

Facility Naming Rights - Research Summary (July 2020)

Background and Methodology

The July 2020 Edmonton Insight Community mixed topic survey was conducted from July 14-21. Two questions about facility naming rights were included in the survey.

The Edmonton Insight Community mixed topic survey was sent to approximately 12,000 panelists. 3,811 panelists completed the survey. Edmontonians could also access the survey anonymously from a link on edmonton.ca. 2,194 anonymous surveys were filled out. A total of 6,005 surveys were completed.

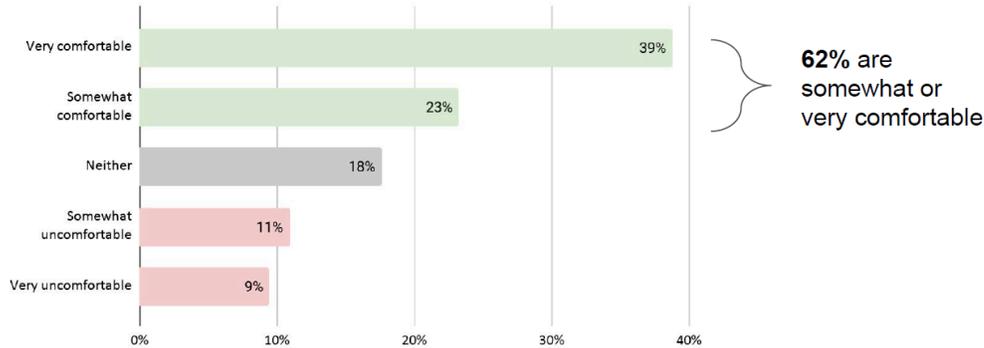
Please note that the reported results from Corporate Research only include the 3,811 surveys completed by panelists¹, and will differ slightly from the 6,005 surveys reported here.

¹

<https://www.google.com/url?q=https://www.edmonton.ca/public-files/assets/document?path%3DPDF/July2020MixedTopicReport.pdf&sa=D&source=docs&ust=1746111302608171&usg=AOvVaw0YOx9ijffBM7JdrMVupltN>

Majority are comfortable with naming rights

How comfortable are you with the sale and temporary naming of select recreation facilities?

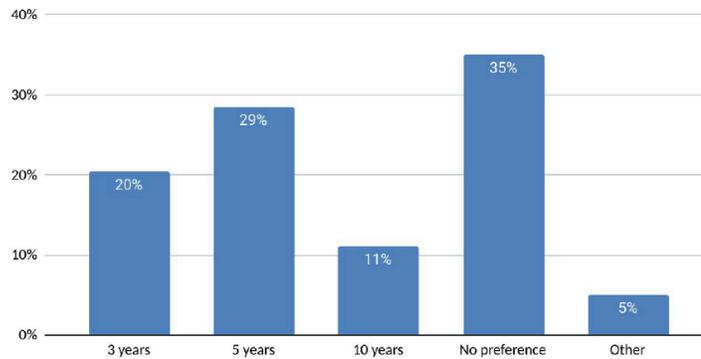


Total responses: 6,005 citizens.

Question text: To improve the financial situation due to impacts from the pandemic, the City of Edmonton is exploring new revenue generating ideas, such as selling naming rights to select recreation facilities; similar to naming agreements like Rogers Place and Servus Credit Union Place (St. Albert). How comfortable are you with the sale and temporary naming of select recreation facilities in order to help the City of Edmonton offset financial impacts due to COVID-19?

Most have no preference, 49% support 3-5 years

What is a reasonable period of time (term) for individual naming rights agreements?



Total responses: 4,777 citizens who rated their comfort with selling naming rights three or higher out of five

Question text: In your opinion, what is a reasonable period of time (term) for individual naming rights agreements? E.g. for what period should the City of Edmonton sell the naming rights to a city facility?