

**Corporate Sponsorship and Advertising Unit
Delegation of Authority Annual Reporting
2024 Sponsorship and Advertising Over \$25,000
August 22, 2025**

Vending				
Vending	Description	Value of Cash Agreements 2024	Value of In-Kind Agreements 2024	Duration of Agreement
Bests Vending	Vending sales of snacks/healthy treats	\$65,550.00		December 2017 - March 31, 2025
DAP Enterprises	Vending sales of trinkets and treats	\$25,461.12		January 1, 2017 – March 31, 2025
Total:		\$91,011.12		
Pouring Rights				
Pouring Rights	Description	Value of Cash Agreements 2024	Value of In-Kind Agreements 2024	Duration of Agreement
Coca-Cola Refreshments	Pouring rights agreement for full service cold drinks, vending and commissions	\$24,863.79		Agreement extended to December 31, 2025. Commission fees only.
Total:		\$24,863.79		
Advertising				
Advertising	Description	Value of Cash Agreements 2024	Value of In-Kind Agreements 2024	Duration of Agreement
Futuresign Multimedia Displays Inc.	Digital Advertising at City Facilities	\$45,833.37		February 29, 2024 - March 31, 2028
Astral Media Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$22,042.00		January 2018 - December 2022
Pattison Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$178,614.24		May 2017 - April 2022

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Pattison Outdoor Advertising	Pattison Outdoor Advertising: Bus interior and exterior; transitway; O-Train Lines 1, 2 and 4 stations and trains.	\$1,974,355.15	\$1,529,392.50	January 2013 – December 2025
Pattison Outdoor Digital Billboards installed on City property	The City has 6 second per minute cycle for messaging. One screen on St. Laurent and Tremblay facing south; one screen on Carling near Kirkwood (fire station) and one screen on Carp Rd near 417 exit.	\$92,625.00	\$97,500.00	January 2013 – December 2024
OutFront Media-Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$189,599.52		January 2019 - December 2024
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. Two screens back-to-back at 1500 St-Laurent		\$ 195,000.00	
Branded Cities	Advertisements on transit shelters – print and digital.	\$2,500,000.00	\$1,431,300.00	January 1, 2024 – December 31, 2028
Creative Outdoor	Advertisements on recycling bins	\$244,715.54	\$56,875.00	Annual - January 1, 2020 – December 31, 2024
Total:		\$5,247,784.82	\$3,310,067.50	

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Naming Rights				
Naming Rights	Description	Value of Cash Agreements 2024	Value of In-Kind Agreements 2024	Duration of Agreement
Cardel	Naming rights for CardelRec Recreation Complex	\$40,000.00		April 2018 - April 2034
Minto	Naming rights for Minto Recreation Complex	\$100,000.00		June 2013 - June 2028
Meridian	Naming rights for Meridian Theatres @ Centrepointe – S&A	\$51,350.00		March 2018 - August 2033
Meridian	Naming rights for Meridian Theatres @ Centrepointe – Theatre capital	\$13,650.00		March 2018 - August 2033
Tony Graham Recreation Complex	Naming rights for Kanata Recreation Complex	\$100,000.00		June 2023 - June 2033
Total:		\$305,000.00		
Sponsorship				
Sponsorship	Description	Value of Cash Agreements 2024	Value of In-Kind Agreements 2024	Duration of Agreement
Canadian Tire Jumpstart “I Love to” programming	Supports instruction, transportation, facility space and equipment costs	\$25,000.00		Annual
Surgenor Ottawa	Vehicle value in kind for summer aquatics program		\$33,500.00	September 2018 - September 2024
Ontario Mountain Bike Association	Trail maintenance in the South March Highlands Conservation Forest		\$53,800.00	March 19, 2021, to December 31, 2026
Total:		\$25,000.00	\$87,300.00	

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Reporting Total:		\$5,693,659.73	\$3,397,367.50	
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