



To: COUNCIL

Meeting Date: 10/14/2025

Subject: **Kinsmen Stadium Accessible Amenity Building Sponsorship Agreement**

Submitted By: Shane Taylor, Manager of Recreation, Placemaking Capital Projects

Prepared By: Leanne Bond, Sponsorship Coordinator

Report No.: 25-008-CS

File No.: C11

Wards Affected: Ward 1

RECOMMENDATION(S):

THAT Report 25-008-CS Kinsmen Stadium Amenity Building Sponsorship Agreement be received;

AND THAT the amenity building, located at 1935 Rogers Drive, Cambridge be named “Toyota Fieldhouse” upon Council approval;

AND FURTHER THAT the Mayor and Clerk be authorized to execute a Naming Rights & Sponsorship Agreement with Toyota Motor Manufacturing Canada Inc. (TMMC)., subject to the satisfaction of the City Solicitor.

EXECUTIVE SUMMARY:

Purpose

Council has directed staff to secure naming and sponsorship rights to interested prospects to support the costs associated with investment in the recreation facilities being built. In accordance with the Council approved policies for both naming and sponsorship rights, staff are looking to obtain Council approval for the naming of the accessible washrooms and changeroom building at the Kinsmen Stadium, located at 1935 Rogers Drive, Cambridge.

Key Findings

- Toyota Motor Manufacturing Canada Inc. agrees to pay the City \$100,000, plus HST in full upon execution of the agreement for the naming rights of the amenity building at the Kinsmen Stadium.
- 10-year term.
- Key business terms are outlined in the analysis section of this report.

Financial Implications

- A signage allowance has been allocated as part of the capital project.
- The revenue received will be utilized to help offset the annual tax-supported debenture expense associated with the Kin 1 Accessible Ball Diamond project.

STRATEGIC ALIGNMENT:

Strategic Action

Objective(s): WELLBEING - Connect people to services that support individual and community wellbeing

Strategic Action: Create and activate spaces that offer things for people to do

OR

Core Service

Program: Not Applicable

Core Service: Not Applicable

The naming of City of Cambridge owned facilities and assets plays a role in how the community identifies and connects with civic spaces. Requests must meet the criteria outlined in the application policies and reflect the population, history, and community of Cambridge. Providing opportunities for the community to be involved in naming requests supports community engagement and connectivity.

BACKGROUND:

The corporate Naming and Sponsorship Policies are intended to provide the process and criteria for the naming of City assets that ensure the goals of the sponsorship partner and the City are aligned, the public interest is respected, and the integrity of municipal programs and services are protected.

The City also recognizes sponsorship opportunities as a means of partnership with companies and organizations in supporting the City's programs, facilities, parks, events, and operations, along with the opportunity to generate an additional revenue stream and, in some cases, offset the costs of municipal infrastructure, programs and operation.

ANALYSIS:

The Kin 1 Accessible Ball Diamond project is transforming a well-loved community space into an inclusive, high-quality venue focused on accessibility, performance, and spectator experience. It will serve as a premier destination for players and fans of all abilities.

Upgrades include a fully accessible parking area, hard-surface pathways, and enhanced spectator seating, ensuring barrier-free movement throughout the site. New covered dugouts will support teams, while the diamond will feature a state-of-the-art artificial turf infield and a natural turf outfield, that maintains the park's green character.

The enhancements will also include washrooms, changerooms, and an expanded licensed concession with a patio, the upgraded facility will offer a welcoming environment for events and everyday use.

EXISTING POLICY / BY-LAW(S):

A09 ADM 036 Naming Policy

A09 ADM 037 Sponsorship Policy

FINANCIAL IMPACT:

The Kin 1 Accessible Ball Diamond project is funded via tax-supported debenture; additional funding is being sought through naming, sponsorship opportunities and donations.

The Council supported financial valuation of the amenity building at Kinsmen Stadium is \$100,000 plus HST for a 10-year term. Full payment will be received upon execution of the agreement. The revenue will be utilized to help offset the annual tax-supported debenture expense associated with the Kin 1 Accessible Ball Diamond project. The cost for signage recognition is carried in the prime construction contract at a budget of \$2,500; however, any costs incremental to budget are the responsibility of the sponsor.

PUBLIC VALUE:

Supporting the Kinsmen Stadium Accessible Washroom Renovation is meaningful to Toyota Motor Manufacturing Canada Inc. (TMMC) because as a mobility company, they look for opportunities to remove barriers to movement.

These facilities are important to communities and are a place where memories are created. This capital build/renovation project will enhance local engagement, foster unity and drive growth in Cambridge.

Leveraging this state-of-the art facility to engage community partnerships to support the City's fundraising campaign provides an opportunity for the community at large to be active and engaged in our recreation facilities.

Sustainability:

This project will support sustainability by helping offset the annual tax-supported debenture expense associated with the Kin 1 Accessible Ball Diamond project.

Securing corporate sponsorship helps to keep our community active and engaged in our recreational facilities.

Leadership:

This project is contributing to residents' pride of place by delivering a consistent, positive and unified narrative about Cambridge as a single, world-class city that contains many unique areas to support diversity and inclusion and pride of place.

Collaboration:

Collaboration will involve working in partnership with the Buddy League and Accessibility for Ontarians with Disabilities Act to achieve common goals and ensure representation of community interests.

ADVISORY COMMITTEE INPUT: Not Applicable

PUBLIC INPUT:

Posted publicly as part of the report process

INTERNAL / EXTERNAL CONSULTATION:

Internal consultation with our Legal Services Division and Recreation Facilities Steering Committee has taken place.

CONCLUSION:

Having reviewed the Key Business Terms outlined in the Naming Rights and Sponsorship Agreement and both the City's Naming and Sponsorship Corporate Policies, staff are supportive of naming the amenity building at Kinsmen Stadium in Riverside Park as the "Toyota Fieldhouse". The Council supported financial evaluation of the amenity building at Kinsmen Stadium is \$100,000 plus HST for 10 years. Full payment of \$100,000 will be due upon execution of agreement. The revenue received will be utilized to help offset the annual tax-supported debenture expense associated with the Kin 1 Accessible Ball Diamond Project.

REPORT IMPACTS:

Agreement: **Yes**

By-law: **No**

Budget Amendment: **No**

Policy: **No**

APPROVALS:

This report has gone through the appropriate workflow and has been reviewed and or approved by the following as required:

Director

General Manager

Chief Financial Officer

City Solicitor

City Manager

ATTACHMENTS: No attachments