

2020 Sponsorship and Advertising

2020 Sponsorship and Advertising Annual Report Over \$25,000

21 sponsorships or advertising agreements were maintained in 2020 for a total value of \$5.2M in cash and value in-kind services.

Sponsor/ Advertiser	Description of the Sponsorship / Advertising	Value of Cash Agreements 2020	Value of In- Kind Agreements 2020	Duration of Agreement
Bests Vending	Vending sales of snacks/healthy treats	N/A – impacted by pandemic facility closures		December 2017- December 2021
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
DAP Enterprises	Vending sales of trinkets and treats	N/A – impacted by pandemic facility closures		January 1, 2017 - April 20, 2021
Astral Media Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$23,768.59		January 2018- December 2022

Sponsor/ Advertiser	Description of the Sponsorship / Advertising	Value of Cash Agreements 2020	Value of In- Kind Agreements 2020	Duration of Agreement
Pattison Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$160,337.66	\$65,000	May 2017- April 2022
OutFront Media- Billboard Advertising	Stand-alone exterior static and digital advertising boards	\$178,515.88	\$130,000	January 2019- December 2023
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	\$65,000		March 2018- August 2033
Front Row Marketing Services Canada, L.P. d/b/a Spectra Partnerships	Arena/Rinkboard Digital Advertising Sales Program for City Arenas	\$39,864.83		Annual
Canadian Tire Jumpstart “I Love to” programming	Supports instruction, transportation, facility space and equipment costs	\$47,211.70	\$5,650 facility space \$100,000 resource allocation	Annual

Sponsor/ Advertiser	Description of the Sponsorship / Advertising	Value of Cash Agreements 2020	Value of In- Kind Agreements 2020	Duration of Agreement
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
GLAD Giant Tiger NCC Romco Products	GLAD Cleaning the Capital Program	\$18,200	\$10,000	January - December, 2020
Ottawa Sports & Entertainment Group (OSEG)	Aberdeen Square Naming Rights- Casino Lac Leamy	\$30,600		September 1, 2019- March 31, 2024
Pattison Outdoor	The in-kind value is for placing City ad campaigns on buses.		\$2,308,800	January 2013 – December 2023
Branded Cities	Advertisements on transit shelters. First choice OC Transpo, remainder can be used		\$724,100	January 2019 – December 2023

Sponsor/ Advertiser	Description of the Sponsorship / Advertising	Value of Cash Agreements 2020	Value of In- Kind Agreements 2020	Duration of Agreement
	by other City departments.			
R.W. Tomlinson Ltd	Centennial Park construction services including labour, resources, and materials		\$1,000,000	September 2020 – June 30, 2022
Total Sponsorship & Advertising		\$703,498.66	\$4,495,695	

Sponsorship and Advertising Contract impacts and amendments

Presented below are the instances throughout 2020 where the Recreation, Cultural and Facility Services Department exercised delegated authority under the sections 17 of the Delegation of Authority By-law.

Section 17 – Authority to approve, amend, extend and execute agreements related to programming, recreation, culture, arts, heritage, festivals, fairs and special events at municipal museums

Contract extensions	Description	Contract end date	Extended
Bests	Impacted by pandemic facility closures	December 31, 2021	18 months
Brooklin	Impacted by pandemic facility closures	August 31, 2021	18 months
Cardel	Impacted by pandemic facility closures	April 17, 2033	12 months
DAP	Impacted by pandemic facility closures	April 30, 2021	18 months
Meridian	Impacted by pandemic facility closures (period to cover theatre closure)	December 31, 2033	20 months
Minto	Impacted by pandemic facility closures	December 01, 2029	12 months
OSEG	Impacted by pandemic facility closures	March 31, 2024	12 months
Richcraft	Paid up front full amount – no impact	December 28, 2005	N/A