

Attachment 2 – 2024 City Assets with Sponsorship & Naming Rights

| 2024 City Assets with Sponsorship/ Naming Rights | | | |
|---|-----------------------------|--|-------------------------|
| COMMUNITY SERVICES: \$559,575 | | | |
| RECREATION | PARKS | PERFORMING ARTS | COMMUNITY SAFETY OFFICE |
| Bunny EGGscitement | Backyard Garden Program | Brampton on Stage - Season | Auto-Theft RFID pilot |
| National Youth Week | Residential Tree Program | Heartbeats | |
| Fright Nights | Community Clean-Ups | Garden Square Summer Series | |
| Movies Under the Stars | Community Tree Plantings | | |
| Spring Fest /Seniors Month | Pollinator Week | | |
| Seniors Dinner/Dances | Etobicoke Creek Trail | | |
| Family Day | | Naming Rights | |
| Free Swims & Skates | | Save Max Sports Centre | |
| Free Drop-in Basketball/Badminton | | Coke Canada Bottling Gymnasium (Gore Meadows) | |
| Winter Wonderland | | Great Gulf Cricket Pitch at Teramoto Park | |
| Accessibility Programming | | Kwality Sweets Cricket Pitch at Andrew McCandless Park | |
| Active Assist Program | | | |
| Youth Hub Programming | | | |
| Peel Village Golf | | | |
| Photography Programming (in-kind) | | | |
| CORPORATE SUPPORT SERVICES: \$460,825 | | | |
| EVENTS | TOURISM | | |
| Canada Day | Farmers' Market | | |
| Winter Lights Festival | | | |
| New Years Eve | | | |
| Diwali | | | |
| Pride | | | |
| Garba | | | |
| Brampton 50th Celebration | | | |
| Mount Pleasant Night Market | | | |
| National Indigenous Peoples Day | | | |
| Lunar New Year | | | |
| Black History Month | | | |
| International Women's Day | | | |
| Eid | | | |
| OFFICE OF THE CAO: \$62,667 | | | |
| ECONOMIC DEVELOPMENT | | | |
| Collision Event | | | |
| Annual Food Summit | | | |
| BramHacks Hackathon | | | |
| BEC - Entrepreneurs Connect Series | | | |
| BEC - Meeting Pod/Phone Booth | | | |
| BEMO, FIRE & EMERGENCY SERVICES: \$20,000 (+ in-kind) | | | |
| FIRE & EMERGENCY SERVICES | BEMO | | |
| Fire Prevention Week | Emergency Preparedness Week | | |
| Carbon Monoxide Awareness Week | | | |
| Saved by the Beep (in-kind) | | | |
| BUILDING PLANNING & GROWTH MANAGEMENT: \$18,000 (+ in-kind) | | | |
| ENVIRONMENTAL PLANNING | TRANSPORTATION PLANNING | | |
| Earth Day | Bike to Work Day (in-kind) | | |
| Grow Green Awards | | | |
| Litter Reduction Campaign | | | |
| TRANSIT: \$13,500 (+in-kind) | | | |
| TRANSIT | | | |
| Newcomer Bus Tour | | | |
| Customer Appreciation Week (in-kind) | | | |
| New Year's Eve Ride Free | | | |