NAMING RIGHT PROPOSAL

Markham Theatre
Live Arts Matters.

Building Markham's Future Together
Towards a Sustainable Community
PURPOSE

- To obtain approval from Council for the Naming Rights to the Markham Theatre by Flato Developments for the terms outlined in the report and to seek authority to execute a legal agreement based on the proposed terms.
BACKGROUND

• In 2009, Council directed staff to pursue sponsorship opportunities and awarded a mandate to the firm Wakeman & Associates Marketing Inc.

• Included valuation of identified Town’s facilities, assets and events, and

• Established the process for undertaking naming opportunities.
BACKGROUND

- At that time, Wakeham & Associates Marketing Inc. pursued solicitations towards the business community over a course of one year.

- Further to their efforts Town staff continued similar efforts to achieve sponsorships through naming opportunities.
BACKGROUND

• The following proposal is a result of Town efforts aligned with the principles and intentions outlined in the 2009 report.

• Reference: Appendixes A, B, C, and D.
BACKGROUND

- Flato Developments have been the presenting sponsor for the professional entertainment season of Markham Theatre since 2009-2010 Season.

- Interest in long term partnership - ten years.

- Discussions and negotiations lead to the actual proposal.
Building Markham's Future Together

Towards a Sustainable Community
NAMING RIGHTS PRIMARY FEES

- NAMING RIGHTS:
  "FLATO MARKHAM THEATRE"
- Naming rights fee:
  $75,000 per year – indexed – for 10 years
- Rebrand and signage fees:
  $30,000 – paid upfront
KEY CONSIDERATIONS

- Rebranding
- New Brand Exposure
- Flato Developments Corporate Exposure
- Flato Developments Corporate Promotion
- Benefits
TERMS OF AGREEMENT

- Duration
- Exposure
- Exclusivity
- Renewal option
- Financial considerations