
CITY OF KELOWNA

MEMORANDUM

Date: December 8, 2008
File No.: 0711-00
To: City Manager
From: Manager of Partnership Development and Research
Subject: MRP Aquatic Centre – Corporate Naming Sponsorship and status report

RECOMMENDATION:

THAT Council receive for information the “Naming Sponsorship Package” as attached to the report from the Manager of Partnership Development and Research dated December 8, 2008;

AND THAT Council authorize the additional name of “*H2O Adventure and Fitness Centre*” for the Aquatic Centre as the name to be incorporated into the final title of the facility.

BACKGROUND:

In June, 2008, Council authorized a consulting services agreement with *The Media Team* in order to pursue a corporate naming sponsor for the new Aquatic Centre in Mission Recreation Park. Since that time staff has worked with The Media Team to prepare a comprehensive “Naming Sponsorship Package”. The consultant has provided a list of several corporations deemed most appropriate to receive this and direct communications are well underway with many of these businesses.

Notwithstanding the current economic climate and the increased difficulty of attracting major sponsors for this Council approved purpose, the consultant is working on the negotiation process with a short list of potential corporate sponsors and will continue into the New Year.

The consultant further advises that it is very common in naming sponsorship processes, for a new facility such as the Aquatic Centre, to be fully completed and functional prior to finalizing a naming sponsorship agreement. Many companies prefer to see the actual building rather than pictures and architectural drawings. The potential for a successful agreement is greater for the City, if we are willing to have the facility completed and functional, prior to finalizing a naming sponsorship agreement. Site tours with perspective corporate naming sponsors will commence in the New Year.

Considering this probability that a sponsor agreement will occur after the Aquatic Centre opens, staff are recommending that a name be confirmed now in order for create a stronger community identity with the facility, and for marketing plans and programs to be initiated in a more comprehensive manner.

In consultation with our manager/operator, the Y has provided additional comments outlining rationale for proceeding with *H2O Adventure and Fitness Centre*;

- **Branding** – this is a community facility that is not exclusive to the residents of “the Mission”. The longer the existing name is used, especially as it impacts City wide taxation, the more negative effects the MRP Aquatic Centre name may have.

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- **Employment** – the Y is recruiting for many levels of employees and is advertising those positions under the MRP Aquatic Centre title. Prospective employees do not know where to search for posted MRP Aquatic Centre job opportunities.
- **Website** –developing a website to have the ability to post job descriptions, facility amenities, fees, frequently asked questions and construction updates is all dependent on registering a domain name. Currently this information is posted on the ymca-ywca.com website which is not where many residents will think to find it.
- **Membership Pre-sales** – in order to meet operating objectives and membership sales projections, the Y is advertising the pre-sale of memberships and punch cards which will impact future revenues. Branding the “MRP Aquatic Centre” name and directing residents to the “Y” website for further information is inefficient, so the single purpose marketing identity is required now in order to be more successful.
- **Other Advertising** – Many important annual tourism publication deadlines are approaching (i.e. Tourism Kelowna Magazine) that should be advertising this facility to increase awareness and ultimately revenues.
- **White & Yellow Pages** – the Y will need to register a phone number for the facility within the next month and do not have a name to list.

INTERNAL CIRCULATION TO:

Director of Strategic Initiatives and Intergovernmental Partnerships
Director of Communications and Media Relations

EXTERNAL AGENCY/PUBLIC COMMENTS:

A series of workshops/focus groups involving experts in the field of public facility operations and marketing as well as members from the public, were held to identify a number of different facility names. Criteria as outlined in the Civic Community Facility Naming Council Policy were considered:

- Respect City identity,
- Create market uniqueness,
- Create positive memorability,
- Identify nature of activities,
- Ability to sub-name components,
- Reflect guest experience, programs and services,
- Ability to convert to appropriate acronym or abbreviation,
- Ability to extend the name into other product and service lines,
- Ability to provide a visual/emotional base for marketing, sales and branding.

Phase 1 - workshop involving experts in the field of public facility operations and marketing;
H2O Adventure and Fitness Centre name was proposed,

Phase 2 - staff conducted 2 internal focus group sessions on November 4, 2008 involving 18 people representing a variety of ages, interests and activities and who are frequent users of the Kelowna Family Y and the Parkinson Recreation Centre
H2O Adventure and Fitness Centre name was substantially supported,

Phase 3 - workshop involving staff from the City and from the Y to review progress to date, determine additional public input, and to engage a professional marketing consultant in order to reflect a new perspective and conduct an independent validation of the proposed name,

Phase 4 - R.W. Peter and Associates conducted an additional 2 focus group sessions on December 4, 2008 involving 14 additional people representing a variety of ages, interests and activities, a summary report is attached.
H2O Adventure and Fitness Centre name was substantially supported.

Based on the results of the public process as noted above, staff is recommending "*H2O Adventure and Fitness Centre*" as the name of the new Aquatic Centre. This name would be incorporated into the full title of the new Aquatic Centre in the future.

Staff would proceed with the Y to develop a comprehensive marketing plan complete with graphic components utilizing this name, should Council authorize this recommendation.

COMMUNICATIONS CONSIDERATIONS:

The anticipated schedule for the opening of the new Aquatic Centre is:

- The City receives 'control' from PCL Westcoast Constructors Ltd. - February 24,
- The City, with the Y as the operator, initiates final fit up, with equipment, supplies, operating materials, staff recruitment and training - February 25 – March 31
- The new Aquatic Centre opens to the public - April 1,
- Official Grand Opening Ceremony - Late May or June

Should the City be successful in finalizing a naming sponsorship agreement, the Official Grand Opening Ceremony is an appropriate time to make any public announcement of the corporate naming sponsor.

