



Subject: Arena Dressing Room Enhancements – SticksIn Ltd.

Prepared by: John Firman, Manager of Business Support

Department: Parks, Recreation and Cultural Services

Date: July 4, 2017

In accordance with the Procedure By-law, any Member of Council may request that this Information Report be placed on an upcoming General Committee or Council meeting agenda for discussion.

Executive Summary

The purpose of this report is to inform Council of an upcoming Recreation Facility Sponsorship pilot project, involving enhancements to the arena dressing rooms. Parks, Recreation and Cultural Services is entering into a short-term facility advertising agreement with SticksIn Ltd., beginning in August, 2017.

Pending successful results with the pilot project, the full program would subsequently be rolled out to all Town arenas, and expanded to include arena dressing room hallways, and arena player benches.

Background

SticksIn Ltd. pilot project program offers the following enhancements for arena dressing rooms

As part of the Recreation Facility Sponsorship Program, we are entering into a pilot project with SticksIn Ltd., for arena dressing room enhancements which consists of the following:

- Arena Dressing Rooms (interior)
- Branded stick holders
- Branded Coaches white board
- Motivational Signage on walls

- RESPECT
- TEAMWORK
- INSPIRE
- Sport Concierge (branded signage directing people to sport-related info website)
- Branded “Hero Seat”, to be used to acknowledge “player of the game” or other team recognition
- Branded garbage can holder
- Blue Tooth Speaker (to be confirmed)

Arena Dressing Rooms (exterior)

- Branded sign holder at dressing room entrance
- Branded “Future Star” photo background in hallway, themed for both hockey and skating

Player Benches

- Branded Stick Holder
- Branded coaches clip board holder

Note: Branded items include the logo recognition for SticksIn Ltd. sponsor organizations, which fund the overall program.

Analysis

If this pilot is successful sponsorship money will be received by the Town on a per dressing room basis

The Town receives sponsorship revenue on a per dressing room basis, and at the same time provides and enhanced atmosphere within the arena dressing rooms.

The pilot is schedule for one dressing at the Aurora Community Centre (ACC) and one dressing room at the Stronach Aurora Recreation Complex (SARC), beginning in August for up to 120 days. During this time SticksIn Ltd. will be conducting market research via on-site surveys. The pilot program shall only consist of the interior dressing room components.

Following completion of the pilot, we may then move forward with implementation in all arena dressing rooms at all three recreation facilities, including all components of the program as listed above.

Advisory Committee Review

None

Financial Implications

There are no financial implications for the initial pilot project. If the full program is implemented, the Town will receive \$100 per year for each dressing room included in the program.

Communications Considerations

There is no external communication required.

Link to Strategic Plan

Arena dressing room enhancements supports the Strategic Plan goal of Supporting an Exceptional Quality of Life for all through its accomplishment in satisfying requirements in the following key objectives within this goal statement:

Encouraging an active and healthy lifestyle by developing a long-term needs assessment for recreation programs, services and operations to match the evolving needs of the growing and changing population.

Alternative(s) to the Recommendation

None

Conclusions

For information.

Attachments

Attachment #1 - Aurora Community Centre- Room 1: Rep Option A, B and Elite
Attachment #2 – Kit of Parts – Room Enhancements

Previous Reports

None

Pre-submission Review

Agenda Management Team review on June 15, 2017

Departmental Approval



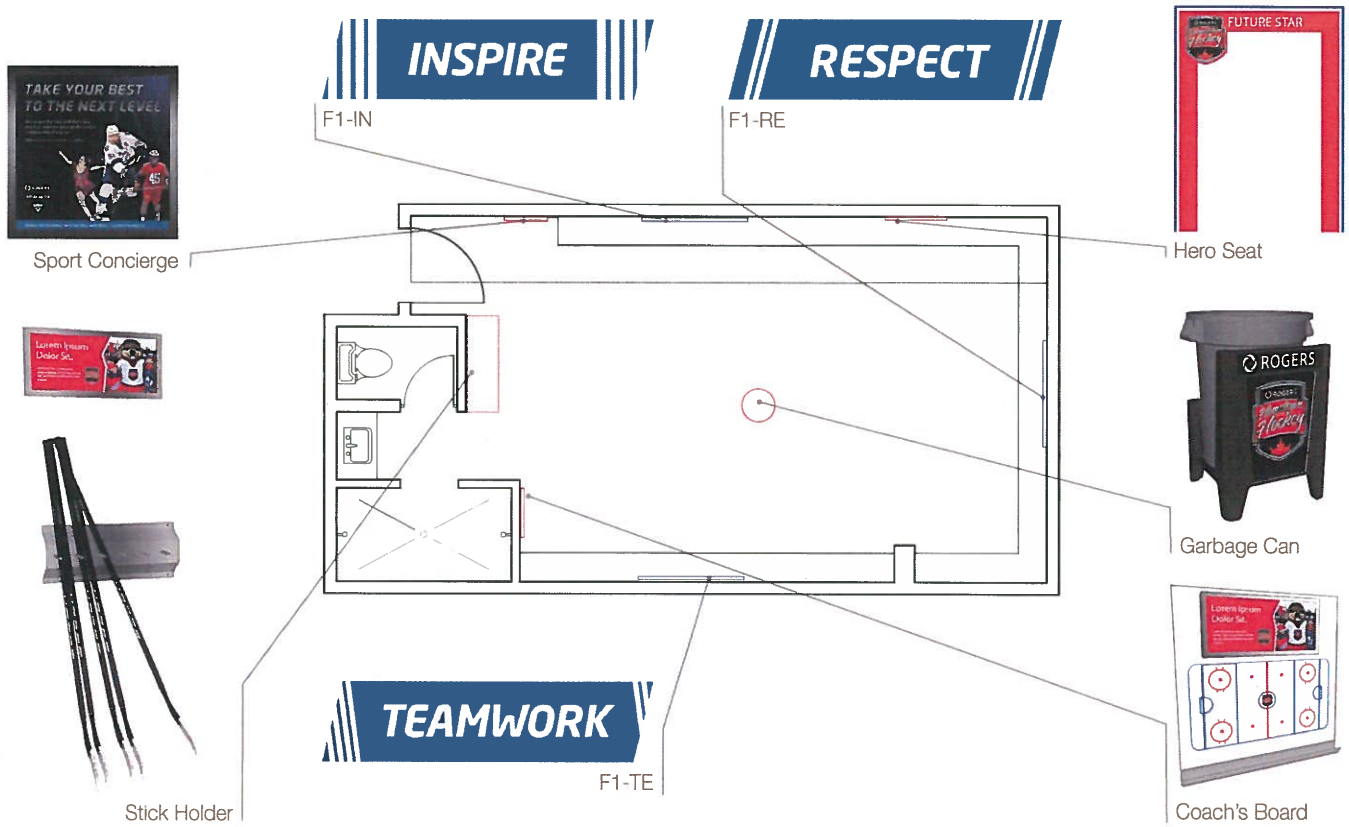
Al Downey
Director
Parks, Recreation and Cultural Services

