

Corporate Naming Rights and Sponsorship as a Revenue Stream for Capital Projects and Events



Presented by
Judy Haber

Performance Sponsorship Group
www.performancesponsorship.com

EVALUATION

Performance
Sponsorship
Group





Examples of Typical Facility Assets

Tangible

- Hosting & hospitality;
- Tickets;
- Signature events;
- Access to special privileges;
- Signage—internal and external;
- Media communications—media kits, press releases;
- Stakeholder communications—posters, brochures;
- Advertising—print and electronic;
- Billboards;
- Foundation materials;
- Direct mail; and,
- Online.

Intangible

- Category exclusivity;
- First right of refusal;
- Showcase;
- Sampling;
- Prestige of property;
- Management competency;
- Networking through access;
- Use of wordmark;
- Brand Linkage;
- Strength of market position;
- Corporate culture; and,
- Quality of public relations

Conference Centre

Performance
Sponsorship
Group



Education / Recreation

Performance
Sponsorship
Group



Hamm Construction



NORDIC
Fencing



The Shaw Centre

Facts

Located on 68-acres in the west sector of the City of Saskatoon, the development consists of two high schools, a civic recreation centre - which includes a fitness and an aquatic centre - and outdoor landscaped park sports fields. The vision of the development is to “create a destination centre, built on partnerships and community values, offering programs, activities, and services in a diverse and inclusive setting.”



This vision has been developed by the community through a number of consultative processes such as the 2004 Visioning Conference, and the 2005 print and telephone surveys, needs assessment reports and open community meeting. The community expressly suggested the development to include:

- . schools with strong academics;
- . sports programs and a performing arts theatre;
- . indoor and outdoor recreation opportunities;
- . safe and easy pedestrian and vehicle access to the site;
- . ample parking;
- . Multicultural opportunities; and,
- . Open and accessible facilities available to all residents of Saskatoon.



The site will contain:

- . Tommy Douglas Collegiate (1,000 students)
- . Bethlehem Catholic High School (850 students);
- . 450-seat theatre in Tommy Douglas Collegiate;
- . 300-seat theatre in Bethlehem Catholic High School;
- . aquatic centre with a 10-lane high performance competitive pool that has springboards and platform dive tower, a six-lane warm-up pool, a leisure pool, water slide and water toys, spectator seating;
- . fitness room;
- . walking/jogging track;
- . cafeteria, multipurpose meeting rooms and corridor connecting the Centre to both schools;
- . outdoor sports fields;
- . 600 parking spots;
- . pedestrian crosswalk over 22nd Street West;
- . improved road access; and
- . Centre access through city of Saskatoon LeisureCards or daily passes.

Partners in the project include the City of Saskatoon, Saskatoon Public Schools and Greater Saskatoon Catholic School.



THE OPPORTUNITY

The Centre is available for Naming Rights as are the facilities within the Centre. In the initial stages, the following facilities will be available for corporate branding:

- . Naming Rights to the Centre (\$1.3M Sold)
- . Naming Rights to the Fitness/Wellness Activities, e.g. walking track, fitness room and the sports field (\$500,000 Sold)
- . Naming Rights to the Playground (\$250,000 Sold)
- . Naming Rights to the Corridor/Pathway (\$250,000 Sold)
- . Naming Rights to the Refreshment/Refueling Zone (\$100,000 Sold)



Why Naming Rights

As part of the marketing mix, Naming Rights sponsorship will:

- . enhance the corporate image and reputation through branding, hosting and media attention;
- . develop a brand alignment that extends brand awareness and visibility;
- . create a model that supports excellence, innovation and wellness;
- . build relationship within the community based upon lifestyle and interests;
- . position the Sponsor within the core of community activities;
- . provide a platform from which to communicate corporate values to the customer and stakeholder;
- . differentiate the Branding Sponsor from all brand competitors; and
- . help to develop a business relationship with the three funding partners of the Centre site.

The Timelines

Spring 2006 – 2007	Construction of the high schools and Civic Recreation Centre
Spring 2007 – 2008	Construction of the Aquatic Centre
Spring 2007 – Fall 2008	Multi-district Park Construction
September 2007	Opening of the schools
Fall 2008	Opening of the Aquatic Centre
Winter 2008	Opening of the Civic Recreation Centre



Some Benefits and Deliverables

400,000 Annual Patrons

Entitlements

Category exclusivity (where appropriate)

Supplier rights/business relationship (where appropriate)

Use of logo and wordmark

Access to mailing lists/databanks

Sports and Entertainment Centre

Performance
Sponsorship
Group



CREDIT UNION SPORTS & ENTERTAINMENT CENTRE

ABOUT US | EVENTS | TICKETS | SEATING | RENTALS & SERVICES | GALLERY | PARKING | POLLS & SURVEYS | DIRECTIONS

UPCOMING EVENTS

HOST OF THE **2010 WORLD JUNIOR HOCKEY CHAMPIONSHIPS**

BLADES VS. **WARRIORS**

Moose Jaw Warriors VS Saskatoon Blades Jan 10

CANADIAN FIGURE SKATING CHAMPIONSHIPS

CHAMPIONS, CHALLENGERS & YOU

Bank of Montreal Figure Skating Championship Jan 14, 15, 16

BLADES VS. **WHEAT KINGS**

Brandon Wheat Kings VS Saskatoon Blades Jan 21

JANUARY 2009

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

2009 Complete CUC Events

General Concert Sports

SUBSCRIBE to our CALENDAR OF EVENTS

ICE BOOKINGS

BE THE FIRST TO KNOW. BE THE FIRST TO BUY.