Considerations that were not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Financial/Budgetary Considerations:

Personnel Implications:

Technical Requirements:

Alternate Recommendation:

Submitted by:



JWR Oddleifson
Manager of Partnership Development and Research

Approved for Inclusion:



Cc: Director of Strategic Initiatives and Intergovernmental Partnerships
YMCA-YWCA of the Central Okanagan

Attachments

773 Cassiar Road
Kelowna, B.C.
V1Y 1M6
250-860-4825
rwpeter@telus.net

R.W. Peter & Associates

*Business Solutions Through a
Marketing Perspective*

December 08, 2008

JW Reid Oddleifson
Partnership Development and Research Manager
City Hall
1435 Water Street
Kelowna, BC V1Y 1J4

Dear Reid,

Please find below a summary of the 2 Focus Groups that were conducted on December 4, 2008. The objective of the Focus Groups was to obtain a satisfactory level of support towards a name for the new Mission Recreation Park Aquatic Centre.

Process

The 2 groups were given an extensive background and overview of the new Mission Recreation Park Aquatic Centre by Reid Oddleifson. It allowed the participants to become more familiar with the complete services that the facility has to offer.

Following the overview, the groups were presented 3 names that were generated and agreed to by City Staff/YMCA-YWCA responsible for the project. The 3 names are as follows:

- 1) H₂O
- 2) Splashes
- 3) The Wave

The groups were also prompted to generate other names that they thought would be appropriate for the facility.

In addition to the primary name, a descriptor for the facility was also discussed at length. The descriptors that were presented and generated by the group are as follows;

- 1) Adventure and Fitness Centre
- 2) Sport and Fitness Centre
- 3) Family Fun Centre
- 4) Wellness Centre
- 5) Adventure Park
- 6) Centre versus Complex versus Zone versus Park

The groups consisted of a good cross section of male & female, age and personal back grounds. Over and above these 2 groups, several other Focus Groups were held and similar results were found. The name and descriptor that resonated with the majority of the groups was "**H₂O Adventure and Fitness Centre**". It was concluded that it best reflected what the facility has to offer as well as provided a unique and memorable name.

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*Business Solutions Through a
Marketing Perspective*

Summary

The participants had a difficult time generating any additional names that were accepted by the groups as a stronger, more relevant name than those presented.

The participants discussed and agreed unanimously that the name had to be followed by a descriptor.

The participants understood that a corporate sponsor was being solicited and that the corporate name will be incorporated into the title at the appropriate time.

The name that resonated with a highest majority of the participants was "**H2O Adventure and Fitness Centre**". They indicated that it had an exciting feel to the name and it described the facility in a concise and fun manner. They felt that the name would be memorable and would reflect the experience that they would anticipate.

Participants discussed that the name "Splashes" carried a past association with a previous Night Club in Kelowna.

Participants discussed that the name "The Wave" was too limiting and did not capture what the facility has to offer. It also created difficulty in positioning a descriptor behind the name.

The few participants that did not have this name as their first choice had a difficult time expressing a name that would be stronger. They were asked if "**H2O Adventure and Fitness Centre**" would offend or misrepresent the facility and they all agreed that it would not. Their thoughts on the name were more of a neutral response versus a negative response.

It should also be mentioned that several other focus groups have taken place under different supervision and reflected similar results. The majority of those participants thought that the name "**H2O Adventure and Fitness Centre**" was well suited to the facility.



R.W. Peter



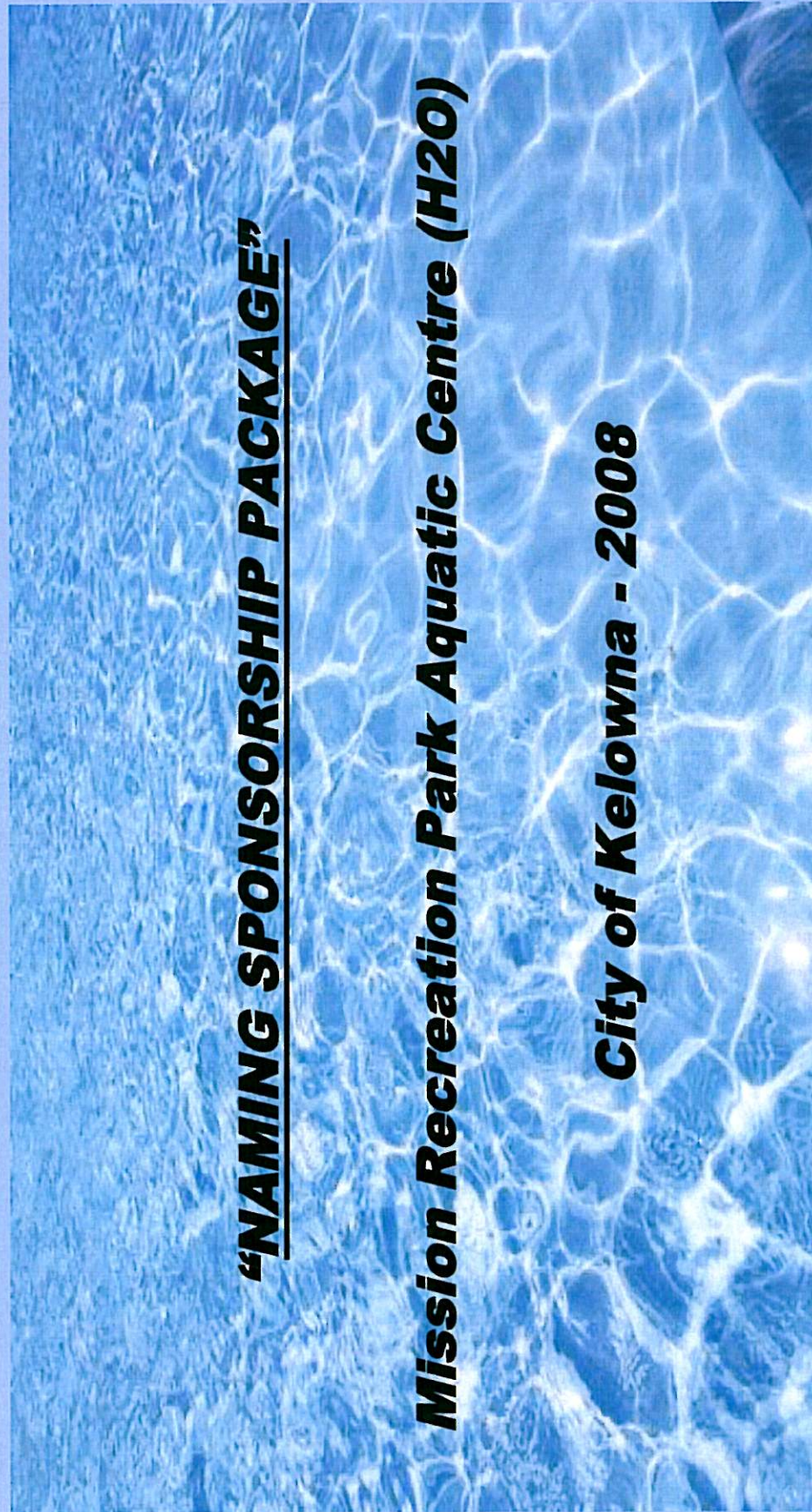
Mission Recreation Park Aquatic Centre (H2O)

