



Date: August 11, 2025

To: Mayor and Council

Author: Ryan McLeod, Director of Finance & Corporate Services

RE: Gosfield Communications Sponsorship Agreement

RECOMMENDED ACTION

That Council **authorize** Administration to enter a sponsorship agreement with Gosfield North Communications Co-operative Limited which includes 20-year naming rights to the new Cottam Community Centre in Ridgeview Park.

BACKGROUND

On April 11, 2025, Gosfield North Communications Co-operative Limited ("Gosfield") submitted a sponsorship proposal to the Town regarding the new Cottam Community Centre currently under construction in Ridgeview Park. In exchange for a \$250,000 financial contribution, Gosfield was seeking naming rights, park improvements and programing enhancements in the Cottam community.

DISCUSSION

Administration and Gosfield have reached a tentative sponsorship agreement which includes the following key terms;

- i) Gosfield will provide the Town with a \$250,000 financial contribution which is to be dedicated as follows;
 - \$125,000 towards park enhancements, to be paid within 30 days of entering the agreement
 - \$125,000 to support programing and community use of the facility, to be paid over 5 years at \$25,000 per year.
- ii) The Town will name the new facility "Gosfield Communications Community Centre" for a 20-year period.
- iii) Gosfield to provide an additional amount, up to \$10,000, for audio / visual equipment and 5 years of high-speed internet, at no cost.

As part of this agreement Gosfield has also outlined their intentions to install a permanent historical display within the facility to celebrate the history and evolution of the Cottam community.

FINANCIAL CONSIDERATIONS

The \$125,000 dedicated towards park enhancements will be allocated in future municipal budgets, and as per the sponsorship agreement, will include the following items in Ridgeview Park;

- i) Resurfacing the tennis courts
- ii) Tree plantings around the perimeter of the park
- iii) Benches along the existing trail

The funding for programming and community use (i.e. \$25,000 per year, for 5 years) will be dedicated to the Programs and Events department to expand recreational programming opportunities in Cottam.

ENVIRONMENTAL CONSIDERATIONS

There are no direct environmental considerations associated with this report.

CONSULTATIONS

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REVIEWED BY:



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Chief Administrative Officer