

## **Supplementary Report - IE28.8 - Community Sports Equipment Sponsorship**

**Date:** April 21, 2026

**To:** City Council

**From:** General Manager, Parks and Recreation

**Wards:** All

### **REASON FOR CONFIDENTIAL INFORMATION**

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The attachment to this report consists of details to be applied to negotiations carried on or to be carried on by or on behalf of the City of Toronto, relating to the ongoing negotiation of sponsorships, donations and naming rights.

### **SUMMARY**

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This report responds to Infrastructure and Environment Committee direction in item [2026.IE28.8](#) to provide supplementary information about the Community Sports Equipment Sponsorship with Canadian Tire Jumpstart Charities and Equip Club SA, and report directly to the April 22, 23, and 24, 2026 City Council meeting. The Committee also recommended City Council approve a one-year pilot project. Year 1 of the pilot program will begin upon execution of the agreement by both parties.

The General Manager, Parks and Recreation, was directed to provide the following supplemental information in this report:

- a. A Ward-based chart of proposed parks with proposed installations for the 50 locations;
- b. The map of the original proposal for the 50 locations;
- c. The process used by City staff to approve each location and the proposed equipment at each location;

d. The Process by which partnerships get vetted and then are brought to Councillors and Council for approval;

e. A list of all partnership proposals currently being discussed at the City and Ward levels and a list of all current partnership projects underway at the city and in each ward; and

f. The process for City staff that will ensure that that Ward Councillors can opt-in to the pilot if there are no park locations proposed in their Ward.

This report provides the supplementary information.

## **RECOMMENDATIONS**

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The General Manager, Parks and Recreation, recommends that:

1. City Council authorize the General Manager, Parks and Recreation, to negotiate and execute a sponsorship agreement with Equip Club SA (“Equip”) and Canadian Tire Jumpstart Charities, for the installation, operation and maintenance of 50 community sports equipment stations in select City parks, for a term of one (1) year, on terms and conditions, including provisions related to data privacy, sponsorship recognition, exclusivity, liability, indemnification, and communications, deemed appropriate by the General Manager, Parks and Recreation and in form and content satisfactory to the City Solicitor, and in consultation with Ward Councillors to confirm park locations.

2. City Council direct the General Manager, Parks and Recreation, to report back to the Infrastructure and Environment Committee in early Q2, 2027, with an evaluation of the sponsorship including usage, community impact and operational considerations.

3. City Council direct that Confidential Attachment 1 remain confidential at this time as it pertains to criteria to be applied to negotiations carried on or to be carried on by or on behalf of the City of Toronto and be made public at the discretion of the General Manager, Parks and Recreation when negotiations are successfully completed and agreements entered into, in accordance with the City’s Sponsorship Policy, Donation Policy and Individual and Corporate Naming Rights Policy.

## **FINANCIAL IMPACT**

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There are no financial impacts resulting from the information in this report.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial impact statement

## DECISION HISTORY

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At its meeting of April 7, 2026, Infrastructure and Environment Committee amended item [2026.IE28.8](https://secure.toronto.ca/council/agenda-item.do?item=2026.IE28.8) - Community Sports Equipment Sponsorship, from the General Manager, Parks and Recreation. As part of that decision, Infrastructure and Environment Committee recommended that City Council approve a one-year Community Sports Equipment Sponsorship pilot project, and directed the General Manager, Parks and Recreation to report to the April 22, 23 and 24, 2026 meeting of City Council with supplemental information about the sponsorship.

<https://secure.toronto.ca/council/agenda-item.do?item=2026.IE28.8>

On October 8 and 9, 2025, City Council amended [2025.MM33.18](https://secure.toronto.ca/council/agenda-item.do?item=2025.MM33.18) - Making Sports More Accessible and Free in City of Toronto Parks requesting staff to work with the Canadian Tire Jumpstart Foundation to work to find a Canadian vendor to install and operate sport equipment stations in various City of Toronto parks, with at least one station installed in each of the Community Council areas by the start of summer 2026, and report to the Infrastructure and Environment Committee with regard to the sponsorship and conditions related to this item.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.MM33.18>

## COMMENTS

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The Infrastructure and Environment Committee directed the General Manager, Parks and Recreation, to report directly to the April 22, 23 and 24, 2026 meeting of City Council with the following supplemental information about the sponsorship.

