

STAFF REPORT: Administration



**REPORT TO: Finance and Administration
Committee**
MEETING DATE: January 30, 2012
REPORT NO.: CEDC.12.2
SUBJECT: Corporate Sponsorship Program
**PREPARED BY: Lisa Kidd, Communications and
Economic Development Coordinator**

A. Recommendation

THAT Council receive Report CEDC.12.2 “Corporate Sponsorship Program” for information purposes; and

THAT Council direct Staff to prepare a future report to Council with respect to a draft Corporate Sponsorship Program and Policy for consideration by Council.

B. Background

The Senior Management Team of the Town of The Blue Mountains has discussed the feasibility of a corporate sponsorship program as a means to generate revenue for the Town, while providing advertising opportunities to companies and organizations.

Successful corporate sponsorship programs include opportunities for companies to purchase naming rights (e.g. exclusive naming rights of a facility, property), creative advertising (e.g. rink boards, tee blocks), special event sponsorship (e.g. volunteer recognition events) and community program partnerships (e.g. Beaver River Clean-up).

Several towns and cities in Ontario operate similar and successful corporate sponsorship programs, including the City of Oshawa, the City of Kingston and the City of Ottawa. Other smaller municipalities may operate sponsorship programs of which Town Staff is not currently aware.

A corporate sponsorship program can help our corporate partners achieve their advertising goals while providing opportunities for them to reinforce their image as responsible corporate citizens.

At the same time, a corporate sponsorship program can create a revenue stream for the Town.

Staff would prefer to ensure that Council is supportive of the notion of a corporate sponsorship program prior to investing considerable time researching and

drafting a policy and program for Council's consideration. Hence, Staff bring this preliminary report forward for Council determination.

D. Environmental Impacts

None.

E. Financial Impact

Staff time to undertake research and develop a draft policy and program.

F. In Consultation With

This staff report was prepared in consultation with Chief Administrative Officer, Troy Speck and Director of Recreation, Shawn Everitt.

G. Attached

None.

Respectfully submitted,

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