



City of Richmond

Report to Committee

To: Corporate Sponsorship Committee Date: March 13, 2003
From: Dave Semple File: 7200-01
Director of Parks Operations
Re: Richmond Nisei Men's Fastball League Steveston Park Fastball Outfield Sponsorship Proposal

Staff Recommendation

- 1. That Council authorize the Nisei Men's Fastball League to erect temporary advertising signage on the Steveston Park fastball diamond outfield fence during the 2003 fastball playing season.
- 2. That staff report to Council in October 2003 outlining a review of the Nisei Men's Fastball League outfield sponsorship initiative and recommendations for the future.

Dave Semple
Director of Parks Operations

Att. 1

FOR ORIGINATING DIVISION USE ONLY	
CONCURRENCE OF GENERAL MANAGER FINANCE AND CORPORATE SERVICES 	CONCURRENCE OF GENERAL MANAGER PARKS, RECREATION & CULTURAL SVCS

Staff Report

Origin

The Richmond Nisei Men's Fastball League has approached the Parks Department with a proposal to allow for the corporate sponsorship of advertising to be hung on the outfield fence of the Steveston Park fastball playing field. The proposal is outlined in a letter from the Richmond Nisei Men's Fastball League (Attachment 1). This purpose of this report is to outline the proposal for a pilot program of outfield signage sponsorship to be undertaken by the Richmond Nisei Men's Fastball League.

Analysis

The Richmond Nisei Men's Fastball League is one of the primary user groups of the fastball diamond located at the north end of Steveston Park. Over the years, this League has been diligent in maintaining the fastball diamond with their volunteer time and through monies raised via fundraising. Examples of projects/field enhancements completed by the League include:

- Field maintenance
- Equipment box
- Bleacher repairs
- Cost shared retrofit of infield
- Scoreboard installation sponsorship
- Sponsorship of infield sprinkler system for infield
- Other miscellaneous series of improvements to the fastball diamond in partnership with the Parks Department.

The significant level of sponsorship and construction improvements/amenities provided to the community by the Richmond Nisei Men's Fastball League has proven to be successful in the past and has provided park amenities above and beyond the level provided by the City.

Similar Baseball Outfield Sponsorship Initiative

In the year 2000, the Richmond Senior Men's Fastball League (RSMFL) piloted a similar outfield sponsorship program for the Fastball field at Steveston Park. In the summer and early fall of the 2001 softball season, the RSMFL undertook the pilot outfield sponsorship initiative.

Staff has continued to work with the Richmond Senior Men's Fastball league on the design of the signs and the approval of the sponsors. As an example, the RSMFL was successful in securing several sponsors for the 2001 season, with net revenues generating \$4500.00.

Proposal Details

Through discussion with the Richmond Nisei Men's Fastball League, the following proposal for a one year pilot program for outfield signage sponsorship at the Steveston Park fastball diamond is recommended. The proposed signage is similar to the signage placed around hockey rinks in the National Hockey League and found in most professional baseball playing field outfield fences.

General

That the Richmond Nisei Men's Fastball League be permitted to solicit corporate sponsors for the purpose of installing advertising signage in the fastball outfield of the Steveston Park baseball outfield fence as a pilot project for the 2003 ball playing season from April 2003 to August 31, 2003.

1. Proposed Terms for Sponsorship Approval

- 1.0 After securing prospective sponsors, the Richmond Nisei Men's Fastball League submit a complete list of proposed sponsors, to the City of Richmond Parks Department for approval by the Corporate Sponsorship Committee.
- 1.1 Once the potential list of sponsors is approved, the Richmond Nisei Men's Fastball League be authorized in writing by the City of Richmond to proceed with the construction of temporary sponsorship signs for installation on the outfield fence at the Steveston Park fastball diamond outfield fence.

2.0 Terms for Sign Creation/Installation/Maintenance and Removal

- 2.1 The Richmond Nisei Men's Fastball League will be solely responsible for the storage creation, installation, maintenance and removal of the temporary outfield sponsorship signage at the Steveston Park fastball diamond, including any financial implications.
- 2.2 The Richmond Nisei Men's Fastball League will agree to install sponsorship signage on a maximum of 10 outfield fence sections to include a maximum of 10 four foot by eight foot temporary signs, or 20 - two foot by eight foot or 20 four foot by four foot half sections for the purposes of this pilot project.