Kelowna, British Columbia

Naming Sponsorship Package

OPENS SPRING 2009

H2O



“NAMING SPONSORSHIP PACKAGE”

Mission Recreation Park Aquatic Centre (H2O)

City of Kelowna - 2008



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Mission Recreation Park Aquatic Centre (H2O)

Kelowna, British Columbia

Naming Sponsorship Package

H2O

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SPONSORSHIP

Sponsorship

n. a cash and/or in-kind fee paid to a property (typically in sports, arts, entertainment or causes) in return for access to the exploitable commercial potential associated with that property.

- Although a sponsored property may include media extensions, such as a TV broadcast, sponsorship is not advertising. Advertising is the direct promotion of a company through space or air time bought for that specific purpose. Advertising is a quantitative medium, sold and evaluated in terms of cost per thousand (CPM).
- *Sponsorship* on the other hand is a qualitative medium; it promotes a company in association with the property.
- Some of the benefits that *sponsorship* typically offers, that advertising does not, are access to a live audience, on-site sampling and opportunities for client or customer entertainment, long-term branding and extensive name recognition.
- As well, companies can tie *sponsorship* directly into product usage, sales or sales leads so they can quantify, not only how many people were reached, but how many were motivated to buy.

Why Companies Sponsor Properties:

- | | |
|-----------------------------|-----------------------------------|
| Increase Brand Loyalty | Create Awareness & Visibility |
| Drive Retail Traffic | Showcase Community Involvement |
| Generate Revenue | Showcase Product/Service Benefits |
| Entertain Clients/Customers | Recruit/Retain Employees |



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Mission Recreation Park Aquatic Centre (H2O)

Kelowna, British Columbia

Naming Sponsorship Package

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IEG

- IEG, founded in 1980, is the world's leading provider of independent research and analysis on sponsorship and naming rights opportunities. Each year IEG surveys 3,000 sponsorship opportunities and audits more than 500 sponsorship programs and contracts. The methodology behind IEG is based on an objective and universally accepted standard of how to value sponsorship.
- *The Media Team* fully endorses this industry-wide formula that a critical mass of sponsors and properties endorse. It has attempted to establish the fair market value of the naming rights package for the *Mission Recreation Park Aquatic Centre (H2O)* through the use of their proven, street-tested methodology. This method has been used to value more than 300 properties, representing more than \$650 million worth of benefits.
- This method of valuation has been endorsed by more than 250 sponsors, including FedEx, Telus, Proctor & Gamble, Bell Canada, Nokia, Adidas, Visa, Labatt, Compaq, America West Airlines, Sears and many more.
- Properties using the IEG formula to value sponsorship fees include:

<i>Winnipeg Stadium</i>	<i>Canada Figure Skating Association</i>
<i>PGA Tour Canadian Open</i>	<i>New York City Marathon</i>
<i>World Cup Soccer</i>	<i>Calgary Stampede</i>
<i>Halifax Metro Centre</i>	<i>plus many others...</i>



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Mission Recreation Park Aquatic Centre (H2O)

Kelowna, British Columbia

Naming Sponsorship Package

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JUSTIFYING THE FEE

The Media Team has codified values for the entire list of sponsorship benefits and established proprietary formulas for calculating individual fees for almost everything included in the naming sponsorship package for the *Mission Recreation Park Aquatic Centre (H2O)*.

The Media Team accounts for the following:

Value of Tangible Benefits. Tangible benefits are the quantitative benefits at the venue, such as impressions in measured and non measured media, program advertising, ID on ticket backs, on-site signage and sampling.

Value of Intangible Benefits. Intangible benefits are the qualitative benefits that the venue delivers, such as the level of audience loyalty, category exclusivity and the recognition of brands and logos. A company buying naming rights is buying access to the venues intangible benefits.

Cost/Benefit Ratio. Sponsorship is more labour-intensive than measured media and lacks guarantees that advertising makes, therefore, it must over-deliver. Thus, for every \$1 sponsors invest, they receive \$1.50 worth of benefits.