Approved for Agenda

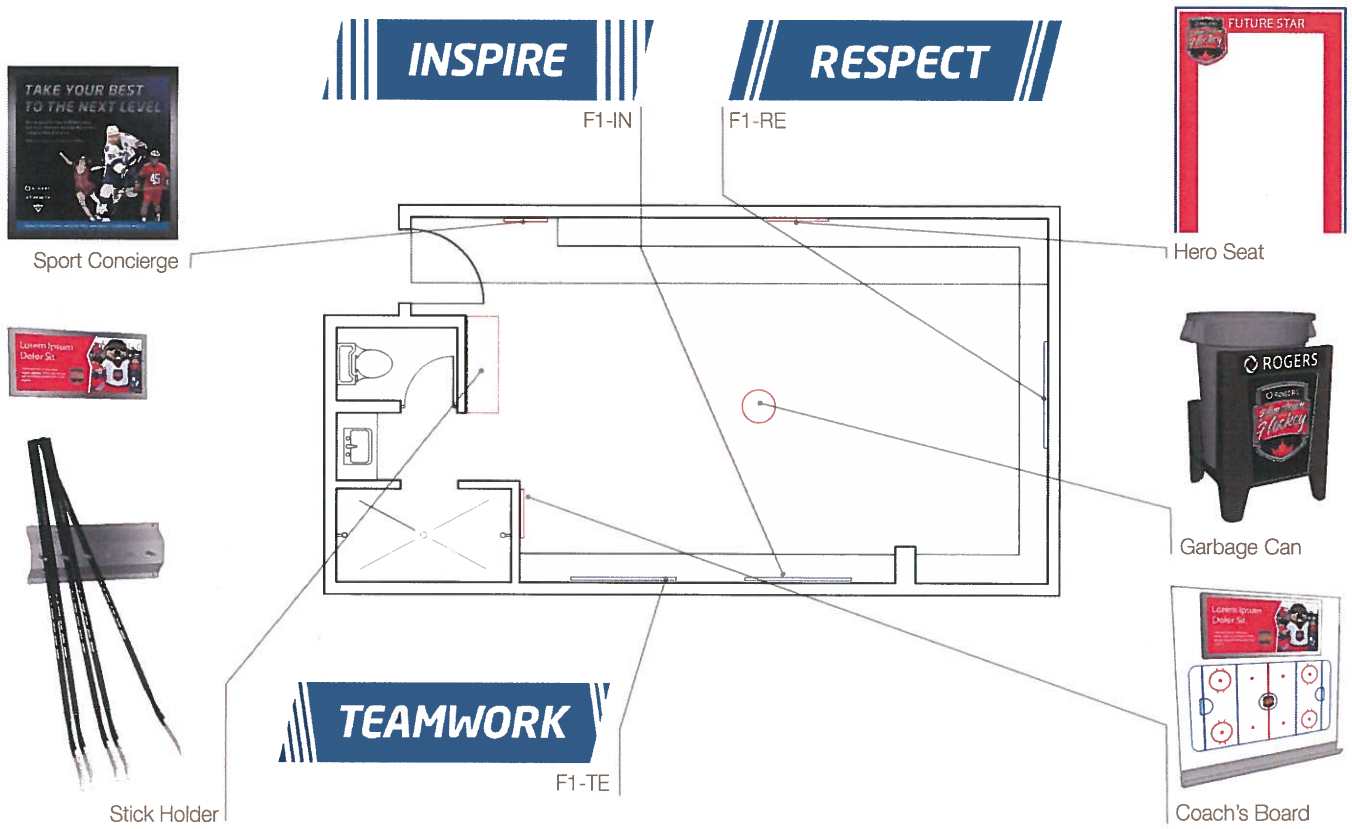


Doug Nadorozny
Chief Administrative Officer

AURORA COMMUNITY CENTRE - ROOM 1 - REP OPTION A



AURORA COMMUNITY CENTRE - ROOM 1 - REP OPTION B



STRONACH AURORA RECREATION COMPLEX - ROOM 1 - ELITE

