

**Community & Corporate Services -
Corporate Sponsorship Signage of MCP Baseball Diamond Draft Policy**

Recommendation:

THAT Report No. CCS-13-14 entitled "Corporate Sponsorship Signage of MCP Baseball Diamond Draft Policy" be received;

AND THAT the 'Outfield Advertising Signage for Ball Diamonds' Policy, as outlined in Report No. CCS-13-14, be approved.

Background:

The Springfield Minor Baseball/Brewers Fastball Association have approached the Community Services Department with a proposal for corporate sponsorship of advertising to be hung on the outfield fence of Diamond #1 at Malahide Community Place. This proposal was presented to the Council at its January 4, 2013 meeting through Report No. CCS-13-07. The Municipal Staff were directed to prepare a draft policy and fee structure to be presented for Council review at a future meeting.

Comments/Analysis:

A draft policy and template agreements have been prepared that would permit the SMBBFA to solicit corporate sponsors for the purpose of installing advertising signage in the outfield of Diamond #1 at MCP.

Such Policy includes the following provisions:

1. Proposed Terms for Sponsorship Approval

- i. After securing prospective sponsors, the SMBBFA submit a complete list of proposed sponsors, to the Community Services Department for approval.
- ii. Once the potential list of sponsors is approved, the SMBBFA be authorized in writing by the Township of Malahide to proceed with the sponsorship agreements with these corporate sponsors

2. Terms for Sign Creation / Installation / Maintenance and Removal

- i. The SMBBFA will be responsible for the creation of the artwork for the signage with the Township being responsible for the creation, installation and maintenance of the sponsorship signage.
- ii. The SMBBFA agrees to sell signage in either a 4 x 8 ft (one sign per fence section) or 4 x 4 ft size (two signs per fence section)

3. Revenue Sharing Agreement

- i. The SMBBFA will sign a written agreement between themselves and the Township of Malahide to ensure that 85% of the profit of all sponsorship monies generated via this initiative will be used to help run and support the SMBBFA each year.
- ii. The Township of Malahide will agree to hold the remaining 15% of the profit of all sponsorship monies generated via this initiative to be used for upkeep and future projects related to the diamonds at MCP.

4. Advertising Fee Structure

- i. The SMBBFA proposes two advertising fee structures to maximize the use of the space and to encourage the participation of a variety of corporate sponsors, the following fee structure is proposed in the following table:

Full Fence Section	Cost to Sponsor	Half Fence Section	Cost to Sponsor
Year 1	\$400.00*	Year 1	\$250.00*
Year 2	\$400.00	Year 2	\$250.00
Year 3	\$400.00	Year 3	\$250.00

*- see point ii for initial cost breakdown

- ii. The costing for these signs would be taken out of Year one (1) sponsorship dollars with a life span of three (3) years at this point for the signage. Costing for the signs would be determined on the best quote provided based on price, material, delivery and the flexibility to produce signs in small quantities at the same price as doing a large quantity. Current target costing for the signs is:

4 x 8 ft (Full fence section) \$150.00
4 x 4 ft (Half fence section) \$80.00

Conclusion:

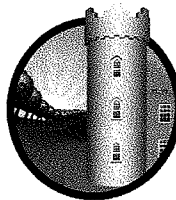
By working in partnership with the SMBBFA, the Township can grow its community relationship and realize a source of revenue for the ball diamonds.

If approved, the Community Services Coordinator will monitor the program and report back any recommendations for improvement or enhancement to the Director of Community Services and the Township Council.

As set out in this Report, if as an example, the Association were to secure 15 signage agreements for the 2013 season, the Township would be in the position to add approximately \$1,500.00 revenue into the Baseball Diamond Facility Reserve which will be used to offset future costs of infrastructure improvements and ensure that the diamonds can be maintained at little or no cost to the Township or the ratepayers.

Submitted by: Chris Cox
& Eugenio DiMeo

Approved by: 



POLICY OUTFIELD ADVERTISING SIGNAGE FOR BALL DIAMONDS

PURPOSE:

To provide procedures for the selling of advertising space on the outfield fencing of the ball diamonds at Malahide Community Place (MCP). This selling of space has been developed to provide sponsorship opportunities to the associations/leagues that play at these diamonds and to build a reserve fund for upgrades and improvements of the ball diamonds.