### **A. A Ward-based chart of proposed parks with proposed installations for the 50 locations.**

The 50 park locations for the proposed community sports equipment stations (lockers) have not been selected and will be identified through a process that includes engagement with the local Councillor. The proposed distribution would include a minimum of one station in each ward across the city (25 stations). In addition, the proposal envisions a concentration of an additional 25 stations in higher-use areas, primarily within the Toronto–East York Community Council area, to support program utilization and operational viability. Park locations will be identified and selected through the location review process outlined in section (c).

### **B. A map of the original proposed 50 locations from Equip.**

The map in Appendix A reflects Equip’s initial concept list of 50 potential locations, which was provided to the City as part of early discussions on the proposed sponsorship model and to illustrate a feasible scale and distribution approach for a one-year pilot. These locations were not selected by the City and are not the final park

locations for implementation. Final park locations (and the proposed equipment at each location) will be identified through the location review and Ward Councillor consultation process set out in section (c), including assessment of park amenities, infrastructure readiness, operational feasibility, and equity considerations.

### **C. The process used by City staff to approve each location and the proposed equipment at each location.**

#### Step 1: Park and site screening

Staff will assess City parks against a set of operational, recreational, and equity-based criteria, including:

- Proximity to active recreation amenities (e.g., courts, fields, and multi-use spaces) that align with the equipment available through the sponsorship, including: soccer balls, basketballs, volleyballs, bocce balls, and table tennis paddles and balls.
- Availability of infrastructure required to securely install sport equipment stations (e.g., suitable mounting poles)
- Accessibility for users and operational access for installation, servicing, and maintenance
- Consideration of factors that may help address equity and mitigate the digital divide, including:
  - adjacency to public Wi-Fi
  - proximity to free community recreation centres or parks offering free drop-in programming
  - location within or adjacent to Neighbourhood Improvement Areas or other equity-deserving communities
- Review of other site-specific considerations such as planned construction, permitting requirements, shared use agreements, or operational constraints

#### Step 2: Identification of eligible parks

Based on the screening criteria, staff will identify a list of potential park locations across the city, ensuring that options are available in every ward.

#### Step 3: Operational feasibility review

Staff will consult with the sponsors to assess the operational feasibility of potential park locations identified through the City-led screening and shortlisting process. This consultation will focus on confirming practical considerations related to installation, servicing, and maintenance requirements. The sponsor consultation is intended to validate feasibility only and does not determine or pre-select final park locations.

#### Step 4: Ward Councillor consultation

Staff will arrange briefings and advance a recommended list of park locations and associated equipment for consultation with Ward Councillors, based on the screening criteria. Feedback received through this consultation will inform final site selection.

**Step 5: Finalization and implementation**

Following Ward Councillor consultation and final confirmation of locations, implementation will be undertaken by Equip’s contractor. Installation is anticipated to begin in summer 2026, subject to site readiness.

**D. The process by which partnerships get vetted and are brought to Councillor and Council for approval.**

The process used by Parks and Recreation to identify, vet, and advance partnership proposals for Councillor and Council consideration follows the governance framework, key tasks, and assessments established by the Strategic Partnerships team in the City Manager’s Office, based on the relevant City policies.

See Appendix B for a full outline.

**E. A list of all Parks and Recreation partnership proposals currently being discussed at the City and Ward levels and a list of all current partnership projects underway at the city and each ward.**

See Confidential Attachment 1 for a list of Parks and Recreation partnership proposals currently being discussed.

Current Parks and Recreation partnership projects, defined as sponsorships, donations or grants, approved by City Council or through delegated authority are listed below.

Table 1 - List of Current Parks and Recreation Partnership Projects

Project Title	Ward(s)	Partner	Sponsorship, Donation or Grant	Description
Skate Lending Library	City-wide	Desjardins	Sponsorship	Free mobile skate lending program offered at our outdoor rinks.
Nike - Play Mobile	City-wide	Nike	Sponsorship	Free mobile sports try-it program offered to communities year-round.

