

**Date:** 2022-05-13

**Subject:** **Andrew McCandless Cricket Pitch Naming Rights**

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**Report Number:** CAO's Office-2022-551

**Recommendations:**

1. That the report titled, Andrew McCandless Cricket Pitch Naming Rights 2022-551 to the Committee of Council meeting of June 8, 2022, be received; and
2. That Council delegate to the Chief Administrative Officer the authority to execute on behalf of The Corporation of the City of Brampton the Amenity Naming Rights Agreement with 1564768 ONTARIO INC. carrying on business as Kwality Sweets & Restaurant, granting naming rights for the cricket pitch at Andrew McCandless Park in exchange for payment in the amount of \$22,500 per year, for a total of \$67,500 plus HST over three (3) years and otherwise on terms and conditions satisfactory to the Manager Sponsorship and Corporate Development and in a form satisfactory to the City Solicitor, or designate.

**Overview:**

- **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 (a) in the Policy, however the authority delegated by By-Law 216-2017 does not include naming rights.**
- **Staff have negotiated naming rights terms for the cricket pitch at Andrew McCandless Park with Kwality Sweets & Restaurant in the amount of \$22,500 per year plus HST with a term of three (3) years.**

**Background:**

The citywide sponsorship program delivers non-tax revenue to the Corporation through the sale of sponsorship and naming rights. The program is guided by the Sponsorship and Naming Rights Policy. The policy identifies two kinds of naming rights for City assets, 3.3 (a) the naming rights to a secondary asset or amenity and 3.3 (b) naming rights to the exterior of a building or facility. The latter requires pre-approval from Council to sell, and the pre-approved assets are identified on the Sponsorship Asset Inventory List for Naming Rights and on the sponsorship [website](#).

The Administrative Authority By-law currently does not delegate authority to execute naming rights agreements and therefore such authority is required from Council.

At the end of Q1 2022 Council approved the first-ever cricket pitch amenity naming rights, renaming Teramoto Cricket Pitch to Great Golf Cricket Pitch at Teramoto Park.

### **Current Situation:**

Cricket is one of the fastest growing sports in Canada today, and Brampton leads the country in cricket amenities available to residents. Andrew McCandless Park is one of the City's newest Parks, and among its many amenities is a cricket pitch. The cricket pitch was recently enhanced with lighting, all-new cricket screens and a cricket specific digital score clock.

Located just south of Jean Augustine Secondary School on the southeast corner of Mississauga Road and Bovaird Drive West, the cricket pitch at Andrew McCandless Park is in a very high traffic location and has incredibly high usage by the community, making it an attractive amenity for the sale of naming rights.

Staff have negotiated terms for a three-year agreement with Kwality Sweets & Restaurant for the naming rights to the cricket pitch at Andrew McCandless Park, with a total value of \$67,500 plus HST over the three-year term. The negotiated terms were done in consultation with Recreation and Parks. There is no change to the park name (Andrew McCandless Park) or other amenities located at the park.

New signage for Kwality Sweets Cricket Pitch will be installed on the digital score clock, the two cricket screens and the id sign. The costs for production and installation of signage are in addition to the rights fees. The city will incur the cost of new mounting hardware on the cricket screens, which will be used by the city beyond the terms of the agreement. References to the amenity on the website will update to Kwality Sweets Cricket Pitch.

Revenue received from the naming rights is used by Parks and Recreation to help offset operational costs, fund improvements and help support community programs.

In addition to the naming rights, Kwality Sweets will also be a season sponsor at Peel Village Golf Course, and a general sponsor for Canada Day and New Year's Eve events for the next three years.

About Kwality Sweets & Restaurant

Kwality Sweets & Restaurant was established in 1996 and proudly serves some of India's delicious authentic cuisine favorites like East Indian, Hakka-Chinese, South Indian, sweets, cakes, and pastries.

Kwality Sweets takes great pride in creating over 600+ dishes from scratch in-house to serve more than 1800+ daily customers between 2 large restaurants based in Brampton and Mississauga with a combined seating for 650 guests.

In addition to the two physical locations, Kwality Sweets offers catering services, specializing in large weddings.

Kwality Sweets adapted to the pandemic undergoing a digital transformation introducing contactless ordering and payment through their website.

The goal of participating in the City's naming rights and sponsorship program is to reach a larger audience to showcase their talented chefs' creations to more Canadians.

**Corporate Implications:**

Financial Implications:

The total revenue generated from the cricket pitch naming rights agreement will result in \$67,500 over three years, with \$22,500 received annually in 2022, 2023 and 2024. Revenue will be deposited into the operating budget for Community Services.

The total cost to install mounting hardware on the two cricket screens for new signage is estimated to be \$10,000. This cost will be funded through Community Services operating budget and will offset with the revenue received from the agreement.

The net revenue to the City is as follows:

	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>Total</b>
Revenue	\$22,500	\$22,500	\$22,500	\$67,500
Expense Costs	(\$10,000)	-	-	(\$10,000)
Net Revenue	\$12,500	\$22,500	\$22,500	\$57,500

Staff will ensure that the revenue is incorporated in the 2023-2025 Operating budget submission, pending Council approval.

Legal Implications:

Legal Services will review and approve the Agreement as to form.

**Term of Council Priorities:**

This report achieves the Council priority of Well-Run through the pursuit of external funding, leveraging a city asset for the sale of amenity naming rights. The report also achieves the City of Opportunities priority by creating opportunities for businesses to give back to the community and grow their brand presence through the sponsorship and naming rights program.

**Conclusion:**

Staff seek approval for a delegation of authority to the Chief Administrative Officer to execute on behalf of The Corporation of the City of Brampton the Amenity Naming Rights Agreement with 1564768 ONTARIO INC. carrying on business as Kwality Sweets & Restaurant, granting naming rights for the cricket pitch at Andrew McCandless Park in exchange for payment in the amount of \$22,500 per year, for a total of \$67,500 plus HST over three (3) years.

**Conclusion:**

Authored by:

Reviewed by:

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Mikkel Marr, Acting Director Corporate Projects, Policy and Liaison

Approved by:

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Paul Morrison, Interim Chief Administrative Officer