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Mission Recreation Park Aquatic Centre (H2O)

Kelowna, British Columbia

Naming Sponsorship Package

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DESCRIPTION OF PROPERTY

- The *Mission Recreation Park Aquatic Centre (H2O)*, located near the Capital News Centre on Gordon Drive in Kelowna, BC, will be a 8,920 square metre (96,000 sq ft), state-of-the-art aquatic facility that will include:
 - Olympic-size eight lane 50 metre Swimming Pool*
 - Children's Play Area*
 - Wave Pool*
 - Fitness Centre*
 - (2) Hot Tubs*
 - Water Park*
- The indoor civic water park will be the largest in Canada with a **River Run**, a **Flowrider** and multiple slides.
- The eight lane 50 metre (164 ft) **Olympic-size swimming pool** can be converted into three sections with different water depths using the combination of movable bulk heads and a 12.5 metre (41 ft) adjustable floor. These separate deep and shallow ends allow at least three aquatic activities simultaneously such as lap or length training, learn-to-swim classes, rehabilitation programs and deep water sports including synchronized swimming and water polo.
- The 2,200 sq m (23,700 sq ft) **water park** promises smiles for all ages. The 3 metre (9.85 ft) wide **River Run** has a vortex pool and adjustable water flow. The **wave pool** can generate waves up to 1.5 metres (5 ft). The **Flowrider**, the first in Canada, has a standing 1.5 metre (5 ft) wave for surfers to hang ten. **There are three slides:** 60 metres, 70 metres and 90 metres in length.
- **Three slides** wind their way to runoff channels. One whirlpool **hot tub** will be designated for families and another designated adults only. The **children's play area** will have a variety of water jets and other interactive water features. The second floor will offer a 930 sq m (10,000 sq ft) **fitness area** including free weights, exercise equipment and a 186 sq m (2,000 sq ft) studio with a sprung floor for aerobics and dance classes.



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Mission Recreation Park Aquatic Centre (H2O)

Kelowna, British Columbia

Naming Sponsorship Package

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QUICK FACTS OF AREA

- Kelowna is situated on the eastern shore of Okanagan Lake mid-way between Penticton in the south and Vernon in the north.
- With a population of **116,400**, Kelowna is the largest city in British Columbia's Okanagan Valley.
- The Central Okanagan Regional District has a population of **173,000**.
- Easily accessible by car, bus and air, Kelowna is 150 km. north of the United States border and 395 km. east of Vancouver.
- Okanagan Lake offers wonderful opportunities for boating, swimming or fishing for Kelowna residents and tourists.
- The nearby mountains attract hikers, skiers and outdoor enthusiasts of all descriptions. Three major ski hills are within a one-hour drive.
- Kelowna has become the main marketing and distribution centre of the Okanagan Valley, with a flourishing tree fruit industry and a growing light industrial sector that competes on a world scale.
- Best known for forestry and the manufacture of boats, plastics, fibreglass, body armour and oil field equipment, Kelowna also has a growing high technology sector that includes aerospace development and service.
- Prospera Place, a 6,000-seat multi-purpose facility that's home to the Kelowna Rockets of the Western Hockey League, attracts major entertainers and events to the heart of our Cultural District.
- Kelowna General Hospital is the largest and most comprehensive in the southern interior of B.C. with a full treatment cancer clinic.
- Kelowna's airport is the 11th busiest in Canada with 35 scheduled flights a day; it's also one of the fastest growing in North America.
- Okanagan College offers university and transfer programs, as well as a wide range of adult education and trades courses.
- UBC Okanagan opened in September 2005.



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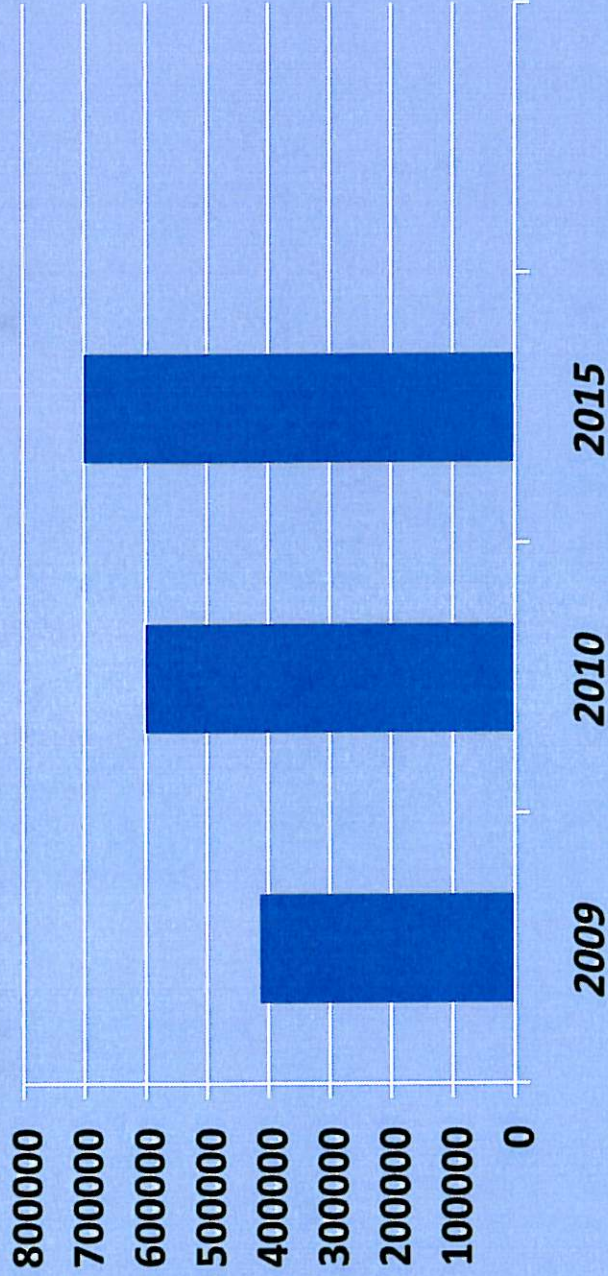
Mission Recreation Park Aquatic Centre (H2O)
Kelowna, British Columbia
Naming Sponsorship Package

