



## The Corporation of the Town of Tecumseh

Community & Recreation Services

**To:** Mayor and Members of Council

**From:** Beth Gignac, Director Community & Recreation Services

**Date to Council:** August 13, 2024

**Report Number:** CRS-2024-20

**Subject:** Team Goran Event Sponsorship Agreement

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### Recommendations

It is recommended:

**That** Report CRS-2024-20 entitled "Team Goran Event Sponsorship Agreement" **be received**;

**And that** By-Law 2024-067 **be considered** for the first, second, third and final readings to authorize the Mayor and Clerk to execute the Team Goran Event Sponsorship Agreement.

### Background

RE/MAX CARE Realty, Team Goran is a proud supporter of Town of Tecumseh events and has expressed an interest in a multi-year agreement for presenting sponsorship of three Town of Tecumseh events: Tecumseh Twilight, End of Summer Celebration, and Christmas in Tecumseh.

The Corporate Grants, Sponsorship and Naming Rights Policy (policy number 72) has been referenced and utilised in the creation of this agreement to ensure an optimal balance of benefits to the Corporation and the community.

## Comments

RE/MAX CARE Realty, Team Goran was the presenting sponsor for Tecumseh Twilight and Christmas in Tecumseh in 2023.

Presenting sponsorship rights include event naming rights in the form of “Your Company Proudly Presents” or “Event Name presented by Your Company”; promotional rights to set up and run an outdoor display or information booth, logo placement on all marketing materials of the organizer, and ability to create an organized activity or giveaway which directly interacts with the attendees of the events. Sponsor will have media rights where the presenting sponsor shall be named in all press releases, social media posts for lead-up campaigns and promotions, all e-Communications and the organizer’s event calendar, and shall be permitted to use footage of the events for the presenting sponsor’s own promotional purposes.

Presenting sponsorship fees have been determined by the Tecumseh Community & Recreation Services (CRS) department based on past event participation and overall event costs.

The value of presenting sponsorship for Tecumseh Twilight is \$2,500.00, End of Summer Celebration is \$2,500.00, and Christmas in Tecumseh is \$5,000.00, totalling \$10,000.00 annually (sponsorship fees shall increase annually to reflect the proportionate cumulative increase in the Consumer Price Index [CPI]).

RE/MAX CARE Realty, Team Goran continues to meet expectations of the CRS department regarding on-site activations and event marketing.

## Consultations

Legislative Services & Clerk  
Financial Services

## Financial Implications

The \$10,000.00 (+CPI) annual contribution will offset some of the costs associated with Tecumseh Twilight, End of Summer Celebration, and Christmas in Tecumseh events.

## Link to Strategic Priorities

| Applicable                          | <a href="#">2023-2026 Strategic Priorities</a>  |
|-------------------------------------|---|
| <input type="checkbox"/>            | Sustainable Growth: Achieve prosperity and a livable community through sustainable growth.                                |
| <input checked="" type="checkbox"/> | Community Health and Inclusion: Integrate community health and inclusion into our places and spaces and everything we do. |
| <input checked="" type="checkbox"/> | Service Experience: Enhance the experience of Team Tecumseh and our citizens through responsive and respectful service.   |

## Communications

Not applicable

Website  Social Media  News Release  Local Newspaper

This report has been reviewed by Senior Administration as indicated below and recommended for submission by the Chief Administrative Officer.

Prepared by:

Brett Palmer  
Senior Manager Recreation Services

Reviewed by:

Beth Gignac, BA Hons  
Director Community & Recreation Services

Reviewed by:

Robert Auger, LL.B.  
Director Legislative Services & Clerk

Recommended by:

Margaret Misek-Evans, MCIP, RPP  
Chief Administrative Officer

| <b>Attachment Number</b> | <b>Attachment Name</b> |
|--------------------------|------------------------|
| None                     | None                   |