

## Report 2022-51 Appendix 'A' - PORTicipate Package Overview

<b>Levels</b>	<b>Deckhand \$1,000</b>	<b>Boatswain \$3,000</b>	<b>First Mate \$5,000</b>	<b>Quarter Master \$10,000</b>	<b>Captain \$15,000</b>
<b>Canal Days</b>					
VIP Concert Experience			4	6	8
Empire Sandy Cruise Tickets			4	6	8
West Street/Patio on West Drink & a Bite Vouchers	4	16	24	24	24
Mayors Media Conference	2	4	4	6	8
TV Exposure					Yes
Event Signage (Consolidated Sign at set locations name only)	Name only	Logo	Logo	Logo	Logo
Radio Exposure				Mention	Mention
Social Media & City Website	Name only	Logo	Logo	Yes & Logo	Yes & Web Banner and Logo
Booth Space During Weekend			Yes	Yes	Yes
\$2000 naming option (Canal Days Experiences)		Yes	Yes	Yes	Yes
Reference Program Listing	Name only	Name only	Name Only	Logo	Logo
<b>City Parks, Beaches, Marina, Recreation Facilities</b>					
Waste Receptacles - Consolodated Sponsor List	Name only	Logo	Logo	Large Logo	Large Logo

## Vale Health & Wellness

Wall Sign - Both Rinks (Consolidated List of Sponsors)			Yes	Yes	Yes
Ice Logo Option (50% Discount on first year annual fee)			Yes	Yes	Yes
Community Free Skate		Yes	Yes	Yes	Yes

### Schedule E - Advertising Vale Health & Wellness Centre

**50% proposed increase to ice logo rates:**

Ice Logos	2022 Proposed Fees		
	Year 1	Year 2	Year 3
Rink 1 - Logo #2	\$ 2,218.00	\$ 1,014.00	\$ 1,014.00
Rink 2 - Logo #2	\$ 1,951.00	\$ 804.00	\$ 804.00
Rink 1 & 2 - Logo #2 - 1 yr.	\$ 3,544.00	N/A	N/A
Rink 1&2 - Logo #2 - 3 yr. (15% discount)	\$ 4,170.00	\$ 1,231.00	\$ 1,231.00
Rink 1 Goal Lines - Logo # 6 (two logos)	\$ 2,142.00	\$ 1,764.00	\$ 1,764.00
Rink 2 Goal Lines - Logo #6 (two logos)	\$ 1,836.00	\$ 1,429.00	\$ 1,429.00

**\*\*15\*** discount does not apply for two logos on the same ice surface.

The opportunity to bundle advertising/sponsorship to be negotiated using approved rates.

2022 Approved Fees		
Hockey Dressing Rooms	Each/Yearly	\$ 213.00
Rink 1 - 4x8 Boards	Each/Yearly	\$ 1,275.00
Rink 1 - Press Box Wrap	Each/Yearly	\$ 7,435.00
Rink 1 - Score Clock	Each/Yearly	\$ 2,656.00