

Calgary



Millennium Park Naming Sponsorship

2024 June 4

For Public Release

Date: 2026-02-10
Dept: Operational Services

Recommendations

- Receive the confidential report and direct that closed meeting discussions be held confidential pursuant to Section 27 (Privileged Information) of the Freedom of Information and Protection of Privacy Act.
- Approve the fundamental terms and conditions of the proposed sponsorship arrangement with Cowboys for Millennium Park as outlined in the Attachment 1. This includes naming rights ("Cowboys Park") for 10 years (with the renewal rights for another 10 years) and event booking rights as per negotiated terms.
- Hold the Attachment 1 confidential in perpetuity pursuant to Section 16 (1) (Disclosure harmful to business interests of a third party) of the Freedom of Information and Protection of Privacy Act.
- That the Executive Committee forward this report to the June 18 Regular Meeting of Council.



Highlights

- Parks & Open Spaces and Cowboys have negotiated a naming sponsorship agreement that will benefit Calgarians.
- This sponsorship arrangement presents a new and innovative approach to enhancing Millennium Park by collaborating with an organization that has an interest in increasing activities within downtown Calgary.

Working Toward a Common Future

The City's Needs



Provide public benefit



Find innovative ways to make park improvements



Create a vibrant and exciting park downtown

Cowboys Needs



Have a long-term home for festivals and events



Be a larger part of the community



Create a vibrant and exciting park downtown

Steps If Approved

- The City and Cowboys will enter into an agreement for the annual rights over a ten-year term
- The City would begin work to facilitate elements of the agreement, a process that will take several months and extend into 2025.
- Cowboys and The City would announce the agreement in time for Cowboys Parade Breakfast booked at the Park on July 5, 2024, as part of the kickoff to Calgary Stampede in Calgary 2024 July 4-14.

- Revenues to The City would increase over the ten-year term (per the payment schedule)
- Calgary would be promoted across Canada through Cowboy's announcement and cross-promotion of events at the park, such as the Cowboys Music Festival and other events.
- Activation and refreshed promotion of Cowboys Park will improve the user experience for park user and will draw attention to Downtown/Downtown West

This Work Supports Council's Guiding Principals of:

- Downtown revitalization
- Hosting and hospitality
- Global positioning and reputation



- Uncertain community/adjacent partners' impact;
- Adverse impact to historical held events;
- Sponsor's requirement for hardened surfaces in a park;
- Capital improvement requirements contemplated within sponsorship arrangement
- Festival and events space scarcity impact;
- Financial risk to The City in the event The City is unable to deliver capital upgrades required by the Sponsor.

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Thank You