Appendix V

Sponsorships

Naming Rights

* Ackman/Shindleman Family
- Term: in perpetuity.
- $25,000 for the naming of a program room at the Henderson Library to the “Akman/Shindleman Children's Program Room”.

*Bockstael Construction Ltd.
- Term: 10 years ending November 30, 2022.
- $24,000 for the naming of a single dressing room at Southdale Community Centre to the “Bockstael Dressing Room”.

*Tod Niblock & Associates
- Term: in perpetuity.
- $30,000 for the naming of baseball diamond #2 at Southdale Community Centre to the “Tod Niblock Baseball Diamond”.

University of Winnipeg
- Term: 10 years ending 2024.
- $20,000 plus GST for the naming of the Saigon Park Community Stage to the “Axworthy Community Stage”.

*Sage Creek Development Corporation
- Term: in perpetuity.
- $300,000 for the naming of an indoor pleasure skating rink at Southdale Community Centre to the “Sage Creek Leisure Ice”.

*TD
- Term: in perpetuity.
- $150,000 for naming of the New and Noted Area in the Millennium Library to the “TD New and Noted”.

Kinsmen Club of Winnipeg
- Term: 25 years commencing with the facility opens to the public in the Fall of 2016 and ending in 2041.
- $1million including GST for the naming of the Sherbrook Pool to the “Kinsmen Sherbrook Pool”.

Raiders Hockey Inc.
- Term: 10 Years ending January 6, 2025.
- $30,000 plus GST for the naming of the Club Room in the Garden City Community Centre to the Raiders Dressing Room.

Casera Credit Union

- Term: 15 Years ending July 28, 2031
- $150,000 including GST for the naming of the main floor canteen in the Transcona East End Community Centre.

Gauthier Automotive Group

- Term: 25 years ending in 2041
- $500,000 plus GST for the naming of the two indoor rinks at the Garden City Community Centre.

Large Sponsorships

*BFI:

- Term: 10 years ending October 31, 2019.
- $1,000,000 for enhanced recreational programming at the North Centennial Recreation and Leisure Facility.

Medium Sponsorships (Over $100,000)

*Zellers:

- 3 years ending September 2013.
- $300,000 for enhanced recreation programming at the Magnus Eliason Recreation Centre, and purchase of a van for community use.

*Metro Newspaper

- Term: 4 years ending June 2015.
- $225,000 for the placement of newspaper vending boxes in the City Skywalk (5 locations under the jurisdiction of the City of Winnipeg).

Winnipeg Sun

- Term:1 year ending December 31, 2016.
- $150,000 of in-kind advertising for the placement of 6 newspaper vending boxes at the new Rapid Transit Stations.

Small Sponsorships (Under $100,000)

Entegra Credit Union

- Term: 6 years ending July 2019.
- $21,000 for the placement of Entegra's IP on the Southdale Community Centre Ice Bear.

*Brematson and Associates

- Term: 5 years; term extended as sponsor was unable to make sponsor contributions for the years 2012-2016.
- $25,000 for a collection of talking books for the Millennium Library.

Winnipeg Sun

- Term:1 year ending December 31, 2014.

- $75,000 annually of in-kind advertising for the placement of 6 newspaper vending boxes at the new Rapid Transit Stations.

NBA & Manitoba Lotteries Community Investment & Partnerships Program

- Term: 7 years ending December 2019. (Means that the NBA has access to the MERC gymnasium upon request)
- In-kind sponsorship for the revitalization of the gymnasium at the Magnus Eliaison Recreation Centre; 50 basketballs, 1 table top scoreboard with timer and shot clock.

Note:

*****sponsorships negotiated by Chess Communications Ltd.