



**CITY OF RICHMOND**

**REPORT TO COUNCIL**

**TO:** Richmond City Council  
**FROM:** Councillor Bill McNulty,  
Chair, Corporate Sponsorship Committee  
**RE:** **Richmond Senior Men's Fastball League 2001 Steveston Park Fastball Outfield Sponsorship Proposal**

**DATE:** August 11, 2000  
**FILE:** 2325-20-037

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**COMMITTEE RECOMMENDATION**

1. That Council authorize the Richmond Senior Men's Fastball League to erect temporary advertising signage on the Steveston Park baseball diamond outfield fence during the 2001 baseball playing season as set out in Attachment 1.
2. That staff report to Council in October 2001 outlining a review of the pilot initiative and recommendations for the future.

*Bill McNulty*

Councillor Bill McNulty,  
Chair, Corporate Sponsorship Committee

Att.2

STAFF REPORTORIGIN

The Richmond 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 Senior Men's Fastball League (Attachment 1). At the June 12<sup>th</sup>, 2000, regular Council meeting, the following resolutions were adopted:

- "1.0 That Council authorize the Richmond Senior Men's Fastball League to erect temporary advertising signage on the Steveston Park baseball diamond outfield fence during the 2000 baseball playing season as set out in Attachment 1.*
- 2.0 That staff report to Council in October 2000 outlining a review of the pilot initiative and recommendations for the future. (R00/11-29)."*

Due to the timing of approval for the year 2000 pilot project happening late in the baseball playing season, the RSMFL has requested that the project be delayed until the 2001 baseball season. This report outlines a possible process for a pilot program of outfield signage sponsorship to be undertaken by the Richmond Senior Men's Fastball League for the **2001** season.

ANALYSIS

The Richmond Senior Men's Fastball League is one of the primary user groups of the fastball diamond located in 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,
- Fieldhouse construction
- Bleacher construction
- Cost shared retrofit of infield
- Field lighting sponsorship
- Scoreboard installation sponsorship
- Storage area construction
- Sponsorship of infield sprinkler system for infield
- Construction of a concession stand
- 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 Senior 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.

***Proposal Details***

Through discussion with the Richmond Senior Men's Fastball League, the following proposal for a one year pilot program for outfield signage sponsorship at the Steveston Park fastball diamond is

proposed. 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 Senior 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 2001 ball playing season from April 2001 to September 30, 2001.

### **1. Proposed Terms for Sponsorship Approval**

- 1.0 After securing prospective sponsors, the Richmond Senior 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 Senior 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 (Attachment 2).

### **2.0 Terms for Sign Creation/Installation/Maintenance and Removal**

- 2.1 The Richmond Senior 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 Senior Men's Fastball League will agree to install sponsorship signage on a maximum of ten outfield fence sections to include a maximum of 10 - 4 foot by 8 foot temporary signs, or 20 - 4 foot by 4 foot half sections, or any combination 10 uniform fence sections. for the purposes of this pilot project.

### **3.0 Revenue Sharing Agreement**

- 3.1 The Richmond Senior 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 future park improvements at the Steveston Park fastball diamond.
- 3.2 The Richmond Senior 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 the future expenditure of a new fastball backstop fence for the Steveston Park fastball diamond.

### **4.0 Advertising Fee Structure**

- 4.1 The Richmond Senior Men's Fastball League proposes two advertising fee structures for the purposes of this pilot project. To maximize the use of available space (ten 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 Senior 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 2001 ending September 30, 2001 for the purposes of the pilot project.

**Next Steps**

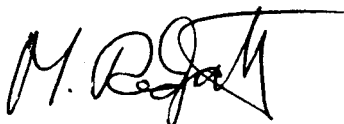
If approved, this pilot sponsorship agreement when executed in good faith between the City and the Richmond Senior Men's Fastball League could potentially generate a significant amount of revenue for the future improvement(s) of the Steveston Park fastball diamond. The benefit of such improvements would 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 no financial impact for the implementation of the proposed pilot project. There is an opportunity for a maximum revenue generation in the pilot year of \$10,000.00 towards future improvements and maintenance of the Steveston Park fastball diamond including the construction of a new backstop fence.

