



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:** **September 20, 2016**

**Subject:** **Report APRAC16-027  
Corporate Sponsorship Opportunities**

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## **Purpose**

A report to inform of corporate sponsorship opportunities, through a presentation by the City's Corporate Sponsorship Coordinator.

## **Recommendation**

That the Arenas Parks and Recreation Advisory Committee approve the recommendation outlined in Report APRAC16-027 dated September 20, 2016, of the Recreation Division Coordinator, as follows:

That a presentation on corporate sponsorship opportunities by the City's Corporate Sponsorship Coordinator be received.

## **Budget and Financial Implications**

There is no budget or financial implication resulting from the approval of the recommendations of this report.

## Background

The City has recently hired a Corporate Sponsorship Coordinator. This position will lead the process of generating additional non-tax revenues through partnerships, sponsorships, and advertising at City owned facilities, on City owned assets, and through the City's various publications.

The Corporate Sponsorship Coordinator, Scott Elliott will attend the Arenas Parks and Recreation Advisory Committee meeting on September 20, 2016, to make a presentation that speaks to his role in the Corporation, and corporate sponsorship opportunities.

Submitted by,

Rob Anderson  
Recreation Division Coordinator

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