



**RPT 23-106**

**TITLE:** Alfred Jenkins Field House Sponsorship Agreement

**DATE:** **March 10, 2023**

**TO:** City Council

**PUBLIC:** X

**INCAMERA:**

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**RECOMMENDATION:**

1. That the Alfred Jenkins Field House Sponsorship Agreement with Affinity Credit Union in the amount of \$3,500 for (1) year beginning April 1, 2023 through March 31, 2024 be approved.
2. That the Alfred Jenkins Field House Sponsorship Agreement with Reed Security for \$2,500 per year for (3) years beginning May 1<sup>st</sup> 2023 through April 30<sup>th</sup> 2026 be approved.
3. That the Mayor and City Clerk be authorized to execute the attached sponsorship agreements on behalf of the City of Prince Albert.

**TOPIC & PURPOSE:**

Affinity Credit Union and Reed Security have agreed to each support the Alfred Jenkins Field House under the Alfred Jenkins Field House Sponsorship Plan. This report is to get authorization for the Mayor and City Clerk to execute the agreements.

**BACKGROUND:**

The Alfred Jenkins Field House Sponsorship Plan was approved November 24, 2016. These agreements have been developed using the Naming Rights and Sponsorship Policy and the Alfred Jenkins Field House Sponsorship Plan in collaboration with the Director of Community Services.

The Alfred Jenkins Field House Sponsorship Plan continues to generate external revenue. This money will go towards upgrades to the field house. The Alfred Jenkins Field House has a large potential for revenue generation through sponsorship. With more corporations getting exposure through the facility, the value of sponsorship in the building will be evident and should result in more opportunities for revenues.

Since 2016, the Alfred Jenkins Sponsorship Plan has generated \$119,350 for improvements at the center.

**PROPOSED APPROACH AND RATIONALE:**

Affinity Credit Union has agreed to extend their sponsorship of the – 2 (two) score clock signs on Hauser Field for \$3,500 for (1) year.

Reed Security has agreed to be a sponsor at AJFH with (one) sign on the first landing of the front stairwell for \$2500.00 per year for 3 years. (\$7500.00)

**CONSULTATIONS:**

- The Director of Community Services and Recreation Manager have been consulted in the preparation of these agreements.
- Tracy Lysyk, Manager, Advisory Services and Ali Marei, Marketing - Affinity Credit Union
- Myron Jacobson, Owner, Thor Security Inc.

**COMMUNICATION AND/OR ANNOUNCEMENT PLAN:**

The City will execute these agreements with website notification and signage installation.

**POLICY IMPLICATIONS:**

The agreements follow the Naming Rights and Sponsorship Policy-#71 April 13, 2015 and the Alfred Jenkins Field House Sponsorship Plan – Budget Committee November 24, 2016 Motion 0207.4.

**FINANCIAL IMPLICATIONS:**

As per the Naming Rights and Sponsorship Policy, all monies realized through this Plan (\$11,000) will be put towards capital improvements at the Alfred Jenkins Field House.

**OTHER CONSIDERATIONS/IMPLICATIONS:**

There are no Privacy Implications or Official Community Plan implications.

**STRATEGIC PLAN:**

The report aligns with the Strategic Priority of Promoting a Progressive Community. These sponsorship dollars will allow the City to build up the Alfred Jenkins Field House Reserve. This Reserve is for future required maintenance and upgrades. These funds will be invested in the Field House, reducing the implication on residential property taxes.

**PUBLIC NOTICE:**

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

**ATTACHMENTS:**

1. 2023 Affinity CU Sponsorship Agreement
2. 2023 Reed Security Sponsorship Agreement

Written by: Duane Krip, Marketing & Sponsorship Coordinator

Approved by: Director of Community Services & City Manager