JOIN OUR facebook GROUP

CAREERS

ANNUAL EVENTS

Woman's World 2009 Oct 16, 17 & 18

Box Office Hours of Operation
 Mon-Fri 9:00am - 7:00pm
 Sat 10:00am - 5:00pm
 Sun 12:00pm - 5:00pm



Performing Arts & Entertainment Destination

Performance
Sponsorship
Group



EXHIBIT A SIGNAGE

TRAFFIC

Vehicular traffic on 9th Ave.	17,000 daily
Vehicular traffic on MacLeod Trail	25,000 daily
Vehicular traffic on 1st St.	25,000 daily
Pedestrian traffic on 8th Ave.	3,024 daily
Pedestrian traffic on 9th Ave.	2,800 daily

Calgary Centre for the Performing Arts Patrons
400,000 annually

SIGNAGE – MINIMUM SIGNAGE PACKAGE

- Marquee signage to face the Olympic Plaza
- Marquee signage to face MacLeod Trail

ON BUILDING

- #### EXTERNAL SIGNAGE
- SW corner rooftop
 - 1st St. SE & 9th Ave. SE sign of
 - 9th Ave between MacLeod Trail and 1st St.
 - MacLeod Trail between 8th & 9th Ave.

- #### INTERNAL SIGNAGE
- theatre entrance for each of 6 theatres
 - directional signage – a minimum of 8 signs
 - wall signs in lobby and hospitality area – minimum of 2
 - light boxes – minimum of 4,
 - doors with graphic screens – minimum of 8
 - plasma screen signage, number to be determined

- #### WINDOW GRAPHICS AND BANNERS
- 13 window graphics
 - 11 temporary banners
 - parking signage – minimum of 2

- #### DIRECTIONAL – HIGHWAY AND MAJOR ROADWAY SIGNAGE
- 11 directional signs



Private School/Multi-Use Sports Facility

Performance
Sponsorship
Group





Edge School

Edge School, one of Calgary's premier private schools, has an exciting vision for the future: to become one of the most respected schools in North America for delivering excellence in academics and athletics and leadership development. In its next steps towards achieving that vision, Edge is moving into a new campus in the spring of 2009 – 22 acres of land housing a new school and new sports complex and community recreational facilities at Edge School and Jim Davidson Sports Complex.

Located in Calgary's north-west precinct, the Edge School and Jim Davidson Sports Complex will contain academic facilities including classrooms, studios, lecture halls, theatres and labs. The athletic facilities will include two NHL-sized arenas, two NBA-sized gyms, an in-door golf centre, medical/physio area, as well as an outdoor soccer/rugby pitch surrounded by a track.



Edge School accepts students from grades 6 through 12 with 2008/09 enrollment expected to increase from 280 to 350 students. The school is poised to realize its dream of creating an integrated academic and athletic environment that makes a positive difference in the lives of all the students it touches. Significantly, over 40% of the 108 graduates have earned academic/athletic scholarships with a number of graduates on their way to professional sports careers. Unlike many private schools, the Edge offers financial assistance to students who can not afford the \$13,000 annual fee and over its short four-year history, 120 students have received financial assistance allowing them to attend the Edge School.



Edge School and Jim Davidson Sports Complex

located just off the Trans Canada Highway in the north-west quadrant (Rocky View) of Calgary on 22 acres of prime real estate

59,395 square feet of academic space over two floors designed for up to 500 students with 25 classrooms, library and media centre, lecture theatre, cafeteria

two NHL-sized arenas, one with spectator seating for up to 1,200

a golf centre with putting green, chipping area, and a 2,000 square foot fitness and training area

two NBA-sized gymnasiums

a 1,029 square foot weight room

two Dance Studios, 1,216 square foot and 1,453 square foot

an outdoor soccer/rugby/track



The Opportunity

Naming Rights opportunities are available for the following facilities:

- . Naming Rights to the sprung structure Ice Centre, comprising the training arena and the Stuart Arena, to be used for hockey, figure skating, and recreation/community events (\$1,200,000 over 10 years) (SOLD)
- . Naming Rights to the sprung structure Training Arena (\$900,000 over 10 years) (SOLD)
- . Naming Rights to the Founders Lounge (\$600,000 over 10 years) (SOLD)
- . Naming Rights to the sprung structure two Gymnasiums (\$350,000 over 10 years) (SOLD)



Why Naming Rights

As a key component in the corporate marketing/communications mix, Naming Rights will:

- . enhance the corporate image and reputation through branding, hosting and media attention;
- . develop a brand alignment that extends brand awareness and visibility;
- . create a model that supports excellence, innovation and wellness;
- . build relationships within the community based upon lifestyle and interest;
- . position the Sponsors within the core of community activities;
- . provide a platform from which to communicate corporate values to customers and stakeholder;
- . differentiate the Naming Sponsors from all brand competitors; and,
- . link the Naming Rights sponsor with a facility that will be national and international known as the 'best in class' in its ability to marry academic excellence and athletic proficiency.



