Juice can pick as few or as many branding items as they wish.

Additional Facility Exposure and Benefits:

TV Ad in Lobby	One (1) complimentary, 20-second commercial on Digital TV in the main lobby. One month free per quarter.
Meeting Rooms	One (1) hour of meeting room space, three times annually at McKinney Centre
Ice-Time	One (1) hour of ice time to be used for free public skate
Lobby Rights	Six (6) times annually: Set up and staff a display or exhibit in the lobby during special events to promote programs or services, support new initiatives, interact with the community, conduct surveys, etc.
Lobby Kiosk	Ability to display pull-up banner in the lobby
Exclusivity	Exclusivity within the Youth Room

Community Engagement Initiatives:

Job Fair Use meeting room space to host a job fair at McKinney Centre

Free Public Skate One (1) Free Public Skate at McKinney Centre

5. Financial Considerations:

The total revenue over the three (3) year sponsorship term would be \$30,000 + HST. Year One (1); \$10,000 + HST, Year Two (2) \$10,000 + HST and Year Three (3) \$10,000 + 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 section 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, Communications and Creative Services, and Financial Services.

8. Strategic Priorities:

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

9. Attachments:

Not Applicable