

SUDBURY COMMUNITY ARENA NAMING RIGHTS



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June 28, 2006

BACKGROUND

1. Industry Trend
2. Revenue Opportunity
3. 2003 Wolves Agreement

INDUSTRY TREND

- Research
 - Professional Teams
 - OHL Naming Rights Survey
 - 25% of OHL teams have corporate name
 - Sault Ste Marie issued naming rights on May 29, 2006 (Steelback Center)

REVENUE OPPORTUNITY

- Financial Compensation
 - Depending on the Private Sector's Interest
 - Sault Ste. Marie received \$1.35M for 10 years
- Event Attraction – Prestige
- New Arena Capital Reserve Fund

2003 WOLVES AGREEMENT

- Grants the Club the right to sell the naming rights
- Proposed Revenue Sharing with Wolves
 - 10% Selling Commission
 - Recommended RFP details will be provided to Council for decision
- Issue Naming Rights RFP
 - Timing critical due to Corporate Suite upgrades
- Recognition of the history of the Sudbury Community Arena

RECOMMENDATION

It is recommended that Council:

1. Support the issuing of a Request for Proposal for the Naming Rights of the Sudbury Community Arena
2. Support the creation of a new Capital Reserve Fund for future Capital Projects in the Arena