



Report
Staff Report
 The Corporation of the City of Brampton
 3/19/2025

Date: 2020-02-21

Subject: **2024 Annual Sponsorship Report**

Contact: Tara Hunter, Manager Sponsorship and Corporate Development,
 Strategic Communications, Tourism and Events

Report number: Corporate Support Services-2025-222

RECOMMENDATIONS:

1. That the report from Tara Hunter, Manager Sponsorship and Corporate Development, Strategic Communications, Tourism and Events to the Committee of Council Meeting of March 19, 2025, re: **2024 Annual Sponsorship Report**, be received.

OVERVIEW:

- **The Annual Sponsorship report outlines the 2024 results of the Sponsorship & Naming Rights and Third-Party Advertising programs, which provide non-tax revenue to the City contributing to the delivery of high-quality services, events, programs and initiatives.**
- **In 2024, the City received more than \$1,500,000 in sponsorship and naming rights revenue, along with \$72,000 in in-kind contributions.**
- **Of the funds received, \$1,134,567 came from the sale of customized sponsorship packages, an increase of 23% over the previous year.**
- **In 2024, the City received \$143,668 in advertising revenue from rink boards and digital screens in community centres, an increase of 122% over the previous year.**
- **Priorities for 2025 are to further emphasize the value proposition of sponsorship, ensuring it delivers enhanced benefits and meaningful impact for residents, and continue the strong growth of advertising revenue.**
- **There is no financial impact resulting from the adoption of the recommendations in this report.**

BACKGROUND:

This report highlights the outcomes of the City's Sponsorship and Naming Rights Program and Third-Party Advertising Program in 2024.

The Sponsorship and Naming Rights Policy approved by Council Resolution C049-2024 (CW094-2024) requires an annual report to Council on the total value of Sponsorship contributions (cash and in-kind).

There are no changes to the approved list of assets for the sale of naming rights. Refer to Attachment 1 – Sponsorship Asset Inventory List for Naming Rights.

CURRENT SITUATION:Sponsorship & Naming Rights

The City's Sponsorship and Naming Rights Program provides opportunities for the private sector, corporate partners and local businesses to connect with the community to achieve their marketing and branding goals. The revenue generated by selling customized sponsorship packages helps the City offset rising operational costs, while supporting the continued delivery of high-quality services and programs.

The success of the program is measured in tangible dollars and the intangible value created when meaningful connections are made between residents and businesses.

Tangible Value

In 2024, the City received over \$1,500,000 in cash sponsorships and naming rights, along with \$72,000 in in-kind contributions.

The Sponsorship and Naming Rights Program sold customized sponsorship packages to 55 businesses providing financial support towards 58 City assets (events, programs, initiatives, buildings and amenities). This generated \$1,134,567 in cash sponsorship, reflecting a 23% increase from 2023.

The full list of sponsored assets can be referenced in Attachment 2 – 2024 City Assets with Sponsorship or Naming Rights and the list of sponsors in Attachment 3 – 2024 Sponsors.

All revenue generated from customized sponsorship packages goes back to the Division receiving the sponsorship or naming rights.

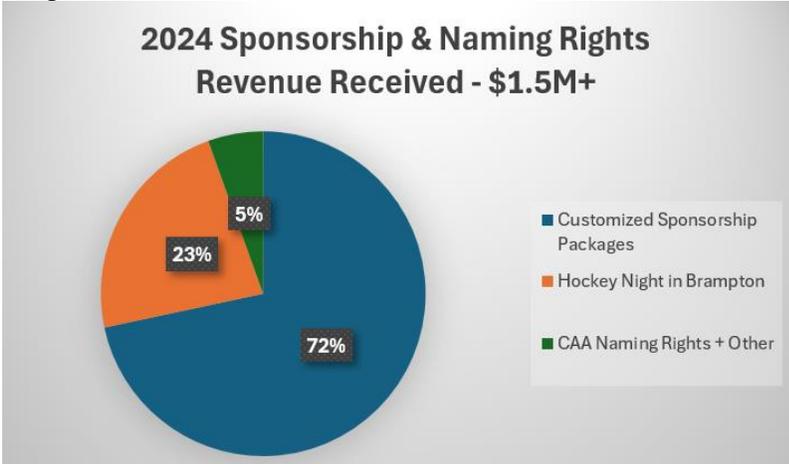
2024 Core Program Revenue Received by Department	
Community Services - Recreation, Parks, Performing Arts, Community Safety	\$559,575
Corporate Support Services - Strategic Communications, Tourism and Events	\$460,825
Office of the CAO - Economic Development	\$62,667
BEMO, Fire & Emergency Services	\$20,000
Building Planning and Growth Management - Environmental Planning, Transportation Planning	\$18,000
Transit	\$13,500
TOTAL	\$1,134,567

In addition, Hockey Night in Brampton raised \$360,000 in sponsorships in support of William Osler Foundation contributing to the \$14 million total raised by the event and led by the \$12 million donation from The Carangel Corporation (Greenpark Group).

