



VANCOUVER
BOARD OF
PARKS AND
RECREATION

October 27, 2023

MEMO TO : Park Board Commissioners

FROM : Steve Jackson - Acting General Manager, Parks and Recreation

SUBJECT : **Sponsorship and Naming Rights Update – Board Briefing Memo**

Dear Commissioners,

This memo provides an update on the Think Big Action Plan, specifically a revenue-generating opportunity related to sponsorship and naming rights.

Since the approval of the Think Big Action Plan on July 17, 2023, Park Board staff have been collaborating with the City of Vancouver colleagues on the SAND (Sponsorship, Advertising, Naming Rights, and Donations) Project. As a result of the recently completed market sounding, the complexity of this work, and a requirement for specialized expertise and resources, staff will be issuing a Request for Proposal (RFP) for consulting and broker services to identify and value sponsorship and naming rights assets, create a revenue optimization strategy, and implement a sales program. You can find more details regarding the RFP in the appended email to the Mayor and Council.

In recent years, Park Board staff have received and successfully implemented numerous sponsorship and naming rights proposals on a case-by-case or event-specific basis. Successful naming rights initiatives and sponsorship activations were delivered in conjunction with the Festival of Lights event, Polar Bear Swim, and other notable events. While these successful proposals set a precedent, the SAND project marks the first time the Park Board will be proactively soliciting sponsorship and naming rights proposals to create revenue-generating opportunities. This project will explore some immediate and significant opportunities, including those emerging from the planning, design, and construction of the new Vancouver Aquatic Centre.

Regards,

A handwritten signature in black ink, appearing to be 'SJ', with a long horizontal flourish extending to the right.

Steve Jackson (*he/him*)
General Manager - Parks and Recreation

/mm/jb/ee/os/si/vt

Copy to: PB Leadership Team
Octavio Silva
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