



Report to: General Committee

Date Report Authored: September 16, 2009

SUBJECT: Sponsorship Assessment Report Overview
PREPARED BY: Janet Carnegie x 4723

RECOMMENDATION:

- 1) It is recommended that Council receive the Sponsorship Assessment Report Overview presented by Hugh Wakeham of Wakeham & Associates Marketing Inc.

PURPOSE:

This presentation is a summary of a Sponsorship Assessment conducted by Wakeham & Associates Marketing Inc. for the Town of Markham in the Spring of 2009.

BACKGROUND:

In order to better understand the potential revenue that could be generated for the Town of Markham through corporate sponsorship, Communications & Community Relations contracted Wakeham & Associates Marketing Inc. to conduct an evaluation and assessment of sponsorship opportunities and to provide recommendations on how the Town might maximize sponsorship revenue. The attached presentation is an overview of the summary report provided for information and discussion.

OPTIONS/ DISCUSSION:

A staff report will be developed incorporating feed-back from the Committee's review of the presentation and recommendations on moving forward.

FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)

The Sponsorship Assessment indicates the potential to generate significant annual revenue through sponsorship arrangements.

HUMAN RESOURCES CONSIDERATIONS

Not applicable

ALIGNMENT WITH STRATEGIC PRIORITIES:

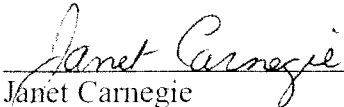
Potential Sponsorship arrangements would be negotiated and aligned with strategic priorities where possible.

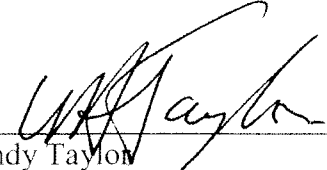
BUSINESS UNITS CONSULTED AND AFFECTED:

The evaluation and assessment involved several Town facilities. All Commissions will be consulted and involved as the project moves forward.

RECOMMENDED

BY:


Janet Carnegie
Director, Communications &
Community Relations


Andy Taylor
Commissioner, Corporate Services

ATTACHMENTS:

Sponsorship Assessment Report Overview