

NAMING RIGHT PROPOSAL



PURPOSE

- To obtain approval from Council for the Naming Rights to the Markham Theatre by Flato Developments for the terms outlined in the report and to seek authority to execute a legal agreement based on the proposed terms.

BACKGROUND

- In 2009, Council directed staff to pursue sponsorship opportunities and awarded a mandate to the firm Wakeman & Associates Marketing Inc.
- Included valuation of identified Town's facilities, assets and events, and
- Established the process for undertaking naming opportunities.

BACKGROUND

- At that time, Wakeham & Associates Marketing Inc. pursued solicitations towards the business community over a course of one year.
- Further to their efforts Town staff continued similar efforts to achieve sponsorships through naming opportunities.

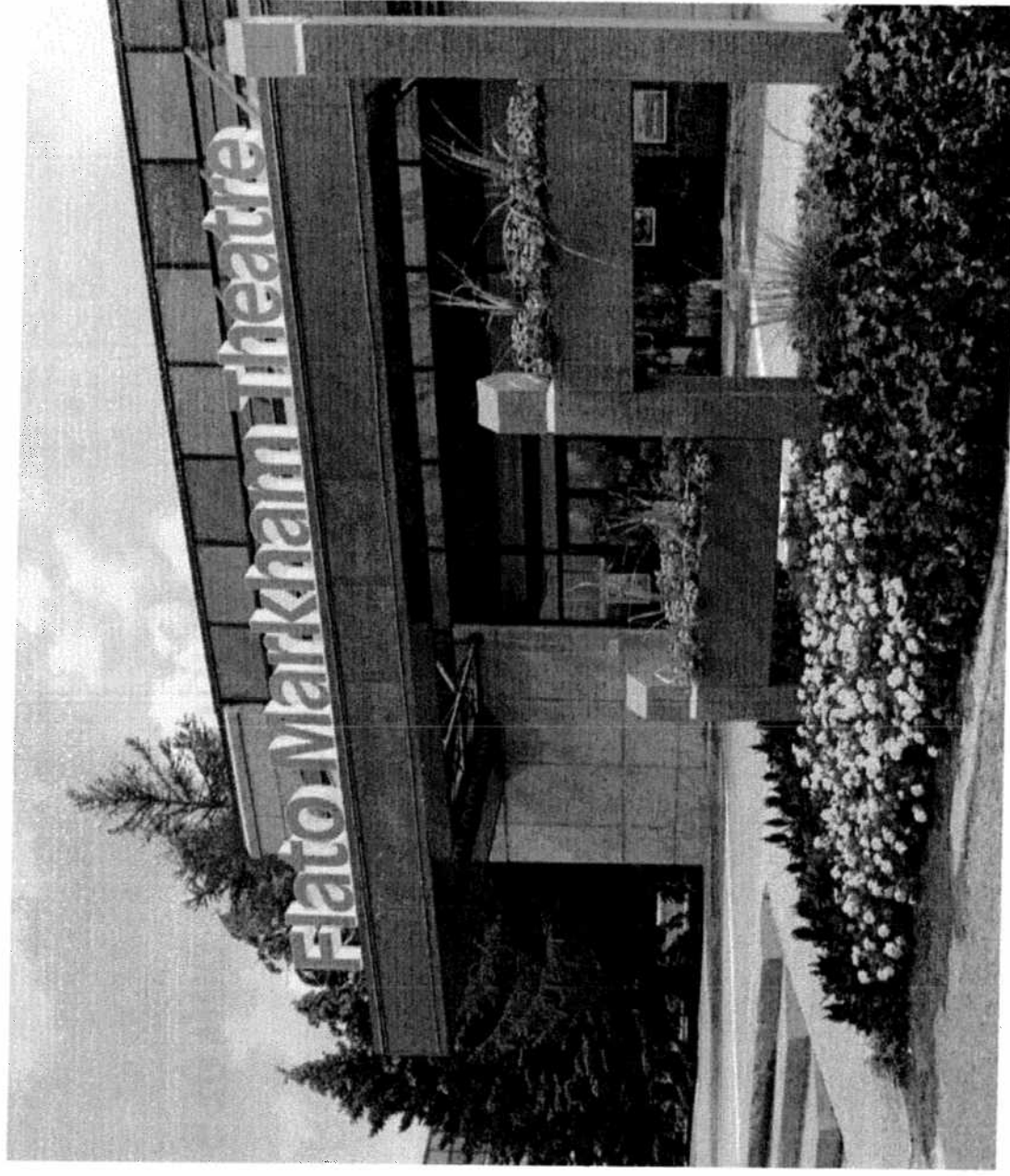
BACKGROUND

- The following proposal is a result of Town efforts aligned with the principles and intentions outlined in the 2009 report.
- Reference: Appendixes A, B, C, and D.

BACKGROUND

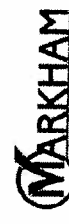
- Flato Developments have been the presenting sponsor for the professional entertainment season of Markham Theatre since 2009-2010 Season.
- Interest in long term partnership - ten years.
- Discussions and negotiations lead to the actual proposal.

Title



Building Markham's Future Together

Towards a Sustainable Community



NAMING RIGHTS PRIMARY FEES

- NAMING RIGHTS:

- “FLATO MARKHAM THEATRE”

- Naming rights fee:

\$75,000 per year – indexed – for 10 years

- Rebrand and signage fees:

\$30,000 – paid upfront

KEY CONSIDERATIONS

- Rebranding
- New Brand Exposure
- Flato Developments Corporate Exposure
- Flato Developments Corporate Promotion
- Benefits

TERMS OF AGREEMENT

- Duration
- Exposure
- Exclusivity
- Renewal option
- Financial considerations