3.0 Revenue Sharing Agreement

- 3.1 The Richmond Nisei Men's Fastball League will sign a written agreement between themselves and the City of Richmond to ensure that 85% of all sponsorship monies generated via this corporate sponsorship initiative be held in trust by the Richmond Senior Men's Fastball League for the future expenditure of a new fastball backstop fence for the Steveston Park fastball diamond.
- 3.2 The Richmond Nisei Men's Fastball League will agree to give 15% of all sponsorship revenue generated to the City of Richmond to be held in trust for future park improvements at the Steveston Park fastball diamond.

4.0 Advertising Fee Structure

- 4.1 The Richmond Nisei Men's Fastball League proposes two advertising fee structures for the purposes of this pilot project. To maximize the use of available space (10 outfield fence sections), and to encourage the participation of a variety of corporate sponsors, the following fee structure is proposed in Table 1:

TABLE 1

One Fence Section	Cost to Sponsor	Half Fence Section	Cost to Sponsor
Pilot Year	\$1000.00	Pilot Year	\$500.00
Year 2*	\$800.00	Year 2*	\$400.00
Year 3*	\$600.00	Year 3*	\$300.00

*Depending on the success of the outfield signage corporate sponsorship initiative, and approval for it's continuation, proposed successive year sponsorship figures have been included to demonstrate opportunities for continued revenue generation.

5.0 Timeframe

5.1 The Richmond Nisei Men's Fastball League will agree to erect the temporary signage, after approval of sign content by the City of Richmond Corporate Sponsorship Committee, for the period beginning no earlier than April 2003 ending October 2003 for the purposes of the pilot project.

Next Steps

If approved, this pilot sponsorship agreement when executed in good faith between the City and the Richmond Nisei Men's Fastball League could potentially generate a significant amount of revenue for the future improvement(s) of the Steveston Park fastball diamond. The benefit of such improvements would be noticeable and at no cost to the City. Another opportunity of this type of sponsorship proposal is the option to pilot additional areas in successive years.

Financial Impact

There is an opportunity for a maximum revenue generation in the pilot year of \$10,000.00 towards future improvements of the Steveston Park fastball diamond including the construction of a new backstop fence.

Conclusion

By working in continued partnership with the Richmond Nisei Men's Fastball League, the City can realize a source of revenue to improve existing amenities in the Steveston Park fastball field. If approved, staff will monitor the status of the pilot sponsorship initiative and report recommendations for the future to Council in October 2003.



Mike Redpath
 Manager, Parks - Programs, Planning & Design

MER:mer

RICHMOND NISEI MENS FASTBALL LEAGUE

STEVESTON PARK

RICHMOND, B.C.

Mr. Mike Redpath, Manager,
Parks-Programs, Planning & Design
Recreation & Cultural Services
City of Richmond
5599 Lynas Avenue
Richmond, BC V7C 5B2

February 16, 2003

Denis Savoie, President
Richmond Nisei Men's Fastball League
36-12331 Phoenix Drive
Richmond, BC V7E 6C4

Dear Mr. Redpath,

This letter is to confirm our discussions on the February 5, 2003 meeting between myself on behalf of the RNMFL and Ross Sakai and yourself, representing the City of Richmond.

It was discussed upon approval from council :

- the RNMFL is permitted to erect temporary advertising signage on a maximum of ten outfield fence sections during the 2003 hall season;
- this marketing program is a trial only with a view to increase advertisers in subsequent years;
- the sign(s) per section will be 4 ft. x 8 ft., two 2 ft. x 8 ft. or two 4 ft. x 4 ft.;
- the signs will be mounted on the bottom portion of the chain link and will be made of corrugated vinyl;
- before these billboards are displayed, approval must be obtained from Parks Services as to the acceptability of clientele;
- the RNMFL is to withhold 15% of the gross funds collected from advertisers and placed in a trust account towards a new backstop for Steveston Park;
- a sample contract between the RNMFL and its promotion customers is to be forwarded to Park Services;

This is the recommended fee structure for the advertising at Steveston Park.

-one fence section	1st year	\$1,000.00
	2nd year	\$800.00
	3rd year	\$600.00
- half a section	1st year	\$500.00
	2nd year	\$400.00
	3rd year	\$300.00

This fence proposal is a foundation for us and other amateur sports associations as well as a taxpayer blessing. Not only will these colorful outfield fence posters augment a professional ball park atmosphere they will also provide funds to continue, in consort with the City, the enhancement of "Beautiful Steveston Park."

