

Naming Rights FAQ

[What are naming rights?](#)

Naming rights are generally part of a sponsorship agreement following negotiations. These rights can include such things as the right to name a building, box seats, season tickets, corporate suites, signage, etc. They can also include the obligation for the firm obtaining the naming right under sponsorship to pay for the costs of displaying the selected name.

[Does this sponsorship agreement meet the revenue requirements of the City's business plans?](#)

Yes. The overall value of this sponsorship agreement exceeds the business plan. The cash portion exceeds the net \$150,000 per year, plus escalator, over the ten-year term. The net cash value of the deal over the 10-year term is \$1.69797M, or an average of \$169,797 per year. When added to the cash portion, the in-kind value exceeds the value. The in-kind portion includes promotions for the Centre and its events which can reduce event costs and operating costs of the Centre.

[How does this agreement compare to similar partnerships in other venues in Ontario?](#)

The gross cash value is \$1.891540M over the 10-year term. This compares favorably to the publicized gross value of other recent deals:

Oshawa, General Motors Centre (2006), 5,200 : two-pad arena

Sault Ste. Marie, Steelback Centre (2006), 5,000 seats; deal also includes pouring rights

Guelph's Sleeman Centre (2007), 6,500; deal also includes pouring rights

Windsor Family Credit Union Centre (2007), 6500 seats: four-pad

[What benefits does the Centre and the City receive in this deal?](#)

The revenue received meets business plan requirements.

Association with a strong local brand.

K-Rock well understands the business of promoting events. The Centre receives an active and promotional partner and Centre events will benefit from consistent and

frequent coverage. The sponsor's involvement can assist in attracting events to the Centre.

Promotion for charitable and non-profit activities associated with the Centre, including the community suite in the centre.

Activities to support the City's fundraising efforts for the Centre.

[Does this deal mean that K-Rock has exclusive association with all Centre events?](#)

No. K-Rock will be positioned by the facility as a preferred promotional partner, however event promoters are free to make the decisions as to whom their partners are and with whom they spend their advertising dollars.

[What key benefits does K-Rock/The Radio Group receive out of this deal?](#)

The will receive the following key benefits:

- Exposure to more than 300,000 people expected to visit the facility each year, a large percentage of whom will come from outside the city's boundaries.
- Reinforcement of the sponsor's community goodwill by virtue of association with a key Kingston project.
- Signage opportunities at the venue
- Opportunity to host a variety of events including listener and client parties and other functions.
- Association with approximately 100 events
- A private suite at the Centre