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To: ["Direct to Mayor and Council - DL"](#)
Date: 10/27/2023 2:52:51 PM
Subject: Sponsorship and Naming Right Project Update

Dear Mayor and Council,

This email provides you with a brief update about the work staff is undertaking to advance sponsorship, advertising, naming rights and donation revenue generation for the City and the Board of Parks and Recreation (collectively referred to as the SAND Program, which is being undertaken by a joint City and Park Board project team).

- **Council/Park Board direction.** This work is advancing based upon direction provided to staff by each of City Council and the Park Board over the past year to pursue sponsorship, advertising, naming rights and donation revenues.
 - **Council direction, February 28, 2023.** *"THAT Council direct staff to develop strategies to address cost pressures in the multi-year financial plan through new revenue opportunities, process improvements to reduce costs or increase capacity, senior government funding and partnerships that will inform the multi-year property tax increases for Council's consideration as part of future Budget processes."*
 - **Park Board direction, January 16, 2023.** Park Board's "think big" revenue strategy direction.
- **Sponsorships and naming rights.** Staff will be issuing a request for proposals the week of October 30, 2023 for a consultant to provide strategic advisory and broker services concerning sponsorship and naming rights sales.
 - Over the past several months, staff have undertaken key foundational work including an extensive jurisdictional scan, a market sounding, and a review of existing relevant policies. This builds upon a list of potential City sponsorship assets and a sponsorship policy that was approved by City Council, but not implemented.
 - The current consulting engagement will build on this work that has already undertaken, and will deliver the following. As this work progresses, key decisions will be brought to City Council and the Park Board for approval as appropriate.
 1. **Develop a sponsorship and naming rights strategy.** Design a City of Vancouver/Park Board sponsorship and naming rights sales strategy, to include an inventory of sponsorship and naming rights assets/opportunities.
 - a. Identify any recommended changes to the City's and Park Board's relevant policies to support, enable and/or provide parameters for sponsorship and naming rights sales.
 - b. Develop an implementation and resourcing plan for the sponsorship and naming rights sales strategy.
 2. **Identify/action 2024 opportunities.** Identify a small select number of immediate sponsorship and naming rights opportunities, to be implemented in 2024 (to include the Vancouver Aquatic Centre).

3. **Sales broker services.** Lead the implementation of the approved City of Vancouver/Park Board sponsorship and naming rights sales strategy, e.g.,

- a. Assemble sponsorship and naming rights packages
- b. Marketing and communications, supporting collateral materials
- c. Negotiations with potential sponsors

- o Table 1 below shows a sample of potential sponsorship and naming rights opportunities ... this list will be further developed with the support of the consultant, and sales packages will ultimately be approved by Council and the Park Board.
- o It is anticipated that staff will bring recommended policy refinements and strategy options to Council and the Park Board in Q1/Q2-2024, and at these times, more context and details will be provided.

Advertising and donations. The advertising and donations workstreams will advance in parallel with this work.

**TABLE 1. SELECT CITY OF VANCOUVER AND VANCOUVER BOARD OF PARKS AND RECREATION
SPONSORSHIP AND NAMING RIGHTS OPPORTUNITIES, PRELIMINARY LIST**

ASSET CLASS	EXAMPLES
A. City of Vancouver	
Buildings and landscape	<input type="checkbox"/> Vancouver Civic Theatres (e.g., Queen Elizabeth Theatre, The Playhouse), non-market housing buildings, social service centres
Plazas	<input type="checkbox"/> Various locations throughout the city
Movable property	<input type="checkbox"/> Fleet services, trucks, heavy equipment
Events, programs, and awards	<input type="checkbox"/> Remembrance Day, Awards of Excellence, heritage awards, neighbourhood cleanup program, Adopt-A-Block program
Digital assets	<input type="checkbox"/> City website, mobile applications, #vanwifi
Other	<input type="checkbox"/> The City may consider exclusive rights for provision of assets and services on a case-by-case basis
B. Vancouver Board of Parks and Recreation	

Buildings and landscape	<input type="checkbox"/> Community centres, (and/or their components, e.g., pools, arenas & fitness centres, public areas), various park components such as: Concessions (F&B-related firms), field houses; destination attractions and/or their components (VanDusen Botanical Garden, Bloedel Conservatory, Stanley Park Train, etc., marinas).
Movable property	<input type="checkbox"/> Fleet services, trucks, heavy equipment
Events and programs	<input type="checkbox"/> Polar Bear Swim, Festival of Lights, Bright Nights in Stanley Park
Digital assets	<input type="checkbox"/> Mobile applications
Plazas	<input type="checkbox"/> Various locations across park network
Other	<input type="checkbox"/> The VPB may consider exclusive rights for provision of assets and services on a case-by-case basis
C. Out of scope	
Out of scope	<input type="checkbox"/> Any opportunities under the purview of the Vancouver Police Department, Vancouver Fire and Rescue Services and the Vancouver Public Library Board <input type="checkbox"/> Opportunities related to the Vancouver City Hall building <input type="checkbox"/> Street or park naming <input type="checkbox"/> City-owned facilities that are leased to commercial tenants <input type="checkbox"/> Assets that are in the City's public realm (on streets and sidewalks) under the existing or any future street furniture contract

Thanks,

Karen

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of

the xʷməθkʷəγəm/Musqueam, Skwxwú7mesh/Squamish and səliwətaʔ/Tsleil-Waututh nations