In every fastball campaign team sponsorship money goes towards team costs: bats, uniforms, tournament entry, fees, helmets, catcher equipment, jackets, hats, league fees, etc. These league fees cover the expense of umpires, balls, scorekeeping and field preparation, field equipment, maintenance and additions. The RNMFL normally hosts a tournament or two, complete with beverage licenses, to support our park enrichment initiative. We wish to continue with our philanthropic history however our league can no longer afford to inject monies into facility improvements without fund raising initiatives.

The Richmond Nisei Men's Fastball League considers our February 5, 2003 meeting with Park Services on proposed signage policy modification refreshing and promising for us, our community and the business sector. We are fortunate to have the support of Recreation and Cultural Services and Councilor McNulty who welcomes the opportunity to work with sports groups to help meet their needs.

Sincerely,

Denis Savoie

Copies: Ross Sakai

RNMFL 2003

Nisei Men's Fastball League
Richmond, B.C.

January 24, 2003

City of Richmond
Manager, Parks-Programs, Planning & Design
5599 Lynas Lane
Richmond, BC
V7C 5B2
Attention: Michael Redpath

Dear Michael:

Re: Advertising on Steveston Park NW Field (Fentiman Road)

It was a pleasure meeting you the other day, I writing this letter on behalf of the Nisei Fastball League to request permission to advertise on Steveston Park's NW outfield fence.

I understand that the Richmond Senior Men's fastball have been doing this advertising on their field for the past couple of years with the permission of the city and seems to be very success in helping the City in the repairs and general maintenance of the ball diamond.

The Nisei fastball league would like to contribute to the ongoing maintenance in upgrading and the general upkeep of Steveston Park. The Nisei League certainly realizes the budget restrains that the parks programs have gone through over the years and would like to work with the City of Richmond in continuing to improve the facilities, enhancing services and overall field improvements. Our goal would be to raise funds similar to the senior men's fastball league to help facilitate annual general repairs and continued success and growth of our league.

The Richmond Nisei Men's Fastball League guarantees that the funds will be distributed in a responsible and community oriented manner towards park improvements and facilities. I'm certainly happy to be part of this field improvement plan in making it a safer and more enjoyable field to play on for the community and the other leagues that will be using this field.

I would appreciate an opportunity to meet with you to discuss this advertisement project and can contacted at 604-790-0927.

If you have any questions or concerns, please call me.

Sincerely,

Denis Savoie
President, Nisei Fastball League

cc: Ross Sakai, Coordinator, Sports and Special Events

Advertisement Agreement:

Date: _____

Between - Richmond Nisei Men's Fastball League, also referred to as "RNMFL", and _____ referred to as "the advertiser", upon which option _____ from appendix "A" has been chosen.

RNMFL agrees to supply advertising sign to be hung upon the outfield fence at Steveston Park. This sign shall be visible to fans and players throughout the fastball season: RNMFL and "the advertiser" shall agree upon the script and/or logo. The decided layout will be displayed upon a corrugated vinyl placard with a one-color background, which will be securely attached by plastic "zap" straps along the lower portion of the chain link. The sign shall be removed at the end of the fastball season by RNMFL and kept in storage until the following season, upon which RNMFL will re-hang the advertisement at the beginning of the next season if agreed upon by RNMFL and "the consumer" as per appendix "A". All monies are to be paid in full prior to the advertisement being erected.

RNMFL is responsible for the costs of the original sign, as well as replacement or repair of any vandalized, stolen or damaged sign. All replacements repairs shall not exceed 2 weeks.

Sign Size	Term	Cost
-----------	------	------

4 ft. X 4 ft.	1st year	\$500.00
(Option # 1)	2nd year	\$400.00
X _____	3rd year	\$300.00

2 ft. X 8 ft.	1st year	\$500.00
(Option # 2)	2nd year	\$400.00
X _____	3rd year	\$300.00

4 ft. X 8 ft.	1st year	\$1,000.00
(Option # 3)	2nd year	\$800.00
X _____	3rd year	\$600.00

Appendix "A"

RNMFL hereby agrees to the above terms

X _____

Denis Savoie, President

"The advertiser" hereby agrees to the above terms

X _____ Print Name _____

Position _____

X _____ Print Name _____

Position _____