PROCEDURE:

1. The associations/leagues (associations) that play at MCP diamonds will be permitted to solicit corporate sponsors for the purpose of installing advertising signage in the outfield of the ball diamonds.
2. Terms for Sponsorship Approval
 - i. After securing prospective sponsors, the associations submit a complete list of proposed sponsors, to the Community Services Department for approval.
 - ii. Once the potential list of sponsors is approved, the associations will be authorized, in writing, by the Township of Malahide to proceed with the sponsorship agreements with these corporate sponsors.
3. Terms for Sign Creation/Installation/Maintenance and Removal
 - i. The associations will be responsible for the creation of the artwork for the signage with the Township being responsible for the creation, installation, and maintenance of the sponsorship signage.
 - ii. The associations agree to sell signage in either a 4 x 8 ft (one sign per fence section) or 4 x 4 ft size (two signs per fence section).
4. Revenue Sharing Agreement
 - i. The associations will sign a written agreement between themselves and the Township of Malahide to ensure that 85% of the profit of all sponsorship monies generated via this initiative will be used to help run and support the associations each year.

- ii. The Township of Malahide will agree to hold the remaining 15% of the profit of all sponsorship monies generated via this initiative to be used for upkeep and future projects related to the diamonds at MCP.

5. Advertising Fee Structure

- i. Two advertising fee structures to maximize the use of the space and to encourage the participation of a variety of corporate sponsors, the following fee structure is proposed in Table 1 below. The rates set forth herein will/may be adjusted annually by the Township of Malahide, in its sole discretion, acting reasonably.

Table 1

Full Fence Section	Cost to Sponsor	Half Fence Section	Cost to Sponsor
Year 1	\$400.00*	Year 1	\$250.00*
Year 2	\$400.00	Year 2	\$250.00
Year 3	\$400.00	Year 3	\$250.00

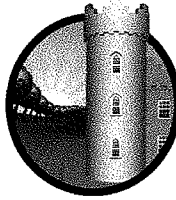
*see ii. below for initial cost breakdown.

- ii. The costing for these signs would be taken out of Year one (1) sponsorship dollars with a life span of three (3) years at this point for the signage. Costing for the signs would be determined on the best quote provided based on price, material, delivery, and the flexibility to produce signs in small quantities at the same price as doing a large quantity. Current target costing for the signs is:

4 ft x 8 ft (Full fence section)	\$150.00
4 ft x 4 ft (Half fence section)	\$80.00

6. Agreements

- i. Attached is the template Outfield Advertising Agreement. This agreement is to be executed between the Township of Malahide and the Association/League that will be seeking sponsorship from the sale of these signs.
- ii. Attached is the template Outfield Advertising Sponsorship Agreement. This agreement is to be executed between the Township of Malahide, the Association/League, and the Company or Service Group that is sponsoring the Association/League.



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POLICY

OUTFIELD ADVERTISING SIGNAGE FOR BALL DIAMONDS

Outfield Advertising Sponsorship Agreement

This Agreement made this _____ day of _____, 20____

BETWEEN

The Corporation of the Township of Malahide hereinafter referred to as "Township",

AND

_____ (Association or League Name)
hereinafter referred to as "Sponsoree",

AND

_____ (Company/Service Group Name)
hereinafter referred to as "Sponsor",

upon which the "Sponsor" has selected Outfield Advertising Sponsorship Option # _____ from Appendix "A".

The "Township", "Sponsoree", and "Sponsor" hereby agree to the following terms and conditions:

1. The "Township" & "Sponsoree" agree to supply an advertising sign to be hung on the outfield fence on Diamond #1 at the Malahide Community Place. This sign shall be visible to fans, players, and passing traffic throughout the baseball season.

2. The "Township" & "Sponsoree" and the "Sponsor" shall agree upon the script and or logo. The decided layout will be displayed upon an outdoor vinyl banner printed in full colour, which will be securely attached to the outfield fencing.
3. The sign shall be removed at the end of the season and kept in storage until the following season, upon which it will be re-hung.
4. All monies are to be paid in full prior to the advertisement being produced and erected. The rates set forth herein will/may be adjusted annually by the Township of Malahide, in its sole discretion, acting reasonably.
5. The "Sponsor" agrees that this is a three year commitment and that payment for years #2 and #3 will be paid in full by no later than March 31st of that year.