<b>Project Title</b>	<b>Ward(s)</b>	<b>Partner</b>	<b>Sponsorship, Donation or Grant</b>	<b>Description</b>
Loop Trail	City-wide	Evergreen, Toronto Foundation	Donation	Campaign to raise funds for capital projects and programming/activation of the Loop Trail.
Commemorative Tree and Bench Program	City-wide	273 individual donors in 2024	Donation	Supports commemorative tree and bench program in parks.
Martingrove Baseball	Ward 2 - Etobicoke Centre	Martingrove Baseball Inc.	Donation	Improvements at Martingrove Gardens Jim Horton baseball diamond.
High Park Forest School	Ward 4 - Parkdale-High Park	High Park Initiatives (o/a High Park Nature Centre) & TD Bank	Donation	Renovation of the Forest School to create the High Park Visitor and Nature Centre.
High Park Forest School	Ward 4 - Parkdale-High Park	Investing in Canada Infrastructure Program (Prov and Fed)	Grant	Renovation of the Forest School to create the High Park Visitor and Nature Centre.
High Park Pedestrian Trail (Deer Pen Road)	Ward 4 - Parkdale-High Park	Friends of High Park Zoo	Donation	Renovation of pedestrian realm at High Park Animal Display.

<b>Project Title</b>	<b>Ward(s)</b>	<b>Partner</b>	<b>Sponsorship, Donation or Grant</b>	<b>Description</b>
High Park Pedestrian Trail (Deer Pen Road)	Ward 4 - Parkdale-High Park	Investing in Canada Infrastructure Program (Prov and Fed)	Grant	Renovation of pedestrian realm at High Park Animal Display.
Weston LaunchPad	Ward 5 - York South-Weston	MLSE Foundation	Donation	Renovation of Weston Lions Arena into a new LaunchPad facility.
Christie Pits Baseball Diamond Enhancement	Ward 11 - University-Rosedale	Toronto Playgrounds Baseball League	Donation	Donation to support capital improvements to baseball diamond infrastructure at Christie Pits.
Seaton Park Improvements - Bloor Annex BIA	Ward 11 - University-Rosedale	Bloor Annex BIA	Donation	Bloor Annex BIA is undertaking the construction/improvements of Seaton Park
Queen's Park North	Ward 11 - University-Rosedale	Weston Family Foundation	Donation	Proposed enhancements to Queen's Park North
Allan Gardens	Ward 13 – Toronto Centre	Friends of Allan Gardens	Donation	Campaign to raise funds for capital projects as part of the "Refresh" vision
Biidaasige Park - Lassonde Art Trail	Ward 14 - Toronto-Danforth	Lassonde Art Trail Foundation	Donation	Licence Agt with Lassonde Art Trail Foundation to activate Temporary Art Program.

<b>Project Title</b>	<b>Ward(s)</b>	<b>Partner</b>	<b>Sponsorship, Donation or Grant</b>	<b>Description</b>
Dieppe Park Baseball Diamond Improvements	Ward 14 - Toronto-Danforth	East York Baseball Association	Donation	Donation for baseball diamond infield improvement at Dieppe Park.
East York Tennis Club - Lighting Upgrades	Ward 14 - Toronto-Danforth	East York Tennis Club	Donation	Lighting upgrades to East York Tennis Club at Cosburn Park.
Toronto Botanical Garden	Ward 15 - Don Valley West	Toronto Botanical Garden	Donation	Campaign to raise funds for capital projects as part of Edwards Gardens Master Plan
Stan Wadlow Baseball Diamond Backstop Extension	Ward 19 - Beaches-East York	East York Baseball Association	Donation	Donation for extension of existing baseball backstop fencing.
Chinese Cultural Centre Asian Garden	Ward 23 - Scarborough North	Chinese Cultural Centre of Greater Toronto	Donation	In-kind donation of Asian Garden at Cynthia Lai Park.
Tennis Canada Donation - Malvern Park	Ward 25 - Scarborough-Rouge Park	Tennis Canada	Grant	Grant for improvements to tennis courts

**F. The process for City staff that will ensure that Ward Councillors can opt-in to the pilot if there are no park locations proposed in their Ward.**

Initial analysis indicates that all wards include parks with amenities that could accommodate a community sports equipment station, subject to site-specific review and confirmation of operational feasibility. As a result, staff anticipate that options will be available in every ward through the location review process described in section (c).

If further assessment determines that no suitable park locations can be advanced within a particular ward, for example, due to active construction, lack of required infrastructure (such as a suitable mounting pole), operational constraints, or the Ward Councillor recommending against the proposed sites, staff will work with the Ward Councillor and the sponsor to explore alternative approaches. Park locations will be determined in consultation with the affected Ward Councillor(s) and will not proceed without their support.

