



**Report**  
**Staff Report**  
 The Corporation of the City of Brampton  
 6/25/2025

**Date:** 2025-05-29

**Subject:** **CAA Centre Amenity Naming Rights Agreement - Tire World**

**Contact:** Michael Miele, Manager, Sponsorship and Corporate Development,  
 Strategic Communications Tourism & Events

**Report number:** Corporate Support Services-2025-510

**RECOMMENDATIONS:**

1. That the report from Michael Miele, Manager, Sponsorship and Corporate Development, Strategic Communications Tourism & Events to the Council Meeting of June 25, 2025, re: **CAA Centre Amenity Naming Rights Agreement - Tire World**, be received; and
2. That Council authorizes the Director, Strategic Communications, Tourism and Events, to execute the Tire World Inc. Amenity Naming Rights Agreement, on behalf of the City on terms and conditions satisfactory to the Manager, Sponsorship and Corporate Development and in a form satisfactory to the City Solicitor, or designate, in the amount of \$40,000 plus HST over the Agreement Term.

**OVERVIEW:**

- **Staff is pursuing the renewal of the naming rights for the Tire World rink at the CAA Centre with Tire World Inc. in the amount of \$40,000 plus HST ending July 1, 2027.**
- **The Sponsorship and Naming Rights Policy acknowledges that naming rights may be sought by the City for the sub-component of a City Asset per 3.3.1 in the Policy; however, the authority delegated by By-Law 216-2017 does not include naming rights.**
- **This report seeks Council approval to enter into naming rights agreement with Tire World Inc.**
- **The total revenue generated from the agreement will result in \$40,000 over a two-year term from July 2, 2025 to July 1, 2027.**

## **BACKGROUND:**

The citywide sponsorship and naming rights program provides an alternative non-tax revenue source that helps the City to deliver programs and services to Brampton residents without relying on taxpayer dollars.

The program offers companies the opportunity to enhance their local presence, support local events, and build meaningful connections with the community, which in turn strengthens the business ecosystem and fosters a sense of community pride and collaboration.

The program is guided by the Sponsorship and Naming Rights Policy approved as amended by Council Resolution C049-2024 (CW094-2024) and the Administrative Authority By-law 216-2017 as amended.

## **CURRENT SITUATION:**

Staff are pursuing the renewal of a two-year naming rights agreement with Tire World Inc. for the naming rights to the Tire World rink at the CAA Centre. The agreement is worth \$40,000 plus HST over the two-year term ending July 1, 2027. The naming rights agreement provides signage on rink boards, in-ice, on score clock and wall signage.

The revenue received by Recreation will be applied to help offset facility operating maintenance costs.

## **CORPORATE IMPLICATIONS:**

### **Financial Implications:**

The total revenue generated from the agreement will result in \$40,000 over a two-year term from July 2, 2025 to July 1, 2027. Revenue will be deposited into the Community Services operating budget and will offset maintenance costs of the facility. There are no direct costs associated with this agreement as the sponsor is responsible for costs of signage.

	2025	2026	2027	Total
<b>Estimated Revenue by Year</b>	\$10,000	\$20,000	\$ 10,000	<b>\$40,000</b>

Staff will ensure that the revenue is incorporated in the 2026-2027 operating budget submissions and presented to the Mayor for his consideration.

## STRATEGIC FOCUS AREA:

This report supports the Strategic Focus Area of Growing Urban Centres and Neighbourhoods, strengthening the business ecosystem by creating opportunities for businesses to give back to the community and grow their brand presence through the sponsorship and naming rights program. It also supports Government & Leadership demonstrating a commitment to pursue alternative non-tax revenue streams through an open and transparent process.

## CONCLUSION:

Staff seek approval for a delegation of authority to the Director Strategic Communications, Tourism and Events to execute the Tire World Naming Rights Agreement on behalf of the City on terms and conditions satisfactory to Manager of Sponsorship and Corporate Development and in a form satisfactory to the City Solicitor or designate.

Authored by:

Reviewed by:

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