

Attachment 4 – 2023 City Assets with Sponsorship and Naming Rights

2023 City Assets with Sponsorship/ Naming Rights			
COMMUNITY SERVICES: \$534,488			
RECREATION	PARKS	PERFORMING ARTS	COMMUNITY SAFETY OFFICE
Bunny EGGscitement National Youth Week Spring Fest /Seniors Month Movies Under the Stars Tough Run Oktoberfest Fright Nights Free Swims & Skates Free Drop-in Basketball/Badminton Winter Wonderland Accessibility Programming Active Assist Program Youth Hub Programming Peel Village Golf	Backyard Garden Program Residential Tree Program Community Clean-Ups Community Tree Plantings Pollinator Week Etobicoke Creek Trail	Brampton on Stage - Season Heartbeats Garden Square Summer Series	Auto-Theft RFID pilot
		Naming Rights	
		Save Max Sports Centre Coke Canada Bottling Gymnasium (Gore Meadows) Great Gulf Cricket Pitch at Teramoto Park Kwality Sweets Cricket Pitch at Andrew McCandless Park	
CORPORATE SUPPORT SERVICES: \$282,925			
CORPORATE EVENTS	TOURISM		
Canada Day Winter Lights Festival New Years Eve Diwali Pride Garba Lunar New Year Black History Month International Women's Day Eid Backyard Rink Contest	Farmers' Market		
OFFICE OF THE CAO: \$59,457			
ECONOMIC DEVELOPMENT			
Collision Event BEC - Entrepreneurs Connect Series BEC - Meeting Pod/Phone Booth			
FIRE & EMERGENCY SERVICES: \$35,000			
FIRE & EMERGENCY SERVICES			
Fire Prevention Week Carbon Monoxide Awareness Week Emergency Preparedness Week			
BUILDING PLANNING & GROWTH MANAGEMENT: \$8,000			
ENVIRONMENTAL PLANNING	TRANSPORTATION PLANNING		
Earth Day	Bike to Work Day (in-kind)		
TRANSIT: \$3,500 (+in-kind)			
TRANSIT			
Newcomer Bus Tour Customer Appreciation Week (in-kind)			