CONCLUSION

By working in continued partnership with the Richmond Senior 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 2001.



Michael Redpath  
 Manager, Parks Administration and Programs



Dax Semple  
 Director, Parks

# RICHMOND SENIOR MEN'S FASTBALL LEAGUE

STEVESTON PARK

RICHMOND, B.C.

Mr. Mike Redpath, Coordinator  
Partnership and Stewardship  
Community Services Division  
City of Richmond  
5599 Lynas Lane  
Richmond, BC V7C 5B2



March 16<sup>th</sup>, 2000

Ed Thornley, Director  
Richmond Senior Men's Fastball League  
3060 Bowen Drive  
Richmond, BC V7C 4C7

Dear Mr. Redpath,

This letter is to confirm our discussions of the March 13<sup>th</sup> meeting between Marshall Shields, Rich Hagan and myself from the RSMFL and Dave Semple, Ross Sakai and you, representing the City of Richmond.

It was agreed:

- ~ the RSMFL is permitted to erect temporary advertising signage on a maximum of ten outfield fence sections during the 2000 ball 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 RSMFL 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 RSMFL and its promotion customers is to be forwarded to Mr. Semple; and,
- ~ our ball league is solely responsible for the replacement or repair of vandalized signs.

We thank you, Mr. Redpath, for assisting us with a superior advertising fee structure. Although not finalized by our league, we plan to heed your advice:

~ one fence section	1 <sup>st</sup> year	\$1,000.00
	2 <sup>nd</sup> year	800.00
	3 <sup>rd</sup> year	600.00
~ half a section	1 <sup>st</sup> year	\$ 500.00
	2 <sup>nd</sup> year	400.00
	3 <sup>rd</sup> year	300.00

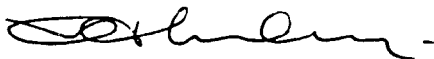
We may again require your assistance regarding section upgrade/downgrade charges, beyond the third year costs, etc. Your input would be much appreciated.

This fence proposal is a foundation for us and other amateur sports associations as well as a taxpayer blessing. Not only will these colourful 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, scorekeeping and announcing, balls, field preparation, field equipment, maintenance and additions. The RSMFL normally hosts a tournament or two, complete with beverage licenses, to support our park enrichment initiative. We wish to continue with our philanthropic history but, to be blunt, our league can no longer afford to inject monies into facility improvements unless fund raising adjustment are made.

The Richmond Senior Men’s Fastball League considers our March 13<sup>th</sup> meeting and the City’s recent proposed signage policy modification refreshing and promising for us, our community and the business sector. We are fortunate to have the support of Mayor Halsey-Brandt who welcomes the opportunity to work with sports groups to help meet their needs. We are also appreciative of your efforts and those of Councilor McNulty who has encouraged our cause from inception.

Sincerely,



Ed Thornley

Copies: Rich Hagan  
Marshall Shields  
J. P. Baril  
Councilor McNulty  
Ross Sakai  
Dave Semple

RSMFL2000pg5

**RICHMOND SENIOR MEN'S FASTBALL LEAGUE**  
STEVESTON PARK RICHMOND, BC

Mr. Mike Redpath, Coordinator  
Partnership and Stewardship  
Community Services Division  
City of Richmond,  
5599 Lynas Lane  
Richmond, BC V7C 5B2



April 26<sup>th</sup>, 2000

Ed Thornley, Director  
Richmond Senior Men's Fastball League  
3060 Bowen Drive  
Richmond, BC V7C 4C7

**RE. ADVERTISING SIGNAGE AT STEVESTON BALLPARK**

Dear Mr. Redpath,

As we discussed, enclosed is a draft contract between the RSMFL and potential clients. Kindly scrutinize the document and phone me with your suggestions. I will be able to make minor changes as required prior to the April 28<sup>th</sup> deadline.

I am also drafting a sample letter of solicitation to prospective customers which I will forwarding to you for your input. It will contain our concerns regarding costs, pilot project information, what the money will be used for, League history, etc.

I hope that everything is satisfactory and will meet with Council's approval.

Yours truly,

A handwritten signature in black ink, appearing to read "Ed Thornley".