## **CONTACT**

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Terry Ricketts, General Manager, Parks and Recreation  
Tel: 416-392-8182, email: [terry.ricketts@toronto.ca](mailto:terry.ricketts@toronto.ca)

## **SIGNATURE**

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Terry Ricketts  
General Manager, Parks and Recreation

## **ATTACHMENTS**

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Appendix A - Map of Equip's original 50 proposed locations  
Appendix B - Process by which partnerships get vetted  
Confidential Attachment 1 - Confidential Attachment, List of all partnership proposals currently being discussed

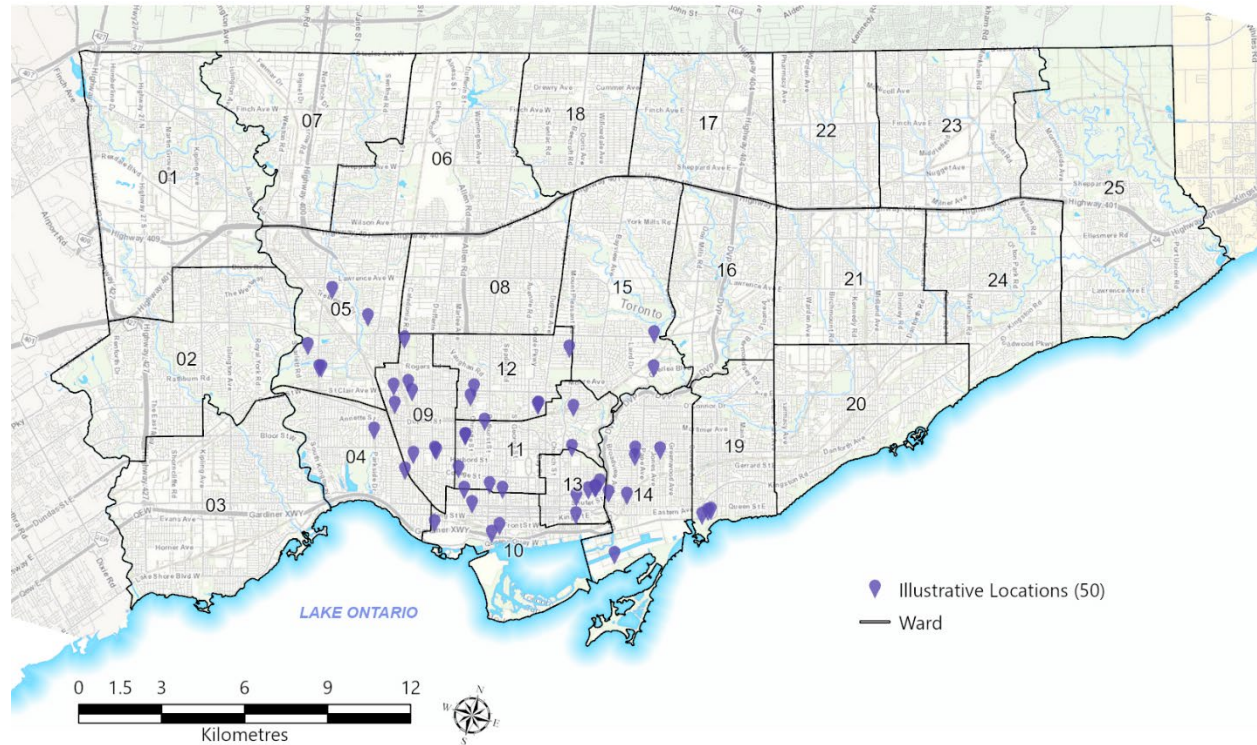
## **APPENDIX A**

### **Map of the original 50 locations proposed by Equip**

The map below reflects an illustrative list of potential locations provided by Equip as part of early discussions with the City to demonstrate a feasible scale and distribution approach for a first-year pilot sponsorship. The locations shown were intended to support discussion of the proposed sponsorship model and are not the final park locations for implementation.

Park locations for the program will be determined by City staff through the location review and Ward Councillor consultation process outlined in section (c).

