

Finance & Corporate Services Committee Sponsorship

PRESENTED BY

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Invest Barrie

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Criteria

1. Company Information
2. Relevant experience marketing and activating sponsorship contracts
3. Identify the prime sales lead and all key team members
4. Proponent to describe their understanding of the project and how to achieve this via an 18 month work plan
5. Proponent to provide a description of their ability to market and broker sponsorship agreements
6. Describe how legal and sponsorship contracts will be developed and executed
7. Proponent must be able to negotiate sponsorship and naming rights contracts consistent with the City Sponsorship and Naming Rights Policy

Recommended Assets

- **Holly Recreation Centre** (Main Building, Arena A, Arena B, Fitness Centre, Aquatic Centre, Multi-Purpose Room, Youth Centre)
- **Southshore Centre** (Main Building)
- **Lampman Lane** (Splashpad)
- **Dog Off-Leash Recreation Area** (adjacent to the Barrie Molson Centre)
- **Skateboard Park** (Queen's Park)
- **Public Swims & Public Skates** (at any City Recreation Centre)
- **Events** (Presenting Sponsor-Celebrate Barrie, Presenting Sponsor-Winterfest)

Mady Centre

- An RFI for the naming right to the Mady Centre was posted to biddingo between February 1st and February 22nd
- The opportunity was advertised through a news release, website and the newspaper
- 2 businesses responded

Recommended Next Step

- Recommendation is to move forward with a non-standard procurement process for the naming rights of the Mady Centre
- Staff to negotiate with the 2 respondents of the RFI (and any other potential leads)
- Staff to report back to committee on negotiations and a recommended sponsor
- If no agreement can be made-Mady Centre to be added to the Sponsorship Pilot Program