

To: Park Board Members

From: Chuck Stifter, Parks and Recreation Director

Date: March 17, 2022

Subject: Work Session - Arena Branding and Sponsorship Proposal

In November 2021 the Board reviewed and approved the consulting services agreement with Prime Advertising and Design to develop an arena branding concept and sponsorship program.

At the work session this evening, Prime will present the branding concept which creates a whole new look for the arena and arena lobby but maintains a community arena feel. Prime has also prepared a sponsorship program that has potential to generate substantial revenue for arena improvements and to support the Community Center operating budget.

To implement this program the Board should anticipate expenditures related to painting, signage, bleacher covers and general surficial improvements, where the sponsors and partners would be responsible for costs related to their specific ads and branding. Much of the Board work would need to take place prior to any branding and sponsorship area implementation. Board costs are estimated to reach \$300,000 the Premier rink and lobby painting, signage and bleacher covers.

Funding for the Park Board portion of the project would come the Community Center building and equipment reserve fund. Revenues generated from the arena sponsorship program would be returned to the Community Center operating budget to offset the annual general fund transfer.

Prime has expressed confidence in their ability to deliver sponsors to meet the program goals as outlined in the revenue model but this will take some time. The program may not reach its goal in the first year and it's quite possible all areas may not reach their target value. These things will be negotiated by Prime on behalf of the Board.

Following a positive review by the Board this evening, at the March 17, 2022 Park Board regular meeting, the Board will review two items related to this work session; a contract proposal from Prime for the second phase of consulting services which includes the solicitation and sale of

sponsorship opportunities per the proposal, and a request for approval of the branding concept.

Attachments:

Attachment A – Arena Branding Proposal

Attachment B – Naming Rights Revenue Model

Attachment C – Rink Advertising Revenue Model