

Corporate Sponsorship and Advertising Unit – 2023 Annual Reporting Over \$25,000

Vending				
Vending	Description	Value of Cash Agreements 2023	Value of In-Kind Agreements 2023	Duration of Agreement
Bests Vending	Vending sales of snacks/healthy treats	\$65,550		December 2017- September 30, 2024
DAP Enterprises	Vending sales of trinkets and treats	\$25,461.12		January 1, 2017 – September 30, 2024
Total:		\$91,011.12		
Pouring Rights				
Pouring Rights	Description	Value of Cash Agreements 2023	Value of In-Kind Agreements 2023	Duration of Agreement
Coca-Cola Refreshments	Pouring rights agreement for full service cold drinks, vending and commissions	\$13,106.64		Expired agreement, minimum volume requirement. Commission fees only
Total:		\$13,106.64		
Advertising				
Advertising	Description	Value of Cash Agreements 2023	Value of In-Kind Agreements 2023	Duration of Agreement
Astral Media Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$21,400		January 2018-December 2027
Pattison Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$175,112.16		May 2017- December 2027
Pattison Outdoor Advertising	Pattison Outdoor Advertising: Bus interior and exterior; O-Train Line 1 stations and trains	\$1,795,517.45	Interior: \$796,250 Kings (side of bus) \$297,830	January 2013 – December 2025

Corporate Sponsorship and Advertising Unit – 2023 Annual Reporting Over \$25,000

			<p>Seventies (back of bus) \$191,750</p> <p>Bus murals (double-decker): \$216,000</p> <p>Kongs (side of bus vinyl): \$35,640</p> <p>Line 1 station posters: \$37,500</p> <p>Bus wraps (Superbus): \$208,000</p> <p>TOTAL: \$1,782,970</p>	
Pattison Outdoor Digital Billboards installed on City property.	The City has 6 second per minute cycle for messaging. Two screens back-to-back on St. Laurent and Tremblay One screen on Carling near Kirkwood (fire station) and one screen on Carp Rd near 417 exit.	\$92,625	\$97,500	January 2013 – April 2027
OutFront Media-Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$180,570.84		January 2019- December 2023
OutFront Media Digital Billboards on City property.	10 second per minute cycle for messaging. Two screens back-to-back on Trim and Montreal Rd and two screens back-to-back on Industrial Avenue in front of OC Transpo garage.		\$ 195,000	

Corporate Sponsorship and Advertising Unit – 2023 Annual Reporting Over \$25,000

Branded Cities	Advertisements on transit shelters. First choice OC Transpo, remainder can be used by other City departments	\$2,499,999.96	Static Transit Shelters: \$ 509,600 Digital transit shelters: \$ 702,000 (increase to 27 shelters from 12)	January 2019 – December 2023
Front Row Marketing Services Canada, L.P. d/b/a Spectra Partnerships	Arena/Rink board Digital Advertising Sales Program for City Arenas			Annual
Creative Outdoor	Advertisements on recycling bins		\$56,875	
Total:		\$3,974,585.95	\$3,343,945	

Naming Rights

Naming Rights	Description	Value of Cash Agreements 2023	Value of In-Kind Agreements 2023	Duration of Agreement
Cardel	Naming rights for CardelRec Recreation Complex	\$40,000		April 2018- April 2033
Minto	Naming rights for Minto Recreation Complex	\$100,000		June 2013-June 2028
Meridian	Naming rights for Meridian Theatres @ Centrepointe	\$51,350? (S&A) \$13,650? (Theatre Capital)		March 2018- August 2033
Tony Graham Recreation Complex	Naming rights for Kanata Recreation Complex	\$100,000		
Total:		\$305,000		

Corporate Sponsorship and Advertising Unit – 2023 Annual Reporting Over \$25,000

Sponsorship				
Sponsorship	Description	Value of Cash Agreements 2023	Value of In-Kind Agreements 2023	Duration of Agreement
Canadian Tire Jumpstart “I Love to” programming	Supports instruction, transportation, facility space and equipment costs	\$25,000		Annual
Surgenor Ottawa	Vehicle value in kind for summer aquatics program		\$33,500	September 2018- September 2023
Total:		\$25,000	\$33,500	
Reporting Total:		\$4,339,987.70	\$3,377,455	