

# 2022 Annual External Funding Update

March 29, 2023

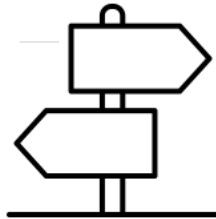


# EXTERNAL FUNDING

2022 SOURCES OF REVENUE



SPONSORSHIPS



NAMING RIGHTS



ADVERTISING



GRANTS

# Sponsorships

# 2022 Sponsorships

YEAR IN REVIEW



## \$757,945

OVERALL REVENUE

## 46

SPONSORS

## 15

NEW SPONSORS







# Great Gulf

CRICKET PITCH NAMING RIGHTS



# Kwality Sweets

GOLF COURSE & CRICKET PITCH NAMING RIGHTS





# Algoma University

THREE-YEAR COMMITMENT  
EVENTS & INTERNSHIP PROGRAM

# FREE YOUTH DROP-IN BASKETBALL

May 1 – June 30

Participating locations:

- Cassie Campbell Community Centre
- Gore Meadows Community Centre
- Susan Fennell Sportsplex

Indoor shoes are required, all other equipment will be provided.

Registration is recommended.

*Generously sponsored by*



[brampton.ca/recreation](http://brampton.ca/recreation)



# Alectra

FREE YOUTH SPORTS PROGRAMMING



**ARE YOU  
PREPARED FOR  
AN EMERGENCY?**



3-1-1

Learn more at  
[brampton.ca/prepared](http://brampton.ca/prepared)



**BRAMPTON**

# Enbridge & Red Cross

EMERGENCY PREPAREDNESS WEEK  
EMERGENCY KITS

# 2023 Strategy

Naming Rights  
Multi-year agreements, high value assets



**01.** **Amenity Naming Rights**  
Opportunities at Susan Fennell Youth Hub and Cricket Pitches around the City

**02.** **Facility Naming Rights**  
Opportunities at Gore Meadows and Embleton Community Centre

# THANK YOU TO OUR 2022 SPONSORS!





# ADVERTISING



# In-House

ADVERTISING SALES MODEL  
Recreation digital screens and rink board advertising

Approximately \$60,000 in revenue  
achieved in 2022, through:

*DIGITAL SCREENS*

**13**

ADVERTISERS

*RINK BOARD ADS*

**21**

ADVERTISERS

# Digital OOH

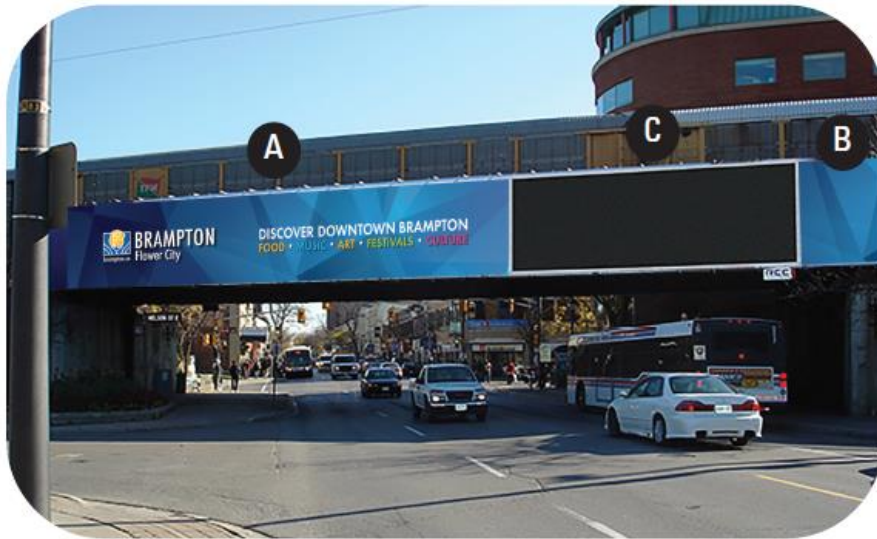
ADVERTISING SALES MODEL

## *RCC MEDIA CN RAIL BRIDGE SCREENS*

- 16 digital screen signs
- 15-year multi-million dollar contract
- Free advertising space for City messaging

## *2023 RFP DIGITAL SIGNS ON CITY PROPERTY*

Permitting digital signs for commercial and city messaging under the Council approved sign by-law





# GRANTS

# Grants

IMPLEMENTING A CENTRALIZED APPROACH



PROVIDE RESOURCES,  
SUPPORT & ADVOCACY



MONITOR FOR OPEN  
FUNDING INTAKES



STANDARDIZE PROCESS  
& FILE MANAGEMENT



TRACK & REPORT  
ON APPROVED FUNDING



# 2022 GRANTS

YEAR IN REVIEW



GRANTS

## \$21,500,000

TOTAL VALUE OF APPROVED APPLICATIONS IN 2022

## 38

SUBMITTED  
APPLICATIONS



# 2022 Grants

APPROVED APPLICATIONS

Funding Source	\$ Approved	Type	Dept.
Green and Inclusive Community Building (GICB) Program - "Strengthen Climate Plan" – Susan Fennell Retrofit	\$ 15,743,000	Federal	PW&E
Zero-Emission Vehicle Infrastructure Program (ZEVIP) - Round 3	\$ 1,720,000	Federal	PW&E
Ministry of Municipal Affairs and Housing - Streamline Development Approval Fund	\$ 1,000,000	Provincial	Planning
Audit & Accountability Fund - Intake 3 (4 projects)	\$ 814,080	Provincial	Planning
Canada Summer Jobs	\$ 362,550	Federal	Corporate Support Services
Ontario Business Improvement Area Association, Digital Main St.	\$ 250,000	Provincial	CAO Office - BEC
My Main Street - Community Activator Fund - Round 2	\$ 223,650	Federal	Planning
Ontario Trillium Foundation - Community Building Fund - Capital stream (Eastbourne Park Retrofit)	\$ 182,000	Provincial	Community Services
Ministry of Heritage, Sport, Tourism and Culture Industries (Bill Davis Memorial)	\$ 150,000	Provincial	Community Services
Ontario's After School Program 2022-2023	\$ 135,000	Provincial	Community Services
Ontario's After School Program 2021-2022	\$ 135,000	Provincial	Community Services
Ministry for Seniors & Accessibility - Seniors Active Living Center (SALC) – 3 Locations	\$ 124,400	Provincial	Community Services
Global Affairs - CanExport Community Investments - 2021	\$ 64,232	Federal	CAO Office - EcDev
Celebrate Canada	\$ 55,000	Federal	Corporate Support Services
New Horizons for Seniors Program (NHSP) - 2021	\$ 22,000	Federal	Planning
Canadian Tire Jumpstart	\$ 19,547	Corporate	Community Services
Ministry for Seniors & Accessibility - Seniors Community Grant	\$ 17,592	Provincial	Community Services

\*Approved applications under embargo (not listed) = \$496,546

Thank you!

