

Document 3: 2021 Corporate Sponsorship and Advertising - Annual Report Over \$25,000

Vending				
Vending	Description	Value of Cash Agreements 2021	Value of In-Kind Agreements 2021	Duration of Agreement
Bests Vending	Vending sales of snacks/healthy treats	N/A – impacted by pandemic facility closures		December 2017- December 2021
DAP Enterprises	Vending sales of trinkets and treats	N/A – impacted by pandemic facility closures		January 1, 2017 - April 20, 2021
Total:		\$ 0	\$ 0	
Pouring Rights				
Pouring Rights	Description	Value of Cash Agreements 2021	Value of In-Kind Agreements 2021	Duration of Agreement
Coca-Cola Refreshments	Pouring rights agreement for full service cold drinks, vending and commissions	N/A – impacted by pandemic facility closures		Expired agreement, minimum volume requirement. Commission fees only
Total:		\$ 0		
Advertising				
Advertising	Description	Value of Cash Agreements 2021	Value of In-Kind Agreements 2021	Duration of Agreement
Astral Media Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$18,964.50		January 2018- December 2022
Pattison Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$51,299.88		May 2017- April 2022
Pattison Outdoor Advertising	Bus interior and exterior cards		\$1,633,460	
Pattison Outdoor Digital Billboards installed on City property.	The City has 6 sec per minute cycle for messaging. Two screens back to back on St. Laurent and		\$ 65,000	January 2013 – December 2023

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	Tremblay One screen on Carling near Kirkwood (fire station) and one screen on Carp Rd near 417 exit.			
OutFront Media-Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$180,570.84		January 2019-December 2023
OutFront Media Digital Billboards on private property.	10sec 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.		\$130,000	
Branded Cities	Advertisements on transit shelters. First choice OC Transpo, remainder can be used by other City departments		Transit shelters \$308,894 Digital transit shelters \$312,000	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	\$3,164.33 impacted by pandemic facility closures		Annual
Total:		\$253,999.55	\$2,449,354	
Naming Rights				
Naming Rights	Description	Value of Cash Agreements 2021	Value of In-Kind Agreements 2021	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	\$65,000		March 2018-August 2033

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	Theatres @ Centrepointe			
Ottawa Sports & Entertainment Group (OSEG)	Aberdeen Square Naming Rights-Casino Lac Leamy	\$ 30,600		September 2019 – March 31, 2024
Total:		\$235,600		
Sponsorship				
Sponsorship	Description	Value of Cash Agreements 2021	Value of In-Kind Agreements 2021	Duration of Agreement
Canadian Tire Jumpstart “I Love to” programming	Supports instruction, transportation, facility space and equipment costs	\$25,743.47		Annual
Myers Nissan	Vehicle value in kind for summer aquatics program Myers		\$118,645	September 2018-September 2023
Surgenor Ottawa	Vehicle value in kind for summer aquatics program		\$33,500	September 2018-September 2023
Total:		\$25,743.47	\$152,145	
Reporting Total:		\$515,343.02	\$2,601,499.00	

Agreements in place were extended as per the pandemic impacts:

Contract extensions	Description	Contract end date	Extended
BESTS	Impacted by pandemic facility closures	June 30, 2022	18 months
BROOKLIN	Impacted by pandemic facility closures	August 31, 2022	18 months
CARDEL	Impacted by pandemic facility closures	April 17, 2033	12 months
DAP	Impacted by pandemic facility closures	October 31, 2022	18 months
MERIDIAN	Impacted by pandemic facility closures (period to cover theatre closure)	December 31, 2033	Theatre closure
MINTO	Impacted by pandemic facility closures	December 01, 2029	12 months

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OSEG	Impacted by pandemic facility closures	March 31, 2024 (Terminated 2022)	
RICHCRAFT	Paid up front full amount – no impact	December 28, 2005	N/A