



**City of Lloydminster
Request for Decision (RFD)**

Subject Matter: Lloydminster & District Co-op Sponsorship Agreement

Department: Community Development Services

Presented By: Joel Turcotte

Council Meeting Date: February 5, 2024

Recommendation:

That Council authorize City Administration to enter into a ten (10) year Sponsorship Agreement with Lloydminster & District Co-op Ltd. for the naming rights of the community arena within the Cenovus Energy Hub event facility, and that the Mayor and City Clerk be authorized to sign and seal all necessary documents.

Issue: As per the requirements of the Sponsorship and Advertising Policy No. 130-01, Administration is seeking City of Lloydminster (City) Council's approval to enter into a Sponsorship Agreement with Lloydminster & District Co-op Ltd. (Co-op) for the naming rights of the community arena within the new Cenovus Energy Hub event facility.

Background: The Friends of Cenovus Energy Hub (Friends) released an expression of interest to the public on July 28, 2023, which closed on August 18, 2023 for several sponsorship opportunities located at the new Cenovus Energy Hub event facility. Co-op expressed interest of naming rights to the community arena within Cenovus Energy Hub event facility during the expression timeframe.

The Friends, along with Administration, worked with Co-op on the opportunity to become the naming sponsor of the community arena within the Cenovus Energy Hub event facility.

The Sponsorship Agreement proposes that the community arena within the Cenovus Energy Hub be named the "Co-op Community Arena", for a term of ten (10) years once operational. Co-op has offered to contribute three hundred thousand (\$300,000) dollars to the project for both capital and operating contributions.

This agreement is set to commence January 1, 2026, and will continue for a ten (10) year term, with the option to renew for one additional term of five (5) years.

The Friends continue to seek external agencies to sponsor and/or advertise at City assets to increase opportunities for revenue generation for the City.

Options:

1. That Council authorize City Administration to enter into a ten (10) year Sponsorship Agreement with Lloydminster & District Co-op Ltd. for the naming rights of the community arena within the Cenovus Energy Hub event facility, and that the Mayor and City Clerk be authorized to sign and seal all necessary documents.
2. That Council does not approve City Administration to enter into a ten (10) year Sponsorship Agreement with Lloydminster and District Co-op Ltd. for the naming rights of the community arena with the Cenovus Energy Hub event facility.



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3. That Council request further information and that the item be brought forward to a future Regular Council Meeting for decision.

Alignment with Strategic Plan: This item is in alignment with the following strategic area: Managing our Environment and Infrastructure by bringing on new partnerships with external agencies to raise funds for Lloydminster’s newest event facility Cenovus Energy Hub.

Legal Review: Legal has reviewed the Sponsorship Agreement.

Governance Implications: As per the Sponsorship and Advertising Policy No. 130-01, Council is required to approve all Sponsorship Agreements relating to naming rights of City assets.

Budget/Financial Implications: The funds collected from the Sponsorship Agreement will go to both capital and future operating budgets for the Cenovus Energy Hub event facility.

Environmental Implications: N/A

Report Approval Details

Document Title:	Coop Sponsorship Agreement.docx
Attachments:	
Final Approval Date:	Jan 30, 2024

This report and all of its attachments were approved and signed as outlined below:

Tracy Simpson

Doug Rodwell

Dion Pollard