H2O

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MISSION RECREATION PARK AQUATIC CENTRE (H2O)

PROJECTED ATTENDANCE



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Mission Recreation Park Aquatic Centre (H2O)

Kelowna, British Columbia

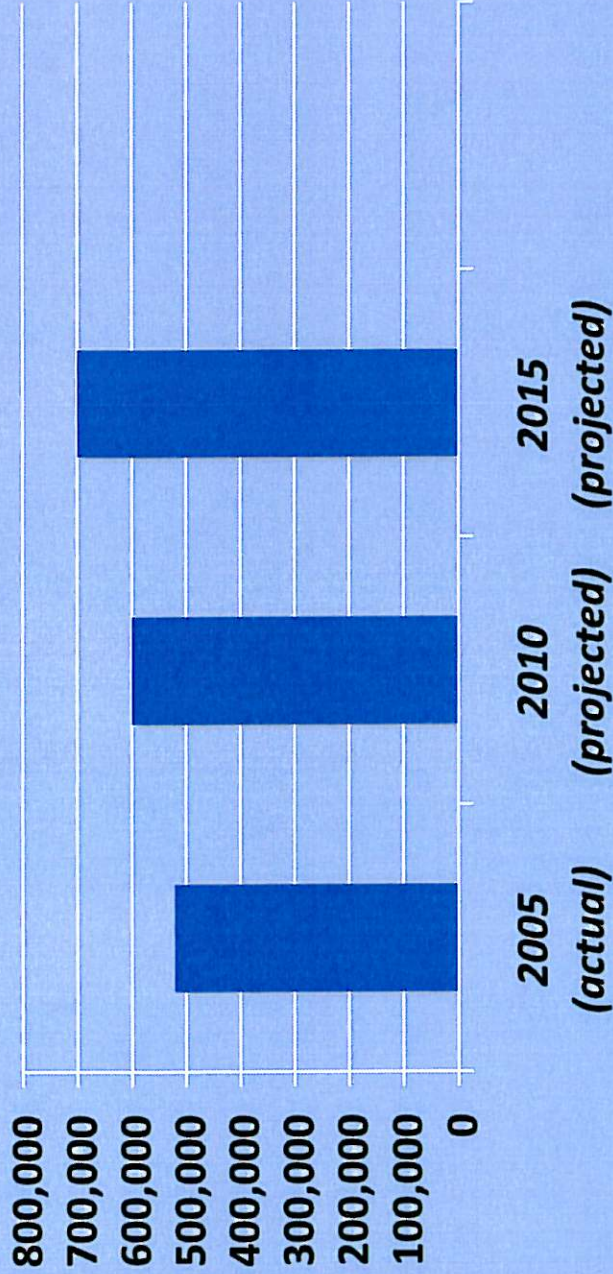
Naming Sponsorship Package

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CAPITAL NEWS CENTRE (ADJACENT TO AQUATIC CENTRE)

ACTUAL & PROJECTED ATTENDANCE



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**Mission Recreation Park Aquatic Centre (H2O)
Kelowna, British Columbia
Naming Sponsorship Package**

H2O

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IPSOS REID “AQUATIC CENTRE MARKET STUDY”

- 42% of households will likely use the new Mission Recreation Park Aquatic Centre (H2O).
- 37% of households will earn income of \$120,000 or more.
- 22% of households will earn income of \$60,000 or less.
- 40% of users will be between 19-44 years of age.
- 28% of users will be between 45-64 years of age.
- 15% of users will be 65 years of age or older.

** Above data supplied by: IPSOS REID PUBLIC AFFAIRS
May 2008*



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Mission Recreation Park Aquatic Centre (H2O)

