

**Canada Games Park
Capital Fundraising Summary**

Sponsorship budget		\$ 6,650,000
Commitments to Date:		
The Walker Family Foundation	3,000,000	
GFL Environmental	1,000,000	
Algoma	400,000	
Yousef Haj Family Foundation	400,000	
Canadian Tire Corporation	950,000	
Ontario Paper Thorold Foundation	50,000	5,800,000
Total gross Sponsorship shortfall		850,000
Sponsorship Commissions (15% of \$850,000 shortfall)		(127,500)
Other Lang disbursements		77,500
Total net Sponsorship shortfall		\$ 800,000

Canada Games Park

Changing the landscape of sport facilities in Niagara



PARTNERSHIP SALES SUMMARY

Submitted by **LANG PARTNERSHIPS NETWORK**
February 2023

EXECUTIVE SUMMARY

Canada Games Park has a Premier set of partners in place to bring financial capital and marketing support to the Niagara Region.

To date, \$5,800,000 gross (\$5,130,000 net) has been secured from selling Naming and Partnership rights to various assets within Canada Games Park.

In the November 12, 2019 Niagara Region report, it was estimated in the 2022 Canada Games Capital Infrastructure Budget a total of \$6,500,000 would be raised from sponsorship of the Canada Games plus partnerships within Canada Games Park.

The Partners secured for Canada Games Park (The Walker Family Foundation, GFL Environmental, Canadian Tire Corporation, Algoma, Yousef Haj Family Foundation and Ontario Paper Thorold Foundation) will remain partners for several years and are being managed by the ASM (Jeff Dixon's team) after a successful launch from the selling agency (LANG Partnerships Network).

The Region conducted a fair, transparent process during the selection of the selling agency.

There still exists an opportunity to sell the sponsorship of Canada Games Park into the future in the amount of \$500,000+.

BACKGROUND

The Niagara Region identified the opportunity to raise capital dollars via Naming Rights for various components/assets within Canada Games Park. A thorough process was undertaken to have a sales agency to complete these tasks.

In the fall of 2021, an RFP was issued to the market to hire a sales agency to raise money for the Canada Games Park in selling Naming Rights for 'assets' within the park (The sports and abilities centre plus other assets within the Park).

LANG Partnerships Network was hired in late February 2022 with the mandate to create distinct opportunities for sales to corporations, foundations and large donors. LANG completed a 4-Phase process including: Analysis, Development and Sales and Servicing Blueprint for the stakeholders of the Consortium.

LANG Partnerships Network created a workplan with sales targets and deliverables. A sponsorship/partnership committee of individuals within the Region was established (Jim Bradley, Gary Comerford, Walter Sendzik, Marco Marino, Ken Noakes). Bi-weekly meetings were held to manage progress and to provide input and ideas. In addition, LANG equally kept the broader Management team via David Oakes and Ron Tripp current on developments via cc on all documents and attending meetings as requested.

FUNDRAISING TARGET

The Region set a fundraising target for both the Canada Games Sponsorship and Canada Games Park of \$6,500,000 (est) in November of 2019. To date, Canada Games Park Partnerships have generated \$5,800,000 with future potential still to be realized from continued community fundraising and sponsorships.

LANG estimated (February 2022) that Canada Games Park could raise between \$5,650,000 - \$6,200,000 from the sale of local Sponsorships and Partnerships. This did not include the sponsorship targets set by the Canada Games Summer 2022 Group.

LANG undertook a process to build Partnership sales packages including the vision, mission, legacy and community positioning for Canada Games Park, to take to the market. The Canada Games Park sales strategy was to position the opportunity as a “community legacy and leadership” program vs. a sponsorship sales as the Canada Games Summer 2022 Group was in the market selling sponsorship to the Games.

The target for sale of Partnerships were identified as local/National Corporations, Local/Regional Foundations, Local/Regional Donors and Community Individuals and Groups.

The selling packages were broken into venue Naming Rights inside the Sports and Athletics Centre opportunities, outdoor assets and community sponsors.

ASSET REGISTRY

A thorough analysis was conducted to identify and package Canada Games Park assets into “salable” assets that could be created to meet market demand for value. These assets were packaged with creative ideas and programs for sale based on the ability to deliver and execute flawlessly.

From February – April of 2022, LANG conducted analysis and develop of the Canada Games Park sales opportunity. A series of ideas and packages were created for sale with approval coming from the Sponsorship/Partnership Committee and Consortium Management Committee.

Regular meetings were held with prospective “buyers” and refinement to ideas and packages resulted. By May of 2022 the Walker Family decided to become the Naming Partner of the Sports and Athletics Centre and shortly thereafter GFL Environmental, Algoma Central, Canadian Tire Corporation followed as partners for various assets within Canada Games Park. In addition, the Yousef Haj Family Foundation and Ontario Paper Thorold Foundation signed as partners.

OUTCOMES/ LESSONS LEARNED

The sales process for Canada Games Park assets was well received in the marketplace. The Governance structure set up by the Region (Management Committee and Sponsorship/Partnership Committee) was responsive and timely in its decision making.

The financial target set for raising capital for Canada Games Park (November 2019 LANG – February 2022) was achieved with upside potential still in the market for the Region/LANG to continue to identify local fundraising and sponsorship opportunities.

Selling Partnerships is a complex and very detail oriented undertaking as all elements of a Partnership package must be vetted, agreed to and signed off prior to a sale. In the case of Canada Games Park the number of decisions for sign off was extensive and a few lessons have been learned for the benefit to the Region going forward.

Partnership sales is a daily undertaking and speed and timely feedback are critical. As such, a Sponsorship/Partnership Manager (reporting to the Management Committee) with responsibility for getting decisions would be beneficial for the Region going forward in any future endeavour of this kind. The daily details and engagement with all Partners shouldn't be handled by "committee" yet this was accomplished well.

An Internal "workplan" with workback initiatives and deliverables managed by the sponsorship/partnership Manager would save time and money for the Region going forward.

GOING FORWARD

LANG and the ASM teams remain committed to uncovering new Partnership and Sponsorship opportunities in the marketplace. LANG will continue to focus on capital 'sales' with the ASM on operating opportunities. A new list of these opportunities has been identified for sale.

LANG to meet 'as needed' with Ron Tripp and designates for updates. It is our opinion the opportunities will surface once more people frequent the Walker Sports and Athletics Centre and use the facilities there. Usage and community 'buzz' which usually generates excitement in the marketplace, should bring forward new prospects who believe in community legacy leadership.