

August 31, 1995

RE: CORPORATE SPONSORSHIP PROGRAM - CONTRACT EXTENSION

RECOMMENDATION:

1) THAT the Board approve a one year extension to the contract with Spectrum Marketing Corporation so that the expiration date will now be June 30, 1998.

2) THAT no legal rights shall be created by the passage of this resolution and none shall arise hereafter except by the signing of the contemplated document.

POLICY

The Board's strategic plan "Vision for the Future" states that Corporate Sponsorship and advertising will be sought consistent with other Board aims, objectives and policies.

BACKGROUND

On January 10, 1994 the Board approved the invitation of proposals from qualified corporate fundraising companies to serve as agents to acquire agreements.

On April 18, 1994 the Board awarded a three year contract to Spectrum Marketing Corporation that commenced on July 1, 1994.

After a lengthy public process involving the Community Centre Presidents, the VanDusen Botanical Gardens Association President and special information meetings, the Board approved Corporate Sponsorship guidelines on June 19, 1995 (Appendix I).

DISCUSSION

Following the Board's approval of the guidelines, Spectrum were given the go-ahead to finalize product definitions and Corporate Sponsorship package elements.

Spectrum have written to the Board requesting that since the process of obtaining the right to execute their contract to sell Corporate Sponsorship agreements required one year to obtain, the contract should be extended by one year. Spectrum claim that their understanding at the time of the contract award was that they had the right to begin selling with the execution of a contract (July 1st).

Staff have reviewed Spectrum's request for a one year contract extension and believe it has merit. At the time of the Board's award in April 1994 it was not anticipated that the establishment of guidelines would take such a long period of time.

Spectrum have spent a considerable amount of time liaising with our staff and attending meetings with community association presidents and individual association Boards over the past year. They are not paid on a retainer basis and will only be compensated once individual Corporate Sponsorship agreements are approved. In addition, Spectrum have researched potential Park Board sponsorship relationships while waiting for the official guidelines to be approved.

JUSTIFICATION

The Board's approval of Corporate Sponsorship guidelines occurred almost one full year after an executed contract was signed with Spectrum. Since this was an unforeseen delay in the process, it would be reasonable to add one year to the existing three year agreement so that it will now expire on June 30, 1998.

Prepared by:

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