Kelowna, British Columbia

Naming Sponsorship Package

H2O

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BENEFITS AVAILABLE

INTERIOR BRANDING

Interior Walls
Interior Wall Display
Ceiling Banners

EXTERIOR BRANDING

Building Signage
Building Banners

ONLINE EXPOSURE

Kelowna.ca
tourismkelowna.com
H2O.com



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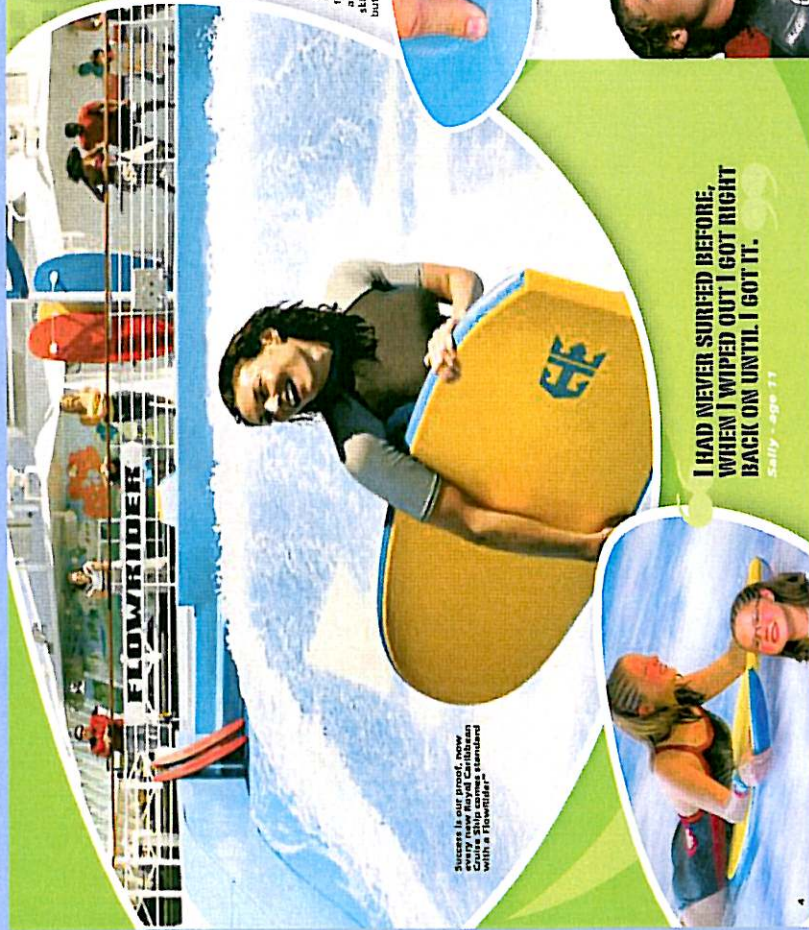
**Mission Recreation Park Aquatic Centre (H2O)
Kelowna, British Columbia
Naming Sponsorship Package**

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THE FLOWRIDER

1st in Canada!



Success is never shared. Every surfer has their own. Cruise Ship comes standard with Flowrider.

I HAD NEVER SURFED BEFORE, WHEN I WIPED OUT I GOT RIGHT BACK ON UNTIL I GOT IT.
Sally - age 17

FOR BEGINNERS

The Flowrider™ allows anyone to catch a wave without the fear and hassle of the ocean. No wets, no holes, no critters, just fun.

FOR EXPERTS

Flowboarding is not just a ride, it is a sport... a 21st Century activity that has the look of surfing, the ride of snowboarding, the tricks of skateboarding and boards that are designed to be ridden on land. The Flowrider™ is a wave simulator that can be placed in parks, schools, and other recreational facilities. The new alternative board sport is taken seriously from the mountains to the sea. Flowboarding will energize your facility with exciting athletes (and "warriors") who will pay again and again to enhance their board-riding skills. Not only does this repeat business enhance revenue and spread word of mouth, but the better a rider gets, the greater the flow for your leaving substance.

SAFETY

Thanks to the building it's built on, our ride is designed to handle any wave. The Flowrider™ waveform is a neoprene composite membrane ride surface that absorbs the energy of impacts. A flowboarder may wipe out, but they'll get back up again and again and again.

Andy Finch
Olympic Snowboarder



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Mission Recreation Park Aquatic Centre (H2O)

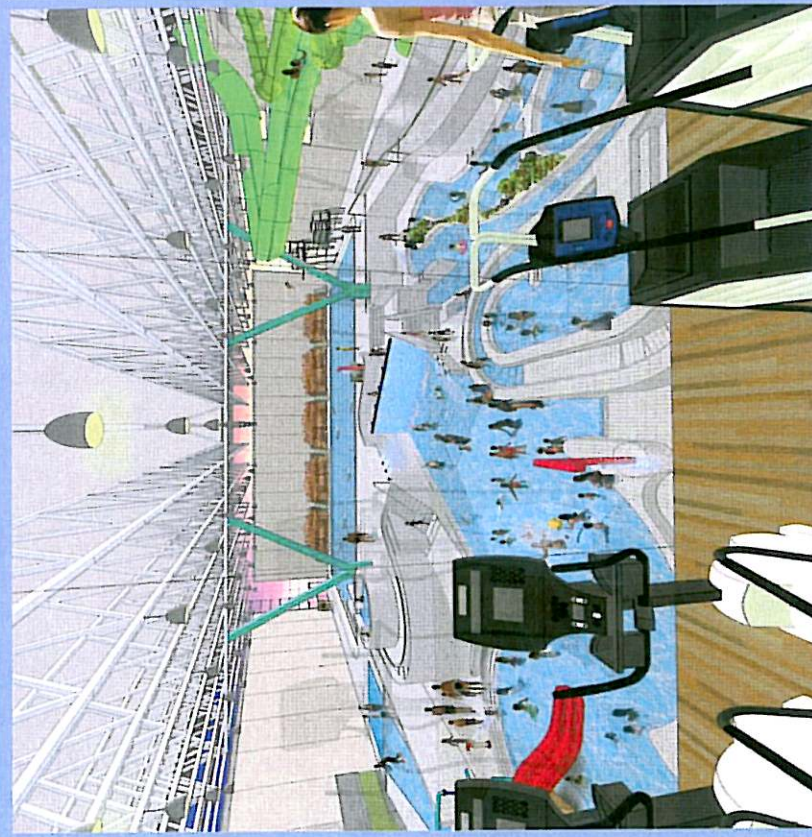
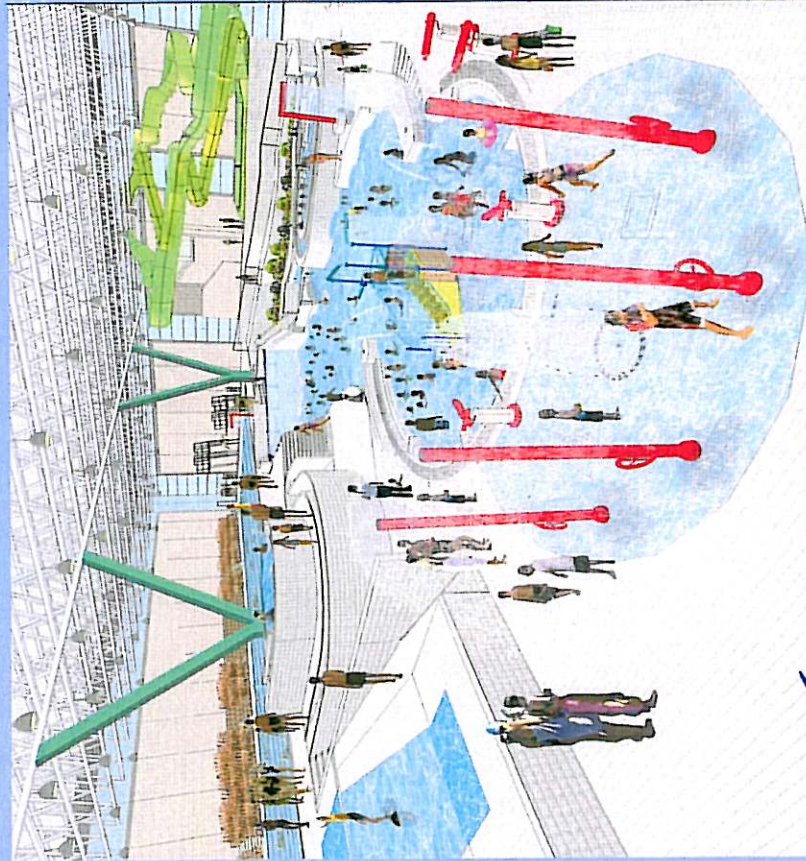
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Naming Sponsorship Package