Revenue highlights also include the City’s mid-year reacquisition of the CAA Centre operations and naming rights fee, which further bolstered revenues in 2024.

The breakdown of revenue received in 2024 is identified the by the pie chart in Figure 1.

Figure 1



Since the implementation of the Sponsorship and Naming Rights Program in 2019, the sale of customized sponsorship and naming rights packages has a cumulative value over \$5,600,000, based on the total value of agreements.

Looking ahead, the goal is to grow the revenue generated by the Sponsorship and Naming Rights Program by 8% in 2025.

Intangible Value

The intangible value of the core Sponsorship and Naming Rights Program in 2024 is exemplified through the Annual Sponsorship Awards, where sponsors are celebrated and honoured across six distinct categories. This initiative highlights the program's impact by acknowledging the meaningful contributions and partnerships that drive community engagement and success and plays a pivotal role stewarding the relationship for both existing and prospective sponsors.

The 2024 winners were recognized at the 6th Annual Sponsorship Forum and include:

- **Toronto Pearson /GTAA** - Environment & Sustainability Award
- **Capital Power** – Youth Empowerment Award
- **MNP** – Business Mentorship Award
- **Great Gulf** – Promoting Healthy Communities Award
- **TD** – Community Leadership
- **Enbridge** – Community Impact Award

Another example of the program's intangible value is its 2024 partnership between the Recreation Division and the MLSE Foundation's *House of Hockey* program, an inclusive and impactful eight-week, free ball hockey initiative for youth aged 14 to 17. MLSE funded essential equipment and staff wages, ensuring the program's success. The program engaged 78 youth, 25% of whom were females in the mixed-gender leagues.

Overall, the Sponsorship and Naming Rights Program is delivering strong revenue returns to the City benefiting taxpayers, and delivering value to the sponsors who are connecting with the community and providing enhanced experiences to residents.

A key priority for 2025 will be to further emphasize the value proposition of sponsorship, ensuring it delivers enhanced benefits and meaningful impact for residents.

Third Party Advertising

The sale of third-party advertising on City property is another strategic non-tax revenue stream, helping to address rising operational costs while supporting community initiatives.

In 2024, efforts focused on Recreation assets – specifically rink boards and digital screens in community centres.

In 2024 advertising revenue increased 122% over the previous year, totaling \$143,668.

This revenue excludes Transit, which operates under a third-party sales model for bus, bench, and shelter advertising. Transit receives annual guaranteed revenue based on a shared revenue model with the contracted third parties. The revenue generated helps fund Transit operating costs.

Looking ahead to 2025, significant revenue potential remains through unsold inventory of existing advertising assets, and the addition of the CAA Centre. To maximize this opportunity, a new Advertising and Sponsorship Coordinator position will be filled in Q1 2025. This role will focus on expanding third-party advertising sales, optimizing existing assets, and exploring potential new opportunities.

CORPORATE IMPLICATIONS:

Financial Implications:

There is no financial impact resulting from the adoption of the recommendations in this report.

STRATEGIC FOCUS AREA:

This report supports the Strategic Focus Area of Growing Urban Centres and Neighbourhoods to attract investment and employment creating opportunities for businesses to invest in sponsorship, naming rights and advertising to grow their business and build connections within their local community.

CONCLUSION:

The Sponsorship and Naming Rights Program is delivering strong revenue returns to the City, benefiting taxpayers and delivering value to the sponsors who are connecting with the community and providing enhanced experiences to residents. The Third-Party Advertising Program is growing as another strategic non-tax revenue stream and can expect to have stronger revenue returns with the addition of the new staff resource in 2025.

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Attachments:

- Attachment 1 – Sponsorship Asset Inventory List for Naming Rights
- Attachment 2 – 2024 City Assets with Sponsorship or Naming Rights
- Attachment 3 – 2024 Sponsors