



City of  
**Peterborough**

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**To:** Members of the Arenas Parks and Recreation Advisory Committee

**From:** Rob Anderson, Recreation Division Coordinator

**Meeting Date:** January 21, 2020

**Subject:** Report APRAC20-002  
Sport Field Naming Rights and Sponsorship

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## **Purpose**

A report to inform of potential opportunities for naming rights, advertising and sponsorships at City-owned sport fields, through a presentation by the City's Corporate Sponsorship Coordinator.

## **Recommendations**

That the Arenas Parks and Recreation Advisory Committee approve the recommendations outlined in Report APRAC20-002 dated January 21, 2020, of the Recreation Division Coordinator, as follows:

- a) That a presentation by the City's Corporate Sponsorship Coordinator on naming rights, advertising and sponsorships at City-owned sport fields be received; and
- b) That Staff be encouraged to investigate naming rights, advertising and sponsorship opportunities for City-owned sport fields, and report back to the Arenas Parks and Recreation Advisory Committee at a future date.

## **Budget and Financial Implications**

There are no immediate budgetary or financial implications associated with the recommendation in this report. In the long term, the intent is to generate non-tax revenue through naming rights, advertising and sponsorship.

## Background

The City has a Corporate Policy for Sponsorship, Naming Rights and Advertising (Policy # 0036). The purpose, goals and objectives of the Policy includes generating non-tax revenue by working with community and corporate partners to provide an avenue to promote their company's brand or service, by reaching out to audiences that utilize City services.

On January 21, 2020, the City's Corporate Sponsorship Coordinator will make a presentation to the Arenas Parks and Recreation Advisory Committee (APRAC) providing an overview of possible naming rights, sponsorship and advertising opportunities at City-owned sport fields.

As per Section 9.1.7. of Corporate Policy # 0036, in addition to designated approvals by Council or Staff, approval for awards for naming right opportunities will also be sought from any Local Board or Committee such as APRAC, for assets, or portions of assets that are within their responsibility, before the final award approval is requested.

Staff is requesting APRAC's endorsement to continue to investigate such opportunities and to report back to APRAC at a future date.

Submitted by,

Rob Anderson  
Recreation Division Coordinator

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