H2O

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INTERIOR BRANDING OPTIONS



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Mission Recreation Park Aquatic Centre (H2O)

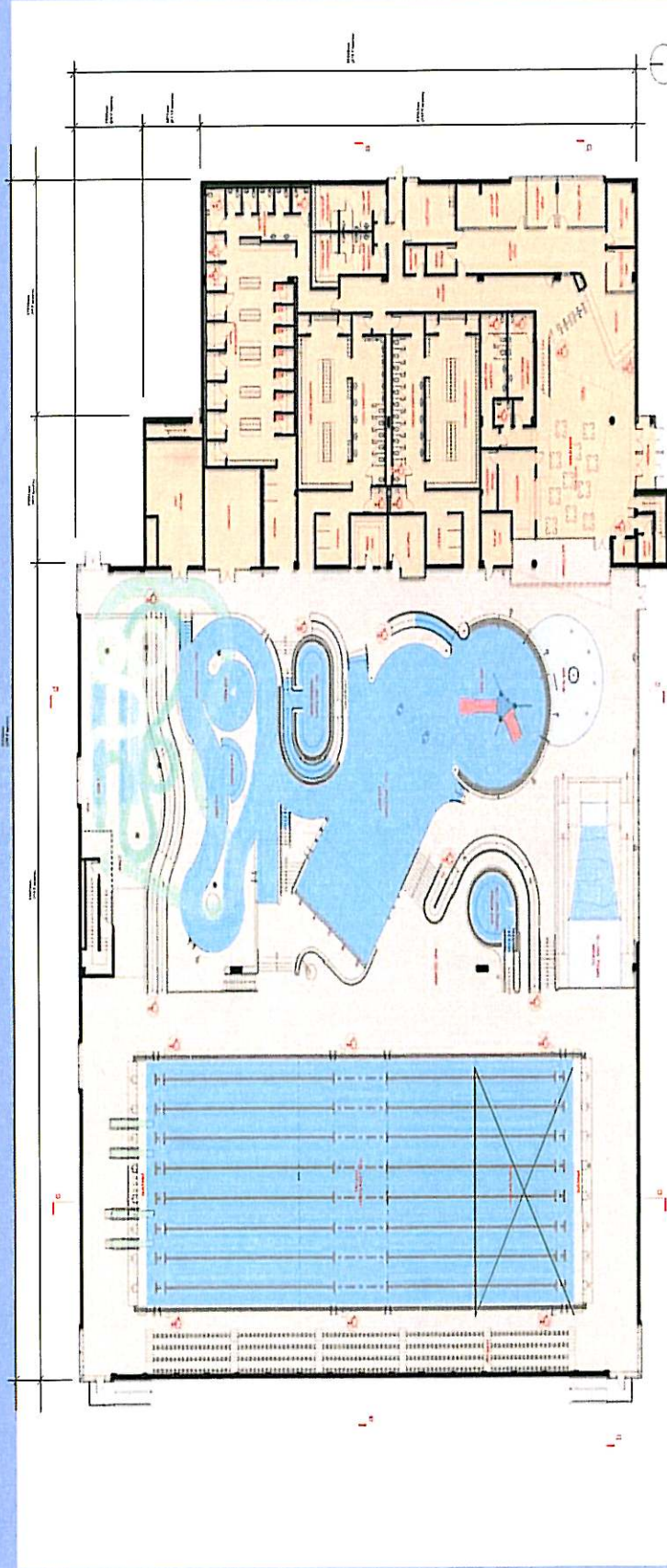
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FLOOR PLAN - LEVEL 1



Mission Recreation Park
Aquatic Centre

PCL
CONSTRUCTION LEADERS

Floor Plan - Level 1

CANNON DESIGN
M + M



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**Mission Recreation Park Aquatic Centre (H2O)
Kelowna, British Columbia
Naming Sponsorship Package**

H2O

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INTERIOR WALL DISPLAY OPTION



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Kelowna, British Columbia
Naming Sponsorship Package**

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EXTERIOR BRANDING OPTION



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Mission Recreation Park Aquatic Centre (H2O)

Kelowna, British Columbia

Naming Sponsorship Package

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EXTERIOR BRANDING OPTION



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**Mission Recreation Park Aquatic Centre (H2O)
Kelowna, British Columbia
Naming Sponsorship Package**

