

# NAMING RIGHTS OPPORTUNITY

## Meath Park and District Arena



Village of Meath Park  
June 2023

# NAMING RIGHTS OPPORTUNITY

## What are Naming Rights?

The Village of Meath Park is a safe, attractive and progressive community. The Village's Recreation Board is committed to engaging citizens in meaningful, accessible, community experiences that promote individual and community wellbeing. The objective for the naming rights opportunity is to provide corporations, businesses, groups, organization and individual with an opportunity to own the naming rights to the Skating Arena Facility for a defined period of time. This arrangement will provide an abundance of exposure opportunities to any successful naming rights holder, increase the Village's partnerships and provide much needed revenues to cover the costs of programs and services at the Meath Park and District Arena, which ultimately benefits the quality of life for the entire community and surrounding areas.

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**“Recreation is.... The experience that results from freely chosen participation in physical, social, intellectual, creative and spiritual pursuits that enhance individual and community well being”**

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### Facilities/Assets Available

The following assets are available for naming rights.

- |                  |                  |                  |           |
|------------------|------------------|------------------|-----------|
| -Dressing Room 1 | -Dressing Room 2 | -Dressing Room 3 | -Ref Room |
| -Lounge          | -Kitchen         |                  |           |

### Benefits Include:

-Our Naming Rights Partner(s) will realize significant exposure opportunities and increased profile within the Meath Park and District Arena. In addition to exposure in the facility, brand recognition as a community supporter and brand association as a company/organization/individual that is enriching quality of life in Meath Park.

-There will be facility signage erected in a prominent location in the named facility/asset (costs associated with signage are covered by the Meath Park Recreation Board)

-Name identification attached to the naming asset in all facility contracts, in all official Village references and publications: Website, event advertising, social media, flyers and promotional materials and newsletters.

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-The Meath Park Recreation Board will make every effort to ensure that outside groups and organizations using the facility/asset use the agreed upon Name in external promotions.

**Naming Rights Fees:**

The naming rights agreements are entered as a 1-year agreement but are subject to negotiations. Below are the values for each naming opportunity.

<b>Opportunity</b>	<b>Value/year</b>
Dressing Rooms	\$1000.00 (each) *3 opportunities*
Lounge	\$3000.00
Kitchen	\$1000.00
Ref Room	\$800.00

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## The Agreement

During the Term of this Agreement, the Village of Meath Park hereby grants \_\_\_\_\_(business) the exclusive license to name the facility or one of its assets as listed \_\_\_\_\_(chosen asset) effective on \_\_\_\_\_(date). The official name for the \_\_\_\_\_(current year) season will be “ \_\_\_\_\_ ” (the name) unless amended or changed in accordance with this Agreement.

During the Term of this Agreement, the parties agree that the Meath Park Recreation Board will use the graphic design created by the business to be used as the primary logo associated with the Facility as well as with any marketing and promotional purposes. The logos will be mutually agreed upon by the Parties.

The Meath Park Recreation Board agrees to support the brand exposure through the following branding channels: Village Website, social media and printed materials.

The Term of this Naming Rights Agreement will begin on \_\_\_\_\_ and continue until \_\_\_\_\_.

### **Costs and Expenses:**

The Recreation Board will be responsible for all costs and expenses associated with printing and hanging the sign. Graphics to create the sign is the responsibility of the business. The business is to submit the graphic design to the Recreation Director.

Production will be purchased and installed by the Recreation Board.

Maintenance, replacement and removal will be the responsibility of the board.

### **Payment:**

All payments shall be due thirty days after the board has submitted an invoice. A payment plan can be scheduled. Please contact us for options.

If you agree to these terms please sign below:

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(signature)

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(Witness)

Village of Meath Park  
June 2023

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## CONTACT INFORMATION

To learn more about naming rights and how you can become involved, contact:

NAME: Michelle Fladager

Meath Park Recreation Board

Village of Meath Park

306-929-4926