



Report
Staff Report
The Corporation of the City of Brampton
10/22/2025

Date: 2025-09-24

Subject: **CAA Centre Amenity Naming Rights Agreement: MAC Hockey Development Inc.**

Contact: Peter Marrello, Senior Manager, Marketing, Creative Services, & Sponsorship, Strategic Communications Tourism & Events

Report number: Corporate Support Services-2025-786

RECOMMENDATIONS:

1. That the report from Peter Marrello, Senior Manager, Marketing, Creative Services, & Sponsorship, Strategic Communications, Tourism & Events to the Committee of Council Meeting of October 22, 2025, re: **CAA Centre Amenity Naming Rights Agreement: MAC Hockey Development Inc.**, be received; and
2. That Council authorizes the Director, Strategic Communications, Tourism and Events, to execute the MAC Hockey Development 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 \$60,000 plus HST over the Agreement Term.

OVERVIEW:

- **Staff is pursuing the naming rights for the Blue rink at the CAA Centre with MAC Hockey Development Inc. in the amount of \$60,000 plus HST ending December 31, 2028.**
- **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 MAC Hockey Development Inc.**

- **The total revenue generated from the agreement will result in \$60,000 over a three-year term from November 15, 2025 to December 31, 2028.**

BACKGROUND:

The City's Sponsorship and Naming Rights Program provides an alternative non-tax revenue generating source that helps the City deliver programs and services to Brampton residents without relying on taxpayer dollars.

The program offers businesses the opportunity to enhance their local presence, support local events and build meaningful connections with the community.

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.

MAC Hockey Development' is built on the core values of commitment, excellence and creativity, and provides a tailored and individualized experience through their hockey development programs.

CURRENT SITUATION:

Staff are pursuing a three-year naming rights agreement with MAC Hockey Development Inc. for the naming rights to the Blue rink at the CAA Centre. The agreement is worth \$60,000 plus HST over the three-year term ending December 31, 2028. 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 \$60,000 over a three-year term from November 15, 2025 to December 31, 2028. 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 the costs of signage.

	2026	2027	2028	Total
Estimated Revenue by Year	\$20,000	\$20,000	\$ 20,000	\$60,000

Staff will ensure that the revenue is incorporated in the 2026-2028 operating budget submissions and presented to the Mayor for his consideration.

CONCLUSION:

Staff seek approval for a delegation of authority to the Director Strategic Communications, Tourism and Events to execute the MAC Hockey Development Inc. 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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