



**Subject: Sponsorship and Partnership Program**

**To: Council**

**From: Corporate Services Department**

Report Number: 2022-51

Meeting Date: March 8, 2022

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**Recommendation:**

That Corporate Services Department Report 2022-51 be received;

That the PORTicipate Package sponsorship and partnership rates outlined in Appendix A to Corporate Services Department Report 2022-51 be approved;

That the amendments made to Schedule E of the User Fees and Charges By-law 6949/95/21 as outlined in Appendix A to Corporate Services Department Report 2022-51 be approved; and

That the updated Schedule E of the User Fees and Charges By-law be included in a future amendment to By-law 6949/95/21.

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**Purpose:**

The purpose of this report is to update Council on the transition of the Canal Days sponsorship program to the new PORTicipate sponsorship package and to seek Council's approval of the sponsorship and partnership rates.

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**Background:**

In past years the Canal Days Marine Heritage Festival (Canal Days) sponsorship program has been managed both by City staff and third-party contractors under the former Community and Economic Development Department. The reorganization of this department last year has led to management of Canal Days and other City events moving to the Recreation Division of Corporate Services.

Previously, Canal Days sponsorship and other City sponsorship opportunities (i.e., ice logos and advertising at the Vale Health & Wellness Centre [VHWC]) were managed

under separate programs by different staff members. The new PORTicipate Package will combine the Canal Days sponsorship opportunities with other opportunities available throughout the City.

Council may identify the opportunity for other sponsorship and partnership opportunities. This report does not preclude those from being included in this package in the future or entertained and pursued immediately. Rather, this report acts as a starting point for the development of a consolidated and comprehensive sponsorship and partnership program.

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## **Discussion:**

The proposed PORTicipate Package can be viewed in Appendix A. As identified, it is intended to bring Canal Days and VHWC sponsorships and partnership opportunities together under one package for ease and simplicity. Many of the changes made were done to bring added value to City sponsors and partners.

### ***Canal Days***

The Canal Days sponsorship and partnership package has, for the most part, remained consistent in structure year over year. The package included in Appendix A was reviewed and approved by the Canal Days committee. Some changes were made to the number of tickets at various events, access to booth space and event signage. The levels and amounts remained the same. To enhance the value proposition for sponsors and partners, activation events at the VHWC were included along with exposure at various City facilities.

### ***VHWC***

As noted in Appendix A, certain activities at the VHWC are built into the Canal Days sponsorship and partnership levels. One of these areas is the 50% discount on ice logos that is designed as a package incentive to encourage cross sponsorship and partnership activities. At the same time, Staff have reviewed sponsorship pricing for ice logos at other municipalities and recommend a 50% increase to the 2021 ice logo fees as outlined in Schedule E of Appendix A. If this report is approved, the updated Schedule E of the Fees and Charges By-law, as noted in the recommendation, will be included in a future amendment to By-law 6949/95/21.

To facilitate the combining of these activities it is recommended VHWC sponsorship and partnership activities run annually from August to August. This timing coincides to when the City traditionally installs the second ice surface after the spring/summer period.

### ***Additional Notes***

Staff identify that Vale Canada Limited continue to be an exceptional partner of the City as noted through their recent Community Fund donation, which was budgeted in the

2022 Capital budget to support several community improvement initiatives. However, the company may choose not to retain the naming rights to the VHWC. Staff will be investigating other naming right opportunities for the Centre and will update Council accordingly.

### ***Communication Plan***

Staff in the Communication Department are currently working on a document for the PORTicipate Package that can be shared with sponsors and partners. This document will include a letter communication from the Mayor, CAO, information on the activities of the City and information on how to get involved through sponsorship and partnerships.

Sharing the sponsorship and partnership opportunities with potential sponsors and partners is a task shared by the Events & Volunteer Coordinator and the Corporate Leadership Team.

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### **Internal Consultations:**

Recreation staff have presented the 'PORTicipate Package' to the Corporate Leadership Team and the Canal Days Advisory Committee. Feedback and endorsement was received.

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### **Financial Implications:**

Sponsorship is a significant source of revenue for Canal Days. Recreation staff are optimistic that the added value in the new 'PORTicipate Package' will result in an overall increase in sponsorship revenues.

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### **Strategic Plan Alignment:**

The initiative contained within this report supports the following pillar(s) of the strategic plan:

- Attracting Business Investment and Tourists to Port Colborne
  - City-Wide Investments in Infrastructure and Recreational/Cultural Spaces
  - Value: Financial Management to Achieve Financial Sustainability
  - Governance: Communications, Engagement, and Decision-Making
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**Conclusion:**

In conclusion, Staff recommend Council approve the sponsorships and partnership package included in Appendix A.

Staff look forward to continuing to grow these opportunities.

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**Appendices:**

- a. PORTicipate Package Overview

Respectfully submitted,

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**Report Approval:**

All reports reviewed and approved by the Department Director and also the City Treasurer when relevant. Final review and approval by the Chief Administrative Officer.