H2O

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TANGIBLE BENEFITS AVAILABLE

VALUING TANGIBLE BENEFITS

Sponsor ID in Non Measured Media

Sponsor ID in Publications and Collateral Materials	Reach	Amount	Value
ID on Admission & Membership Ticket	412,506	0.01	\$4,125.06
ID on Building Stationary/Business Cards	7000	0.01	\$70.00
Building Media Kits	1500	0.01	\$15.00
Official Kelowna Visitors Guide	370,000	0.01	\$3,700.00
Tourism Kelowna Counter Maps	100,000	0.01	\$1,000.00
On-Site Signage or Mentions	Reach	Amount	Value
Exterior Building Signage Option (viewed from Gordon Drive)	5,059,312	0.02	\$101,186.24
Exterior Building Signage Option (viewed from Capital News Centre)	520,000	0.02	\$10,400.00
Exterior Building Signage Option (viewed from Mission Recreation Park)	550,000	0.02	\$11,000.00
Interior Signage Options (Pool Area)	412,506	0.02	\$8,250.12
Interior Signage Options (Water Park Area)	412,506	0.02	\$8,250.12
Ceiling Banners	412,506	0.02	\$8,250.12
Home Page Exposure on www.tourismkelowna.com	291,206	0.005	\$1,456.03
Home Page Exposure on www.kelowna.ca	566,444	0.005	\$2,832.22
Home Page Exposure on current building website	505,051	0.005	\$2,525.26
Sponsor ID in Measured Media	Rate	Amount	Value
ID in YMCA-YWCA Media Buy	\$100,000.00	0.05	\$5,000.00
ID Mention on Local Event Broadcasts	\$72,400.00	0.05	\$3,620.00
TOTAL			\$171,680.17



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**Mission Recreation Park Aquatic Centre (H2O)
Kelowna, British Columbia
Naming Sponsorship Package**

H2O

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INTANGIBLE BENEFITS AVAILABLE

VALUING INTANGIBLE BENEFITS Criteria	Comments	Rank 1-10 (10 is best)
Prestige of Property	Premier aquatic facility in Canada. Benefits from the positive imagery of the Okanagan area. Home to large aquatic events.	10
Recognizability/Awareness	Centrepiece of the Kelowna/Mission Recreation Park.	9
Category Exclusivity	Sponsor receives exclusivity in category.	10
Level of Audience Interest /Loyalty	Attendance projections estimated to be 600,000 in 2010 and 700,000 by 2015.	9
Ability to Activate	By naming the venue, sponsor can demonstrate its commitment to the market. Olympic-size 50m pool and largest indoor civic water park in Canada gives property national exposure. Sponsor has building memberships to use for employees and customers. Opportunity to showcase products/services through wall display. Sponsor can include questions in periodic property audience survey.	10
Limited Degree of Sponsor Clutter		9
Non-ambushability of Property		8
Media Coverage Potential		7



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Mission Recreation Park Aquatic Centre (H2O)
Kelowna, British Columbia
Naming Sponsorship Package

OPENS SPRING 2009

H2O

DATA SUPPLY LINE AVAILABLE

InterBuilding Data Network – Linking Two Buildings To World Wide Web

Minimum Speed: 10Mb/s Desired Speed: 100Mb/s

**One-time Construction Cost Required*

**Ongoing Monthly Cost Required*

Kelowna Family YMCA
 Hartman Road

Main Servers/Software
 resides here

**Mission Recreation Park
 Aquatic Centre (H2O)**
 Gordon Drive

Terminal Servers
 *Computers Required
 *Phones Required

For additional information contact:
 Reid Oddleifson - City of Kelowna
 250-469-8821 roddleifson@kelowna.ca



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Mission Recreation Park Aquatic Centre (H2O)

Kelowna, British Columbia

Naming Sponsorship Package

H2O

OPENS SPRING 2009

TERMS & VALUE

Terms:

- Name in Title of Building (*subject to approval by the City of Kelowna*)
- Right to use property logo in advertising and promotions.
- Right to use event photos in promotions.
- Minimum Term: **10 years.**
- First right of refusal on extension of agreement.
- **Production costs for all signage at the expense of sponsor.**

Value:

The Cost/Benefit ratio specifies that for every \$1 sponsors invest, they must receive \$1.50 worth of benefits.

• Face Value of Tangible & Intangible benefits	171,680.17
• Cost/Benefit Ratio	<u>1.5</u>
Sum	\$114,453.44

Naming Sponsorship Package Fair Market Value: \$115,000



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**Mission Recreation Park Aquatic Centre (H2O)
Kelowna, British Columbia
Naming Sponsorship Package**

H2O

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CONTACT



The Media Team

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**Mission Recreation Park Aquatic Centre (H2O)
Kelowna, British Columbia
Naming Sponsorship Package**

H2O

OPENS SPRING 2019

NOTES TO TANGIBLE BENEFITS

- Total Mission Recreation Park Aquatic Centre (H2O) attendance is based on 2009 projection of 550,000 visitors/12 months = 45,834 x 9 months: **412,506 visitors**
- Total Capital News Centre attendance is based on 2005 data of: **520,000 visitors**
- Total Mission Recreation Park attendance is based on projected 2009 data of: **550,000 visitors**
- Sponsor ID mention on event broadcasts is visible and/or audible and based on an average of \$200 per day X 362 days = **\$72,400**
- Sponsor ID on non-measured media is valued at: **\$.02/impression**
- Website impressions are valued at: **\$.005/impression.**
- Gordon Drive traffic impressions based on 2006 City of Kelowna data of 13,976 per day @ 362 days = **5,059,312**



the excitement is building!