Figure 1 - Map of the original 50 locations proposed by Equip



## APPENDIX B

### Process by which partnerships get vetted and are brought to Councillors and Council for approval.

The process used by Parks and Recreation to identify, vet, and advance partnership proposals for Councillor and Council consideration follows the governance framework, key tasks, and assessments established by the Strategic Partnerships team in the City Manager's Office, based on the relevant City policies.

The Strategic Partnerships team supports and coordinates the City's partnership function and the administration of related policies, including the [Sponsorship Policy](#), [Donation Policy](#), and [Naming Rights Policy](#). The team provides guidance and advice to City divisions on partnership proposals and supports compliance with City-wide policy, governance, and risk-management requirements. In this context, the term “*partnership*”

refers to sponsorships, donations, and naming rights and not legal partnerships, which are formal legal business relationships not intended here.

The description below outlines the key tasks and assessments undertaken by Parks and Recreation as the receiving division across each phase of the partnership lifecycle, supported by the Strategic Partnerships team and other relevant City divisions (e.g., Legal Services, Accounting Services, Information and Records Management, and Purchasing and Materials Management). Additional analysis, engagement, or review may be required depending on the urgency, financial value, complexity, or scope of a proposed partnership.

The steps outlined represent the core, high-level requirements applicable to most partnership proposals. **Touchpoints with Ward Councillors and City Council are identified in bold.**

### Phase 1. Opportunity identification and intake

A partnership opportunity may be identified, initiated, or received by the City. An initial intake and compliance screening is undertaken by the recipient division.

- For naming rights, unsolicited requests must be submitted in writing and directed to the relevant Division Head or through the Strategic Partnerships team. Solicited naming opportunities may be pursued through an approved process such as an RFP or fundraising initiative.
- For sponsorships, the recipient division confirms that the opportunity supports a Council-approved initiative, service, or program, aligns with the division's mandate and City priorities, and falls within the scope of the Sponsorship Policy.
- For donations, the recipient division confirms that the offer falls within the Donation Policy, is not conditional on endorsement or commercial benefit, identifies whether the donation is solicited or unsolicited, and confirms eligibility for tax receipting where applicable.
- Across all partnership types, the recipient division conducts a preliminary reputational and contextual review of the proponent and the proposed asset, program, or initiative.

### Phase 2. Due diligence and strategic assessment

Prior to advancing a proposal, the recipient division undertakes a more detailed assessment of suitability, risks, and alignment, with support from the Strategic Partnerships team and other relevant divisions.

- The recipient division confirms alignment with divisional priorities, City policies, and lifecycle or operational considerations.
- Financial, reputational, legal, and operational risks and benefits are assessed.
- Required screenings are undertaken, including consultation with the Lobbyist Registrar and conflict-of-interest review in consultation with Purchasing and Materials Management, as applicable.
- Legal Services is engaged to support review of proposed terms and risks.
- **Ward Councillors are advised and engaged on proposals with ward-specific implications.**

### Phase 3. Approval

Formal approval is obtained at the appropriate authority level based on the type, value, and scope of the partnership.

- **All naming rights require City Council approval, and the recipient division is responsible for preparing a report to Council.**
- Sponsorships may be approved under delegated authority by Division Heads within established thresholds. **Sponsorships exceeding delegated authority limits require Committee and City Council approval.**
- Donations below delegated authority limits may be accepted by Division Heads. **Donations at or above the Council approval threshold, including cumulative donations from the same donor for the same purpose within a fiscal year, require City Council approval.**
- **Where required, the recipient division prepares and presents reports to Committee and City Council.**

### Phase 4. Agreement formalization

Once approved, the arrangement is formalized through appropriate documentation.

- All naming rights and sponsorships are documented through written agreements prepared in consultation with Legal Services.
- Agreements set out roles, responsibilities, benefits, recognition, and applicable terms and conditions.
- Donations are documented, and legal agreements are required where thresholds or conditions apply.

### Phase 5. Relationship management and fulfillment

Following execution of the agreement, the recipient division manages the relationship and ensures delivery of agreed outcomes.

- The recipient division monitors compliance with the agreement and applicable policies.
- Sponsor benefits or donor intentions are fulfilled as approved.
- Financial tracking, reporting, and accountability requirements are maintained.

## **Confidential Attachment 1**

**A list of Parks and Recreation partnership proposals currently being discussed at the City and Ward levels.**