Ed Thornley

Home: 275-3960

Work: 270-4811

Copies: Rich Hagan  
Marshall Shields  
Councillor McNulty  
JP Baril  
RSMFL2000pg13

**Advertising Agreement**

Date: \_\_\_\_\_

Between - Richmond Senior Men's Fastball League, also referred to as "RSMFL", and \_\_\_\_\_ referred to as "the advertiser", upon which option \_\_\_\_\_ from appendix "A" has been chosen.

RSMFL agrees to supply an 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. RSMFL 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 RSMFL and kept in storage until the following season, upon which RSMFL will re-hang the advertisement at the beginning of the next season if agreed upon by RSMFL and "the consumer" as per appendix "A". All monies are to be paid in full prior to the advertisement being erected.

RSMFL 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. (Option # 1) X _____	1 <sup>st</sup> year	\$500.00
	2 <sup>nd</sup> year	\$400.00
	3 <sup>rd</sup> year	\$300.00
2 ft. x 8 ft. (Option # 2) X _____	1 <sup>st</sup> year	\$500.00
	2 <sup>nd</sup> year	\$400.00
	3 <sup>rd</sup> year	\$300.00
4ft. x 8 ft. (Option # 3) X _____	1 <sup>st</sup> year	\$1,000.00
	2 <sup>nd</sup> year	\$800.00
	3 <sup>rd</sup> year	\$600.00

Appendix "A"

RSMFL hereby agrees to the above terms

X \_\_\_\_\_

Rich Hagen, President

"the advertiser" hereby agrees to the above terms

X \_\_\_\_\_

Print Name \_\_\_\_\_

Position \_\_\_\_\_

X \_\_\_\_\_

Print Name \_\_\_\_\_

Position \_\_\_\_\_





# STEVESTON PARK

NUMBER ONE ROAD

CHATHAM STREET

PACIFIC RAILWAY

MONCTON STREET

FENTIMAN PLACE

PROPOSED  
AREA FOR  
SIGNAGE

147

DRAWING No

14

<p>DATE: 11/11/2011</p> <p>PROJECT: STEVESTON PARK OVERALL SITE LAYOUT OF PARK DEVELOPMENT</p> <p>DRAWN BY: [Name]</p> <p>CHECKED BY: [Name]</p> <p>SCALE: AS SHOWN</p>	
<p>THE CORPORATION OF THE TOWNSHIP OF RICHMOND</p>	
<p>LEGEND</p>	
<p>1. EXISTING BUILDINGS</p>	<p>2. PROPOSED BUILDINGS</p>
<p>3. EXISTING DRIVEWAYS</p>	<p>4. PROPOSED DRIVEWAYS</p>
<p>5. EXISTING PARKING SPACES</p>	<p>6. PROPOSED PARKING SPACES</p>
<p>7. EXISTING LANDSCAPE</p>	<p>8. PROPOSED LANDSCAPE</p>
<p>9. EXISTING UTILITIES</p>	<p>10. PROPOSED UTILITIES</p>
<p>11. EXISTING FENCES</p>	<p>12. PROPOSED FENCES</p>
<p>13. EXISTING SIGNAGE</p>	<p>14. PROPOSED SIGNAGE</p>
<p>15. EXISTING TREES</p>	<p>16. PROPOSED TREES</p>
<p>17. EXISTING GRASS</p>	<p>18. PROPOSED GRASS</p>
<p>19. EXISTING ASPHALT</p>	<p>20. PROPOSED ASPHALT</p>
<p>21. EXISTING CONCRETE</p>	<p>22. PROPOSED CONCRETE</p>
<p>23. EXISTING WATER</p>	<p>24. PROPOSED WATER</p>
<p>25. EXISTING SEWER</p>	<p>26. PROPOSED SEWER</p>
<p>27. EXISTING ELECTRICAL</p>	<p>28. PROPOSED ELECTRICAL</p>
<p>29. EXISTING TELEPHONE</p>	<p>30. PROPOSED TELEPHONE</p>
<p>31. EXISTING GAS</p>	<p>32. PROPOSED GAS</p>
<p>33. EXISTING CABLE</p>	<p>34. PROPOSED CABLE</p>
<p>35. EXISTING OTHER UTILITIES</p>	<p>36. PROPOSED OTHER UTILITIES</p>

