



**City of Lloydminster
Request for Decision (RFD)**

Subject Matter: Cenovus Energy Hub Sponsorship Agreement

Department: Community Development Services

Presented By: Tracy Simpson

Council Meeting Date: July 17, 2023

Recommendation:

That Council authorize City Administration to enter into a fifteen (15) year Sponsorship Agreement with Cenovus Energy Inc. for the naming rights of the new event facility to be named "Cenovus Energy Hub" and that the Mayor and City Manager be authorized to sign and seal all necessary documents.

Issue: As per the requirements of the Sponsorship and Advertising Policy, Administration is seeking City of Lloydminster (City) Council's approval to enter into a Sponsorship Agreement with Cenovus Energy Inc. (Cenovus Energy) for the naming rights of the new event facility.

Background: Administration continues to seek external agencies to sponsor and/or advertise at City assets to increase opportunities for revenue generation for the City. Administration worked with Cenovus Energy on the opportunity to become the naming sponsor of Lloydminster's newest event facility.

The Sponsorship Agreement proposes that Cenovus Energy be named the "Groundbreaking Sponsor" for the facility, with the name of the facility being changed immediately to Cenovus Energy Hub, and for continual use of the facility name throughout the duration of construction of the facility (anticipated to be completed fall 2025) and for an additional term of fifteen (15) years once operational. Cenovus Energy has offered to contribute \$5 million dollars to the project for both capital and operating contributions.

In addition to being the Groundbreaking Sponsor and having the naming rights of the facility, Cenovus Energy has also requested that they contribute to programming sponsorship once the facility opens. A Programming Sponsor will contribute to programs targeting special programming opportunities for under represented youth in the community.

The agreement is set to commence January 1, 2026, and will continue for a fifteen (15) year term, with the option to renew for one additional term of ten (10) years.

Options:

1. That Council authorize City Administration to enter into a fifteen (15) year Sponsorship Agreement with Cenovus Energy Inc. for the naming rights of the new event facility to be named "Cenovus Energy Hub" and that the Mayor and City Manager be authorized to sign and seal all necessary documents.
2. That Council does not approve City Administration to enter into a fifteen (15) year Sponsorship Agreement with Cenovus Energy Inc. for the naming rights of the new event facility.

3. That Council request further information and that the item be brought forward to a future Regular Council Meeting for decision.

Alignment with Strategic Plan: This item is in alignment with the following strategic area: Managing our Environment and Infrastructure by bringing on new partnerships with external agencies to raise funds for Lloydminster's newest event facility Cenovus Energy Hub.

Legal Review: Legal has reviewed the Sponsorship Agreement.

Governance Implications: As per the Sponsorship and Advertising Policy, Council is required to approve all Sponsorship Agreements relating to naming rights of all City facilities.

Budget/Financial Implications: The funds collected from the Sponsorship Agreement will go to both capital and future operating budgets for the Cenovus Energy Hub.

Environmental Implications: N/A



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Report Approval Details

Document Title:	Cenovus Energy Hub Sponsorship Agreement Approval.docx
Attachments:	
Final Approval Date:	Jul 10, 2023

This report and all of its attachments were approved and signed as outlined below:

Tracy Simpson

Doug Rodwell

Dion Pollard