

SPONSORSHIP COMMITTEE

TERMS OF REFERENCE

Purpose

The Sponsorship Committee will provide assistance in relation to the generation of sponsorship revenue for the development of Canada Games Park (CGP) and the 2021 Canada Games.

Duties and Responsibilities

The Sponsorship Committee will:

- Assist Niagara Region and the other Consortium members to secure sponsorship revenue from the sale of long-term naming rights in respect of CGP;
- Develop a plan for securing sponsorship revenue from the sale of long-term naming rights in respect of CGP;
- Provide guidance and assistance in relation to the development and delivery of proposals concerning the sale of long-term naming rights in respect of CGP;
- Provide guidance and assistance in relation to the negotiation and development of sponsorship agreements concerning the sale of long-term naming rights in respect of CGP; and
- Assist the Host Society to secure other sponsorship revenue for the 2021 Canada Games through the establishment of connections between Host Society staff with potential sponsors for the Games.

Composition

The Sponsorship Committee will include the following members:

- Four members representing the Consortium leadership group (one from each Consortium member);
- Up to four members representing the Host Society leadership group; and
- Up to four members who are community leaders from the Niagara region who the Committee believes would contribute significantly to the Committee.

Committee Meetings

The Sponsorship Committee will meet as required to fulfill its duties and responsibilities. Committee decisions will be made through consensus of the four Committee members representing the Consortium. A quorum for the Committee shall be a majority of its members representing the Consortium.

Any Committee members representing the Host Society, and any other Committee members added as community leaders, will provide guidance, assistance and make recommendations to the Committee members representing the Consortium.

Staff Resources

The Sponsorship Committee will be administered by the Host Society. Staff resources will be provided for the Committee through the Host Society's Chief Revenue and Marketing Officer, with support from the Economic/Business Development personnel of the Consortium members.