Naming Rights to the Edge School Ice Centre (2 arenas)

Annual Sponsorship Value	
External Signage	82,000
Internal Signage	26,000
Advertising	96,000
3 rd Party Advertising	25,000
Merchandise	10,000
Misc.	10,000
Intangible Assets	<u>118,000</u>
Total Annual Value	\$367,000

Corporate Return on Investment of 3:1

Sponsorship Fee - \$1,200,00 for a 10-year term

Entitlements

- Category exclusivity
- Supplier rights/business relationship
- Use of Edge logo/wordmark
- Access to mailing lists/databank
- Product display (where appropriate)
- Use of Alumni/Founders Lounge
- VIP invitation to special events



Ice Centre...Continued

Benefits

External visibility through marquee signage

General visibility through collateral material such as Edge print material, community facility schedules, third party advertising for facility usage

Internal visibility through signage in lobby and at access points to athletic facilities

Two (2) rink boards in each Arena

Two (2) wall boards in each Gym

Two (2) field boards in Golf Centre

Banner advertising on score clocks

Profile on Edge website

Public relations visibility through editorial, press kits, press releases

Corporate passes/VIP invitations to selected events/competitions

Use of facility for special occasions for a to-be-determined number of times annually

Employee/group discounts to be negotiated

Naming Rights to the Edge School Training Arena

Annual Sponsorship Value

External Signage	82,000
Internal Signage	26,000
Advertising	96,000
3 rd Party Advertising	25,000
Merchandise	10,000
Misc.	10,000
Intangible Assets	<u>118,000</u>
Total Annual Value	\$367,000

Corporate Return on Investment of 4:1

Sponsorship Fee - \$900,000 for a 10-year term

Entitlements

- Category exclusivity
- Supplier rights/business relationship
- Use of Edge logo/wordmark
- Access to mailing lists/databank
- Product display (where appropriate)
- Use of Alumni/Founders Lounge
- VIP invitation to special events



Training Arena ...Continued

Benefits

- External visibility through marquee signage at main entrance
- General visibility through collateral material such as Edge print material, community facility schedules, third party advertising for facility usage
- Internal site visibility through signage in lobby and at access points to athletic facilities
- Naming Rights to the Arena
- Two (2) rink boards in each Arena
- Two (2) wall boards in each Gym
- Two (2) field boards in Golf Centre
- Banner advertising on score clock in training arena
- Profile on Edge website
- Public relations visibility through editorials, press kits, press releases
- Corporate passes/VIP invitations to selected events/competitions
- Use of facility for special occasions for a to-be-determined number of times annually
- Employee/group discounts to be negotiated



Naming Rights to the Edge School Gyms (2)

Annual Sponsorship Value	
External Signage	33,000
Internal Signage	13,000
Advertising	47,000
3 rd Party Advertising	4,500
Misc.	10,000
Intangible Assets	<u>30,000</u>
Total Annual Value	\$137,500

Corporate Return on Investment of 4:1

Sponsorship Fee - \$35,000 annually for a 10-year

Entitlements

- Category exclusivity
- Supplier rights/business relationship
- Use of Edge logo/wordmark
- Access to mailing lists/databank
- Product display (where appropriate)
- Use of Alumni/Founders Lounge
- VIP invitation to special events



Edge Gyms...Continued

Benefits

External visibility through marquee signage

General visibility through collateral material such as Edge print material, community facility schedules, third party advertising for facility usage

Internal visibility through signage in lobby and at access points to athletic facilities

Naming Rights to each Gym

Two (2) rink boards in each Arena

Two (2) wall boards in each Gym

Two (2) field boards in Golf Centre

Banner advertising on score clocks in each Gym

Profile on Edge website

Public relations visibility through editorial, press kits, press releases

Corporate passes/VIP invitations to selected events/ Competitions

Use of facility for special occasions for a to-be-determined number of times annually

Employee/group discounts to be negotiated

Social Marketing



MOTOROLA

Panasonic®

Performance
Sponsorship
Group





Event



Performance
Sponsorship
Group



Hannah – Director of Corporate Security

Performance Sponsorship Group

Phone: 519-940-4442

Website: www.performancesponsorship.com



This document is complimentary and is provided from the National Recreation Database by the [Lifestyle Information Network \(LIN\) www.lin.ca](http://www.lin.ca)