The "Township" hereby acknowledges and agrees to all of the above terms and conditions.

X _____

Print Name: _____
Position: _____

The "Sponsoree" hereby acknowledges and agrees to all of the above terms and conditions.

X _____

Print Name: _____
Position: _____

The "Sponsor" hereby acknowledges and agrees to all of the above terms and conditions.

X _____

Print Name: _____
Position: _____

X _____

Print Name: _____
Position: _____

APPENDIX "A"
to
Outfield Advertising Sponsorship Agreement

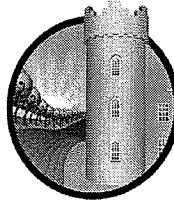
Option #1

<u>Full Fence Section (4' x 8')</u>	<u>Cost to Sponsor</u>
Year 1	\$400.00
Year 2	\$400.00
Year 3	\$400.00

Option #2

<u>Half Fence Section (4' x 4')</u>	<u>Cost to Sponsor</u>
Year 1	\$250.00
Year 2	\$250.00
Year 3	\$250.00

All payments to be made payable to
"The Corporation of the Township of Malahide".



POLICY

OUTFIELD ADVERTISING SIGNAGE FOR BALL DIAMONDS

Outfield Advertising Agreement

This Agreement made this _____ day of _____, 20____

BETWEEN

The Corporation of the Township of Malahide hereinafter referred to as "Township",

AND

_____ (Association or League Name)
hereinafter referred to as "Association",

The "Township" and "Association" hereby agree to the following terms and conditions on the use of the outfield fence on Diamond #1 at the Malahide Community Place to generate sponsorship for the "Association":

- 1) The "Township" will accept all money received from the sale of the Outfield Advertising.
- 2) The "Township" will be responsible for the sourcing and procurement of the signs.
- 3) The "Township" will provide the "Association", on an annual basis, with 85% of the profit from the sale of the Outfield Advertising as set out in Appendix "A" attached hereto. Such 85% share of the profit from the sale of the Outfield Advertising will be provided to the "Association" no later than 30 days from the delivery of the final signs in Year One (1) and no later than April 30th in Year Two (2) and Year Three (3) of the agreement. Such division

- 4) The "Township" will install the signs at the beginning of each baseball season and remove such signs at the end of each baseball season. Such signs will be kept in storage until the next baseball season, when the "Township" will re-hang the signs.
- 5) The "Association" will only use their 85% share of the profits to help the "Association" offset costs that would be normally collected by its members/ players.
- 6) The "Township" will establish a Reserve Fund where the "Township's" 15% share of the profits will be held to finance future upgrades and improvements to the baseball diamonds at Malahide Community Place.

The "Township" hereby acknowledges and agrees to all of the above terms and conditions.

X _____

Print Name: _____

Position: _____

The "Association" hereby acknowledges and agrees to all of the above terms and conditions.

X _____

Print Name: _____

Position: _____

APPENDIX "A"
to
Outfield Advertising Agreement

Cost Breakdown of Outfield Advertising

The rates set forth herein will/may be adjusted annually by the "Township", in its sole discretion, acting reasonably.

Sponsorship Costing:

Full Fence Section	Cost to Sponsor	Half Fence Section	Cost to Sponsor
Year 1	\$400.00	Year 1	\$250.00
Year 2	\$400.00	Year 2	\$250.00
Year 3	\$400.00	Year 3	\$250.00

The production costs for the signs will be financed from the Year One (1) sponsorship dollars. Such signs will have an estimated life span of at least three (3) years. Current target costing for the production of the signs is:

4 ft x 8 ft (Full fence section)	\$150.00
4 ft x 4 ft (Half fence section)	\$80.00

Division of Profit Sharing:

"Association" Profit per sign:

Full Fence Section	Profit	Half Fence Section	Profit
Year 1	\$212.50	Year 1	\$144.50
Year 2	\$340.00	Year 2	\$212.50
Year 3	\$340.00	Year 3	\$212.50

"Township" Profit per sign:

Full Fence Section	Profit	Half Fence Section	Profit
Year 1	\$37.50	Year 1	\$25.50
Year 2	\$60.00	Year 2	\$37.50
Year 3	\$60.00	Year 3	\$37.50