



# Naming Rights 2022-2023

Put your organization's name on one of Lake Summerside's many attractions! Easily build brand awareness and advertise your organization to over 110,000 visitors each year at Lake Summerside!

## Beach Club Hall

The Summerside Beach Club Hall is one of the most sought after venues of the Summerside Residents Association. Home to both programs and rentals, the hall is booked for over 800 functions and classes each year, and we receive several phone inquiries per day. The Sponsor's name will be included in the name of the hall and referred to in all correspondence. Our hall overlooks our beautiful 32 acre lake. **Currently sponsored until July 2023**



Example of sponsor sign displayed on the right

## Boathouse

Put your company name on the Boathouse dock for all residents to see when they use a boat at Summerside. Residents are able to check-out paddle boats, kayaks and more! These features make the Boathouse one of the busiest amenities at Lake Summerside during the summer months. **Currently sponsored until May 2023**



## Zamboni

Advertise your company to thousands of skaters that visit Lake Summerside during the winter months! During the winter season, the biggest attraction at Lake Summerside is our skating rinks. Both our pleasure rink and the lake surfaces are frequently visited and maintained with our Zamboni by the Maintenance Team.



## Concession

Brand new to the Summerside Beach Club, our concession offers a place for residents to buy snacks and drinks when visiting the lake. With snacks from hot dogs to slushies' there is sure to be something for everyone. The sponsor's name will hang over the order window making it visible for all customers of the concession to see. **Currently sponsored until Aug 2024**



## Tennis Courts

Residents can enjoy tennis while playing on the courts named after your organization! Two tennis courts and a practice court are available to residents each summer. The naming sign is located in one of the most visible and high traffic areas of the park. **Currently sponsored until May 2024**



Example of sponsor sign displayed on the right

## Fishing Dock

Lake Summerside stocks its lake with thousands of fish each year. Species in the lake include rainbow and brook trout, perch and grass carp. The fishing dock is the main hub for fishing in Lake Summerside.



For more information about the naming rights package please contact the SSRA Special Events & Programs Manager at [programs@lakesummerside.ca](mailto:programs@lakesummerside.ca) or by calling 780 -497-7558 Ext 2





## Summerside Residents Association *Naming Rights 2022-2023*

### **Application and Bidding Process Terms and Conditions**

- All potential Sponsors have the ability to submit their bid for naming rights to one of the park areas that is currently available, or will have its term expire within the upcoming year.
- The deadline for bid submission for amenities varies, and is listed below.
- If an area of the park has no current sponsor after the deadline, bids can be submitted to the SSRA, and new sponsorship terms can be determined by SSRA Management on a first-come, first-served basis.
- Bids can be monetary, product based, service based, or a combination of any of these categories.
- There will be a minimum allowable bid value. All bid values (monetary, product, or service) must be equal to, or exceed the value of the minimum allowable bid. Overall bid value will be determined by the SSRA.
- The SSRA will determine which bid contributes the greatest value to the Residents Association and Residents of the community. That bid will be awarded the naming rights as per the sponsorship agreement.
- The SSRA will have a professional sign created to match the aesthetic of the amenity.
- There will be no first right of refusal upon completion of the sponsorship term. All amenities will be open to re- bid at the time of term expiration.
- For current Sponsors who wish to re-bid on their amenity, if their sign does not require alteration or replacement, they can choose to keep the existing sign and receive a bid credit for the partial value of the sign cost. The Hall will receive a \$200 credit value, and all other amenities will receive a \$500 credit.
- The SSRA reserves the right to disqualify the application of any potential sponsor if they feel the applying Sponsor's business does not align with the SSRA's values and vision.
- For monetary bids on amenities that are available immediately, SSRA must receive payment within 30 days from the date the bid is confirmed as successful.
- For monetary bids on amenities that are currently in term, the SSRA must receive payment a minimum of 60 days before the start of the winning company's sponsorship term.
- For all park locations that require multi-year agreements, payments can be made either in full, or can be paid annually based on the anniversary of the contract start date. Any payment plan must be discussed with, and approved by SSRA management prior to the bid submission.
- Bids are binding. If you place a bid, and are awarded the amenity, you must fulfill the terms of the bid.
- The SSRA reserves the right to change details, terms and conditions of the Naming Rights package at any time, without notice.

Company Name: \_\_\_\_\_

Name/ Title of Main Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

Please indicate which amenity you are bidding on

**\*Minimum bid value of \$2700 per year for the below 4 amenities**

- Hall:** 1 year term. *In term until July 2023*
- Boat Dock:** 2 year term. *In term until May 2023*
- Tennis Courts:** 2 year term. *In term until May 2024*
- Zamboni:** 3 year term.

**\*Minimum bid value of \$2000 per year for the below 2 amenities**

- Concession:** 2 year term. *In term until Aug 2024*
- Fishing Dock:** 2 year term.

Monetary Bid: \$ \_\_\_\_\_ / Year

Product Bid: \$ \_\_\_\_\_ / Year

*Specific details / dates of Product being provided:*

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Service Bid: \$ \_\_\_\_\_ / Year

- The service provided is of unknown specific value/ must be discussed with SSRA Management

*Specific details/ dates of Service being provided:*

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Other notes for SSRA Management:

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*I \_\_\_\_\_ have read and fully understand all of the terms and conditions of the SSRA Naming Rights Bid Agreement*

Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

- I would like to be contacted via \_\_\_\_\_ by SSRA Management to discuss my bid further.

For more information call the SSRA office at 780-497-7558 or email [manager@lakesummerside.ca](mailto:manager@lakesummerside.ca)